

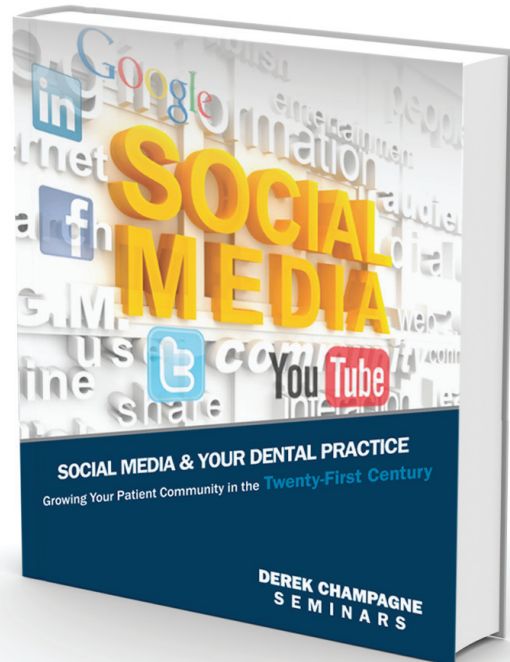
# **DEREK CHAMPAGNE**

Dental Marketing & Social Media Seminars

## SPEAKER

# Quick Facts About Derek

- Co-founder of Practice Image Builders with Jordan Cooper, DDS and Dr. Stephen Graves, one of only three companies endorsed by AR State Dental Association in past 25 years ([www.practiceimagebuilders.com](http://www.practiceimagebuilders.com))
- Guest writer contributing dental marketing and social media articles to national magazines such as *Dental Entrepreneur* magazine
- Co-authoring e-book with a social media rock star dentist releasing in Summer 2013 titled: *Social Media & Your Dental Practice: Growing Your Patient Community in the 21 Century*
- Frequent social media blogger and hosting new Dental marketing, social media, and technology video blog series in 2013 ([www.derekchampagne.com](http://www.derekchampagne.com))
- Managed marketing and branding for dental specialties from NY to CA (and in between) in launching their new dental practices
- Is a musician with songs featured on soundtracks of several episodes of tv shows such as E! channel's *Keeping up with the Kardashians*, MTV's *Real World*, and other shows on ABC, Oxygen network, and more
- Played bass guitar in house band at world-famous Viper Room in Hollywood, CA when actor Johnny Depp owned the club in early 2000s



## Recent Speaking Engagements

- AR Dental Association Spring 2013 Conference
- AR Dental Association Fall 2012 Conference
- Interdisciplinary Dentofacial Therapy Seminar Fall 2012
- Ozark Dental Hygienist Study Club Fall 2012 Meeting
- AR New Dentist Professional Development Workshop 2012
- JDAYS - University of Arkansas Social Media Workshop 2012
- Marketing & Social Media 101 Lunch Series

## BIOGRAPHY

**Derek Champagne**

**Derek Champagne** is the CEO of The Artist Evolution (a marketing, design, and practice management firm) and is a consultant specializing in marketing development for dental and dental specialty practices across the country. Founded in 2007, Derek's corporate brand is recognized nationwide with ongoing exposure in Dental Entrepreneur Magazine and in the Journal for American Association of Oral and Maxillofacial Surgeons.

Derek works with practices to develop targeted message strategies for communicating with patient groups, and comprehensive marketing campaigns that take a holistic approach to incorporating the most appropriate advertising and marketing tools for soliciting a favorable response. In 2008, Derek launched Practice Images Builders, a division of The Artist Evolution focused on assisting practices with developing their brand image, online and off. **Practice Image builders is endorsed by the AR State Dental Association. Derek's partners include Jordan Cooper, DDS and Dr. Stephen Graves.**

Before launching his own marketing agency in 2007, Derek was selected to create a medical division for Damay Professional Marketing Group. Damay Marketing worked with non medical brands such as Dial, Crayola, Rubbermaid, T-Mobile, and more. As the division pioneer and manager, Derek was responsible for overseeing development of all local, regional, and national medical marketing campaigns from the ground up.

