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NACHO-FLIX

JOBS/TRANSITIONS



What is Dental Nachos?

Dental Nachos
Dentists Helping Dentists

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Key Resources

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Baby-Aged Dentists

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Medium-Aged Dentists

Learn More

Seasoned-Aged Dentists

Learn More

Dental Nachos is a continuing education and professional development company for practicing dentists, dental students and dentist office team members.

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MID-CAREER

LATE CAREER

CE Course

Paul Video

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Dental Courses

100+

Job Listings

500+

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Featured Courses

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with

**KIERA DENT
DR. STEPHANIE MAPP
DR. ROBERT PICK**

Self Study Course

2 CE

Super Dentist Boost

Understanding Dental Insurance, Amazing Customer Service & How to Hire the Right Team Member

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Join Dental Nachos Supreme today! Get access to a growing library of CE courses.

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Nacho Supreme Course Library

Nacho Supreme course library includes over 100+ hours of CE

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Interview Skills for Practice Owners + Associates with Dr. Nacho

GOLDEN NACHO

Completed

Life Changing Impact of Dental Implants

Dr. Paul Goodman

2 CE Credit CLINICAL

Enrolled

Insurance 101

Stephanie Mapp

GOLDEN NACHO

CE Nachos

Enrolled

How to Start Placing (Some of) Your Own Dental Implants and Learn to Restore More in a Patient Centered and Profitable Way

Dr. Paul Goodman

2 CE Credit CLINICAL

Completed

Streamline the Implant Restorative Process with Dr. Nacho

Dr. Paul Goodman

1 CE Credit CLINICAL

Enrolled

Troubleshooting Crowns with a Prosthodontist

Dr. Robert Slauch

1 CE Credit CLINICAL



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The Supreme Membership gives you exclusive access to real CE courses, tips from industry leaders. The Supreme Membership is the tool belt you will utilize to help you achieve your goals, accessible at any time, anywhere!

- Learn more
- Browse Course Library

DENTAL NACHOS Supreme

Nacho Supreme Membership levels

<p>Nacho Supreme Salsa</p> <p>Get to know us!</p> <p>Complete access to Nacho Flix</p> <p>\$12/month</p>	<p>Nacho Supreme Guac</p> <p>Sign Up Today!</p> <p>Complete access to Nacho Flix</p> <p>Admission included to Live CE courses</p> <p>Exclusive access to Ask Dr. Nacho Anything</p> <p>\$43/month</p>	<p>Nacho Supreme Group</p> <p>Contact Us</p> <p>Up to 8 memberships with:</p> <p>Complete access to Nacho Flix</p> <p>Admission included to Live CE courses</p> <p>Exclusive access to Ask Dr. Nacho Anything</p> <p>\$99/month</p>
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A Membership that fits every stage of your Dentisting life

- Early Career
- Mid Career
- Late Career

Course content to help new dentists do xyzy and yzx to start on right foot

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled!



Nacho Supreme Course Library

Browse Course Library

<p>Enrolled</p> <p>Interview Skills for Practice Owners + Associates with Dr. Nacho</p> <p>GOLDEN NACHO</p>	<p>Completed</p> <p>Life Changing Impact of Dental Implants</p> <p>Dr. Paul Goodman</p> <p>2 CE Credit CLINICAL</p>	<p>Enrolled</p> <p>Insurance 101</p> <p>Stephanie Mapp</p> <p>GOLDEN NACHO</p>
<p>Enrolled</p> <p>How to Start Placing (Some of) Your Own Dental Implants and Learn to Restore More in a Patient Centered and Profitable Way</p> <p>Dr. Paul Goodman</p> <p>2 CE Credit CLINICAL</p>	<p>Completed</p> <p>Streamline the Implant Restorative Process with Dr. Nacho</p> <p>Dr. Paul Goodman</p> <p>1 CE Credit CLINICAL</p>	<p>Enrolled</p> <p>Troubleshooting Crowns with a Prosthodontist</p> <p>Dr. Robert Schlauch</p> <p>1 CE Credit CLINICAL</p>

CE Nachos

Nacho Supreme Premium Member Events

Receive exclusive announcements of upcoming member only events

Fundamentals of Dental Photography to Enhance your Restorative Dental Care

Dr. Todd Fleischman

2 CE Credit CLINICAL

Virtual Live Study Club

View Past Recording

Fundamentals of Dental Photography to Enhance your Restorative Dental Care

Dr. Todd Fleischman

2 CE Credit CLINICAL

Ask Dr. Nacho Anything

View Past Recording



Join Dental Nachos Supreme today!

