

Case Study: Growing New Patients from Google Made a Practice Drop PPO Plans — Why and How It Happened

Naren Arulrajah

Subject: 550 Practice Management and Human Relations

Credits: 1

Method: Lecture

Monday, Nov. 25: 7–8 p.m. CST

Audience: Dentists

Fee: \$37.50 (students and residents); \$75 (members); \$125 (nonmembers)

Description

Discover how one dental practice successfully dropped PPO plans and thrived by harnessing the power of Google. This webinar reveals the strategic steps the practice took to grow new patients through effective online marketing, with insights on using search engine optimization (SEO) and Google Ads to drive consistent, profitable patient flow. Join us to uncover strategies for boosting patient growth with smarter digital marketing!

Learning Objectives

- Understand the process of acquiring new patients through Google.
- Explore the strategic decision to drop PPO plans and the impact of that change.
- Learn actionable steps to replicate this success in your practice.

Speaker Bio

Naren Arulrajah is a well-known medical marketing entrepreneur; an accomplished author, speaker and consultant; and the founder and CEO of Ekwa Marketing. Arulrajah hosts a popular podcast for practitioners and professionals in the dental industry.