



Meet Dr. Klempner

Interested in growing your practice by attracting more patients in an increasingly competitive environment?

How do we get the phone ringing? Or attract new patients? Dr. Klempner is the founder and CEO of People & Practice, LLC, a marketing consultancy that grows general dental and specialty practices in the U.S. and Canada. Through a proprietary patient review program implemented on an iPad, Dr. Klempner helps doctors build authentic positive Google, Yelp and searchable public reviews. Together with social media, patient engagement initiatives, and strategic Facebook advertising, Dr. Klempner's program helps attract new patients while building loyalty among existing patients.

Offering discretionary clinical services that are in high demand also improves the practice's financial picture. There is significant competitive advantage in offering early orthodontic treatment services. With over 30 years' experience and as an early adopter of interceptive orthodontic treatment, **Dr. Leon Klempner - inventor of the tandem appliance for Class III correction** - offers a comprehensive course that addresses treatment for crowding, overjet/underbite, posterior crossbites and deep/open bites.

Audiences rave about his laid back style and interactive, entertaining presentations. Experienced in presenting for all sizes and types of groups over the past 25 years, meeting planners find Dr. Klempner to be well prepared, well received, and easy to work with.

Dr. Klempner, a board-certified orthodontist was in private practice for over 38 years. He graduated dental school from the University of Maryland and received his certification in Orthodontics from Tufts University. Dr. Klempner is on the teaching faculty of two dental schools, and has lectured both nationally and internationally on the subject of social media marketing and clinical orthodontic treatment. His work has been published in the Journal of Clinical Orthodontics, the American Journal of Orthodontics and Dentofacial Orthopedics, as well as numerous other dental journals.

EDUCATION AND TRAINING

- University of Maryland, School of Dentistry: Doctor of Dental Surgery
- Tufts University, School of Dental Medicine: Certificate of Orthodontics

HONORS AND ACHIEVEMENTS

- Diplomate, American Board of Orthodontics
- Inventor of the Modified Tandem Appliance for Early Treatment of Class III
- Stony Brook Hospital, Cleft Palate Craniofacial Team
- Henry Schein Cares Medal, Finalist

FACULTY APPOINTMENTS

- Stony Brook School of Dental Medicine, Assistant Clinical Professor
- Tufts University School of Dental Medicine, Post Graduate Dept. of Orthodontics, Visiting Lecturer
- St. Charles Hospital Dental Residency Program, Attending Faculty
- Mather Memorial Hospital, Attending Faculty
- Smile Rescue Fund for Kids (Non Profit for Facial Deformities), Founder
- 12 Overseas Cleft Palate Missions: Operation Smile, SmileTrain, Health Volunteers Overseas





Rave Reviews

“Dr. Klempner has my highest recommendation as a speaker.”

“Dr. Klempner did an outstanding job in presenting to 130 orthodontists and residents at the Cleveland Society of Orthodontist's 2013 fall meeting. He provided many practical tips on how to build strong internal relationships with his patients. In his presentation, Dr. Klempner used easy to understand examples from his own orthodontic practice as well as other practices he has helped; these examples created a road map for anyone in the audience anxious to excel in social media and internal marketing. He taught the audience how to locate their most satisfied patients and invite them to publicly support the practice. Dr. Klempner has my highest recommendation as a speaker, and I look forward to hearing him speak again.” —*Dr. Wenger*

“I wholeheartedly recommend Leon. He can take you to the top of your game for both promotion and protection. Exceptional.” —*Dr. Kelling*

“It’s difficult to get clients to post their thoughts online. Leon showed us methods for translating the good stuff we hear in the office into online reviews that others can read as well.” —*Dr. Lissman*

“Thank you for the tips for collecting feedback to post directly onto our website. We have found that this has improved our search engine optimization, brings more new families to our door, gives us the tools to show their positive feedback, and keeps our patients happy. What a win/win for everyone!” —*Dr. Davis*

PUBLICATIONS

- American Journal of Orthodontics
- DentalTown Magazine
- Journal of Clinical Orthodontics (*multiple*)
- McGill Advisory Newsletter (*multiple*)
- Orthodontic Products Magazine (*multiple*)
- OrthoTown Magazine

MEMBERSHIPS IN PROFESSIONAL ASSOCIATIONS

- American Association of Orthodontics
- American Dental Association
- American Cleft Palate – Craniofacial Association
- New York State Orthodontic Society, Executive Board
- New York Dental Society
- Northeast Society of Orthodontics
- Suffolk County Dental Society

PARTIAL LIST OF PAST PRESENTATIONS

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| • American Association of Orthodontists | • International Society for Orthodontists |
| • American Orthodontic Society | • Queens County Dental Association |
| • Align Technologies (<i>multiple</i>) | • Rondeau Seminars (<i>multiple</i>) |
| • Cleveland Ortho Society | • The Aurum Group (<i>multiple</i>) |
| • Henry Schein Ortho (<i>multiple</i>) | • Tufts University School of Dental Medicine |