Choose Nacho Supreme Salsa and get to know our great courses has to offer. Ready to dive into the Gauc then Nacho Supreme Gauc is for you, our premium membership puts you in the same room as Dr. Nacho virtually with live events.

Join Today!

Questions?

Text SUPREME to 215-543-6454 or email supreme@dentalnachos.com

People love Dental Nachos. Don't don't just take our word for it!

Claudine Jackson
August 27, 2020.
★★★★★
Amazing customer support and fantastic product to showcase your reviews on your website. Highly recommended.

Brian Walton
August 8, 2020.
★★★★★
Good solution, happy to be a Trustindex Pro user. Was really easy to integrate the widget to my WordPress website. Support working good.

Join Our Community!



Website Review



5/17/2021



Understanding and Updating User Personas

Subject Matters Experts Answers

Since I have just this one week to gather information before presenting suggestions, I started with having team members who work at Dental Nachos answer questions to fill out descriptions of the three current target users: Baby-aged dentists, Medium-aged dentists, and Seasoned-aged dentists.

The Questions are common questions for creating simple user personas.

The following is the research results I gathered from the team made up of subject matter experts.

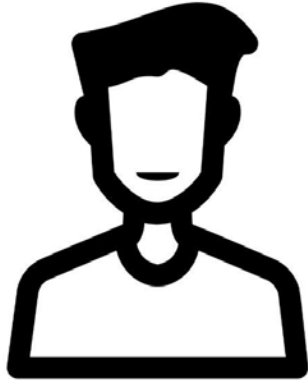
Motivations



Thoughts/Feelings

Dentists starting out their career (BAD: Baby-Aged Dentists)

Team Member	Branden	Natalie	Amanda	Jill	Serena	Mary
Demographics	25-35, pretty split male/female ratio, income can be 150+k/year but a lot of student loan debt	25-35	25-30, equal men and women, 120-150K	25-32, half female half male	25-30	25-35, doctors, diverse gender
Goals	finding a job, learning more about the business and team parts of dentistry	Getting a job	Finding a good associateship, honing their clinical skills	graduating, passing boards, getting into GPR or job with mentorship, paying loans	networking Finding a Job, student loans!	finding a job, getting into a GPR
Needs	Finding a job, getting good mentorship	Getting a job	Patient communication, student debt, advanced procedures	move to another place, not being able to pay loans, lack of confidence	finding a job that is a good fit, loans, being lonely	Finding a job, buying a practice
Thoughts/ Feelings	They are often eager to learn I'd say they are our biggest demographic customer		optimistic and energetic. eager to learn.	navigating life choices as well, move, marriage, relationships	enthusiastic to be part of a network	Really like how inclusive and inviting Nachos is



Baby-Aged Dentists

25-25 • Young Dentist • Student or Grad

Motivations

FAMILY	* *
CAREER	* * * * *
SOCIAL	* * * * *

Goals

Finding a job, sharpening clinical skills, paying school loans, learning about parts of the practice and business.

Pain Points/Needs

Networking, connecting with other dentists and offices, finding mentorship, patient communication, advanced procedures

Thoughts/Feelings

Eager to learn, tech savvy, optimistic, enthusiastic to be part of a network

“
I'm eager to work at a dental practice and learn practice skills I didn't learn in school”

Bio

I'm a dentist who just graduate from dental school. I am eager to put what I learned into practice at a dental practice. I liked meeting dentists so I want to grow my network to include more experienced dentists now that I am out of school.

Dentists in the middle of their career (MAD: Medium Aged Dentists)

Team Member	Branden	Natalie	Amanda	Jill	Serena	Mary
Demographics	35-50, doctor, high income, less loans than younger dentists	35-50; doctor	25-50, more men than women, more likely to be a specialist, income 150-300K	late 30' thru 40's, 30 female 70 male	30-50	35-50, doctor, diverse genders
Goals	Buying a practice/ Adding an associate	Add an associate	buying a practice, eliminated debt, family and life changes	make a lot of money and prime of their career	Buying a Practice Hiring an Associate CE Courses Resources	Buying their first practice
Needs	Managing a practice	Issues with team members, burn out	deciding where they want to settle long term, learning business skills , investing.	facing the music of the plateau and where their career partner and children	loneliness, depression	Burn out
Thoughts/ Feelings		-	most diverse group in terms of wants and needs. often dealing with stress and anxiety about their career and changes in dentistry.	big picture, should I buy a practice, should i buy another one, do i need an associate, will i like the lifestyle		-



“ Realities of being a dentist is beginning to set in. I'm looking for help with decisions such as buying a practice and life/work balance. ”

Bio

I am a dentist with a few years of experience as a dentist. I've worked for a couple offices now. My family and I moved to a new state where we hope to settle down. I'm looking to make the right long-term decisions.

