



**MAXIMIZE  
YOUR PRACTICE  
GROWTH**



**DR. LEONARD TAU**

Speaker Packet |

(215) 292-2100  
len@drlentau.com

**DENTIST. SPEAKER. CONSULTANT.**



# MEET DR. LEN TAU | THE REVIEWS DOCTOR

REAL DENTIST. REAL STORIES. REAL SOLUTIONS.

For two decades, Dr. Tau, or Len as he prefers to be called, has proven himself to be an innovative leader in the field of dentistry. As an early adopter in dental digital marketing, Len has traveled around the country to help dental professionals succeed in growing their practice, reignite their passion for their profession, and navigate the fast-changing nature of the job.

For Len, dentistry is a family affair, as his father had a home office in New City, NY. He is a graduate of Tufts University School of Dental Medicine and continued his dental education through participation in the Advanced Education of General Dentistry at UMDNJ in Somerdale, NJ. After working in a group practice for five years, Len purchased his current practice, the Pennsylvania Center for Dental Excellence.

As a dentist, practice owner, public speaker, consultant and podcaster, Len guides practice leaders and their teams on how to implement successful online systems that maximize their online presence. Known as "The Reviews Doctor", he serves as the General Manager at BirdEye, and founded Tau Dental Consulting along with the Raving Patients Podcast to share what he has learned with others.

## WHAT MAKES LEN UNIQUE?

### PASSION.

Len relates to dental professionals on a unique level due largely in part to his experience as a dentist and practice owner, along with his work in consulting and speaking.

He has acquired the best approach for communicating with various stakeholders within the dental field and knows what works because he's tried these strategies himself. Len has worked in a group practice and a private practice, and understands what it takes to run a successful dental team. Len's experience as a speaker has also given him valuable insight into how dental practices and teams overcome obstacles and reach goals.

### INSIGHT.

He's eager to share stories of success and failure, to help you and your team make wise and informed decisions that ultimately lead to practice growth and professional fulfillment.



## AWARDS

**Top Leaders in Dental Consulting**  
Dentistry Today, 2017

**New & Emerging Speaker Conference Winner**  
American Dental Association, 2012

**Top Dentist**  
Philadelphia Magazine, 2010

**Fellowship Recipient**  
AGD, 2009



# MAXIMIZE YOUR PRACTICE GROWTH

## FOR DENTISTS, YOUR ONLINE REPUTATION AND REVIEWS CAN MAKE OR BREAK YOUR PRACTICE

As a pioneer in dental consulting, Len has used his expertise in reputation marketing and online strategies to help dentists across the country maximize their practice growth. By focusing on creating a comprehensive online marketing strategy, he has helped offices increase new patient numbers and case acceptance rates.



## ALL CONTENT. NO FLUFF.

Len is passionate about advancing dentistry through the implementation of successful, proven strategies. He relishes the opportunity to work alongside other dental professionals to help them succeed and reach new heights.

With over 4.9 stars and 1,600 reviews, Len's own practice attracts over 40 new patients per month and has a case acceptance rate of nearly 85%. Through his content-rich, interactive seminars, Len dives deep into his experiences as a wet-fingered dentist, having his audiences asking him to come back for more!

*"Without the help of Len, I would not have the amount of new patients coming to my practice, the over 500 five-star Google reviews, and tons of Facebook five-star reviews!" - Dr. Joanne Block Rief*

## TRUSTED. RESPECTED. TESTED.



Len is known for his lively and engaging presentations packed with ready-to-use strategies. He inspires and equips audiences with his dental marketing expertise and his passion for practice growth.

## PRESENTATION TOPICS

TODAY'S ONLINE MARKETING STRATEGIES

RAVING PATIENTS:  
GET CREDIBLE, GET VISIBLE,  
GET MORE NEW PATIENTS

HELP WITH YELP!

USING SOFTWARE  
TECHNOLOGY TO INCREASE  
TREATMENT ACCEPTANCE

OMG! BAD REVIEW!  
WHAT TO DO?!



# PRESENTATION TOPICS



## TODAY'S ONLINE MARKETING STRATEGIES

One of the most effective ways to increase new patient numbers and case acceptance rates is with a comprehensive online marketing strategy. Does your practice have a marketing plan taking full advantage of today's digital tools? Have you built an online presence for your practice? Does your practice dominate online?

## COURSE OBJECTIVES

- Learn the importance of robust content for online ranking
- Understand how to make your practice stand out online
- See the benefits of using social media and online listings to promote your practice
- Understand the necessity of mobile marketing



## RAVING PATIENTS: GET VISIBLE GET CREDIBLE, GET MORE NEW PATIENTS

Word of mouth is the foundation for getting new patients. With sites like Google and Facebook, online reviews are one of the biggest ranking factors in online marketing. Among that, having great local SEO practices helps boost visibility. Dr. Tau shares the best practices to become both visible and credible, enabling you to take your practice to the next level through reputation marketing.

