

Lou Shuman

President at Pride Institute

Washington D.C. Metro Area, DC, US

President at Pride Institute

Biography

Dr. Shuman is the President of Pride Institute, a renowned practice management institute and is personally known for his expertise in internet strategy, strategic relations, emerging technologies, digital marketing methods, and operational practice management. He is a member of the Key Opinion Leader Board at DENTSPLY GAC. He is the Chairman of the Sesame Communications Technology Advisory Board and a member of the Clinical Advisory Boards and Editorial Boards at leading dental publications. He is the only dentist who has been selected both as a "Top CE Leader in Dentistry" and a "Leader in Dental Consulting" by Dentistry Today magazine. Dr. Shuman created the Pride "Best of Class" Awards, a nonprofit initiative that selects annually the industry's most important technologies, presented each year at the ADA Annual Session at the ADA Pride Institute Technology Expo. The initiative has resulted in a first time cooperation between the major journals including Dental Products Report and Dental Economics. Dr. Shuman is recognized as an outstanding educator and has lectured extensively in several countries, including every major meeting in the US. He has been selected for eleven years as "One of the Top CE Leaders in Dentistry" in Dentistry Today magazine. Additionally, Dr. Shuman has written articles and whitepapers in every major dental publication. He owned a 10-doctor private group practice where he specialized in Adult Orthodontics. He received his DMD degree and his Certificate in Advanced Graduate Studies in Orthodontics from the Henry M. Goldman Boston University School of Dental Medicine. Giving back to the community, Dr. Shuman recreated the mission of the Walt Disney 25th Anniversary Tour by implementing a two day extravaganza for the underprivileged and hospitalized youth community in New England, and received Walt Disney's most prestigious honor for "creating a new direction of purpose for their company."

Availability

Keynote, Moderator, Panelist

Industry Expertise

Medical Equipment / Supplies / Distribution, Medical/Dental Practice, Management Consulting

Areas of Expertise

Dental, Social Media, SEO

Sample Talks

The Four Management Challenges of the New Orthodontist

When opening a new practice, there can be unseen obstacles that you might have to deal with. This presentation covers a spectrum of problems and solutions many orthodontists must face when opening a new practice.

Event Appearances

Defining Return on Investment: Making Every Technology Purchase Count

JADA Live: Dentistry in the Digital Age

"Best in Class" Keynote

Pride Institute "Best of Class" Technology Expo at the ADA Annual Session

Clear Aligner Certification

Dentsply GAC MTM Clear Aligner Certification

Integrating Sleep into Today's Dental Practice

Benco National Sales Meeting

Clear Aligner Certification

Dentsply GAC MTM Clear Aligner Certification

Future Proof Your Practice

Future Proof Your Practice

Future Proof Your Practice

Future Proof Your Practice

Making Every Technology Purchase Count

Journal of the American Dental Association LIVE

Clear Aligner Certification

Dentsply GAC MTM Clear Aligner Certification

Future Proof Your Practice

Future Proof Your Practice

Future Proof Your Practice

Future Proof Your Practice

The Social Media Rules of Engagement: Connecting with Past Present and Prospective Patients

American Dental Association Annual Session

Internet Marketing: Opening the door to Increased Revenue Through New Patient Acquisition and Retention

American Dental Association Annual Session

Clear Aligner Certification

Dentsply GAC MTM Clear Aligner Certification

The Four Management Challenges of the New Orthodontist

91st Northeast Society of Orthodontists Annual Meeting

Future Proof Your Practice

Future Proof Your Practice

Social Media: Rules of Engagement and Integrating Sleep into Today's Dental Practice

Benco Open House 2013

Future Proof your Practice

Future Proof your Practice

Future Proof your Practice

Future Proof your Practice

Education

Boston University School of Dental Medicine

DMD

Boston University School of Dental Medicine

CAGS Orthodontics

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)