Medium-Aged Dentists

25-45 • Mid-Career Dentist • Experienced

Motivations

FAMILY	* * * * *
CAREER	* * * * *
SOCIAL	* *

Goals

Buying a practice, adding an associate, family and life changes, prime of career, Continuing Education

Pain Points/Needs

Managing a practice, long-term decisions where going to live, realities of being a dentist, family/life balance

Thoughts/Feelings

Stress and anxiety about career and life changes, deciding to buy a practice

Dentists with many years experience (SAD: Seasoned Aged Dentists)

Team Member	Branden	Natalie	Amanda	Jill	Serena	Mary
Demographics	50+, more male dominated, doctor, high income	60+	60+	55+, significantly more male	50-65?	60+
Goals	Hiring an associate/selling their practice	Getting prepared to retire	retirement and transitioning the ownership of their practice	plan for retiring and transition out of dentistry	Selling practice CE Courses	Moving toward retirement/hiring an associate
Needs		-	preparing as early as possible for retirement, and financial and business planning can help.	guidance and advice on how to manage retirement , maybe health challenges or life challenges	guidance on transitions/ help selling	-
Thoughts/ Feelings	Not great with technology, needs a lot of hand holding to view courses on our site and learn how to get CE	-	Often from a generation that was not as business savvy in terms of marketing and modernizing their practice.	They like to tell their story bc rarely they get to about their practice. SET IN Their ways (often), frugal	not good with basic technology, filling out forms on website, needs simplicity	Have a lot of trouble with technology



“ I didn't realize I needed a network of people until now. I need to hire an associate and eventually sell my practice but I don't know many people. ”

Bio

I have been working as a dentist for many years. I am looking to sell my practice. I don't usually network. My family is my focus and making sure they have a bright future.

Seasoned-Aged Dentists

45+ • Late-Career • Many years experience

Motivations

FAMILY	* * * * *
CAREER	* * *
SOCIAL	* * * *

Goals

Hiring an associate, Selling a practice, planning retirement, Continuing Education

Pain Points/Needs

Financial planning, business planning, family and health priorities, selling practice

Thoughts/Feelings

Not great with technology, they like to tell their story and experience, value simplicity and speed

UX Goals:

Based off of User Persona research

Product/Services:

