



Daniel Izquierdo-Hänni

International lecturer
Founder of Swiss Dental Marketing

Daniel Izquierdo
SWISS DENTAL MARKETING

Marketing experience and dental knowledge

Born and raised in Switzerland, Daniel Izquierdo-Hänni is an experienced marketing and communication specialist. For twenty years he has been working in the advertising, PR and event business in Zurich and Basle. He holds a Swiss superior technical degree in Marketing.

In 2005 he moved to Valencia, where he founded “Swiss Marketing Spain” offering market and marketing support for foreign companies in Spain. Curaden Swiss, leading company in oral healthcare, contracted Daniel to run their subsidiary company. In 2010 he founded “Swiss Dental Marketing” focussing his knowhow and experience on dental healthcare professionals and dental practices.



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Since then, Daniel has made a name for himself as a lecturer, collaborating with universities, dental colleges and the dental industries in Spain, Switzerland, Austria, Germany or Mexico. As Daniel says: “Marketing is a very complex part of economics. Whether I am writing articles and books or giving speeches and running workshops, my objective is always to impart a knowhow transfer that’s highly focused on the real needs of dental practices, doing so in a perfectly understandable way; not highbrow, but realistic and pragmatic.”



Daniel Requero
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Well founded and sustainable know-how-transfer

Daniel Izquierdo-Hänni offers advanced training resources for dental professionals. Form and formats depend on the requirements (type of event, duration, target group or educational goals).

LECTURES

Speeches about dental marketing and patient communication topics, previously agreed upon with the client. These lectures offer an additional perspective and value for dental congresses, client events or trade fairs/exhibitions.

POWER LECTURE

Short speeches (45 – 60 minutes) on special topics such as “Emotional Dentistry”, transmitting an additional perspective to all kind of dental events.



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TRAINING COURSES

Designed as frontal lectures for a larger audience. Half day or full day options are available.

WORKSHOP

Highly interactive full day course, including short team exercises or role playing. Limited number of participants to guarantee the involvement of all those taking part.

IN-CLINIC WORKSHOP

Training day for the entire team of a dental practice. Content and education objectives agreed upon with the client/dental practice owner. Highly effective for teambuilding.

TRAINING SERIES

Series of advanced training days over a longer period of time. Developed according to the clients' needs and guidelines.

Selection of topics

- Dental practice marketing: pain or gain?
- Emotional Dentistry: the importance of dental patients' feelings
- How to improve the acceptance of statement of costs
- Brand experience at the dental practice
- Patient communication: how to establish a convincing dialogue
- HR-Management and leadership in dentistry
- The dental patient as the key to success
- Why my dental practice? How to develop a unique market position and differentiation
- The complaint as an opportunity to reinforce patient loyalty.
- ...

A few examples...

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Early days in 2011: Nobel Biocare Spain & Switzerland



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Straumann Group Emerging Markets



straumanngroup
Live webinar
Why Should a Patient Visit My Dental Practice?
Daniel Izquierdo-Hänni
5th May, 14:00 CEST
www.aca-demea-straumanngroup.com



straumanngroup
Live webinar
How To Promote My Dental Practice With More Success
Daniel Izquierdo-Hänni
12th May, 13:00 CEST
www.aca-demea-straumanngroup.com



straumanngroup
Live webinar
Dental Practice Marketing - Necessary Evil or Opportunity for the Future?
Daniel Izquierdo-Hänni
6th April, 1 pm - 2 pm CEST

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4 x 1 hour on-demand classes



«Was man als Zahnarzt über Marketing wissen sollte» (Modul 1)
Praxismarketing und Patientenkommunikation in der Zahnmedizin
Onlineseminare mit 4 Modulen

Online

Daniel Izquierdo-Hänni
Eidg. Dipl. Marketingleiter

Ort: **ONLINE - Sie bestimmen Ort & Zeit!** [Anleitung!](#)
Datum: Jederzeit verfügbar
Kurs-Nr.: 1626
Preis: Fr. 60.-
Punkte / Std.: **1**

[Details](#) [Buch](#)



«Die Patientenwahrnehmung als Schlüssel zum Erfolg» (Modul 2)
Praxismarketing und Patientenkommunikation in der Zahnmedizin
Onlineseminare mit 4 Modulen

