

COURSE OUTLINE · AI FOR MEDICAL
AND DENTAL PRACTICES

Building a Practice Brain

**Build a brain that does the marketing
work for you.**

Every practice already owns years of marketing: before and
afters, reviews, photos, pages, videos. This course shows
the doctor and the team how to put all of it into one practice
brain, then have it build case studies automatically, plus
patient guides, follow-up and newsletters, all from the
practice's own best work.

MCCANN ERICKSON
ART DIRECTOR

EINSTEIN MEDICAL
CREATIVE DIRECTOR

MEDICAL ADVERTISING AGENCY
CEO

THE NEW YORK TIMES
QUOTED ON PRACTICE MARKETING

**20-MINUTE KEYNOTE · 60-MINUTE SESSION · 2-HOUR
WORKSHOP · IN-OFFICE LUNCH-AND-LEARN**



STEVE SCHADT
CEO, MEDICAL ADVERTISING AGENCY
SARASOTA, FLORIDA

Save hundreds of hours

Before-and-after case studies, review
cards and patient guides, built
automatically from the practice's own
cases.

Make more money

Every inquiry gets a custom reply
with matching cases and reviews.
Every happy patient gets asked for
a review.

Use your best work forever

Every photo and every review in
one place, working in every piece of
marketing the practice makes from
now on.

Your best work, collected once and used everywhere

In this course, attendees set up a practice brain: one folder on the practice's own computer holding every case, review, logo, photo and page, with an AI assistant that reads it before every job. Then they put it to work on slides, patient follow-up, newsletters and print. One pass builds the library; every new case flows through the same system with no extra work from staff or an agency.

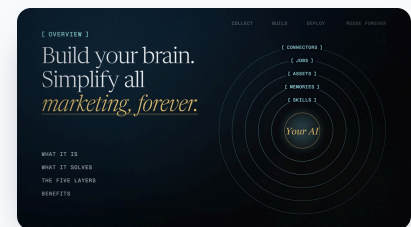
Collect	Build	Deploy	Reuse forever
Every asset, from every place, into one folder.	Case studies and review pieces from the practice's own work.	Guides, follow-up, newsletters, events and print.	Every new piece starts from the practice's best work.

01 Set up the practice brain

One folder that knows the practice.

What a practice brain is: one folder of plain files on the practice's own computer (cases, reviews, brand, instructions) that any capable AI assistant reads before every job. The AI is a monthly subscription. The folder belongs to the practice and gets more useful every time it is used.

THE GAIN · AI that starts from the practice's own work instead of a blank page.



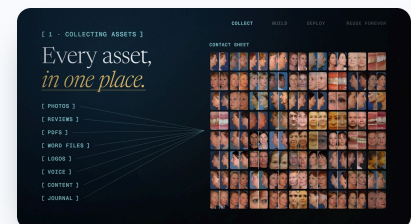
FROM THE LECTURE · OVERVIEW

02 Collect every asset

Every scattered asset in. One library out.

Every before and after, review, photo, logo, page and document, pulled from the website, review sites, phones, computers, old drives and past agencies into the brain, with a contact sheet of everything the practice owns.

THE GAIN · Work the practice already paid for becomes marketing again.



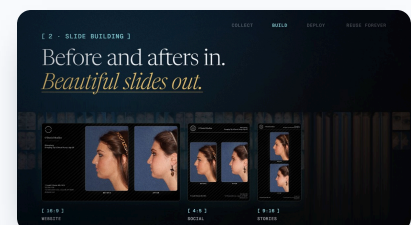
FROM THE LECTURE · COLLECTING ASSETS

03 Turn before and afters into case studies

Before and afters in. Beautiful slides out.

Every case becomes a branded slide in 16:9, 4:5 and 9:16, with logo, phone and address built into the image so it stays branded in Google Images, search results and AI answers. One look across every case, plus a before-and-after reel for Instagram, TikTok and YouTube Shorts. Made once, used on social, in the consultation room, at meetings and on the website.

THE GAIN · Hundreds of hours of slide work done automatically.



FROM THE LECTURE · SLIDE BUILDING

From one library to every piece of marketing

04 Put every review to work

Every review, from every site, in one file.

Reviews from Google, Yelp, Healthgrades, Vitals and the rest, pulled into one file with no work from the practice. Then turned into review cards, a review video and the social proof written into every email, guide and presentation.

THE GAIN · Patient reviews inside every email, guide and consultation deck.

05 Build the patient journey

A custom guide for every patient, built automatically.