Matching product to Persona discussion

BADs: Baby-Aged Dentists

1. Mentoring - finding a network
2. Eager to learn
3. Finding a Job

MADs: Medium-Aged Dentists

1. Morale - prevent burnout
2. Looking for Business skills
3. Buy a practise

SADs: Seasoned-Aged Dentists

1. Money - Selling Practise
2. Retirement
3. Improve Marketing

BADs: Baby-Aged Dentists

1. Dental Nachos Community
2. Dental Nachos Facebook
3. CE Courses from Experts in field

MADs: Medium-Aged Dentists

1. Business and Leadership CE courses
2. Webinars about running a business
3. Events meet other Dentists

SADs: Seasoned-Aged Dentists

1. Transitions CE and Transitions service
2. Selling a practise service
3. Hiring an associate and posting jobs



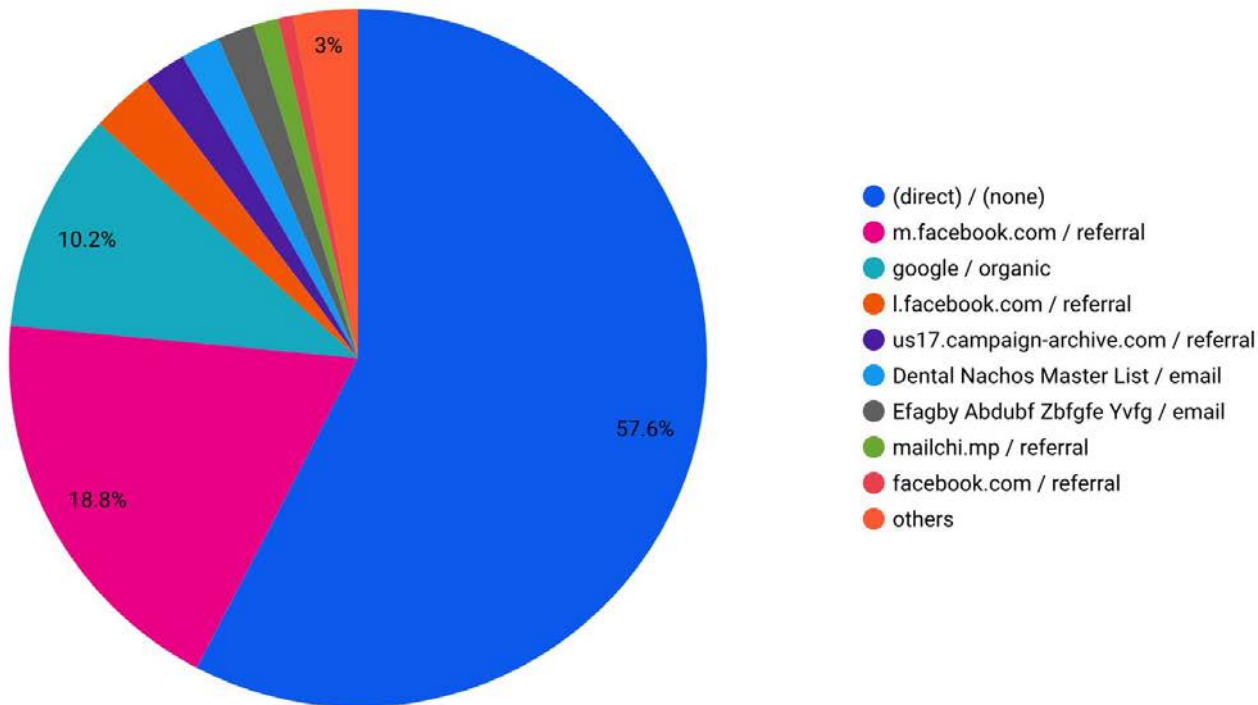
Website Traffic

Google Data Studio - Website Metrics

Google Analytics data shows that majority of web traffic is direct traffic and facebook.

This makes sense since facebook is where most of the content activity happens and the main way people find out about Dental Nachos.

Google search only accounts for 10% of traffic. Increasing search rankings would be a good area to focus on.

