

FOR DENTAL MEETINGS · KEYNOTE · SESSION · HANDS-ON WORKSHOP

Building a Brain for Your Dental *Practice*

Smile cases in. *Finished reels out.*

Your members set up a brain that finds every before and after smile case the office owns and turns them into reels cut to music, ready to post. It also builds slides in every size, review cards, newsletters, new patient follow-up and recall reminders automatically. Staff approve, and the team saves the hundreds of hours this takes by hand.

Video built automatically

No editing, no Photoshop, no software

About 100 hours

saved

Per 100 before and after cases

20 to 120 minutes

Keynote, session or hands-on workshop



Steve Schadt

Speaker · Sarasota, Florida

steve@schadt.com

941-400-0104

speaker.schadt.com/dental

What your members learn

Every dental office already owns its best marketing: years of before and after smile cases, patient reviews and team photos, spread across the website, review sites, staff phones and old hard drives.

This session shows the dentist and the team how to put all of it into a practice brain: one folder on the office's own computer, and an AI assistant that gathers the assets automatically and builds the marketing from them. Attendees see what the brain builds, from a single veneers case to a full newsletter, and leave with the steps to set up the same brain the next week. Nothing is sold from the front of the room.

Save time

Every smile case and review found and filed automatically. Building 100 before and after cases in Photoshop or Canva is about 100 hours of staff work. The brain does it while they see patients.

Save money

Posts, reels, newsletters and patient guides made in-house, from the photography and reviews the office already paid for.

Make money

More smile cases on social media, the best reviews in front of new patients, every inquiry answered with matching cases and reviews, and every recall reminder sent on time.

Attendees will be able to

- 01** Consolidate every before and after smile case, review, logo and photo from the website, review sites, staff phones and old drives into one practice brain.
- 02** Use the brain to build before and after posts and reels for Instagram, TikTok and YouTube, a results PDF for each treatment (veneers, implants, clear aligners, whitening) and a consultation deck.
- 03** Turn every review from Google, Yelp, Healthgrades and Facebook into review cards for the website and social media, and a review video.
- 04** Answer every inquiry with a custom PDF of matching smile cases and reviews, follow up at day 7, 14 and 30, and send every six-month recall reminder.
- 05** Build newsletters, patient guides and print pieces in-house, from the office's own cases and reviews.

20 min

Keynote

60 min

Session with examples and questions

90 to 120 min

Hands-on workshop, every attendee on a laptop

In office

Lunch-and-learn, by request

AUDIENCE

Dentists, specialists, practice owners, office managers, treatment coordinators, hygienists, front desk and marketing staff. No coding.

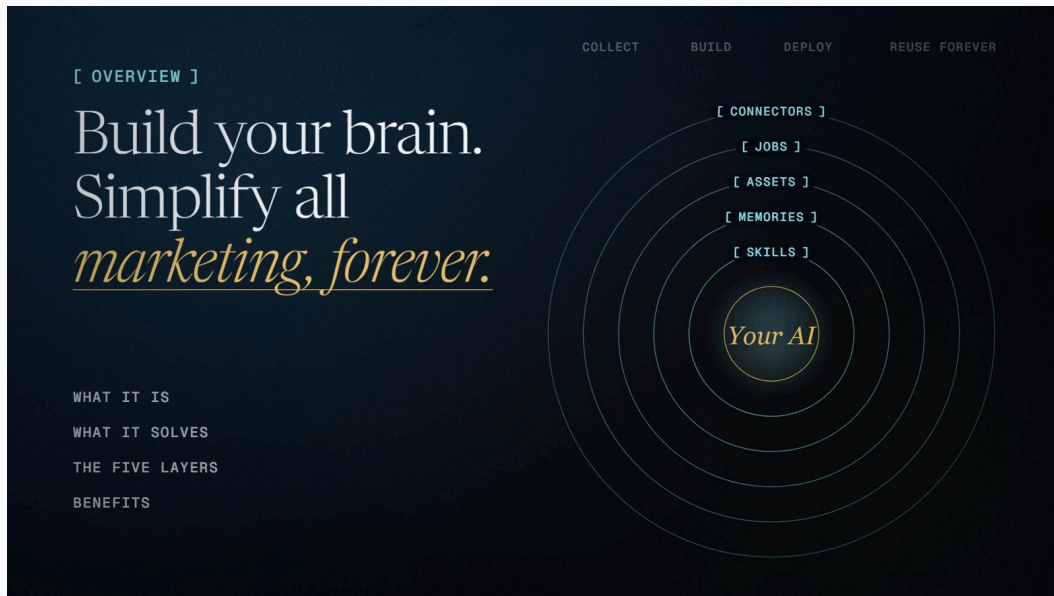
ROOM NEEDS

Projector and screen, 16:9, HDMI or USB-C. Lavalier or handheld microphone. The workshop needs Wi-Fi for laptops.

