



DR. LEON KLEMPNER

SPEAKERPACKET

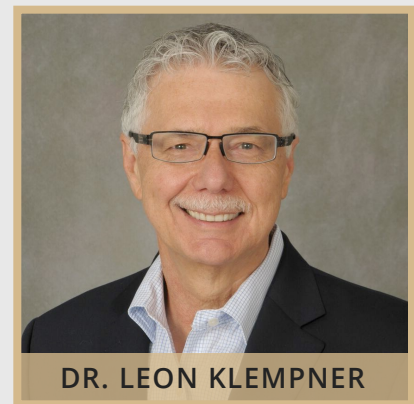
marketing
people & for doctors
practice

Feeling pressure to grow your practice and attract new patients in an increasingly competitive and changing marketplace?

Learn how to ensure that your marketing dollars are attracting not just *more* patients, but the *right* patients. Dr. Leon Klempner's presentations share techniques for attracting new patients while building loyalty among existing patients with social media, patient engagement initiatives and strategic Facebook advertising.

In addition to digital marketing, there is a significant competitive advantage and financial gain in offering discretionary clinical services, such as early orthodontic treatment services. With over 30 years' experience and as an early adopter of interceptive orthodontic treatment, **Dr. Leon Klempner – board-certified orthodontist and inventor of the tandem appliance for Class III correction** – offers a comprehensive course in interceptive orthodontic treatment to prevent future sleep apnea.

Experienced in presenting for all sizes and types of groups over the past 25 years, you'll find Dr. Klempner to be well prepared, well received, and easy to work with. Audiences rave about his laid back style and interactive, entertaining presentations.



Bonus Presentation:
**Market Invisalign®
to Grow Your Practice**

*Customized for general,
pediatric or orthodontic groups.*

SOCIAL MARKETING: USE IT OR LOSE OUT!!



Dentistry is becoming perceived by the public as a commodity with little difference between practices other than affordability and convenience. Learn how to distinguish your practice to attract more private-pay patients through digital marketing. Learn how to ensure that your online reputation is solid, effectively connecting with your current and prospective patients on the media they use, and targeting your audience using all of the right tools.

PREVENT SLEEP APNEA WITH EARLY ORTHODONTIC TREATMENT



Grow your practice while increasing patient care by offering interceptive orthodontic treatment. Benefits to the patient include decreased likelihood of extraction of healthy baby and/or permanent teeth, less time in braces or Invisalign, and parent satisfaction at early treatment options. As a bonus for the clinician, early treatment tends to convert patients to Invisalign Teen candidates and is generally less complex treatment. This comprehensive course addresses treatment for crowding, overjets/underbites, posterior/anterior crossbites and deep/open bites.

Make it a Full Day! Class I Treatment in the morning followed by Classes II & III in the afternoon.
This interactive full day workshop includes review of clinical cases. *Attendees love it!*

Social Marketing: *Use it or Lose Out!*

The dental marketplace is rapidly changing, and dentists/orthodontists are feeling the increased competition. How do you ensure your marketing dollars are attracting not just *more* patients, but the *right* patients?

Dentistry is becoming perceived by the public as a commodity with little difference between practices other than affordability and convenience. This image creates a dilemma for private, high-quality practices that spend more time with patients and, as such, have higher overhead costs. Practices can differentiate themselves through their marketing to help prospective patients understand the value they provide. Learn how to distinguish your practice to attract more private-pay patients through digital marketing.

Many doctors find themselves caught in the middle, not understanding how to best navigate the internet. It takes years to build a practice's reputation, but only minutes to tarnish it. Patients' decisions are heavily influenced by what other patients and parents are saying about us online. Learn how to ensure that your online reputation is solid, effectively connecting with your current and prospective patients on the media they use, and targeting your audience using all of the right tools.

Learning Objectives:

- Understand the changing business environment and how it threatens future success
- Identify how social networking engages current patients and stimulates referrals by building trust and confidence
- Explore how parents and patients make decisions given the wealth of information available to them online
- Rethink your marketing strategy to utilize Facebook, Google, Twitter and YouTube to enhance practice credibility
- Discover how to make your practice stand out with Google 5 star reviews in online searches
- Learn how to enhance and monitor your online reputation and protect it from inevitable negative patient reviews
- Understand how to measure return on investment (ROI)
- Recognize how to harness the power of the internet to develop a thriving practice

Suggested Format: Partial Day; Lecture, Keynote, Dinner Meeting

Suggested Attendees: Doctor and Team



Bonus Presentation: Market Invisalign® to Grow Your Practice

*Customized for general, pediatric
or orthodontic groups.*

Invisalign® has become a household name for clear aligners in the US and Canada and is spending millions of advertising dollars to drive new patients who want straight teeth without braces into your practice. Dr. Klempner was an Elite Invisalign provider and will show you how to grow your practice and profitability with Invisalign and Invisalign Teen.



