Ask the Expert

Dr. Simone Stori

Microdent

Bologna, Italy

ASK THE
EXPERT
DUSTIN BURLESON SEMINARS

> "
>
> *The basis of marketing, apart from the knowledge of the strategic issue about marketing, is to create content.*

Dr. Simone Stori graduated with honors from the University of Bologna in 2008 with an experimental thesis in periodontology in the field of antiseptics. In 2009, he moved to Florence to complete his specialty training under Dr. Francesco Saverio Martelli and explored the use of the operating microscope in various dental branches and of LASERS.

In 2011 he managed the Excellence Dental Network structure in Padua and from 2012 to 2018 the Microdent structure in Bari, as well as the Bologna practice. In 2014 Dr. Stori designed and inaugurated Microdent Dental SPA in Bologna, the first Italian Dental SPA, created with the aim of overturning the stereotypes linked to the dentist. In fact, he has always been afraid of the dentist and his personal goal has always been to make treatments more peaceful, breaking down all the stereotypes linked to the dental profession. He continue this work every day, always looking for new solutions and ideas. He followed an annual course in Aesthetic Fixed Prosthesis by Dr. Fradeani and in 2016, after two tiring years, obtained the EMDOLA European Master in Laser with an experimental thesis in Laser periodontology. His clinical activity is dedicated to endodontics, conservative dentistry and fixed and aesthetic prosthetics as well as planning and managing periodontal therapies carried out rigorously with LASER Assisted protocols.

As a Millennial and digital native, always a lover of the web and technology, even before graduating Dr. Stori began to study and apply Web Marketing techniques and strategies for the development of the small family practice, focusing not only on strategy but also on learning to use all the various tools independently. Lately he has developed and deepened his passion for automation and artificial intelligence, in order to simplify and improve my business. Dr. Stori's training in marketing mainly follows American trainers such as Dan Kennedy, Al Ries and others. And for several years now Dr. Stori has been taking courses in the United States with Dr. Dustin Burleson, now a friend and mentor. I am with pleasure and pride the moderator of the largest Italian group on Facebook of dentists in the Extra-Clinical field. He is a speaker at national and local conferences in the field of LASER periodontology, the operating microscope, lasers in general and dental marketing techniques, in particular experiential and web marketing.

Dustin Burleson:

Welcome everyone. I'm so excited to welcome to the program tonight, Dr. Simone Stori. Simone, thanks for being here.

Dr. Simone Stori:

Thank you, Dustin. I'm very, very excited to be here with you. It's a lot of years that we've known each other, even if we are very far one from each other and from Italy. But we share our passion for technology, for dentistry and to create things, better experience and all the, what we call in Italy, the extra clinical stuff.

Dustin Burleson:

Yeah. I know a lot of members have met you when you came over. You've been over several times to Kansas City, also to Napa Valley. But for doctors who haven't met you, tell us about your practice and tell us you're unique and that you also do and understand marketing and what we're going to talk about tonight, which is artificial intelligence. But tell listeners who might not know who you are, a little bit about you and your practice.

Dr. Simone Stori:

Okay. Yeah, absolutely. I'm 38 years old, I'm from Bologna. It's a city in the middle Northern of Italy. And I'm the owner of Microdent. Microdent Dental Spa is a structure with six operatories. And we have a staff more or less of 20 people. And our focus is in periodontal laser treatment that is not too common in Italy. Also, we use the LANAP protocols, is the one that you do in US and our second focus is on sustainable dentistry.

We made a new approach that maybe also you're not aware about it, about all the way to make sustainable dentistry, to reduce waste, to preserve teeth. Because in the term of sustainability is to make it longer, so save for time. We preserve teeth, so we don't do implant, more or less. For example, in my office in Italy, usually, there are colleagues that makes 1,000 implants for a year.

In my clinic, people come from all over Italy and sometimes also from abroad to preserve the teeth from periodontitis, and we made less than 100 implant in a year. So it's a totally different approach.

Dustin Burleson:
Different approach.

Dr. Simone Stori:
Of course, we know each other for our passion about extra clinical dentistry and in last years I work a lot apart from marketing and all secretary stuff, so phone calls, how to sell more quotes in dentistry, but I focus on the CRM that I see first time when I come to Kansas City. So I give a start, and then we make all the automation that also you use it and I use in my clinic.

And then from the last year on artificial intelligence from the exit, like we see of ChatGPT, that it was in November 2022. And then I developed a lot of different uses of ChatGPT and artificial intelligence in my practice, as you tell before, in very practical way, because we are dentists, we don't have time. That is a very big problem, we don't have time. You have a lot of time now.

Dustin Burleson:

More than I've ever had. Yeah. I want to highlight for the viewers, most practices in Italy, there are more dentists per capita in your country. It's a very competitive market. It's a smaller country, but there are more dentists per citizen. And most dentists therefore have a very small practice. You said you have 20 team members. That's pretty unique in Italy, right?

Dr. Simone Stori:

Yes. No, it's less than... More or less, we are in the top 5% of dentists that you have big structure. Usually, the standard dentistry is one to two operatories, one doctor, one assistant, maybe stop. So it's also, in terms of money, is more or less from zero to $200,000 per year.
Then we move to big clinic. We have, of course, the low cost. There is the phenomena of low cost. It is since, more or less, 10 year. But is a different game, the low cost. Then we have dentistry that we do more than one million, is less than 1% of dentists.

Dustin Burleson:

Wow.

Dr. Simone Stori:

Dentists in Italy. My clinic is more or less from one million and a half and two million.

Dustin Burleson:

Yeah. Yeah. It's very... I wanted to highlight that...

"

AI is not an enemy but a partner; it's a joint venture with AI that can become our assistant and our consultant, because we can work both on strategy and management.

Dr. Simone Stori:
We have a very big, also very, very good clinician. For example, we know some colleagues that makes more than six million, but we do more or less only implant. Of course, it's a different approach. We do implant bridge, all-on-4 things like that. This is the market. The common market is very, very small dentists that also work because, different of course from orthodontist, our assistant cannot work on patients. So-

Dustin Burleson:
Yes. The dentist does everything.