WORKSHOP EXTRAS

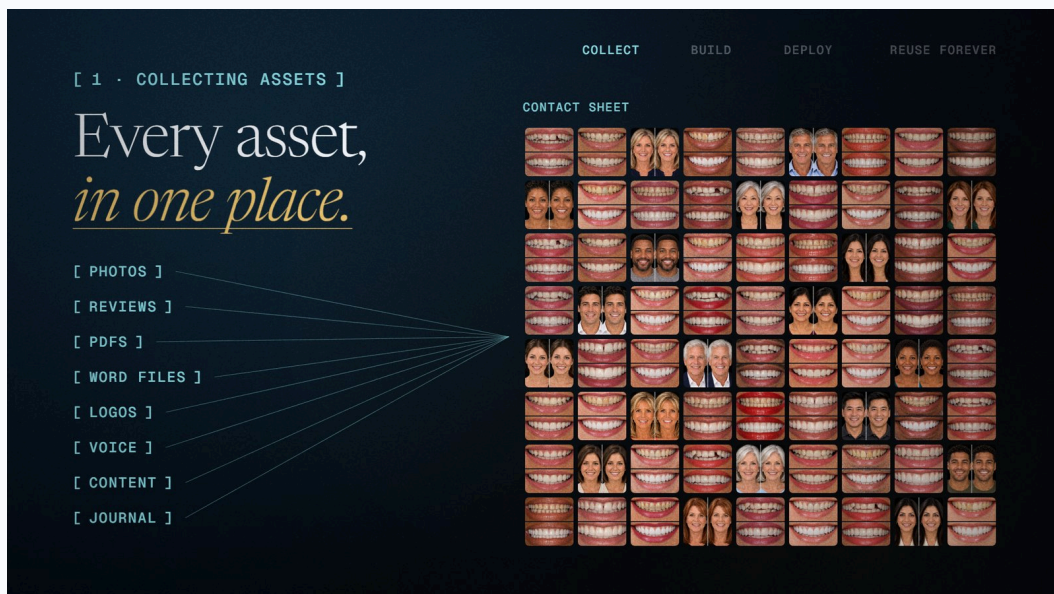
Every attendee gets a USB drive with the brain template, tools and worksheets, and leaves with their own brain working.

Nine chapters, one brain



01 Build your brain

One folder on the practice's own computer. Any AI assistant reads it, so it never starts from scratch and never needs the practice explained again.