Each inquiry gets a custom PDF of matching cases, reviews and a treatment guide. Booked patients get pre-op and post-op guides, check-ins at day 14, 30 and 60, and a review request with a QR code, all built from the practice's own work and ready to send.

THE GAIN · More consultations booked and more reviews, with no extra office work.

06 Fill the newsletter and print calendar

Beautiful emails from the practice's best work.

A newsletter for each treatment, with the right cases for the right audience, built from the brain instead of written from scratch. Event invitations, posters, in-office artwork, brochures, postcards and stationery the practice never had time to make.

THE GAIN · A steady stream of marketing without a marketing department.

07 Follow up the patients who did not book

Every consultation followed up, in the practice's voice.

A personal note for each consultation that did not book, written from what that patient came in for and the practice's matching cases and reviews. Day 1, 7, 14 and 30, so no good lead goes quiet.

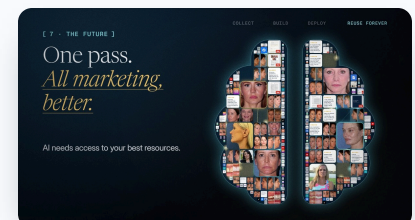
THE GAIN · Revenue from patients who already came in.

08 Ask the brain

Built once. Used a thousand times.

Attendees learn to talk to the system: "Pull ten great breast augmentation cases into a PDF and email it to this patient." The brain builds the presentation, email or PDF from consistent, branded work. New cases flow through the same system as they come in.

THE GAIN · One system, built into the practice, that keeps paying off.



FROM THE LECTURE · THE FUTURE

One course, sized to the room

Keynote, full session, hands-on workshop or a lunch-and-learn for one practice team. Every format draws on the same eight modules. In person or online.

20 MINUTES

Keynote

The idea and the proof: what a practice brain is, what it builds, and the first step every practice can take on Monday.

Society dinners · general sessions · chamber and business programs

45 OR 60 MINUTES

Full session

All eight modules with real examples on screen, from the scattered assets to the finished case studies, guides and follow-up.

Practice-management tracks · annual meetings · study club evenings

90 OR 120 MINUTES

Hands-on workshop

The full course plus work on the practice's own material: map where its assets live, sketch its folder, lay one real case out as slides. The 120-minute version adds hands-on work on follow-up for consultations that did not book.

Workshops · pre-conference courses · residency programs

IN THE OFFICE

Lunch-and-learn

For one practice team, doctor and staff together, built around that practice's own before and afters and reviews.

Practice teams · rep-hosted staff lunches

WHO IT IS FOR

Physicians and dentists, practice managers, marketing coordinators and front-desk teams.

SPECIALTIES

Plastic surgery, dermatology, dental and implant, oral surgery, LASIK and med spa.

LEVEL

Beginner. No coding. Co-presented with a physician or dentist on request.

LEARNING OBJECTIVES · ATTENDEES WILL BE ABLE TO

1. **Set up a practice brain:** one folder on the practice's own computer holding every before and after, review, logo and photo, read by an AI assistant before every job.
2. **Turn before and afters into branded case slides** in 16:9, 4:5 and 9:16 for social, the consultation room and the website.
3. **Collect every review into one file** and turn it into review cards, a review video and proof inside every email and guide.
4. **Build the patient journey:** a custom PDF of matching cases for each inquiry, pre-op and post-op guides, and a review request with a QR code.
5. **Follow up every consultation that did not book** on day 1, 7, 14 and 30, and request any piece from the brain in one sentence.

What attendees say

Physicians, a dentist and practice staff, in their own words, after Steve's sessions on practice marketing.

"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

"SEO is really common sense! - I am always impressed with these webinars - 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 knew very little about the benefits of social media so I learned a lot - very well done"

JURIS BUNKIS, MD · LOS ANGELES, CA

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

GAVIN SANDERCOE, MD · NSW, AUSTRALIA

"Excellent, I learned important tips about photography."

MAHAMOOD KARA, MD · ONTARIO, CANADA

"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

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

SONDRA OSORIO · PATIENT COORDINATOR

BOOK THE COURSE

Bring Building a Practice Brain to your meeting

Email or call with the date, the audience and the format: keynote, full session, workshop or in-office lunch-and-learn. In person or online.

Steve Schadt runs Medical Advertising Agency on the same practice brain this course teaches.



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**KEYNOTE · SESSION · WORKSHOP ·
LUNCH-AND-LEARN**