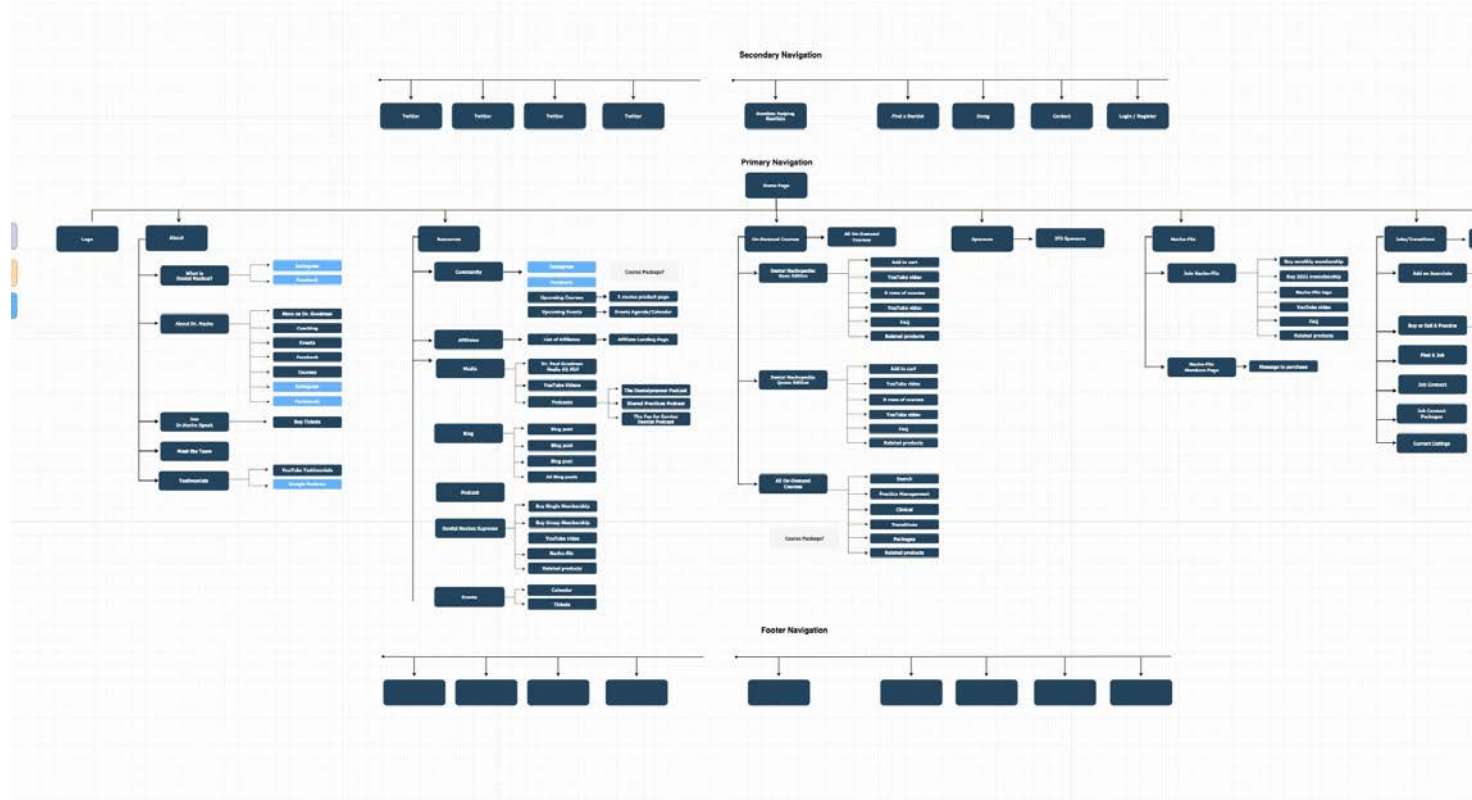




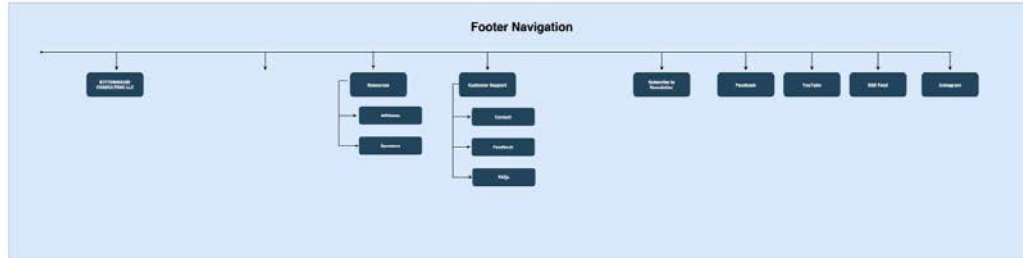
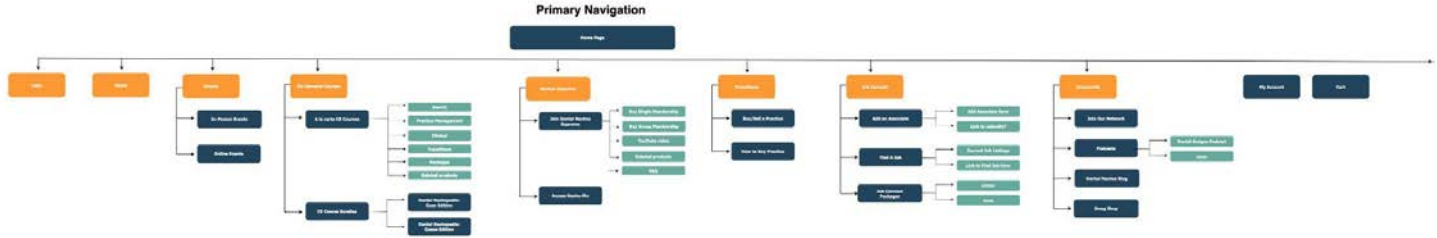
Immediate Improvement Suggestions

Improve Navigation

Info Architecture: Sitemap (5/2021)



Info Architecture: Sitemap Update (6/2021)



Build upon look & feel

Introduce new visual elements such as icons and graphics.

If going to go with the fun Nachos theme, add more visual elements such as icons and artwork to design assets.