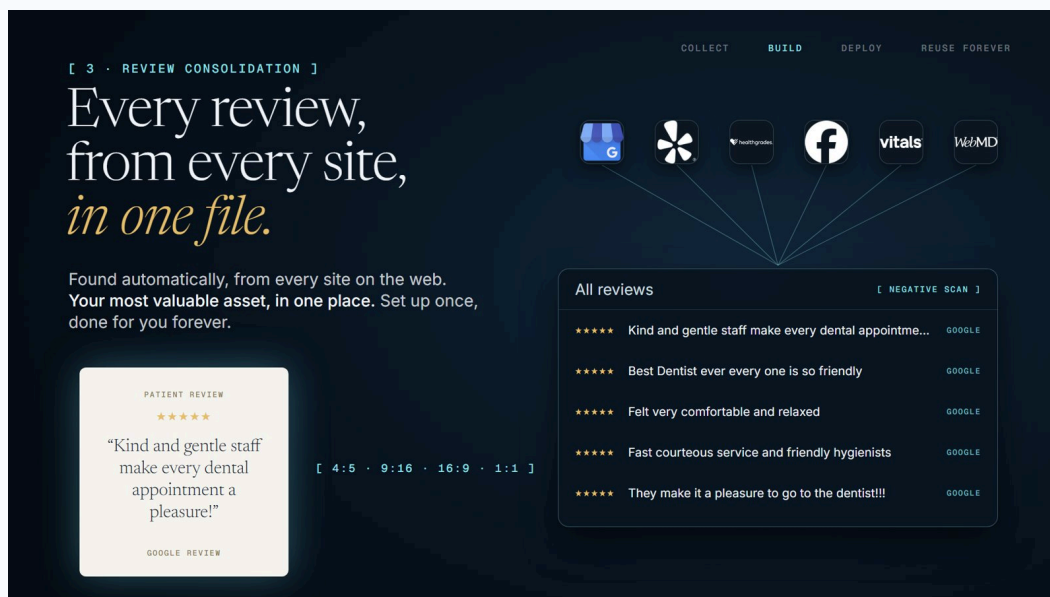
02 Every asset, in one place

Before and after smile cases, reviews, logos and team photos, gathered automatically from the website, review sites, phones and old drives.



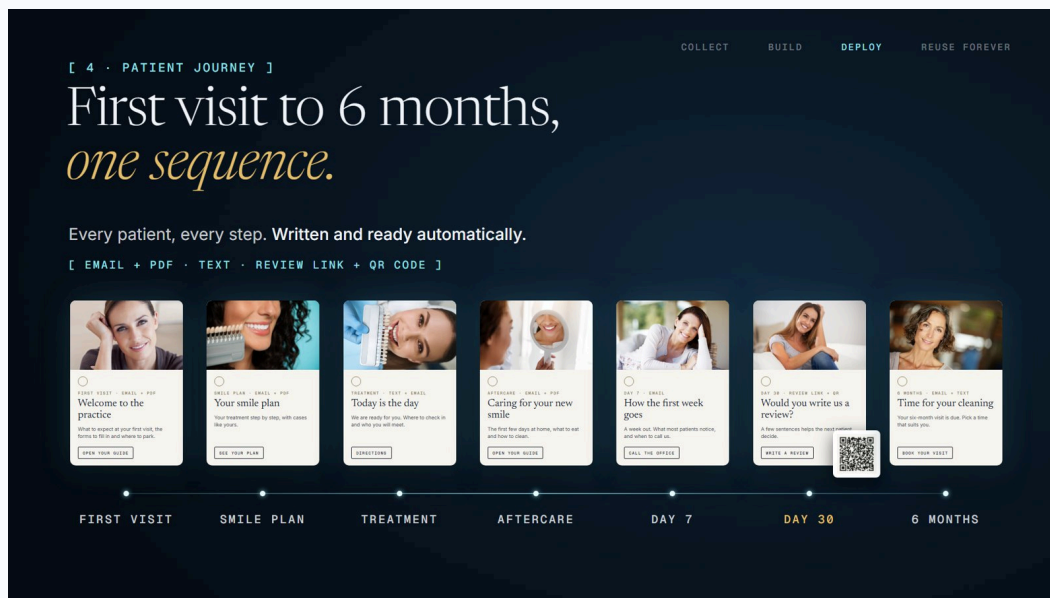
03 Before and afters in. Beautiful slides out.

Original photos in every size, light and crop go in. Branded, labeled slides at every size social media needs come out. Boring work, automated: done for you, every time, forever. About 100 hours of staff work for 100 cases.



04 Every review, from every site, in one file

The brain finds every review on the web automatically and keeps the practice's most valuable asset in one file. Set up once, done for you forever. Reviews become review cards, a review video and social proof for every email, guide and presentation.