Prevent Sleep Apnea with Early Orthodontic Treatment

Looking for a practice builder? Increase your knowledge and hone the skills to effectively treat younger children with developing orthodontic problems.



Grow your practice while increasing patient care by offering interceptive orthodontic treatment.

Children experience the same structural, inherited physical characteristics of adults that lead to sleep apnea and other malocclusions. Early intervention allows structural modification to eliminate or lessen the likelihood of lifelong breathing challenges. Identifying the underlying causes and addressing them at an early age eliminates problems before they develop,

Benefits to the patient include decreased likelihood of extraction of healthy baby and/or permanent teeth, less time in braces or Invisalign, and satisfying the parents' desires for early treatment. As a bonus for the clinician, early treatment tends to convert patients to Invisalign Teen candidates and is generally less complex treatment.

With over 30 years' experience and as an early adopter of interceptive orthodontic treatment, **Dr. Leon Klemptner - inventor of the tandem appliance** - offers a comprehensive course that addresses treatment for crowding, overjets/underbites, posterior/anterior crossbites and deep/open bites.

Learning Objectives:

- Recognize the warning signs of sleep apnea and other malocclusions in young patients
- Determine ideal time to initiate treatment
- Learn arch development techniques to reduce crowding, eliminate extractions and prevent sleep apnea
- Explore methods for achieving patient cooperation resulting in optimal clinical outcomes
- Master the use of appliances to correct overbites, underbites, crossbites and open bites
- Explore the advantages of early orthodontic treatment, including the option of finishing with Invisalign Teen instead of braces

Make it a Full Day!

Class I Treatment in the morning followed by Classes II & III in the afternoon. This interactive full day workshop includes review of clinical cases. *Attendees love it!*

[VIEW ADDITIONAL TOPICS ON FOLLOWING PAGES →](#)



Bonus Presentation: Market Invisalign® to Grow Your Practice

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Invisalign® has become a household name for clear aligners in the US and Canada and is spending millions of advertising dollars to drive new patients who want straight teeth without braces into your practice. Dr. Klemptner was an Elite Invisalign provider and will show you how to grow your practice and profitability with Invisalign and Invisalign Teen.



Class I Treatment — A Three Dimensional Approach

I

Some early Phase 1 treatment has shown to be either ineffective or unnecessary with regard to reducing the treatment time, or the incidence of extractions during Phase 2 treatment with braces. The goal of this course is to demonstrate treatment techniques that address all three planes of space. Only by addressing all dimensions, sagittal (overjet/underbite), transverse (posterior crossbites), and vertical (deep/open bites), can we significantly reduce future treatment time during Phase 2, reduce the need for extraction of healthy teeth, and finish with Invisalign Teen.

Learning Objectives:

- Understand the effective use of Phase 1 orthodontics in the mixed dentition
- Learn how to identify dental and skeletal components of malocclusion using a simplified cephalometric analysis
- Learn how to diagnose and treat posterior crossbites, mandibular asymmetries, impacted canines, and ectopic teeth

Class II Correction

II

Correcting the Class II malocclusion at the beginning of treatment, when patient compliance levels are at their highest, provides unique efficiencies and helps reduce the need for future extractions. The use of the *Carriere Motion®* Appliance, as well as the *Twin Block®* Appliance and other functional appliances in the mixed dentition will be discussed. Long-term stability and treatment results will be examined. Many clinical cases will be presented and reviewed.

Learning Objectives:

- Learn how to diagnose and correct Class II malocclusion
- Recognize differential diagnosis of skeletal and dental etiology
- Comprehend soft tissue analysis of Class II
- Understand the use of Twin-Block® and Carriere Motion® appliances
- Learn techniques for achieving Class I occlusion with normal overjet

Class III Treatment with a Modified Tandem Appliance

III

Growing patients with dentofacial deformities are perhaps the most challenging cases for the clinician to manage. In patients with mid-facial deficiency, the current clinical protocol calls for orthopedic maxillary protraction by means of elastics to either an extra oral facemask or a chin cup. The major problem is compliance, due to both the physical appearance of the extraoral appliance and skin irritation from the anchorage pads. Dr. Klempner, inventor of the modified tandem appliance, shares techniques for achieving successful results without relying on unusual patient cooperation.

Learning Objectives:

- Learn how to diagnose and correct Class III malocclusions
- Recognize differential diagnosis of skeletal and dental etiology
- Compare the advantages/disadvantages of Facemask vs. Tandem appliance
- Master the use of appliances to correct anterior cross-bites
- Learn when and why to refer to a specialist
- Learn techniques for achieving Class I occlusion with normal overjet

Suggested Format: Full or Partial Day; Lecture, Keynote, Dinner Meeting
Suggested Attendees: Orthodontists, General Dentists, Pediatric Dentists

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Meet Dr. Klempner

Interested in growing your practice
by attracting more patients in an
increasingly competitive environment?

