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Sessions**
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The Empowered Patient Series: Building Implant Success - How Purpose, Authenticity & Systems Drive Scalable Growth

Course Description:

True implant success isn't built on procedures alone — it's built on purpose, authenticity, and visibility. This one-hour webinar explores how to combine modern marketing psychology, patient communication strategies, and scalable financial systems to grow your implant practice with intention. Attendees will learn how to clarify their "why," build a brand that positions them as the category of one in their market, and implement proven systems that drive sustainable growth. We'll cover the evolution of dental marketing, behavioral psychology in case acceptance, and the mindset shifts needed to step out of comfort zones and into true leadership. By the end of this session, you'll have a clear framework to attract ideal patients, convert with confidence, and scale your practice authentically.

Objectives:

- Define and communicate their "why" to build trust and emotional connection with patients.
- Leverage modern marketing strategies and brand positioning to create top-of-mind awareness within their communities.
- Apply behavioral psychology and authentic communication frameworks to increase implant case acceptance.
- Implement scalable financial and operational systems to sustainably grow implant production sustainably.
- Adopt a growth-driven mindset by embracing calculated risk and differentiating their practice as a "category of one."

Date: November 19, 2025

Time: 7:30pm EST

Complimentary Tuition

Attendees will earn 1 CE credit

Registration:

biotechdentalusa.com/webinar1119



Dr. Brandon Prior, DMD

Dr. Prior earned his bachelor's degree in Biology at Southern Illinois University – Edwardsville. After college, he went on to complete his specialized Doctor of Medicine in Dentistry degree at Southern Illinois University School of Dental Medicine. Passionate about helping people experience life-changing dentistry, he has pursued advanced education and training in the areas of cosmetic solutions and dental implants. Dr. Prior has been involved in restoring and planning dental implant cases from single implants to complex full mouth rehabilitation using the latest technologies.



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