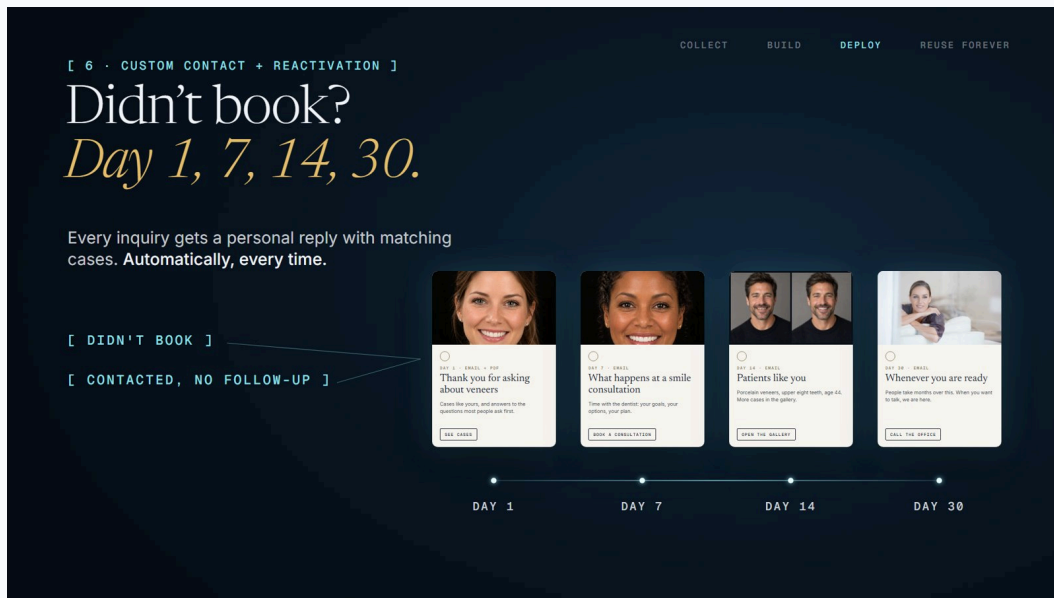
05 First visit to 6 months, one sequence

Welcome guide, smile plan, treatment day, aftercare guide, day 7, a day 30 review request with a QR code, and the six-month recall. Written for every patient automatically.



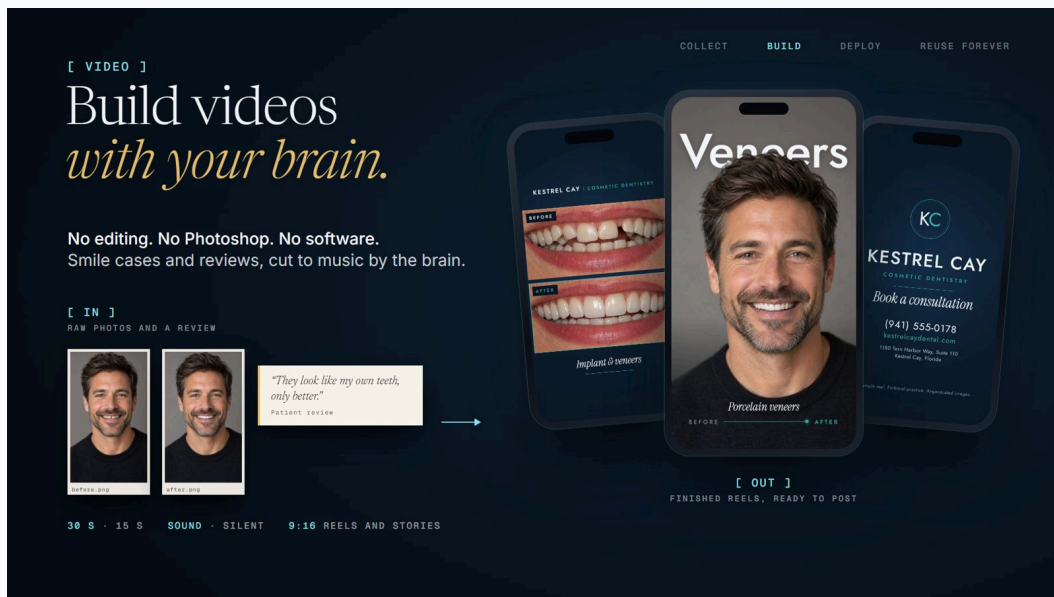
06 Newsletters and events

Newsletters, event invitations and print pieces built from the office's best smile cases, without an agency.



07 Didn't book?

Every inquiry that did not book gets a personal reply on day 1 with matching smile cases, then follow-up on day 7, 14 and 30. Automatically, every time.



08 Build videos with your brain

No editing, no Photoshop, no software. Smile cases and reviews go in; 30-second and 15-second reels come out, cut to music, with sound and silent, ready to post. Patients shown are AI-generated.



09 One pass. All marketing, better.

Build it once and use it everywhere: the website, social media, the consultation room, email and print, for years.