Dr. Simone Stori:
We have to stay on chair, so I just finished eight hours of chairside work of...

Dustin Burleson:
Yeah, thanks for doing this. You're doing this at the end of a very long day.

Dr. Simone Stori:

Oh, no. To give an idea. Of course it's very common in Europe I think or the US maybe is different.

Dustin Burleson:

Yeah, a hundred percent. I just wanted to highlight, we've learned so much from you. We learned in your marketing what you were doing with Google and lead generation in a market where you can't use testimonials, there's a lot of laws about psychological-

Dr. Simone Stori:

We cannot do anything. We have a very strict rule we cannot use promotion or suggestion. That is the problem.

Dustin Burleson:

Yeah. Psychological marketing, I'm going, that's kind of a misnomer, because all good marketing has a psychological component, so you're really limited in what you can do. We learned how to do videos from you, so we were not doing a lot of video on our website and you were saying we're getting really good results, putting videos at the top of a lot of pages, so anyways, I just want to thank you for all you've done for us and we've taught that to our members. You're back with AI so I want to let you talk a little bit about it.

Dr. Simone Stori:

It's sharing. It's always a sharing.

Dustin Burleson:

You showed this to me and it just blew my head so I just so grateful that you came on to share it because there's a lot

of people talking about artificial intelligence and there are great companies, Align Technology, Pearl, there's a lot of companies using radiology AI and insurance coding, but no one's doing it for small practices, helping them reply to leads and to create content for their blog or there's just a lot of loose ideas and no one's really brought it together in a core and you did. You showed me this tool you developed and it's really, really neat, so I just want to let you talk about that, because I think our members are going to love it.

Dr. Simone Stori:
Yes, absolutely. Before we start a little bit about talking what is AI, which is very important and when we talk about AI and new technology, for many colleagues, many people, not dentists, many people, there is some fear. Fear that AI can be an enemy like Terminator that can replace our workers and things like that, like robots. Instead, today I want to show you what is AI only a little bit of base knowledge, because it's important, because AI is like saying dentistry. Then we have a lot of applications and different types of AI and we learn more about generative AI. That is a subcategory of AI that is ChatGPT. That is what we use more for our work and then the application of AI in extra clinical dentistry but also in diagnostic. That can be, as I always say, we will see how AI can be... Is not an enemy but is a partner, is a joint venture with AI that can become our assistant and our consultant, because we can work both on strategy and as a partner. It's like your consultant, like your manager and on the other side as an operative assistant that can help you to save tons of time in writing content and helping many things. Also, for our team customer care and things like that.

What is AI? AI is like giving machines the ability to think and learn like human, is a digital brain and what is the different that while traditional PC we give instruction and it's follow the reply, the output, AI thinks it's structure, it is called neural links, seeks for pattern and help to develop a reply to our prompt, our input in order to think like we do.

Of course, we have to teach it because it doesn't work alone. It's a subcategory that they call the deep learning AI that it works, it auto learn from the input we give it instead the normal, the common AI, the principle AI that they call machine learning is we give an input, we tell AI what this input is or what we were talking about and then it learn to give reply. Is the machine learning for example is the AI that we use for diagnostic.

There are radiologists that see a lot of radiology and say this pattern can be a decay. This pattern can be learned, that like a child, when we have a child we see a dog, oh it's a dog, another time oh, it's a dog and you learn that is a dog. The deep learning instead is a lot of computer called the neural... I don't remember in English better the term-

Dustin Burleson:
Neural network?

Dr. Simone Stori:
There are a lot of neural networks that come together to auto learn and then we have other type. So many of you can say, "Will AI take my place?" No, because of course there is a lot of ethics in the programming and things like that, but we not take our place because we have to think as a partner, not a substitute. For example, we will see in

content management, in content writing, it cannot substitute our work, our creativity, even if it can learn exactly your style of writing, your... Everything's as you, but it's not you. So we can work together, we have to learn to work together. That is what I do is to learn to interact with AI and we create a synergy that we can help to achieve our goal with the help of this assistant.

That is the most important things and in dentistry it can help more or less in every aspect of extra-clinical ways.

We can help our team in training, in customer care marketing, creating our USP. We can do a lot of things that we see later and as we see the evolution in dentistry, we pass from the braces to intra-oral scanners to also DSD. Invisalign is a lot of evolution. Now is the era, is the new era, where the AI will go inside our dentistry, our way of work and create a lot of new things that we are only at the beginning of this pattern. For example, this imaging on the right is created by AI and now we see also a little bit about this, so what is the real goal of AI and automation? As maybe we share the same thing Dustin.

In my opinion, maybe also yours, our practice should be automated. Must be automated. Because if we automated, we will save a lot of time. We will avoid errors, we will have consistency. For example, in diagnostics, AI doesn't have bad days. We do a lot of things in our work and maybe we see this x-ray only in few seconds and maybe we don't see a decay. AI give us consistency. It is very, very important. We announce experience, because we reply to our patient, we can delegate task.

Hey, all this stuff is the synergy between AI and CRM, so the use of automation can free up time for us, for our team, in

order to create the real customer care and because we don't have to use our treatment coordinator to create the reports, is important report, but if a PC can do it better, the treatment coordinator can spend time to chitchat with our patient. It is the one, maybe the most important part of customer care. What do you think about it?

Dustin Burleson:
I love it. I think the consistency has been huge for us when I was in practice, it's easy to forget a patient that maybe hasn't been back to the clinic or if we're doing remote monitoring we need to check in with that patient. The AI does it automatically every day and prompts them and text messages them, so I think the engagement level of consistency is there and also that customer experience.
If you have that experience with one child and you bring your next kid back two years later for orthodontics and the experience is different and less consistent, I think that hurts referrals. I think that hurts lifetime customer value. I think of the businesses that I enjoy the most, they are very consistent and I think they're using AI to do exactly what you described, to put humans in touch with humans and let the AI in the back... How packages get delivered, how meals get prepared, all of that's going to be improved by AI.

