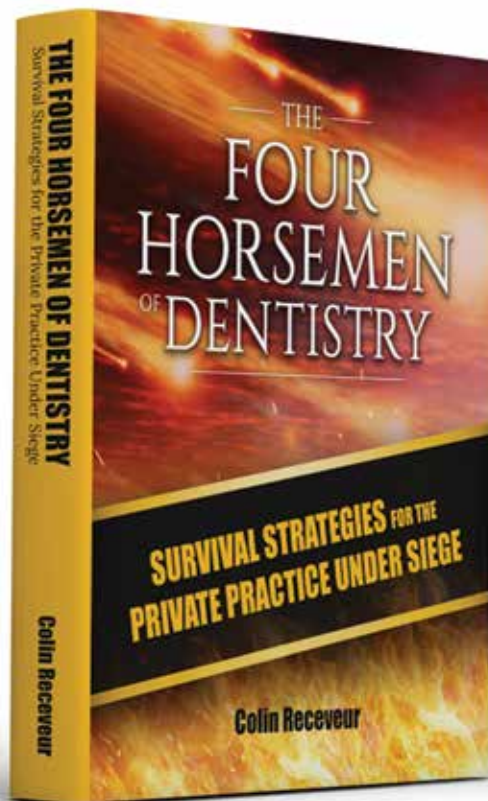


The Four Horsemen of Dentistry

SMARTBOX
WEB MARKETING



Survival strategies for the private practice

There are few truly groundbreaking developments in dentistry. There are even fewer game-changers in dental marketing.

But once in a while, an idea emerges that is so revolutionary, so prescient, that it will redefine an entire industry.

Colin Receveur, the founder and CEO of SmartBox Web Marketing, turned dental marketing on its head by creating the Patient Attraction System. This innovation, a departure from how dentists historically attract new patients, has been proven by its success with more than 550 dentists worldwide.

And now, Receveur has done it again.

The Four Horsemen of Dentistry: Survival Strategies for the Private Practice Under Siege is the latest work from this multiple best-selling author on today's dental marketing. Where others see only disconnected forces, Receveur sees

a merging of four industry-defining trends that will threaten the survival of dental practices across the country.

The four horsemen—corporate dentistry, new dental school graduates, declining insurance reimbursements and economic uncertainty—will combine to form a force that will sweep away the unprepared. Those forces are already in play, and it's just a matter of time before they merge to form the “perfect storm” of dentistry.

Receveur's analysis is a must-read for every dentist, but he does more than just analyze the coming storm; he also provides solutions to help dental practices not only survive the four horsemen but thrive.

To order a copy, visit dentalpracticesundersiege.com. ■