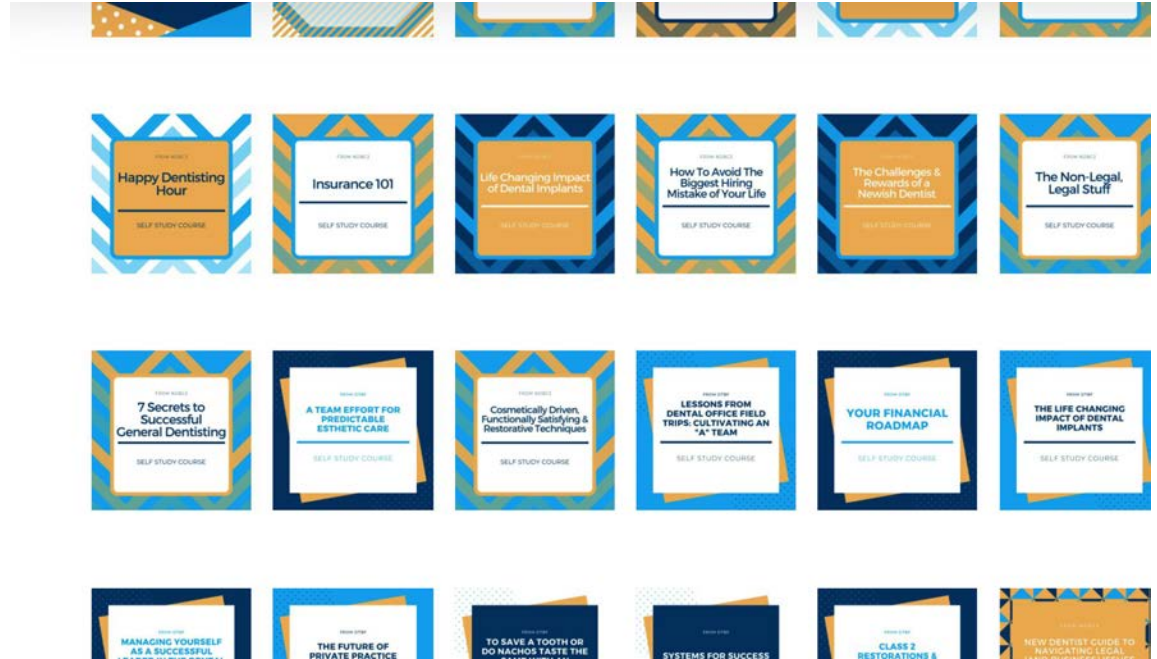
Currently, tone of voice of text is fun, energetic, and less serious than competitors.



Improve findability

Improve layout, search and filtering of courses to improve findability and accuracy of search results

Currently, courses in bundles are a grid of many images. It's sensory overload for the user. Without a clear organizing structure to information, users will give up finding what they want and click away from the page.