Derek was also a national sales and marketing manager for several years with MaxSurge Healthcare Solutions, a consulting firm specializing in practice development for Oral Surgeons nationwide. During this position, Derek developed a sales tool that was implemented nationwide for Orthodontists, Periodontists, and Oral Surgeons with advertisers such as Nobel BioCare, Kodak Dental, Planmeca, Thommen Medical, and more.

As an entrepreneur and musician from an early age, Derek has been studying messaging, advertising, and marketing strategies for over 20 years. While attending Musician's Institute in Hollywood in his early 20's, Derek focused on entertainment marketing where he managed and performed with acts for audiences of hundreds to thousands at legendary venues such as House of Blues, Viper Room, Whisky-A-Go-Go, Key Club, and on national tours. Sharing the stage with many nationally-recognized artists, Derek became comfortable entertaining and engaging attentive audiences.

Derek holds a BS in Business Marketing, as well as a Masters in Business Administration. Derek Champagne is a nationally-published musician with musical contributions to soundtracks on television shows airing on ABC, MTV, Bravo, Oxygen, and the E! Channel. Derek is also a Partner in a syndicated sports radio program heard on ESPN stations across the state of AR.

Derek is an active volunteer with regional chambers and committee functions. He enjoys spending time with his wife and two children, playing his guitar, playing the occasional golf game, and staying actively involved in his church.

**Derek has been a public speaker and performer since an early age, most recently speaking at state and regional dental conferences.**

## COURSE

# Social Media

## Growing Your Patient Community in the Twenty-First Century

For many years traditional marketing has been effective for reaching the patient community. As technology and the Internet have advanced, Social Media has become a new and important platform for how people communicate. This method for communication has revolutionized the way we can engage with our patient community and market our dental practices. Our target patients have chosen this platform as their preferred method for communication and for sharing referrals, making it a necessary and valuable marketing component for practices that want to be successful in capturing the attention of this group to build goodwill and expand their practice.

### TESTIMONIAL

*"My wife and I attended Derek Champagne's social media presentation at our State Dental Association meeting recently and found his lecture very informative. Since then, we have put many of the topics he discussed into practice in our office. We have also hired Practice Image Builders for many of our marketing needs. We have been very impressed with the quality of their work and their eagerness to ensure our satisfaction."*

Garrett Taylor, DDS  
Pine Bluff, AR

MORE TESTIMONIALS ON NEXT PAGE



### Social Media Course Outline

- Marketing 101
- Social Media 101
- Statistics
- Value of Social Media
  - Why You Should Care about Social Media for Your Practice
- How Social Media Can Help to Build Your Practice
  - Patient Word-of-Mouth...on Steroids
- How to Communicate with Existing Patients and Increase Referrals
- Building a Relationship with your Patients and Community
- Motivating Your Patients with Incentives and Promotions
- How to Target Ideal Patients (new)
  - Social Media and SEO
  - Keywords and Targeted Ads
  - Incorporating Video and Testimonials
- Getting Started
- Integrating Your Traditional Marketing with Social Media Marketing
- Social Media Management
- Making an Action Plan
- Fundamentals for Success

## TESTIMONIALS

*“Derek was the guest speaker on practice social media at our recent New Dentist Professional Development Workshop. He has a great working knowledge of dentistry and understands how to effectively implement social media in our practices. Our attendees enjoyed his presentation style and many commented on the value they were able to bring back to their own practices.”*

**Jordan Cooper, DDS**  
Chairman of ASDA 2012 New Dentist Committee  
Consultant for Federal Medicaid (DHI)

*“Derek Champagne was our guest lecturer on Practice Marketing & Social Media 101 at our 2012 Fall seminar. While there are many general social media experts, Derek stands out with his experience working specifically with dentists. He received high marks from attendees and we have invited him to speak at our next conference as well.”*