What is it going to change as my relationship with the chef or the hostess or the author or the dentist that I see as a human and that I trust. I think trust is going to stay with us. I think efficiency and that consistency is just huge, huge, huge and I love some of the things you've developed on explaining a treatment plan to a patient. That used to take up a lot of my time doing letters to referring dentists and now AI can do it instantly and you

> *In my opinion, maybe also yours, our practice should be automated. Must be automated. Because if we automated, we will save a lot of time. We will avoid errors, we will have consistency.*

can just review those things. I'm really excited to share that. It's very cool.

Dr. Simone Stori:

Yes, absolutely. No, no, it's very important the consistency and AI is still in our life because Alexa, Siri, Google Maps and Amazon. Amazon now is amazing. It's really amazing. For example, I order a book for my child for school and it sends and email because it was late. Amazon assumes that the book was for her school and will arrive after the beginning of the school and send me if I can wait or maybe it will give me a free refund, is the first time is it?

Dustin Burleson:

Yeah, there's no way for customer service to do that at scale, right? That's the challenge is there's just no way to scale these sorts of interactions that AI does it instantly.

Dr. Simone Stori:

And then we've seen in every area, but also Invisalign now it has AI features also. Now also for example also the intraoral scanner have AI feature to identify decay, things like that, but every part of our life and maybe if we say that is an enemy when we don't have AI also we get angry. For example, you remember the facial recognition when we have mask? We can't use it, we are angry.

We need AI in our life because it's simplified so it is really inside our life in different ways as you see here we have machine learning. We have for example is the Google Maps or Alexa or Netflix video recommendation, deep learning that is a speaker recognition, robotics. We have a lot of things that support and simplify our lives every day, every time.

Dustin Burleson:

Yeah. I think it's why our assistants love the iTero so much more than... We used to have a lot of Medit scanners, which I love because they're fast and half the price. The assistants wouldn't go near the Medit.

They always wanted the iTero, because there's a tremendous amount of AI in the iTero where the Medit, if it sees a glove or it stitches upside down, the assistants don't like that. The iTero... Yeah.

Dr. Simone Stori:

iTero also for prosthetic, I don't like iTero but that is another thing. For example for prosthetic dentist is also clean up the margins for technician, identify the case. Is a lot of things. Of course, yeah.

Dustin Burleson:

Yeah, it makes sense. I agree.

Dr. Simone Stori:

Very easy and we really have to is just now is our partner in a lot of... Part of our life. Is all a different way to use it and to approach to a new technology in AI that is the latest technology that is very new is called generative AI. It is a way the AI can think as a human in its ability to generate text and solves, so it's called NLP, natural languages processing and the most known is GPT and ChatGPT. GPT is different from ChatGPT. GPT is like the engine, is an advantageous language model that uses deep learning. What does this mean?

That language model, so it works with language so it's educated with all contents so it worked with word. Deep learning what it means that how to educate. So when we use it every moment, all the word use engine, GPT, it how to educate and improve its knowledge in automatic and generate understand, generate human-like text and has been trained with all the worldwide web until December 2021. So in all everything. And also and apart from text it can generate also images now it can generate videos and things like that.

ChatGPT is slightly different. It is like the dashboard or the application of the engine. Is like the steering wheel of our car and is a specific implementation that can be like is generate to create conversational response. We have to speech to ChatGPT like we talk with you or with a friend maybe you can say also have a good day, how are you today.

I also I will also thank you thank ChatGPT if the reply is good or say no you may go wrong and also this type of

dialogue with ChatGPT is very useful to make it more intelligent, because we learn by chat, by this type of interaction. ChatGPT, I'm sure you have used it maybe a lot of dentists, a lot of people have used it. A lot of students. ChatGPT works with prompt.

What is a prompt? Is like a text, is a phrases, is an instruction that we have to provide to the system, to the dashboard to give a response and which is the different, what is my work during months is to create a great prompt for the dentistry, for our objective, because you cannot... If you say "ChatGPT, please write me a blog post on orthodontist. Orthodontic and aligners."

If we say only this type of information, is not enough. It will always reply, always. But it's not what we mean, what we want. The same concept is if we never met each other, Dustin, and you are my copywriter, you don't know nothing about me, if I call you okay I want you as my copywriter, please write me a blog post.
You will ask me some information. So to work better with ChatGPT, we have to learn to make the great question to ChatGPT, to have a great answer.

Dustin Burleson:
Yes.

Dr. Simone Stori:
So to be short we have to give a context so we will ask ChatGPT to be a consultant, a copywriter, social media manager, customer care support or whatever you want. We will ask ChatGPT to make a task. Please write me a blog post. We will give instruction, for example, tone of

> ## "

We have to give a context so we will ask ChatGPT to be a consultant, a copywriter, social media manager, customer care support or whatever you want.

voice, pattern of writing, for example, we can ask to make cuts in AIDA scheme or in past storytelling.
Also, we can ask, I don't know if you have tried to write a blog post in the style of David Ogilvy, and he's amazing.
For example, you can ask to write a Shakespeare.

Dustin Burleson:
Cool

Dr. Simone Stori:
Whatever you want. Then it will give us a reply and then we have to refine. We have to give him feedback to give a better response. So it is how it works and if you want to try it, if some of you have not tried yet, is free of charge. You can try to use it. You have only to record on open AI to register and then you can try to use it.

What is the problem and why we arrive in dentistry and in application because when I work with dentists and that call me to help them with marketing because every Italian practice (as every US practice) wants one more thing. More new patients.

Dustin Burleson:

Exactly.

Dr. Simone Stori:

But you want more patients, you have to work and you and me know there is a lot of work to create content, because the basis of marketing apart from the knowledge of the strategic issue about marketing is to create content. We have to write article, website, blog posts, email referral letter, create videos, whatever you want and when I talk about a dentist to help me with his marketing and he have to create content, is worse than go to tax consultant.

Dustin Burleson:

Yeah. No one likes and they won't... It's very hard for them to find the time to do it consistently or dentists think they can't do it and so that's why I think this is such a great tool.

Dr. Simone Stori:

They don't like it. Usually, they're not trained. Second.

Dustin Burleson:

No, we weren't trained to be good writers. Yeah, yeah.