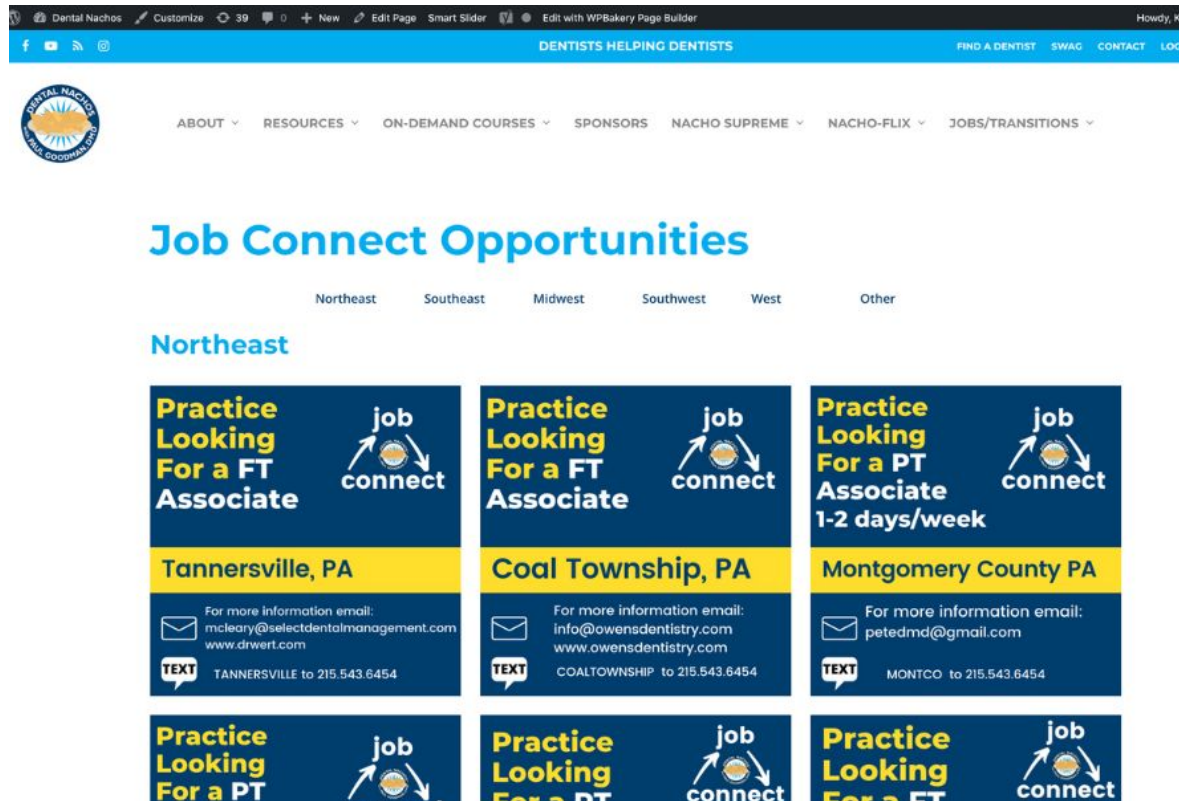


Improve Job Connect

Currently, Job Connect job postings page are only images. Users cannot even copy contact info to use in emails or calls.

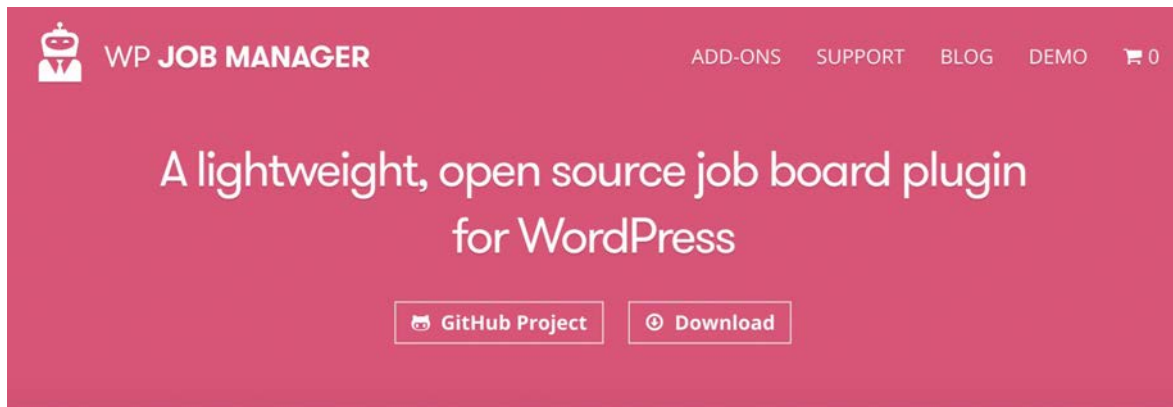
Adding job postings takes multiple steps and people to complete each posting.

Job postings are not searchable. Only category is by region. Editing this page is cumbersome.



Suggestion: Use a wordpress custom post-type plugin

Using a plugin or coding a custom post-type page for jobs will make job postings posts manageable, editable, searchable like blog posts.



The screenshot shows the top section of the WP Job Manager website. It features a dark red header with the WP Job Manager logo (a robot icon) and the text "WP JOB MANAGER" on the left. On the right, there are navigation links for "ADD-ONS", "SUPPORT", "BLOG", "DEMO", and a shopping cart icon. The main content area has a white background with the text "A lightweight, open source job board plugin for WordPress" in a large, dark font. Below this text are two buttons: "GitHub Project" with a GitHub icon and "Download" with a download icon.



EASY TO USE

Add, manage and categorise job listings using the familiar WordPress UI.



SEARCH AND FILTER

Searchable & filterable ajax powered job listings added through shortcodes.



FRONTEND FORMS

Frontend forms for employers to submit & manage job listings.



DEVELOPER FRIENDLY

Developer friendly code — Custom Post Types, endpoints & template files.

Thank you for your time. Let's get to it!