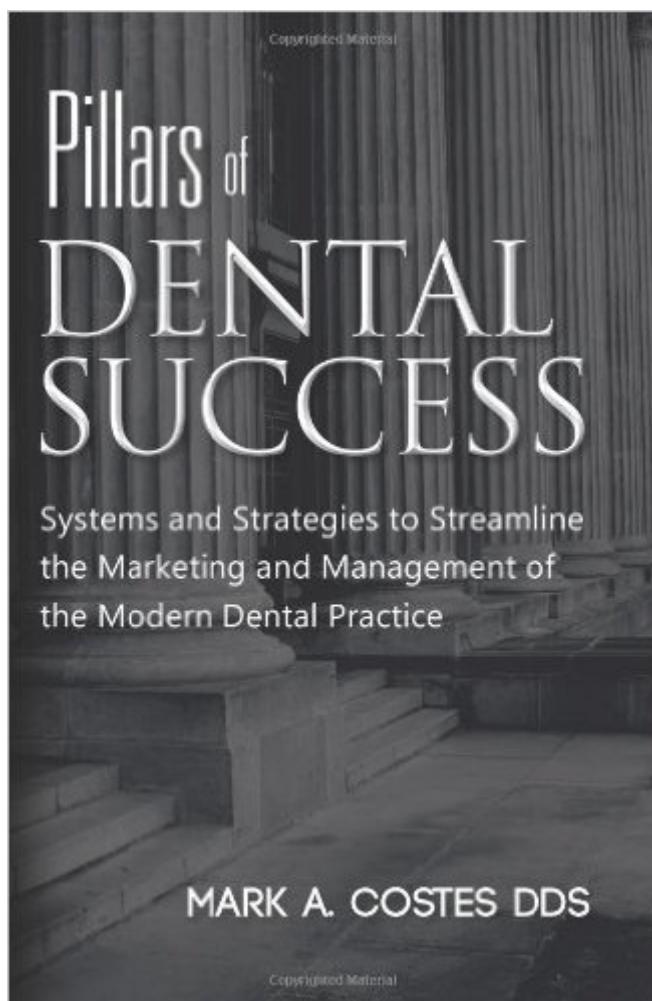


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# Pillars Of Dental Success



## **Synopsis**

Pillars of Dental Success is a roadmap that any dentist can follow to exponentially increase the profitability and productivity of his or her dental practice. The systems and strategies covered within the pages of book represent the culmination of struggle, failure, and redemption during Dr. Mark Costes's journey from one struggling practice to a six practice multi-million dollar dental empire. Some of the topics covered in this book include: - How to FINALLY get your practice's overhead and cash flow under control. - How to create airtight systems that will maximize the performance of every department of your organization while decreasing chaos and stress. - The step-by-step system for getting a flood of new patient referrals from your existing patient base. - The advanced marketing strategies that will neutralize the competition in your market and drive a flood of new patients into your practice. - The simple and effective approach to reactivating "lost" patients. - How to position yourself as a local celebrity and community leader. Dr. Costes's refreshing approach to the business side of dentistry offers straightforward and practical solutions that can be implemented immediately. If you're interested in taking to the next level and beyond, you owe it to yourself to read this book!

## **Book Information**

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## **Customer Reviews**

Dentistry isn't changing. It's changed. I'm not saying it's good or bad. I'm just saying we all need to accept and adapt to the new economy. If your goal is to stay independent and prosperous, Dr. Costes' book is mandatory reading. Not making a choice is a choice. It's time to consciously choose how to position your practice within the new economy. It is possible to compete and win, practice high quality dentistry, remain highly profitable and enjoy your life. This book is a blueprint.

'Pillars of Dental Success' is a great insight into dental practice purchase, transitions and operations from a daily life and business standpoint. The narratives are easy to understand and this book has a number of great pointers.

Not a bad book. Not the best out there, but not bad either. Mark has many good ideas in this book. Nothing earth shattering though. To be perfectly honest, if you watch some of his YouTube videos, you basically get all of the information that he presents in this book.

This book is a very easy read and Mark gives cookbook instructions on how to develop an internal marketing plan to acquire new patients, while strengthening your relationship with your existing patient base. Also, he gives step by step instructions on how to reactivate inactive patients while actually giving you the template for the letters to write to these patients. In addition he goes into great detail on how to position your practice to be the "go to" dental office in your area through various community outreach programs that any dental office can initiate. I literally read this book over the weekend and I am implementing several of the ideas Mark discussed at our next staff meeting. Absolutely worth the read!

This is an excellent read. It is clear and full of great ideas. As with anything the entire book may not be relevant to every dentist now, but there are enough pearls in there to excite me and give me a few things to work on. I will have my office manager read it, and I plan to re-read it often.

For a new dentist, Pillars of Dental Success has been an eye opening resource guide to practice management. I always felt as though I shouldn't have to reinvent the wheel when it comes to implementing systems and procedures to get new patients, retain existing patients, and reactivate old patients. Mark gives a very step by step process that can be implemented as is or used as a foundation to tailor your own plan. Definitely a worthwhile purchase and a great investment.

Excellent book! Easy to read with tons of great ideas and instructions to get your dental office to the next level. Many thanks, Dr Mark Costes for sharing your expert advice and tips. Kind regards, DR Mahad SaidSweden

Dr. Mark Costes explains strategies and proven effective methods that will help increase

productivity and probability in a dental practice. I really enjoyed reading his book, from his personal life to the transition of his professional life. He is a hard-working and talented dentist that is excellent in patient management and business management. The book goes into detail in different systems to use in order to realize the true potential of what your dental office can become.

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