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Speaker Packet.



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From first-class experiences, no matter your seat, on a Delta flight to five-star service in a fast-food establishment at Chick-fil-A, we are all motivated by our experiences. They cause us to become repeat customers, leave raving reviews and tell our friends. Ryan Vet utilizes his background as a serial entrepreneur and marketing consultant to help audiences maximize patient experiences within their dental practice.

With the ever-growing competition in the dental industry, creating experiences worth sharing is critical to your success. Further, understanding generational differences and how that can impact your marketing efforts as well as your team management can set you apart from the rest. In his talks, Ryan draws on his experiences as a seasoned marketing consultant that has worked with brands ranging from start-ups to internationally recognized Fortune 500s.

Trailer: <https://rvet.me/RyanVetVideo>

CUSTOMER EXPERIENCE

PRACTICE GROWTH

MANAGING MILLENNIALS

PATIENT MESSAGING

LOCAL ANESTHETIC

CASE ACCPETANCE

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Create Experiences Worth Sharing

How to Simply Boost Patient Experience and Maximize Practice Growth

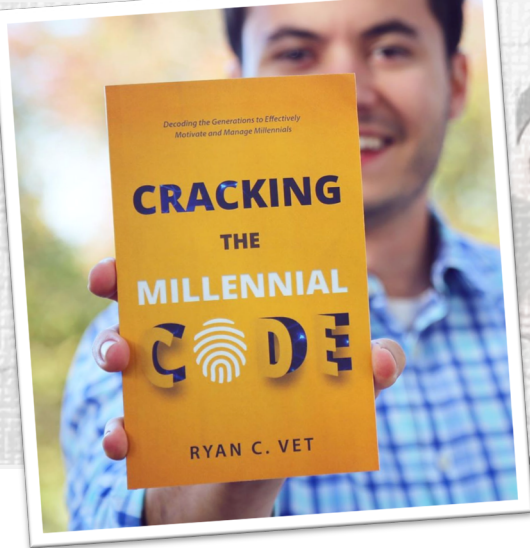
The landscape in dentistry is drastically changing. It is more important than ever to stand out to your patients and create an experience worth sharing. In this course, attendees will explore ways to boost patient satisfaction with simple, easy-to-apply customer service and marketing strategies. Additionally, attendees will explore effective communication and time management techniques for optimal patient satisfaction. With these tools, you will discover exciting ways to radically grow your patient base without breaking the bank.

Learning objectives:

- Create, implement and measure effectiveness of patient experience initiatives.
- Design, deploy and measure impact of cost-effective marketing campaigns.
- Use positive patient experience to ultimately grow your practice.

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TOPIC #2: Lecture

Cracking the Millennial Code

Why Your Practice Will Fail if You Fail to Embrace the Millennial Generation

The largest generational cohort of all time to descend upon the USA is the Millennial generation. Often accused of extreme laziness, utterly entitled and living at home until age 35, the Millennials are so often misunderstood. Reality check: Millennials are your rising patient population, the talent pool for your team and who knows, the next POTUS. In this conversation, we will explore the truths and lies about Millennials and how you can set your dental practice up for ultimate success despite the mysteries surrounding Millennials.

Learning objectives:

- Learn how to message to the Millennial generation to increase case acceptance and promote overall oral health
- Gain practical insights into creating a practice that successfully connects with Millennials in promoting ideal oral hygiene
- Manage and market to your feature team and patients

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Dentistry Uncorked

An Immersive Journey to the Intersection of Hospitality, Precision and Guest Experience

Those in the dental profession and sommeliers (wine professionals) are rather similar. A rigorous level of training with a keen attention to detail allows only the best of the best to earn the designation. Daily, there is a high level of precision that is needed to properly execute both jobs and most importantly is a high level of service for all guests and patients. In this course, attendees will have the continuing education experience of a lifetime. They will learn the ins and outs of case acceptance strategies, patient messaging, and customer experience in the dental practice. Ryan Vet, a trained sommelier and dental practice management expert, will conduct a wine tasting with attendees and use the world of wine to frame this unforgettable continuing education course.