Dr. Simone Stori:

Yours in Italy maybe, I don't know in the US, in Italy, when I ask a dentist to write a website article if write as is talking to other dentists, it doesn't work. We know that it doesn't work.

Dustin Burleson:

Exactly right. Yeah,

Dr. Simone Stori:

Then he doesn't have time. You have no time because we work in the chair and now when do we have time to create all the content for marketing? Nights, weekends, vacations? Now we have the possibility to have a consultant and assistant that maybe also between one patient and the other, you have five minutes, you can create a perfect blog post or maybe you have the creativity block to create the new video.

It can write for you the script for video, so it is really amazing for our field of action, for dentistry, for this problem, we don't know... We don't like it, we don't know how to do it and we have no time so instead a copywriter do these things all day long, AI will only improve the productivity of a copywriter and maybe we'll help him in the creativity block. For us it's totally different.

It's a very milestone in our work, the use of AI and we will use it in a lot of application. Now we go inside the various area of our work, of dentistry, where AI can help us. So of course marketing. Marketing to core, all over the marketing and then we see some applications. Diagnostic we talk a little bit about and is very, very helpful. Customer care.

Also, we have application in team and team training and practice support and then also in the research and data analysis and now we go ahead. Some practical applications that I use in my clinic and I also implement

in many colleagues that ask me to help them to use it. Some questions asking?

Dustin Burleson:

I love it. I think this is why I'm so excited to share this. I don't think most people they've dabbled with ChatGPT or they've... I mean everyone's talking about it like we said earlier, but no one's actually using it to help train the team. I saw a new tool where you can create training videos very easily with text prompts that ChatGPT could do. I love the concept of having it help us create a monthly marketing plan for social media. Here's the topics, here's what we're going to, they can actually create the posts and it can create images. I mean it's really wild.

Dr. Simone Stori:

And now we can create really is also a so fast update that every week comes out, new plugin, new tools for example. Now there is also tools to create. It is called Prezi. We create a presentation slide, we give a text and create a presentation. It's amazing. Now also the voices. In Italy, we can use the voiceover, the text to speech because it is not too good in Italian, the type of voice but for US, you have also the new software that modulate emotion. You can do whatever you want in just a click. Really in just a click.

Go ahead and we see some application. Start for marketing whatever is your mind, it can help you. Blog post, newsletter, post for social media, scripts for video, creating ads for social. Also, it can create also the headline and things for Google, for example. You can create a

"

Dentists have no time because they work in the chair and now when do they have time to create all the content for marketing? Nights, weekends, vacations?

sequence of email of five, 10 email in a few clicks and also you can write an entire book.

Dustin Burleson:
Yeah, there's a whole new category of businesses now helping people get their books published through AI and we gave it a task. Yeah.

Dr. Simone Stori:
Yeah. The first time I see from you Advantage you work with Advantage, a member that is a company is for authority marketing and that as we know, no one will read the book, because it's a book but he's in authority things and okay, we have to write it good, but now I made a test with a colleague and we start in three hours.
We do the USP, so the positioning, all the analysis for USP and we also created a 10 chapter book in more or less three hour from-

Dustin Burleson:
Yes. Its ability to think is unreal. We had a friend who owns a retail business and he was looking to expand his market and he had to create a competitive analysis and a business plan. It named his core competitors in that new market, it had strategies to uniquely combat those

challenges. We had a member tell ChatGPT in the voice of a copywriter versed in radio marketing write a 60-second ad for Invisalign geared towards Invisalign teen, towards the audience's parents and it got it. I mean we gave that to a voiceover specialist and it was on the second. It was a perfect 60-second radio commercial that ChatGPT wrote, which is really hard to do sometimes, you want to write a commercial shorter-

Dr. Simone Stori:
Also, you can do now you can also create video from ChatGPT.

Dustin Burleson:
Yeah, so cool.

Dr. Simone Stori:
Video with voiceover.

Dustin Burleson:
With the voiceover. Yeah. Are you using that for training videos for employees or marketing or both?

Dr. Simone Stori:
No, because... No, it doesn't have for training the video, because how does it work? It's called Visla is a free plugin for ChatGPT. It's called Visla. You write, write me up, please create a 60-second video about invisible aligners. It create the text. Then for the lengths that we need, he create a voiceover. Then he pick up, he have tons of video, short video template on imaging, any mix pull up, so it's not good for training because it doesn't have video for this topic

Dustin Burleson:

Specific. Yeah, got it.

Dr. Simone Stori:

Is the problem.

Dustin Burleson:

Cool, very cool.

Dr. Simone Stori:

But I think maybe in the future we have a lot of possibility and then a very, very nice function that I use in my office, but in a lot of dentists, you know how important is to have good reviews and how important it is to reply to reviews.

Dustin Burleson:

Yes.

Dr. Simone Stori:

And what is the big problem when you have 100 same...

Dustin Burleson:

Same replies.

Dr. Simone Stori:

What you say is, and we created a way that is fully automatic, fully automatic how to response to Google reviews.

Dustin Burleson:

Cool.

Dr. Simone Stori:

Every new reviews on Google, it will pick up, it will be taken charge. It will create a reply with ChatGPT with our instruction, your name of the responsible, the tone of voice we tell to use the keyword because-

Dustin Burleson:

Smart. That's so smart

Dr. Simone Stori:

Because the keyword in the reply is also useful to see.

Dustin Burleson:

That's so smart. It's very smart. I hadn't thought of that. It's cool.

Dr. Simone Stori:

Then it will publish automatically on Google. Then, of course, if we want once a week we go and edit, but you know how is easier only to correct than to start every time and have idea to reply to very professional, good dentist. Okay, thank you, thank you, thank you, but we have to add something.

Dustin Burleson:

That's so smart. So everyone listening, I do see that. I see responses that are just copied and pasted. Same. Thank you so much for your great... We're so happy you had a great experience but to use the keyword back and your response is so genius.

Dr. Simone Stori:

We can ask to, for example, if you are only ortho, we can ask to put every time in the reply invisible aligners, orthodontist or in my cases, it analyze the review, understand which is the main keyword for the treatments and then we'll use it also in the reply. Is a little bit.