**Drew Ramey**  
Assistant Executive Director – AR State Dental Association

## TESTIMONIALS

### ABOUT DEREK'S WORK WITH DENTAL/MEDICAL PROFESSIONALS

*“Derek and the entire Practice Image Builders staff were very professional and very helpful in creating my office's branding and marketing materials. They guided me in creating a unique identity that was a perfect fit. I would recommend them to any new start-up practice or to any existing practice looking to modernize the office's image.”*

**Amar R. Bhandari, DDS, MD**  
Vestal OMS / Oral and Maxillofacial Surgery / Vestal, NY

*“Derek and the team at Practice Image Builders did a fantastic job guiding me through the process of branding my practice. Their work was always top-notch, and delivered on schedule. I couldn't be happier to recommend them to anyone looking to take their practice image to the next level.”*

**M. Andrew Baber, DDS**  
Diplomate of the American Board of Oral and  
Maxillofacial Surgery  
Horizon OMS / Rogers, AR

*“The Branding & Identity Package, from Practice Image Builders, branded our new practice and provided us with the marketing materials we needed to introduce ourselves to our new patient and referral community. Derek and the staff at Practice Image Builders were also very informative and professional as far as my needs for a patient-friendly website were concerned.”*

**Brijesh J. Patel, D.D.S., M.D**  
Diplomate, American Board of Oral & Maxillofacial Surgery  
Moorpark Oral & Maxillofacial Surgery P.C. / Moorpark, CA

*I had the opportunity to work with Practice Image Builders to develop my Branding & Identity Package. It was a great experience particularly with the daunting concept of developing my identity/brand. The team was very professional and recognized the needs necessary to make my start up a success.*

**Daniel T. Richardson DMD, MD**  
Richardson Center for Oral & Facial Surgery, PC / Elkridge, MD

## TESTIMONIALS

## ABOUT DEREK'S WORK WITH DENTAL/MEDICAL PROFESSIONALS

*"Practice Image Builders has helped us on dozens of design and marketing projects that were under budget, created on time, and exceeded our expectations. They have designed direct mailers, phonebook ads, physical standing endeavor display ads, and other ad hoc design requests. They are our dental design firm of choice for all of our general and specialty group dental practices."*

**Douglas Peak, DDS**

**All Smiles Dental Group / Colorado Dental Group / Colorado Springs, CO**

*"I wanted to take a moment to thank you for creative, effective designs and advertising done for our surgery centers. Our referring offices have been responsive to hand out our promotional pieces, and the increase in our dental implants has been markedly improved! We have been very pleased with every single marketing piece and ad your team has created!"*

**Oral & Facial Surgery Centers of Northwest AR**

*"The creative team at Practice Image Builders is second to none. They are responsible for developing our recognizable practice brand, website, and other marketing materials that help us to stand out in our community. They are also responsible for bringing our marketing campaign up to 21st century standards and beyond."*

**Mark E. Miller, MD**

**TruHealth Family Care / Fayetteville, AR**

*"Their creative pieces are so effective, that I have Oral Surgeons calling me from a piece we mailed them in 2004! They don't want to throw them out! I am highly impressed with every single piece The Artist Evolution has ever written or designed for MaxSurge, but we also hear over and over how pleased our clients have been with their work as well. Their expert branding and design and practical marketing approach has proven phenomenal for us."*

**MaxSurge Healthcare Solutions**

*"We are very pleased with the efforts and results we have received by having them develop, execute, and manage our marketing and advertising. We have found that by hiring Practice Image Builders to manage our marketing and advertising needs, it has freed me to work on other important tasks for my company because they do the heavy lifting for our campaigns. Derek and staff have been great to work with, they have great new concepts and ideas, and we are happy with their implementation. One major improvement has been revamping our brand (We were using our original logo from 1996 and it was time for an update) and increasing our awareness and presence in the Community. In preparation for each new campaign, they ask the appropriate questions and research before tackling any new project so that they have a clear understanding of our needs and overall objectives. They have been very hands on with the physicians and eager to meet with them one on one as needed."*

**Kathey P.**

**Highlands Oncology Group**

**The Premier Cancer Treatment Center in State of AR**