## COURSE OBJECTIVES

- Learn about software programs that help market and manage your reputation
- Review why your practice may not rank as high as it could
- Discuss ways patient reviews can manifest online
- Develop strategies for garnering positive patient reviews
- Review team training tips for yielding positive feedback
- Learn the best practices for dealing with negative reviews

## HELP WITH YELP!

You either love 'em or hate 'em! Dentists around the country complain about Yelp and its practices and want to ignore the site completely. But is that the best thing to do? Patient reviews are taken down and put into the "not recommended" section. Why does this happen? Yelp does not want you asking for reviews. What can you do to get reviews on Yelp? Dr. Tau has intently studied Yelp for the past 10 years and shares tips & tricks on how to turn Yelp into a better option for your practice. He will also help you focus more of your attention on Google.

## COURSE OBJECTIVES

- Learn how to best utilize Yelp to your advantage
- Understand the rules and policies of the platform
- Recognize the importance of consistent branding across Yelp and other online resources



# PRESENTATION TOPICS

## USING SOFTWARE TECHNOLOGY TO INCREASE TREATMENT ACCEPTANCE

Case acceptance is one of the most important things that separates high-earning doctors from low-earning ones. If you cannot articulate why patients should allow you to treat them, success will be limited. In this course, Dr. Tau reviews how technology helped him achieve an 85% case acceptance and how it can help you do the same! Learn high-value content that you can implement in your business the very next day!



## COURSE OBJECTIVES

- Learn how to increase overall case acceptances
- Discover the current technologies to improve case acceptance rates
- Learn important, tangible improvements you can offer to increase case acceptance
- Review how your online presence plays a crucial role in case acceptance

## OMG! BAD REVIEW! WHAT TO DO?!

The perfect dental practice isn't the one with perfect online reviews; it's the one with an action plan for managing reviews. Receiving a bad review can produce a mix of emotions from anger to embarrassment. In this course, Dr. Tau shares his techniques for earning positive reviews & handling bad ones.



## COURSE OBJECTIVES

- Learn why your online reputation is important
- Understand how various review websites work and how to maintain a presence on the biggest platforms
- Learn how to respond to negative customer feedback
- Discover ways you and your team can garner positive feedback from patients

### LEN'S RECOMMENDED RESOURCES



*"Len Tau is a pioneer of dental office presence. He is the guy that gave me the missing piece to go from 10 cases a year to 40 cases a quarter! Now, I do 30 a month!" - Dr. Wollock*



# PAST PRESENTATIONS

- Academy of General Dentistry (*multiple*)
- Academy of GP Orthodontics
- Academy of Laser Dentistry (*multiple*)
- American Academy of Cosmetic Dentistry (*multiple*)
- American Academy of Dental Office Managers
- American Academy of Clear Aligners (*multiple*)
- American Academy of Implant Dentistry (*multiple*)
- American Academy of Pediatric Dentistry
- American Association of Oral & Maxillofacial Surgeons (*multiple*)
- American Dental Association
- Arun Garg Dental Implant Symposium
- California Dental Association, Anaheim (*multiple*)
- California Dental Association, San Fran (*multiple*)
- Charter Oaks Dental Meeting
- Chicago Midwinter
- Delivering Wow Summit
- Dental Maverick Summit (*multiple*)
- Greater New York Dental Meeting (*multiple*)
- Invisalign GP Forum
- Invisalign GP Summit
- Jumpstart
- Kentucky Dental Association
- Mid Atlantic Dental Meeting
- MKS Meeting (*multiple*)
- Mommy Dentists in Business
- New Mexico Dental Association
- New Orleans Dental Association
- Rocky Mountain Dental Conference
- Smile Source Exchange (*multiple*)
- Smiles at Sea
- Solea User Conference
- Southern Association of Orthodontics
- Thomas P. Hinman Dental Meeting
- Townie Meeting
- Valley Forge Dental Meeting
- Western Society of Periodontology
- Yankee Dental Congress (*multiple*)

## MEMBERSHIPS

- American Dental Association
- Pennsylvania Dental Association
- Academy of General Dentistry
- American Academy of Clear Aligners

## ORGANIZATIONS

- International Team for Implantology
- Philadelphia County Dental Society
- Eastern Dental Society
- Northeast Philadelphia Dental
- Implant Study Club

## TESTIMONIALS

"Dr. Leonard Tau made obtaining patient reviews a priority before everyone else started thinking about it...**Dr. Tau is a trendsetter** and being a trendsetter is the hallmark of an effective influencer. He's a superb speaker and educator that can captivate an audience." | Dr. Glenn Vo

"Dr. Len Tau's presentations are full of great content and his style of engaging the audience while delivering **the most up-to-date marketing information is second to none!** I always walk with actionable steps to implement the next day to improve the patient experience and increase new patient flow. " | Susan Leckowicz

"Highly authoritative; **Dr. Tau is a great communicator!** His material is always current and extremely relevant to his audiences. He is a real pro." Jim Richardson