Dustin Burleson:
That's cool. Thank you for sharing that. That's awesome.

Dr. Simone Stori:
But is also is made with Zapier. The most important things, I've not talked about this yet. Almost all these application are free of charge or it cost penny. Really penny.

Dustin Burleson:
Very cheap.

Dr. Simone Stori:
This is the amazing things. For example, this is images I create with AI. It's Midjourney and we can generate, for example, the right side I input, I upload my images and I ask to create an avatar. The other two is for our brand of sustainable dentistry, I only use a prompt is this type of images for the one of you that doesn't know it, is generic, is text-based imaging generation, so you don't have to use Photoshop.
You have only to write, please write me, design me photorealistic imaging of a pizza inside a forest and it will create this type of imaging. Is very useful. For example, another example is in Italian, the voiceover, but to give you an example of the use, we know the video is one of the most important marketing tool in 2023, also for blog.

> *We created a way that is fully automatic, fully automatic how to response to Google reviews. It will create a reply with ChatGPT with our instruction, your name of the responsible, the tone of voice we tell it to use the keyword in the review.*

So now what we can do in US is better than Italy, so I don't use it until now for the language, but you can write a blog post for ChatGPT then upload to this tool. You can give an image and only the text. [foreign language 00:37:19]. You see it's not good. The voice?

Dustin Burleson:
The voice is... Yeah.

Dr. Simone Stori:
Also, you can record yourself Dustin. You can record on green screen and then you can put only the text. It makes you move like you record it, not create the background. So for example, when you create your over my shoulder letters, all the... Or your weekend email, you can also create a video, video part for a podcast part for maybe colleagues that prefer a different user experience of listening or seeing instead of reading for example.

Dustin Burleson:
Yeah, it's very, very smart. It's huge.

Dr. Simone Stori:

So you can use it for a lot of things. From operative to strategic marketing and we know that we learn, we study a lot strategic marketing and we know how to create a USP or make a market analysis or social media plan, a dentist or it spend a lot of time in training or spend a lot of money in consequently we have to invest.

With ChatGPT we have... ChatGPT as our marketing core that we create psychographic analysis, competitor analysis, USP creation, market and we can create a social media plan for one month about implantology or orthodontist.

We can ask marketing idea or maybe we can say I want to improve my local awareness with offline strategy. What is your suggestion? Maybe you can make what analysis, business model canvas. The business canvas what you have all the knowledge inside in. We have only to learn how to ask the right question.

Dustin Burleson:

That's pretty amazing.

Dr. Simone Stori:

That's the only problem with ChatGPT.

Dustin Burleson:

It's ability to correlate in other industries as well and say... If you're trying to convince an investor or a business partner to go along with this idea and you say give me an example from outside of dentistry and it might use the

airline industry or it might use retail or wholesale or it's really very, very interesting. It's very smart.

Dr. Simone Stori:

Absolutely. We can do really a lot of things. Then we move to diagnostics, as I told you. We have, in Italy, I go deep on two tools, I use it. One is really for diagnostics is for our use is the one on the left side is called Diagnocat and we can use it in 2D also 3D. 3D for CBCT like you see this Panorex, the imaging.

We only put the dicom, we upload the dicom. It create the Panorex. We make a section for every tooth with the diagnosis of every pathology in every tooth and then it create a STL model with all layer, so you can decide which layer you can print, you can export, only uploading the dicom in two minutes.

Dustin Burleson:

It's a wildly powerful tool. It's very, very good.

Dr. Simone Stori:

Now we have in Israeli. Israeli are very good on-

Dustin Burleson:

Yeah, they're leading this area. Absolutely. Yep.

Dr. Simone Stori:

Now it will create a new function to the end of the year that will from... It'll create in one click the implantology guide.

Dustin Burleson:

Wow. Yeah, so you can do surgical and-

Dr. Simone Stori:

It'll give a feedback. The STL really to be print.

Dustin Burleson:

It's wild. In the US, all the largest group practices are embracing this not to make decisions for doctors but to help narrow the choices and to really help streamline the treatment planning process. I mean, years ago you'd spend hours trying to mesh the CBCT data with an intraoral scan and you would not remember with this crown inclination, this minimal amount of bone over here and this pathology, this was the best plan for that patient. It'll just get smarter and smarter and smarter.

I mean, 20 years from now, insurance companies and whoever pays for all of this, whether it's the government or an insurance company, will be using this to help improve outcomes. So I mean this is how we'll be treatment planning. All of us, you're just ahead of the curve, so in the right here it's got your proposed treatment plan, which is great. It's just going to change to change the way we teach students, it's going to change the way we treat patients. It's just so simple.

Dr. Simone Stori:

And the most important here is really the consistency. Because we have always the same result and we know the problem. The famous Reader's Digest. 10 dentists, 10 different treatment plans.

Dustin Burleson:

Yeah. Or we have a bad day or we forget or it's the end of the day, right? I would want my tooth being diagnosed early in the morning when the doctor's alert and ready to go, not at four o'clock at night before she's ready to go home.

Dr. Simone Stori:

And second issue is AI can read up to 700 layers of gray. Shades of gray.

Dustin Burleson:

That we don't even see.

Dr. Simone Stori:

So maybe there is no decay, but also of course, all the AI when it finds something, it gives us a grade of confidence.

Dustin Burleson:

Cool.

Dr. Simone Stori:

The second instead on the right side, the second type of AI for diagnostics is from France, Allisone, it's called and is different is for communication. So diagnostic it can read only panel, panel x-ray and it makes... Of course, it gives diagnostic so you find something that is very useful for communication, because you can create in two minutes the diagnostic, the treatment plan and it creates a report to patient with all the things and also the educational sheet about various therapy.

"

And the most important here is really the consistency. Because we have always the same result and we know the problem... 10 dentists, 10 different treatment plans.

Dustin Burleson:

It's so powerful, because we spend so much time working on the treatment plan, organizing the treatment plan, printing, typing. This lets us put our energy into providing the care, so it's like the reason physicians rush from room to room pre AI is they had to go exit the room and jot a few notes down and the end of their day was horrible trying to get all the data into the computer.

