

KEYNOTE SPEAKER · AUTHOR · DENTIST

Dr. Anissa *Broussard*

The dentist who teaches dentistry how AI chooses which practices to recommend, and what to do about it on Monday morning.



ABOUT THE SPEAKER

A dentist who builds the *marketing* she teaches

Dr. Anissa Broussard practiced dentistry for 20 years before founding Digital Floss, a dental-only marketing agency that films, writes and runs marketing for practices across the country. She teaches from what her team does every week inside real practices, not from theory.

Her talks focus on how patients now find a dentist: through Google, social video and, increasingly, AI tools like ChatGPT. Audiences leave knowing how to check whether their own practice is visible, where the gaps are, and the first three things to change.

She was the first dental professional invited to speak at Funnel Hacking Live, has been featured in Dental Economics, Dentistry Today, Entrepreneur and Yahoo Finance, and has trained more than 5,000 practices on using social media to grow.

2025	Winner, Dentistry's Got Talent
FDSI	Fellow, Dental Speaking Institute
2024	Dental Coach of the Year
2020	Ultradent Female Icon of Dentistry
TOP 25	Women in Dentistry, Dental Products Report
BOOKS	<i>FOUND</i> (foreword by Russell Brunson) and the best seller <i>Delivering WOW</i>

SELECTED STAGES

AACD Annual Session,
business keynote

Funnel Hacking Live

Social Media Marketing World

Archy FutureProof, Las Vegas

Tower Leadership Summit

Supercharge 2026

Florida Dental Convention

Mid-Continent Dental
Congress

Yankee Dental Congress

Henry Schein Thrive Live

American Academy of
Endodontists

AADOM

ASDA National Leadership
Conference

Dental Economics Summit

What audiences *leave with*

O1 AI is Here: How to Future-Proof Your Marketing

How AI search is changing the way patients choose a practice, and what to do about it across the website, visibility and reputation.

- Identify how AI search changes the way patients find and choose practices
- Recognize the Google and AI updates that affect a practice's visibility

CE LECTURE · 1 HOUR · AGD SUBJECT CODE 550

O2 Marketing in 2027: How to Get Your Practice Recommended by AI and Google

The latest changes from Google and AI tools like ChatGPT, and how to position a practice so patients and search engines both recommend it. Attendees check their own AI visibility, find the gaps and build a content routine their team can keep up without new hires.

- Check whether your practice is named by ChatGPT, Google AI Overviews and Perplexity today
- Use reviews, video and clear service pages to raise visibility without a bigger budget

KEYNOTE · CE LECTURE · 60-90 MINUTES

O3 From Prompt to Practice: A Practical Introduction to Claude for Dental Practices

A plain-language introduction to Claude for doctors, managers and multi-location leaders. Purely educational: nothing to buy.

- Give Claude the right context so its work fits your practice
- Hand off everyday work, from patient letters and team training to turning meeting notes into written procedures
- Know where human review and patient privacy must stay in charge

CE LECTURE · 1 HOUR · DEBUTS AT YANKEE DENTAL CONGRESS 2027, MULTI-SITE SUMMIT

Ballrooms, classrooms and *main stages*



ALSO AVAILABLE: PRACTICE GROWTH COURSES

Ultra Case Acceptance & High-Return Marketing

The new-patient process from first click to case presentation and financial conversation, for practices growing cosmetic, implant, aligner and restorative care.

Increasing Profitability Through the Circle of Focus

A roadmap for what to fix first, how to give the team ownership, and how to keep everyone on the same page while the practice grows.

Want to Grow Faster? Do This

The systems that let a team run the practice day to day so the doctor can step into the CEO role and focus on growth.

“The best session of the *entire weekend*”

“When people ask me how to get new dental patients using Facebook and funnels, I tell them to go to Anissa. She is the best in the world for dental marketing.”

RUSSELL BRUNSON · FOUNDER, CLICKFUNNELS

“Anissa, you are dentistry’s biggest rockstar! What you are bringing is innovative and fresh. I really think that everyone in dentistry needs to hear you.”

DR. HOWARD FARRAN · DENTALTOWN

“Anissa is an amazing speaker who gets participants engaged and excited about learning. She knows her content and delivers it in a way participants can act on right away.”

TANYA DUNLAP · MEETING PLANNER, PERIO PROTECT

“For me, I can say that this has been the best session of the entire weekend!”

A. PAIRMAN · ATTENDEE

4.73_{/5}
OVERALL RATING

4.91_{/5}
SPEAKER KNOWLEDGE

4.73_{/5}
PRESENTATION SKILLS

Attendee evaluations, Henry Schein Thrive Live 2026: “Great presenter.” “I really enjoyed your presentation.”

THE BOOK

FOUND

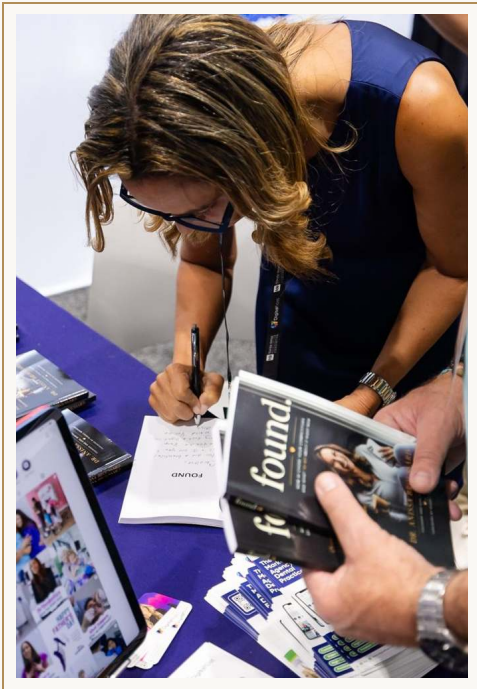
How AI Chose Your Competitors and What You Do About It

Right Now. Twelve chapters on how AI search engines decide which practices to recommend, written for dentists and practice owners. Foreword by Russell Brunson.

Group copies for attendees are available for events.

UPCOMING

Oct 8, 2026	Dentistry's Got Talent, Smiles at Sea · Miami
Jan 22, 2027	Rocky Mountain Dental Convention · Denver
Jan 28, 2027	Yankee Dental Congress, Multi-Site Summit · Boston
Feb 25–27, 2027	Chicago Midwinter Meeting · McCormick Place West
Mar 18–20, 2027	Thomas P. Hinman Dental Meeting · Atlanta



BOOKING

Bring Dr. Broussard to your stage

Bio, headshots, AV needs, CE objectives and a two-minute speaker reel are ready on request, within one business day.

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