



MR. ANDREW MILLER

Code	S39
Time	9:00 a.m. - 12:00 p.m.
Tuition	\$0
Credits	3
Audience	D O

Brought to you by:



How to Reach New Patients in a Digital World (LECTURE)

Your patients and prospective patients are online and have access to more information than ever. How do you reach the right people with the right message at the right time? Andrew will share digital marketing strategies and ways to measure performance so you can attract and retain your ideal patients on search engines, social media sites, online directories, and video channels.

At the conclusion of this course, the participant will be able to:

- Identify where your ideal patients are engaging online
- Reach the right person with the right message at the right time
- Measure success and use data to make more informed budgeting decisions

No prior level of skill, knowledge, or experience is required for participation in this course.



DR. BRUCE DEGINDER



MR. LUCIAN SAREGA

Code	S40
Time	9:00 a.m. - 12:00 p.m.
Tuition	\$0
Credits	3
Audience	D S A H O LT S/G

Brought to you by:



Upgrade Your Travel Experiences –from your Flights to your Hotels! (LECTURE)

Start understanding travel loyalty programs better in order to maximize your points and opportunities. Elevate your travel experience: improving your seats, upgrading your hotel rooms, bypassing those long security lines--traveling like a VIP!

At the conclusion of this course, the participant will be able to:

- Understand how to use your miles to book award tickets on multiple airlines or within airline alliances
- Learn how to track your mileage balances to keep on top of potentially expiring and unused miles
- Learn alternative methods to achieve elite status with airline and hotel programs as well as opportunities for free hotel nights

No prior level of skill, knowledge, or experience is required for participation in this course.