Online

Daniel Izquierdo-Hänni
Eidg. Dipl. Marketingleiter

Ort: **ONLINE - Sie bestimmen Ort & Zeit!** [Anleitung!](#)
Datum: Jederzeit verfügbar
Kurs-Nr.: 1626
Preis: Fr. 80.-
Punkte / Std.: **1**

[Details](#) [Buch](#)



«Kostspielige Behandlungen überzeugend argumentieren» (Modul 3)
Praxismarketing und Patientenkommunikation in der Zahnmedizin
Onlineseminare mit 4 Modulen

Online

Daniel Izquierdo-Hänni
Eidg. Dipl. Marketingleiter

Ort: **ONLINE - Sie bestimmen Ort & Zeit!** [Anleitung!](#)
Datum: Jederzeit verfügbar
Kurs-Nr.: 1627
Preis: Fr. 80.-
Punkte / Std.: **1**

[Details](#) [Buch](#)



«Wie trete ich als Zahnarztpraxis gegen aussen auf?» (Modul 4)
Praxismarketing und Patientenkommunikation in der Zahnmedizin
Onlineseminare mit 4 Modulen

Online

Daniel Izquierdo-Hänni
Eidg. Dipl. Marketingleiter

Ort: **ONLINE - Sie bestimmen Ort & Zeit!** [Anleitung!](#)
Datum: Jederzeit verfügbar
Kurs-Nr.: 1628
Preis: Fr. 60.-
Punkte / Std.: **1**

[Details](#) [Buch](#)

Lecture in Mexico City for ITI

ITI Study Club
2018
Blue & Gold
C D M X

Miércoles 7 de noviembre



DANIEL IZQUIERDO HÄNNI
Especialista en Marketing Dental y Comunicación

ITI International Team for Implantology

“Mercadotecnia dental : claves para las perspectivas del futuro de la clínica dental”.

Horario: 18:00 a 21:00 Hrs.

Conoce los aspectos de marketing mas relevantes para la gestión exitosa de una clínica dental:

- ¿En qué consiste la mercadotecnia seria y sostenible?
- ¿Cuáles son los aspectos importantes de la comunicación con el paciente?

Lugar: Fiesta Inn Insurgentes Sur.
Calle Mercaderes #20, colonia San José Insurgentes.
C.P. 03900. Delegación Benito Juárez.

CUPO LÍMITADO.



Director: Dr. Alejandro Treviño



Director: Dr. Alejandro Torres Torija

Regístrate vía ITI NET

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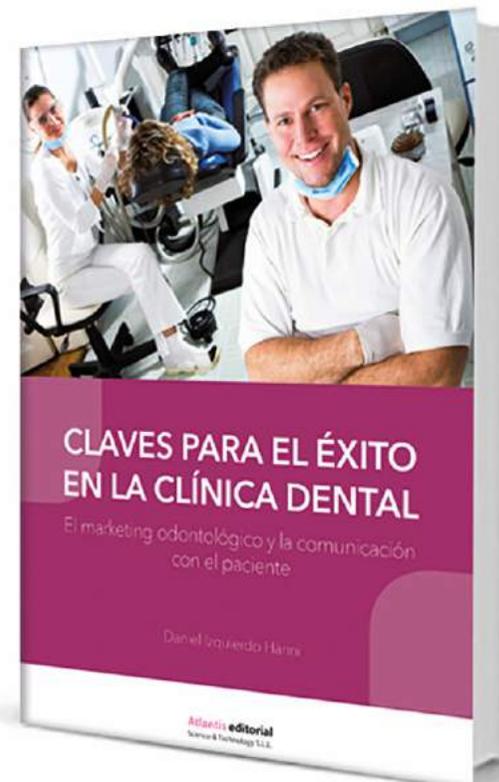


David Requero
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Books about dental practice marketing



Germany, Austria, Switzerland
ISBN 978-3-943996-33-3



Spain, Mexico
ISBN 978-84-945590-2-0

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Daniel Izquierdo-Hänni

www.swissdentalmarketing.com

Phone: ++34 600 75 31 36

Email: info@swissdentalmarketing.com

Spain: Calle San Vicente Mártir 306-10A, 46017 Valencia

Switzerland: Erlensträsschen 61, 4125 Riehen/Basel

WhatsApp, Skype, Zoom, MS Teams

More about Daniel on his [Linkedin-Profile](#)

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