

6/29/2022



LEADERS AND EXPERTS ON DENTAL FRAUDBUSTERS

“**Leaders and Experts**” is a place for experts from all corners of the dental industry to share their knowledge and experience on Dental FraudBusters.

Leaders and Experts are invited to submit their blog posts for publication on Dental FraudBusters.

Blog posts that are published on Dental FraudBusters are also:

- Posted in the Official Dental FraudBusters Facebook:
<https://www.facebook.com/groups/dentalfraudbusters>
- Included in a Dental FraudBusters newsletter sent to all subscribers and members on the 14th of each month.

SHARING IS CARING.

To ensure there is no conflict of interest: I do not accept compensation, earn revenue, or require referrals to publish an expert’s content on Dental FraudBusters.

BLOG POSTS SUGGESTIONS AND GUIDELINES

POST LENGTH AND TITLE

Guidelines:

- Your blog post should not be a blatant advertorial for your own services or company.
- You can submit a blog post that you have posted on your own blog in the past.
- Blog posts should be 600 words minimum. 800 to 1200 words is optimal.
- The topic must relate to the services you provide and contain practical advice regarding a critical issue facing dentists/practice owners.
- Your **POST TITLE** should be between 50 and 60 characters.

Examples of post titles:

- *The top 3 billing mistakes practices can't afford to make.*
- *3 essential questions to ask your dental broker*
- *Cybersecurity 101 – a checklist of things you need to do.*
- *What to say when a patient asks [add question here]*

BLOG POST FORMAT

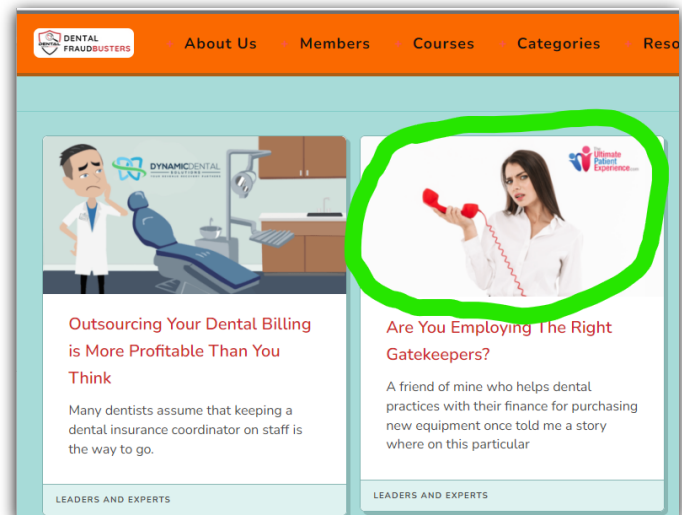
Send your post as a WORD document (preferred) or as a plain TEXT document.

BLOG POST IMAGES

Send images as separate JPG or PNG files.

At a minimum, I recommend you include a “**featured image**” to use with your post. (circled in green)

The recommended image size **1200 x 630px**



BLOG POST VIDEOS

Dental FraudBusters is video friendly.

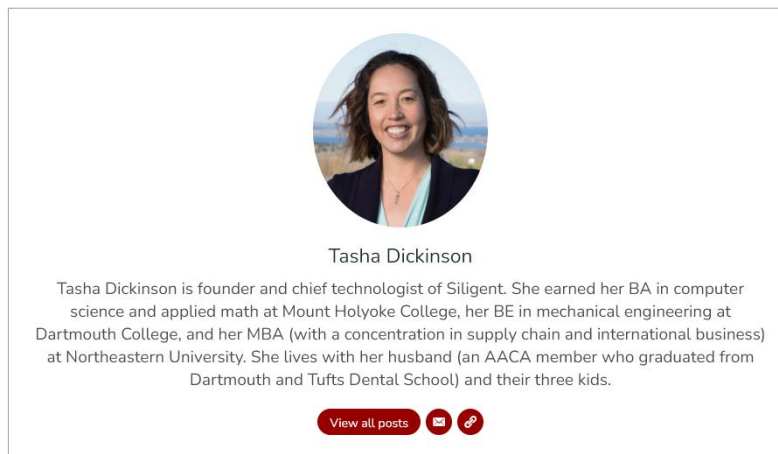
If you have videos to share on Dental FraudBusters, please contact me beforehand to discuss options regarding hosted videos.

ABOUT THE AUTHOR INFORMATION

Include “**About the Author**” information to show at the end of your post. The image below shows how the information will be displayed.

- Your company logo (optional)
- A headshot photo (**required**)
- Your phone (optional)
- Your email and website information (**required**)
- **A short bio or description (required)**

About the Author



MAXIMUM NUMBER OF BLOG POST SUBMISSIONS

The maximum number of blog posts that will be published for an author is four per year.

VISIT LEADERS AND EXPERTS

Here is a link to Leaders and Experts on Dental FraudBusters

<https://www.dentalfraudbusters.com/leaders-and-experts/>



CLOSING REMARKS

I hope you will contribute. Your knowledge and advice will help benefit Dental FraudBuster's members and its visitors.

If you have questions, please contact me directly: william@hiltzandassociates.com

Sincerely,

WILLIAM HILTZ BSc MBA CET
CEO and Founder

HILTZ & ASSOCIATES

Insight • Diligence • Assurance

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