Now AI is listening as the doctor and patient are talking and the notes being transcribed live, it's suggesting a medication and the doctor can just check a few things and then spend more time really understanding the patient. So I love this because it lets us-

Dr. Simone Stori:

Also, of course for the operative dentistry, I don't put here but we also do vocal probing.

Dustin Burleson:

So you can just call it out and it's putting in it. Yeah, so you're not spending so much time to infection control issue. It's an efficiency issue, but then it lets us put our

energy where we're really needed and that's in providing care and empathizing with our patient.

Dr. Simone Stori:

Provide care or stop with patients to talk about, talk whatever you want.

Dustin Burleson:

Build relationships and not typing treatment plans. Again, we had a lot of clients that were frustrated years ago, spending hours every day doing letters and we, at least made, a system where it was easier but nothing like this. Nothing like this at all and this is more consistent.

Dr. Simone Stori:

Then we talk about customer care. Customer care, the main concept of customer care is chatbot. Chatbot. We use chatbot in our website since... Maybe also you use it long time ago, but it's very difficult also to set up for us, so we need competence to set up a chatbot, to create algorithm, all the diagram flows and things like that. Now you only give a link of your website, it crawl all the website and it's ready.

Dustin Burleson:

You're ready to go. Yeah. This is from years ago with Scott Hanson at Ortho Chats and a lot of smart people building those out and connecting them to live humans. I know he's got, I think-

Dr. Simone Stori:

Now we have, so we have chatbot website, chatbots on social media, also connected to Infusionsoft, so when the

patient, the prospecting patient, the lead, give us details, name, email and phone, it also connect and is connect to the nurturing campaign, the lead generation campaign of Infusionsoft. Then in Italy we has a lot, we use WhatsApp is the most important way of communication for... Now also, US or you're still on face... Or message there?

Dustin Burleson:

Yeah, still it's the messenger on the iPhone and then...

Dr. Simone Stori:

In iMessage?

Dustin Burleson:

Yeah, and then Instagram message. Yeah, we're still not... And there's more and more people using WhatsApp. Anyone who has friends that live outside of the US uses WhatsApp, but yeah, it's not as big.

Dr. Simone Stori:

Now everyone has WhatsApp and is the main way of communicate with our patient. Now WhatsApp and for example now during vacation, during weekend, we have an assistant that can reply to our patient, so we are 24/7 available to help our patient and it's very important. For example, this tool is free of charge. Is amazing.

Dustin Burleson:

That's cool.

Dr. Simone Stori:

Of course we can provide our patient a better experience, because we are here for them. Of course, there is a

disclaimer. It's a virtual system, but if you, in the middle of the night you have pain after your filling, it can give you advice. Of course, because we have trained the AI to give specific answer, it's not a reply by itself.

It's very important, this aspect. This type of chatbot are not... They do not take the knowledge or the word. They are educated specifically in what we call the domain knowledge. Is a number of information that we write or we upload to AI engine off the tool of the chatbot. It is only... its world is the domain knowledge. It doesn't take things from outside.

Dustin Burleson:

Yeah, it's important, because you don't know what it would be telling your patients. So are you connecting with the-

Dr. Simone Stori:

We have to be sure what... In these type of things we have to be sure what it replies.

Dustin Burleson:

Yeah, huge. For lead generation, are you connecting that lead generation to Infusionsoft through Zapier? Is that the hub?

Dr. Simone Stori:

Well, it connects... When the patient writes on the chatbot on the website, social media, auto connected to Infusionsoft and arrives, it starts the nurturing campaign for prospecting patient and arrives to the team at "my day," the task, to call [the patient] back.

Dustin Burleson:

Is Zapier pulling that or is the chatbot connect directly to-

Dr. Simone Stori:

Now we work with Zapier. Now we ask Pabbly because it's simple but it is Zapier. Yes, with API. With WebBook is our technical connection, of course and also a search is very interesting, because an article about this topic says that patients prefer the reply of the chatbot instead of the physician.

Dustin Burleson:

That's wild, right?

Dr. Simone Stori:

It's very interesting.

Dustin Burleson:

They're more empathetic. They have the right tone. Yeah.

Dr. Simone Stori:

So it's not only sensation, but it's only research. We start to have data on AI also in application to this topic. This is very interesting. Then of course we move the chatbot and I create... Is one of the first things that I created was a specific bot to help my team, because I want them to reply to emails in a good way. To reply to objection to create a referral email or when we upload a treatment plan, we want a letter of presentation on the treatment plan with the email. Not only, okay the doctor prepares your treatment plan, I'm here for you. No. In one second we create a letter where we speak, we talk about all the benefits of all the treatment in only two seconds.

One of the first things that I created was a specific bot to help my team, because I want them to reply to emails in a good way. To reply to objections or to create a referral letter or when we need to upload a treatment plan and we want a letter on the presentation of findings.

Dr. Simone Stori:

And then I create a function, a new function as the one you talk about before the AI that transcribe the notes. I don't have this tool now, but now I have as my patient experience at the end of the first consultation, usually I do a video, a record, a short video, one to two minutes with all like a reply of all the consultation with diagnosis and treatment plan to my patient.

Usually, I make this video and send by WhatsApp to patient to really appreciate it. Then now what we do, we do the same thing but we upload to Google Drive. Very simple, upload to Google Drive, it transcribe and create a written report that we send also to the patient.

Dustin Burleson:

Awesome. Cool. Yeah, because not everybody wants to watch a video. I usually want to read. If you gave me the video I might watch a little bit, then I just want to read the summary real quick. Or I'll watch it at 2X.

Dr. Simone Stori:

We have to provide every patient, every person is different. We have to provide different option, of course. Absolutely.

Dustin Burleson:

That's awesome. So video goes to Google Drive, your chatbot then... Or your AI script then transcribes it and creates a report and that goes via email with a link to watch the video?

Dr. Simone Stori:

Yes, absolutely.

Dustin Burleson:

Cool.