HOW IT RUNS

Keynote

The nine chapters, the reel and the before and after in every size. Members leave knowing what a practice brain does and what it saves.

Session

The nine chapters with more examples from real dental offices, the setup steps, and time for questions from dentists and staff.

Workshop

Every attendee builds their own brain on a laptop from the USB drive: assets gathered, a post and a reel built, follow-up written.

ABOUT

Steve Schadt



Steve Schadt started as an art director at McCann Erickson on major international advertising accounts, then served as director of corporate development and creative director at Einstein Medical.

He was an early adopter of AI for marketing and is an expert in generative AI search: how ChatGPT, Gemini and Google's AI answers decide who to recommend. His own company runs every day on an AI brain he built from plain files on its own computers.

He has lectured to implant and cosmetic dentists and local dental associations, served on an American Academy of Implant Dentistry panel, and was an educator and trainer at The Nash Institute. He has also lectured to plastic surgeons, dermatologists, ophthalmologists and a bar association, and has worked with hundreds of medical and dental practices. His sessions are hands-on, and attendees leave with working tools that save time and make money.

McCann Erickson

Art director

Einstein Medical

Creative director

Generative AI search

How AI answers choose

The Nash Institute

Educator and trainer

UC Santa Barbara

BFA, fine art

U.S. Coast Guard

Licensed captain

Lectures across dentistry, medicine and law

DENTISTRY

American Academy of Implant Dentistry

Panel member

The Nash Institute

Educator and trainer

Tampa Bay Area Dental Association

Speaker

Sarasota County Dental Association

Speaker

EYE, LASER AND SKIN

American Society of Cataract and Refractive Surgery

Lecturer, marketing track

American Society for Laser Medicine and Surgery

Lecturer, marketing track

American Academy of Ophthalmology

Panel member

American Academy of Dermatology

Presenter

ONLINE

Einstein Medical webinar series

Practice marketing for physicians, dentists and staff

TOPICS PRESENTED

SEO for Implant Dentistry · AI, Art and Advertising · The Future of Search Engine Optimization in an AI-Driven World · Setting Up a Photo/Video Studio in Your Practice · Story Driven Marketing, the Value of Real Patient Stories · Digital Production and Large Video Files · Storytelling With Video · LASIK Marketing Secrets

PLASTIC AND AESTHETIC SURGERY

Foundation for Facial Aesthetic Surgery

Faculty, three sessions, New Orleans 2017

Vegas Cosmetic Surgery & Aesthetic Dermatology

Lecturer, marketing track

American Med Spa Association

Lecturer, marketing track

The Aesthetic Society

Panel member

Florida Society of Plastic Surgeons

Panel member

American Society of Plastic Surgeons

Panel member

LAW

San Diego County Bar Association

Speaker

LOCAL AND REGIONAL

State societies and study clubs

Medical, dental and marketing events

“Good content with ideas that can be put into action right away!”

Tom Armstrong, DDS · Bakersfield, CA

“Great ideas! I have a lot to implement. Thanks. Very well organized and well done.”

G. Gregory Gallico III, MD · Boston, MA

“I learned how social media can help the practice and how to use internet marketing tools. It was Great!”

Frank Yelian, MD · Irvine, CA

“I learned how to break down and analyze my practice design and copy”

Gavin Sandercoe, MD · NSW, Australia

“I started looking at objections from a different perspective and found out the importance of following a script to overcome objections.”

Cheryl Summa · Registered Nurse

“This session was fantastic. Steve Schadt is the BEST; his energy and presence were palpable throughout his enthusiastic presentation. He is simply outstanding.”

Carlos Burnett, MD · Westfield, NJ

“I knew very little about the benefits of social media so I learned a lot - very well done”

Juris Bunkis, MD · Los Angeles, CA

“Excellent, I learned important tips about photography.”

Mahamood Kara, MD · Ontario, Canada

“It was great - I learned how important any call to the practice is, even if they are not ready.”

Sondra Osorio · Patient Coordinator

SPEAKING REQUESTS

Book the *session.*

steve@schadt.com

941-400-0104

MEETING

Name, date and city

FORMAT

Keynote, session or hands-on workshop

AUDIENCE

Dentists, staff or both, and expected size

DEADLINE

When the program needs title, abstract and objectives