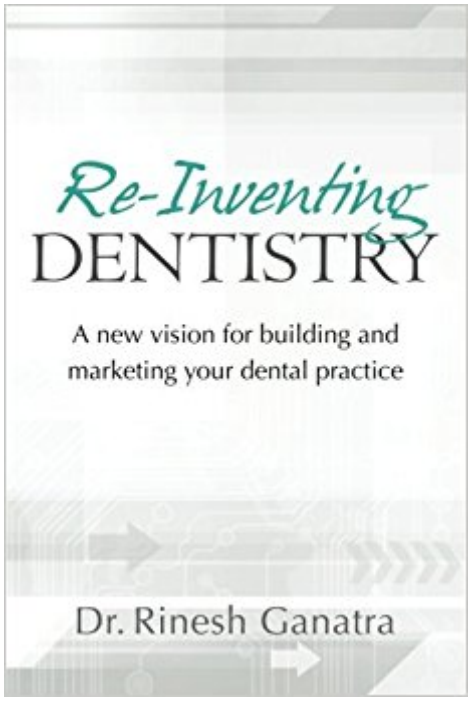
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Re-Inventing Dentistry: A New Vision For Building And Marketing Your Dental Practice



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Synopsis

There is no other book that will show you step by step HOW to build your dental practice, create winning systems, and use online marketing to grow your practice like you've always wanted. Dr. Rinesh Ganatra, after having built 3 state of the art practices in Orange County, California reveals how you can create your dream practice and market it for success! You will gain three HUGE insights from this book: 1. How to create and build a dental practice from scratch with no prior construction experience 2. An easy to follow step by step guide to creating winning systems within your practice by focusing on attracting patients, treatment planning, and having patients return to you. 3. Cut through the static and finally LEARN how to enhance the power of your website, online video, and social media to attract and keep more patients in your office then ever before. Only after knowing this can you truly create a presence beyond your location! In Re-Inventing Dentistry, successful dentist and entrepreneur, Dr. Ganatra packages up his knowledge and delivers it in a systematic approach to building and marketing your practice. Whether you are a long time practicing dentist or a new dentist out of school this is a must have book that will take you to new levels of success in life and dentistry. Stop trying to figure it all out by yourself and learn from someone who is a dentist and has done it! Read the book and let Dr. Ganatra help you create your ultimate success in dentistry! Be sure to also check out his free video training series at http://www.dentalpracticemastery.com

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Customer Reviews

Back in 2008 I was a foreign trained dentist; with a DMD, at the time I was studying for part one and

two of my boards; I actually got to work in all of Dr Ganatras offices during that time. I was blown away by the efficiency of the practice and Dr G's contagious enthusiasm; patients loved him and things ran very smooth; At the time Dr G had two locations, which I was initially aware of then. Few months later I realized he was in process of opening his third location, this time closer to the beach in Costa Mesa CA; I actually worked at this third location as an assistant from day one (among the other two); this office was build from scratch, and like the other two locations, it was so modern with flagship soft / hardware, paperless efficient and provided same day indirect restorations (milled inlays inlays crowns etc) digital dentistry that is via subtraction method (CAD/CAM). Despite this it was simple and I remember over and over patients would complement the office, while I'm doing various procedures saying "this is the best dental office I've ever been to" I was one of the assistants there We all know patients speak more freely with less regard, than with the Dr present.At the time my primary focus was pass the boards and get in IDP which I ultimately did, and of course my assisting at Dr G's offices was over by early 2010. A letter of recommendation was given to me by Dr G and it helped me get in my 2 year IDP program.Fast forward 2 years I graduate with a DDS and I started practicing; at the time I had no idea but Dr Ganatras style was imprinted on me and I feel I'm a successful dentist because I was lucky enough to assist someone so passionate about dentistry, and genuinely truly caring to provide exceptional dentistry.I believe my experience working at Dr G's offices was directly responsible to my success as a dentist with a very high case acceptance. now three years in I'm considering starting up my own office.By coincidence a college a few months ago told me about this book and I couldn't believe Dr G had his book on ; Years ago when I was his assistant He once told me he is working on a system explaining how to start run an office (didn't think much of it at the time because all I cared about was to start practicing) I bought it right away and started reading it, and the more I read the more I'd smile, because I actually was a part of his back office team and I lived these experiences he shares with us in his book.If you are a motivated young hungry dentist who wants to evolve from associateship to office owner. The experiences, and Knowledge provided in this book are key to success. And even if you are established with many offices you can always improve the marketing strategies of your office.

Bought the book for a dentist I know but read about 75% of it- Professions such as dentistry often get little or no instruction to prepare them for running a business - I thought this was a good start in that process. Being a great dentist will not automatically insure that you will profit from your hard work if your business is not operating properly.

What a great investment! Fantastic approach, many outstanding ideas that will be implemented in our practice! Recently transferring from military dental practice to civilian practice and was looking for reading material on business/marketing aspect of dentistry! Really appreciate advice and recommendation provided in the book especially web application! Thank you for sharing Dr Ganatra!

I've read several books about practice management and start-up over the years. I found Dr. Ganatra's book very informative and relevant for today's climate. Even if you have a well-established practice, I think anyone can benefit from some of the modern pearls in this book, and very practical advice. I hope they come out with a digital format.

While starting my first dental practice, I couldn't find much information from a doctor's perspective to help guide me through the process. This book gave me direction and helped me develop a vision for my practice.-Dr. Robinson

I actually finished a book. It was easy to read with many great tips. I will actually go through it again which is very rare. I am looking forward to any other books Dr. Ganatra will write in the future.

Dental marketing is so competitive, that dentists pay up to $200 a lead. I am NOT a dentist but I am a marketer and was fascinated when I heard about Ganatra's book. Seeing the umpteen 5-star reviews I thought "there's no way it's that good." Wrong. It's a treasure essentially outlining the details and how-tos of a "compassion marketing" philosophy that applies to all businesses.

This book is great for anyone. From experienced to the novice. Hope you read it and apply those thoughts discussed and you will see your practice grow.

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