



Description:



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Dr. Silverman is a Fellow in the American Society for Dental Aesthetics and a Diplomat of the American Board of Aesthetic Dentistry. In 1987, he opened the first smile spa in a beauty setting, after working with beauty developers Glemby International of New York and Aida Gray of Beverly Hills, Calif. Dr. Silverman's invention, the Vanna White's Perfect Smile System, was brought to the public in 1992 using infomercials by the Guthy-Renker Corporation.

This product launched today's OTC tooth-whitening category. Following Perfect Smile, Dr. Silverman invented several other new whitening systems that combined infomercials with retail distribution to brighten smiles throughout the world.

Dr. Silverman has written articles on how to establish a cosmetic dental practice and has served as a contributing and consulting editor in the dental press. He has given more than 200 seminars and onsite consultations to dentists wanting to expand their cosmetic dental practices since 1982. His marketing, management, and technical programs taught dentists how to convert their offices into cosmetic dentistry practices. This included refining and pioneering many of the bonding and porcelain veneer systems.

Lecture Topics:

Practice Management
 Cosmetic Marketing
 Technical Simplification Procedures
 Patient Education Aids

2010 Lecture Highlights:

Throughout the year, the Silverman Institute of Cosmetic Dentistry (Mentor, Ohio) offers a risk-free practice management program, which includes topics such as cosmetic marketing, management, and technical simplification procedures.

All seminars on the topic How To Immediately Expand Your Cosmetic Dental Practice Without Ever Selling are scheduled by appointment only on a one-to-one basis.

Please contact him for his complete lecture schedule.