Learning objectives:

- Learn how to better message treatment plans to patients to increase necessary case acceptance
- Feel comfortable with patient messaging in difficult or uncomfortable circumstances
- Be equipped with tools to provide extraordinary patient care through high levels of service

Ryan's Qualifications



WSET
WINE & SPIRIT
EDUCATION TRUST

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NEW

TOPIC #4: Keynote

A Shadow in the Spotlight

Pursuing Significance Over Chasing Success

As leaders, our passion fuels our drive to succeed. We run towards the improbable to pull off the impossible. Yet, in the pursuit of running, it can become easy to lose sight of why we even started off on our race. It can be exhausting. At the end of the day, we have the opportunity to lead a life of significance over success. Sometimes that means spinning the spotlight around and leading from the shadows. In this conversation, we will embark on the journey of living a life that leaves a lasting legacy long after our moment in the spotlight is up.

Trailer: <https://youtu.be/5ZTIsleXYy0>

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NEW

Cover Your Assets

Navigating the Challenges of HR from Recruiting to Team Building to Lawsuits

People are your most precious asset. Without people you would not have a team nor would you have patients. However, in the current climate, labor is harder than ever to attract; building a cohesive, high functioning team seems daunting; and the ever-changing legal landscape makes managing people and staying in compliance frightening. In this riveting talk, Ryan Vet shares real stories of hiring successes and legal employment nightmares. He will cover how to effectively recruit team members, retain outstanding team members and set yourself up for maximum protection in the event of employee related legal action.

Learning Objectives:

- Understand the current challenges and opportunities of recruiting and hiring team members
- Be equipped with tools and protocols to ensure your team is protected and your practice is protected

Ryan's Qualifications



Cornell University.



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NEW

TOPIC #6

Million Dollar Lemonade Stand

Lessons Learned from Stirring Lemonade to Running a \$100 million company

Whether running a lemonade stand or a multi-national start-up, there are some lessons and principles that are unchanging and unwavering. In this talk, successful founder, start-up executive and entrepreneur, Ryan Vet, shares his journey riddled with successes and failures. Regardless of your position, the stage or size of your company, there are some truths that remain constant. In this talk, Ryan shares the raw truths of what it means to run a million-dollar lemonade stand. No, you won't learn about how to make a million bucks by pouring lemonade, however, you will learn the key principles that transverse all businesses and all industries that will help you be successful.

Learning objectives:

- Identify opportunities to increase patient retention
- Gain insights into key areas where your practice may be losing profits
- Develop skills to scale a practice for maximum impact

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NEW



TOPIC #7: Workshop

Let's Get Ethical

Exploring Frameworks for Ethical Decision Making in a World Filled with Gray Areas

A plane's engines fail, there are three passengers and two parachutes. What do you do? While we may not face these extreme scenarios in our practices, we are faced with ethical dilemmas every single day. One of the most difficult challenges in leading through ethical situations is not simply understanding how to choose the best choice but how to navigate differences of opinions when it comes to making the best choice with the present information. Since the days of Socrates and Plato, humankind has wrestled with ethics. In this talk, we will explore how to reach the best solution, even when different opinions are involved.

Learning Objectives:

- Understand the foundational principles and frameworks of ethical thinking
- Uncover how to navigate differences in ethical opinions
- Learn to resolve conflicts that deal with ethics in a healthy and thoughtful manner

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How Are Dentists Judged By Patients?



A painless injection



Staff who are kind, professional, caring, helpful



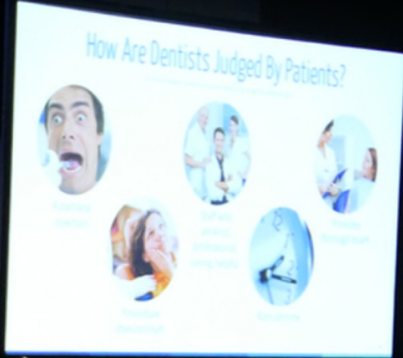
Provides thorough exam



Procedure does not hurt



Runs on time



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