Dr. Simone Stori:

It doesn't go straight to patient because we need a review, so it arrive well presented email to my secretary, which are the link and things. If correct it is sent to the patient. Perfect. This type of bot is a technical thing that is very important, is educated with your information, what it means. This engine has a pre-training about what I want so that I am Dr. Stori from Microdent. Microdent is in Bologna. I want to give an informal way of communication and empathetic I am. My USP is this. So every time my team ask for a reply for some things it gives the information with this pre-training, specific pre-training between ChatGPT, because when we use ChatGPT, every paper you have to write another time. Now it has added, with ChatGPT-4, it is the paid version, have the customization so you can add the information that you

have Dustin Burleson. You create marketing content for dentist and things like that and every time you write something, it pass through this information. It is the way this bot will work.

Dustin Burleson:
Yeah, that's cool.

Dr. Simone Stori:
And then for training, training is very important, so I have a new secretary and we don't do only ortho, we do... We have a website with 400 pages with all the therapies from implantology to ortho to conservative to laser and [new administrative employees] know almost nothing, because secretaries do not have a dental background.

So I created a specific chatbot with all the knowledge on my website that is trained to give a reply in very simple and fast way to secretaries that want information about fillings, about bone grafts, things like that.

And then the importance of the phone call analysis, the user script and when I work with some colleagues, also with my secretary, usually I have to listen to, as you do, tons of phone calls. Now what we do, we upload the phone call to Google Drive, it transcript and then we pass through a training where I put the script and the guideline of how I want the call to be done. It gives her an output if it's good, not good and suggestion to improve.

Dustin Burleson:
That's awesome. That's cool.

Dr. Simone Stori:

So also my secretary is that are usually afraid when we listen to phone together, now they have a digital template that can help them.

Dustin Burleson:

Just make this is our standard and we either hit the standard or we didn't. It's not you personally attacking the employee if for not doing it the right way. Go back to the analytical side of marketing, this is something powerful you've been doing.

Market hardware has been doing at Socius, transcribe the call and now we know if it's a new patient or not and so then we can just listen to all the new patient calls. It's like 99 point something percent accurate. It knows that this is someone new. It's very cool.

Dr. Simone Stori:

It's very cool. We don't have your tools, because the phone structure, also infrastructure in Italy, is different. We have physical number, we have some problem with VoIP so we can create a lot. We don't have your tools.

Dustin Burleson:

There's more privacy over there. There's no privacy in America.

Dr. Simone Stori:

One automation tool that we use that is very useful is called CallPage, that maybe we talk about, that transform every form or every Facebook ads, Facebook lead inside a phone call in less than 30 seconds. Is a very smart tool. It

also record and so we can transcribe and then in the training process management, we can also create job description. We can make operational protocol, manuals, whatever you want.

Dustin Burleson:

Yeah, hiring ads.

Dr. Simone Stori:

We can create by new or maybe you write only some, scratch, some bullet point and ask them to write in a better way.

Dustin Burleson:

Yeah, yeah. I mean that's been the powerful thing for us is letting it learn our style and letting it help flesh out ideas or to think in a different way.

Dr. Simone Stori:

It knows your style. You can upload your old manuals or all your material and you'll analyze it and will write in the same way. So it's possible.

Dustin Burleson:

That's great. Yeah.

Dr. Simone Stori:

Type of things and of course for research and analyzing, we are also physician, we are also scientists. One of the most appreciated tools is what we call AskYourPDF. It is a free tool. You can upload, for example, new research. A research, scientific paper and you can make question on this paper, what is the conclusion?

"

We're using A.I. to help with staff training. So I created a specific chatbot with all the knowledge on my website that is trained to give a reply in very simple and fast way to secretaries that want information about fillings, about bone grafts, things like that.

Can you give me this data about this topic? Make me a summary and also for example, when we do the analysis of the KPI, you can put those inside an Excel with a lot of the KPI and you can maybe ask for a trend, how to make a better improvement in some areas. It can make a very, very good also data analysis for all our KPI, ROI, whatever you want.

Dustin Burleson:
That's great.

Dr. Simone Stori:
It's really amazing.

Dustin Burleson:
You need marketing ideas. In orthodontics. You could be uploading the most recent issues of parenting magazines or articles about parenting and asking it to write articles about trends, about being a good parent or social media use and teen bullying and topics that we paid a lot of money for people like Dan Kennedy to write about for excellence in orthodontics.

Now we can just feed it what's going on in People Magazine, Parenting Magazine, Good Housekeeping and things that parents are reading and then we can tap into those trends and let ChatGPT write content based around those trends. It's unbelievable.

Dr. Simone Stori:
Yes, you can upload a full magazine, ask to analyze it and understand what is the main topic and then give you the five best topics in this number of this magazine and you can write, of course, go ahead and write whatever you want. The problem is only the idea.

Dustin Burleson:
Yeah, we think like dentists, so I'm always thinking about enamel or bone or tooth and some of our best articles are like recipes for back to school snacks, right? Or foods that are safe for your braces or celebrities who have gone through orthodontic.

Dr. Simone Stori:
Now you can also, for example, for the recipes was funny things. You can also put, if you have a recipe, you can put them on Midjourney. Midjourney is the one for images and we create the result.

Dustin Burleson:
The result of the recipe? That's cool. It's cool. Yeah, it's really neat. So it just takes a lot of the time and work out of content creation. I mean marketers love this and I think-

Dr. Simone Stori:

And also you can use... In US, you can have more creativity, more things. You can also take advantage all the... Also image generation and video generation is very useful and so, in conclusion, my idea is as you understand that the automation is important to create the best customer experience because as we see, we can save a ton of time and the best things is to match the AI with content to CRM so they keep Infusionsoft. You remember a lot of work to create all the emails or sequences? In my Infusionsoft, because in my infusion we have more than 7,000 unique content.

Dustin Burleson:

That's wild.

Dr. Simone Stori:

So written by myself, now you can do anything.

Dustin Burleson:

Yeah. I had this experience when I was out... We were out in Seattle for a trip and then we were... I'm going over to London for the British Orthodontic Society. Four Seasons inside the hotel brand, inside of their app, has a chat feature that has basically replaced ever picking up the phone inside of the hotel and even before your visit, so calling for your car, room service, getting a spa appointment. It's so quick. You can tell they're using AI to get most of that figured out. You know there's not someone at two in the morning waiting for you to ask for a spa appointment. I reserved this spa appointment for London when it was four o'clock over here in the evening, so it means it's midnight or later over there and it's an

> *Where we all need to go [with AI], is how do we elevate the customer experience? How do we make this better for our patients?*

instant reply. So you know they're leveraging... It's a better customer experience because you can get what you want instantly.