How do we get the phone ringing? Or attract new patients? Dr. Klempner is the founder and CEO of People & Practice, LLC, a marketing consultancy that grows general dental and specialty practices in the U.S. and Canada. Through a proprietary patient review program implemented on an iPad, Dr. Klempner helps doctors build authentic positive Google, Yelp and searchable public reviews. Together with social media, patient engagement initiatives, and strategic Facebook advertising, Dr. Klempner's program helps attract new patients while building loyalty among existing patients.

Offering discretionary clinical services that are in high demand also improves the practice's financial picture. There is significant competitive advantage in offering early orthodontic treatment services. With over 30 years' experience and as an early adopter of interceptive orthodontic treatment, **Dr. Leon Klempner - inventor of the tandem appliance for Class III correction** - offers a comprehensive course that addresses treatment for crowding, overjet/underbite, posterior crossbites and deep/open bites.

Audiences rave about his laid back style and interactive, entertaining presentations. Experienced in presenting for all sizes and types of groups over the past 25 years, meeting planners find Dr. Klempner to be well prepared, well received, and easy to work with.

Dr. Klempner, a board-certified orthodontist was in private practice for over 38 years. He graduated dental school from the University of Maryland and received his certification in Orthodontics from Tufts University. Dr. Klempner is on the teaching faculty of two dental schools, and has lectured both nationally and internationally on the subject of social media marketing and clinical orthodontic treatment. His work has been published in the Journal of Clinical Orthodontics, the American Journal of Orthodontics and Dentofacial Orthopedics, as well as numerous other dental journals.

EDUCATION AND TRAINING

- University of Maryland, School of Dentistry: Doctor of Dental Surgery
- Tufts University, School of Dental Medicine: Certificate of Orthodontics

HONORS AND ACHIEVEMENTS

- Diplomate, American Board of Orthodontics
- Inventor of the Modified Tandem Appliance for Early Treatment of Class III
- Stony Brook Hospital, Cleft Palate Craniofacial Team
- Henry Schein Cares Medal, Finalist

FACULTY APPOINTMENTS

- Stony Brook School of Dental Medicine, Assistant Clinical Professor
- Tufts University School of Dental Medicine, Post Graduate Dept. of Orthodontics, Visiting Lecturer
- St. Charles Hospital Dental Residency Program, Attending Faculty
- Mather Memorial Hospital, Attending Faculty
- Smile Rescue Fund for Kids (Non Profit for Facial Deformities), Founder
- 12 Overseas Cleft Palate Missions: Operation Smile, SmileTrain, Health Volunteers Overseas

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Rave Reviews

"Dr. Klempner has my highest recommendation as a speaker."

"Dr. Klempner did an outstanding job in presenting to 130 orthodontists and residents at the Cleveland Society of Orthodontist's 2013 fall meeting. He provided many practical tips on how to build strong internal relationships with his patients. In his presentation, Dr. Klempner used easy to understand examples from his own orthodontic practice as well as other practices he has helped; these examples created a road map for anyone in the audience anxious to excel in social media and internal marketing. He taught the audience how to locate their most satisfied patients and invite them to publicly support the practice. Dr. Klempner has my highest recommendation as a speaker, and I look forward to hearing him speak again." —*Dr. Wenger*

"I wholeheartedly recommend Leon. He can take you to the top of your game for both promotion and protection. Exceptional." —*Dr. Kelling*

"It's difficult to get clients to post their thoughts online. Leon showed us methods for translating the good stuff we hear in the office into online reviews that others can read as well." —*Dr. Lissman*

"Thank you for the tips for collecting feedback to post directly onto our website. We have found that this has improved our search engine optimization, brings more new families to our door, gives us the tools to show their positive feedback, and keeps our patients happy. What a win/win for everyone!" —*Dr. Davis*

PUBLICATIONS

- American Journal of Orthodontics
- DentalTown Magazine
- Journal of Clinical Orthodontics (*multiple*)
- McGill Advisory Newsletter (*multiple*)
- Orthodontic Products Magazine (*multiple*)
- OrthoTown Magazine

MEMBERSHIPS IN PROFESSIONAL ASSOCIATIONS

- American Association of Orthodontics
- American Dental Association
- American Cleft Palate – Craniofacial Association
- New York State Orthodontic Society, Executive Board
- New York Dental Society
- Northeast Society of Orthodontics
- Suffolk County Dental Society

PARTIAL LIST OF PAST PRESENTATIONS

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| • American Association of Orthodontists | • International Society for Orthodontists |
| • American Orthodontic Society | • Queens County Dental Association |
| • Align Technologies (<i>multiple</i>) | • Rondeau Seminars (<i>multiple</i>) |
| • Cleveland Ortho Society | • The Aurum Group (<i>multiple</i>) |
| • Henry Schein Ortho (<i>multiple</i>) | • Tufts University School of Dental Medicine |

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