



MISTY ABSHER CLARK

Vice President of Creative Services

- The addition of Misty Absher Clark, vice president of Jameson Creative Services,
- and adding marketing to the mix of Jameson's coaching services was one of the firm's most exciting 2007 announcements. After years of collaboration, Clark and the Jamesons are finally able to bring results-oriented marketing into a practice at the right time with the right integrated systems. Jameson bought Dental ImageWorks, the marketing consulting firm Clark founded.

Clark has proven expertise in the area of marketing, specifically for dental practices. The Jameson Creative Services team have methods that take the guesswork out of marketing efforts so you can make decisions with confidence. As one of the only certified Microsoft Master Instructors in the dental field, Misty not only develops effective marketing plans for dental offices but also trains dental teams on software programs, digital photography and dental imaging systems.

Misty lectures nationally and internationally on marketing, digital learning tools, and using digital photography as a marketing tool in the practice. Her various hands-on workshops are requested by both large and small groups across the US & UK on digital photography, digital imaging, Photoshop for Dentists, PowerPoint, and digital case presentations and has been a faculty member with Dr. Larry Rosenthal's Aesthetic Advantage since 2002. Misty has also written numerous articles and authored manuals for developing digital case presentations in the office, Photoshop for Dentists and Cosmetic Imaging.

"Establishing a successful targeted marketing program is a daunting task which is essential for continued practice growth in many communities today. We found the expertise necessary to develop and institute a solid multi-media presence in our area with Jameson Marketing. I am especially impressed with their professional, custom-tailored program directing our practice to stand out in a saturated dental marketplace." —Dr. Mick Ziegler, Longview, Washington

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