You can come back to it on your time versus picking up the... Now at the Four Seasons, they're good about picking up the phone but a lot of hotels are not. So the consumer could ask you a question about a tooth and they've checked that off their list and even if you don't get back to them instantly, even though the chatbot could, the experience for the patient is so much better, because they're getting that satisfaction of taking some action, asking the dentist about something and I love that. I think if everyone is not using or hasn't stayed at the Four Seasons or staying at a hotel that has their own app, that has a chatbot, they should do it.

You can see how nice that feels as a customer. If I say, "Hey, can you get me a car to the airport tomorrow?" Instantly it's like, "Yeah, how many people? How many bags? And I'll get right back to you." And within 15 minutes or half an hour they've got a confirmation number, you've got a car to the airport, you never had to talk to anyone and now you can get back to...

When I do need to talk to someone at the front desk, they're fully engaged with me as a consumer. They're not on the phone. So it's just a really neat tool and I just love that you've gone, I think, right where we all need to go, which is how do we elevate the customer experience? How do we make this better for our patients?

Dr. Simone Stori:

Now also, this now is not, I'm not tested yet, but I opened the next month, the voice bot because you can also create a voice bot based on ChatGPT that can reply with voice.

Dustin Burleson:

Have you seen the sales? Some of these, I see them on social media. They are automated sales representatives that are insanely effective and so lifelike. It's wild.

Dr. Simone Stori:

It is really amazing. In English...

Dustin Burleson:

In English so far.

Dr. Simone Stori:

In English is better, the language translation, recognition and translation. But now is also, for example, you can also, this type of tools for example use, you can use dialogue flow from Google and also tools that is very cheap. The amazing thing is create this fantastic way of improvement in a very cheap way.

Dustin Burleson:

Yeah.

Dr. Simone Stori:

Is a very good idea. It's a lot of near the part, you have a lot of programming and things like that, but it's very... You can do whatever you want. In conclusion, we can make, with AI, we can make better dentistry, because we can achieve a better diagnosis, a consistent diagnosis and make also to our patient, understand that we are better, because now if you don't have an intraoral scanner, you're not a good dentist in the eyes of the patient.

We can also give more care for all these resources to chatbot and things like that and of course we have more time for the team, for us and more time to spend to humanity, to the real humanity, to real customer care, to talk with our patient. Then to the end only, so a little practice part, I have create this... A lot of in a few months of also programming, I put all the function inside our Google doc, so you have... Make you an example. I have create this Google doc. This is called the magic sheet. So you see you have a lot on function from the review, reply, the blog idea, structure, full article, create a website article, a consultation report, objection handling, social media, YouTube, whatever you want, all inside Google doc. So for example, we want to create for our ideas, for a blog post about orthodontic clear aligners.

We only have to select it. We decide that we want a blog idea and this type of Google sheet is pre-trained with also the information is based on Dustin information, I create for him. So we give us five ideas, which is the ones that you like?

Dustin Burleson:

I like the parents guy. Let's do number five, the last one.

Dr. Simone Stori:

So we like the five and we ask to create a full blog article.

Dustin Burleson:

That's so cool. You sent this to me and I got to play around with it. It's really, really neat.

Dr. Simone Stori:

The advantage of this is to create time because for example, it's all based on a lot of tested prompt and things like that, but you have to have time also to write. Every time here is all inside a tool. It's shareable. You have whatever you want and also create for some colleagues that work with two types, one for marketing and one for the team, as you see.

Dustin Burleson:

It's wild.

Dr. Simone Stori:

1,000 word blog post and you see this is-

Dustin Burleson:

Customized for us. Yeah.

Dr. Simone Stori:

As a city, we also have your USP and you only to modify a little bit and you can publish or maybe you present a treatment plan with fillings, implant and bleaching. So

you make a treatment plan, you make estimation or cost you have to send to your patient.

You only select the treatment. It will prepare a mail to be attached to your treatment plan or maybe you can also handle objection, rewrite an email, manage a WhatsApp, write a full plan. All the function more or less that you've seen. I have tested more than 70 different prompt and we are put all over inside this.

So your child's bright healthy smile is our priority as an orthodontist. Either help you and your little one because you-

Dustin Burleson:
We say that a lot.

Dr. Simone Stori:
This is the name of my treatment coordinator. I wanted to touch base regarding your child ongoing treatment plan. As I promise, I tried to take treatment plan and quotation and we made the USP.

Then we talk about what is a filling, what is an implant and what is a bleaching and then you see you can do is really customer care, is really you announce your experience for our patient, our aware, our authority.

Dustin Burleson:
Way better than most. Yeah, yeah. I mean usually it's a quick like, "Hey, here's the treatment plan the doctor wanted me to send over." Yeah, it's really, really powerful, so it's awesome, man. How can people find out more

about you? I know there's going to be a lot of docs who want to reach out and get your expertise, especially over in Italy.

Dr. Simone Stori:
You can write me by email, my mail. Maybe you have my email.

Dustin Burleson:
Yeah, I'll put it in the show notes below.

Dr. Simone Stori:
And maybe if they want, of course, for example, I can provide them the magic sheet, of course, every time it's custom because I have to put their information, the name of the practice, the USP and things like that.
Or maybe if they want to place in their practice some of the automation that we've seen, the auto review to Google, maybe the other tools that we've seen. Maybe I can help them to introduce them to their practice.
Of course, also with training to their team, maybe the chatbot for the team, but it's very, very simple and the staff really, really love it.

Dustin Burleson:
Awesome. Very, very cool. Yeah. Your team's going to love it. Absolutely. Simone, thank you for doing this. I really appreciate every time I get to spend time with you. Thank you very, very much.

ASK THE
EXPERT
DUSTIN **BURLESON SEMINARS**

BurlesonSeminars.com