



Monroe County Dental Study Club (MCDSC)

Presents:

"How to Attract New Patients in 2026 and Beyond"
with Dr. Joshua Gindea

Wednesday, April 29, 2026

Microsoft Teams 6:00 pm - 8:00 pm - 2 CE Credits

Log-in begins at 5:45 pm. You must be on for the entire meeting to receive CE credits.

Dr. Joshua Gindea is an honors graduate of the combined BA–DDS program at NYU, graduating nearly 40 years ago. He completed a GPR residency and went on to enter private practice, owning and operating four dental practices in New York City for more than 35 years.

During this time, Dr. Gindea and his partners created and successfully operated several dental-related businesses, including Westchester Dental Products; Professional Offsite Data Backup; and, for the past 13 years, DoctorsInternet.com, one of the nation's leaders in website design and internet marketing services for dental and other health professions.

Dr. Gindea has lectured extensively throughout the country at hundreds of dental study clubs and dozens of state dental meetings, including the Florida, California, Ohio, New Jersey, and Connecticut Dental Association meetings. Additionally, his lectures have been very well received at many regional trade shows and specialty meetings, including Yankee Dental, Midwinter, the Greater New York Dental Meeting, Star of the South, Mid-Continent, the L.A. Dental Meeting, and numerous AGD chapter meetings.

His lectures are especially timely, focusing on website and internet marketing, reputation building and management, and strategies for growing practices while improving efficiency and profitability. Dr. Gindea's practical, experience-driven approach ensures that attendees leave with actionable strategies to grow their practices, attract new patients, and thrive in today's competitive dental market.

Course Description

This lecture will provide actionable strategies for leveraging today's marketing and business tools to attract new patients and enhance practice growth.

Learning Objectives

- 1- Identify emerging trends and best practices in online marketing for dental practices.
- 2- Understand how to use website design, search engine optimization, and online visibility tools to attract new patients.
- 3- Explore advanced digital marketing techniques to engage prospective patients and maximize ROI.

Section 1: Enhancing Practice Visibility

Learn how effective website design and Google presence can expand your reach in your local market:

- Google Page Speed and Performance
- Website Design Best Practices
- Search Engine Optimization (SEO)
- Online Listings Across Platforms
- Social Media Integration
- Blogging for Patient Engagement
- Google Maps and Local Listings
- Back-End Website Optimization
- Managing Online Reviews and Reputation
- Tracking Organic Results

Section 2: Advanced Digital Marketing Strategies

Take a deep dive into the latest search engine marketing tools to gather business intelligence and stay top-of-mind with prospective patients:

- Google Ads
- Facebook Ads
- Website and Meta Retargeting
- Email Capture and Marketing
- Measuring and Tracking ROI

Monroe County Dental Society is a component of the 7th District, recognized as a CERP provider through NYSDA. Continuing Education (CE) credits are awarded for all lectures that meet the NYSED requirements. One hour of credit is awarded for each 50 minutes of presentation attended. To verify attendance, Zoom records the registrant's login.

The Seventh District Dental Society is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to the Commission for Continuing Education Provider Recognition at CCEPR.ADA.org.



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Program Cost: MCDS member no charge (included in your 2026 MCDS membership)
\$104 credit card / \$100 check NON-MCDS member
\$52 credit card / \$50 check for each staff person (MCDS Member or non-MCDS member)

Cancellation policy: Cancellation requests may be submitted by phone at (585) 385-9550 or by email at ahughes@7dds.org. A full refund must be requested (7) seven business days before the event.

Course Credit: 2 CE Credit Hours

Name: (please print) *Attach a list of additional attendees if necessary*

Mailing Address:

Phone # _____ ADA # _____

Email Address (for registration confirmation):

Payment Method:

Please make checks payable and return them to: Monroe County Dental Society
155 Culver Road, #200, Rochester, NY 14620

Credit card payment: Register online at 7dds.org.

