Ryan Moynihan, CEO

Session Time: 11:00 AM – 12:00 PM

Presentation: *"Driving Orthodontic Efficiency and Strategic Growth in a Changing Economy"*

Synopsis: The recent economy has had its recent share of ups and downs. How is the overall orthodontic market performing in 2023 and how is your practice positioned for success. Learn the critical metrics that drive profitability and the best practices, tools and systems to maximize practice performance.

Objectives:

- Understand the position of your practice in relation to the US orthodontic market and current economy and how simple data driven decisions can lead to big results
- Identify opportunities to maximize business performance and profitability for all aspects of the practice
- The evolution of the new patient journey from call to close including new approaches to discovering your target audience

Biography:

Ryan Moynihan joined Gaidge as the CEO in 2017. He has a diversified background in finance, analytics, strategy, sales, marketing, business development, product management and operations with over 22 years' experience across many Fortune 100 companies in the areas of health care, consulting, and technology. He worked at Disney, Intel, Ernst & Young and Miller Brewing Company before earning his MBA from Georgetown. He has spent the past 17 years of his career in the Dental/Orthodontic industry with 3M and Ormco in marketing and sales leadership positions.