

**SPEAKER KIT · AI, SEARCH &
CREATIVE FOR MEDICAL
PRACTICES**

Steve Schadt

Every practice in your audience wants the same two things: more money and more time. This talk shows them how AI delivers both — standing brains that run the marketing, do the boring jobs on their own, and stay on your own machines behind your own passwords. More business, less busywork, and more of the week spent doing what they actually want to do. Nothing hypothetical: we build the real tools live on stage. Book the talk your attendees will thank you for.

MCCANN ERICKSON
ART DIRECTOR

EINSTEIN MEDICAL
CREATIVE DIRECTOR & DIRECTOR OF DEVELOPMENT

MEDICALADVERTISING.AGENCY
CEO

NATIONALLY RECOGNIZED
PHOTO & VIDEO EXCELLENCE



Make more money

The systems that bring in more business — built live in the room, not described on a slide.

Save more time

The jobs nobody wants, running on their own. Hours back every week, starting the week they get home.



5.0 on Google, and 18 attendees on record that it worked. Nothing is sold from the stage.

What happens on stage

They leave with tools they can actually use

Story-driven, entertaining, fun — and every segment ends in something they can run: a tool, a system, a fix. Attendees remember it, talk about it, and put it to work the same week. The newest material in the field, told like a story.

See what your competitors are doing, right now

Live analysis tools run on stage against real markets: who's outranking them, what those competitors are spending, and exactly where the gap is. Your audience learns how to compete in a crowded market — and leaves knowing where the next dollar goes instead of guessing at it.

AI that runs the marketing and gets smarter over time

This is not asking ChatGPT for ideas. We build it live: a standing brain that knows your assets, your voice and your staff — it runs the marketing, ships the content, sends the email, and gets sharper every pass instead of starting over. Work that used to need an agency retainer or another hire, running on its own.

Agents that do the jobs nobody wants

Nobody will ever sit through forty hours of patient calls. An agent reads all of it in minutes and files the month: unanswered, booked, rescheduled, dropped, and the big treatment plans — each one with the money attached. Follow-up, tracking and optimization run the same way. Hours back every week, and the leaks closed.

The failures we paid for, so they do not have to

Failed campaigns teach more than the wins, and we have paid for plenty of them. Targeting so broad the reach number looked wonderful and the phone never rang. Ads running to the wrong people, in the wrong places, saying the wrong thing. Thousands of clicks and not one call. We walk through the real ones on stage — what went wrong, what it cost us, and what we do differently now — so the room recognises the same mistakes before it pays for them.

Everything you build stays inside your practice

The tools run on your own machines, behind your own passwords. Nothing is shipped to an outside service, nothing lands in a public repository, and no cloud tool trains on what you send it. Your audience sees exactly where every file lives and who can reach it, and leaves knowing how to keep it that way.

Signature sessions

10 sessions, each built to solve one problem. Mix and match to fill a keynote, a conference track, or a full program.

01

Building a Brain for Your Practice

An AI that lives on your machine, knows your practice, and grows with it

Built live in the room: an AI that lives on your own computer and stays there. It holds everything the practice owns — logos, photos, video, before-and-afters, testimonials, recorded calls, intake and post-op PDFs, procedures, price lists, the way you write — and it gets sharper every time you use it. Not a session you attend and forget: a standing thing that keeps your voice, your facts and your strategy, and grows with the practice instead of starting over.

THE FLAGSHIP



02

What Feels Right Is Usually Right

Intuition is a marketing strategy — and it's faster

Intellectual choices and intuitive choices usually land in the same place; intuition just gets there faster. Asking what you really want — and what you really feel — cuts to the core of who you are and what your business is about. The strongest marketing is the work you feel strongest about. Core to good marketing; core to good living.

KEYNOTE

03

40 Hours of Calls, Without Listening to One

Every call read, every dollar accounted for

Four automated steps: download every recording, transcribe on your own machine, strip the identifiers, then let AI read the whole month at once. What comes back is a deep report on everything that happened — every call nobody answered, every new patient, every one that never got a call back, what was booked, what was rescheduled, which treatment plans were discussed, and the money that came in the door, broken out by source and by type. Nobody was ever going to sit through forty hours of audio, so none of this was possible before AI. It runs on your own secure system, on your own machine, under you. Set it up once and it runs itself every month after that.

PRACTICE MANAGEMENT

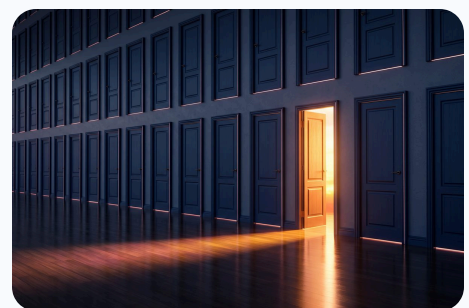
04

Getting Found in a World Without Clicks

The patient asked ChatGPT. Make sure the answer is you.

Half of health searches now end in an AI answer and the click never happens — the zero-click search the whole industry is suddenly naming. This session is the work that puts a practice inside that answer: GEO, schema, entity signals, review mechanics and the catalog a website feeds the engines. Then live pulls from a metro the room names, so everyone watches who gets cited and works out why — the review signal turns out to be close to mechanical. It closes on the journey itself: what someone actually asks ChatGPT before they book, and where a practice has to show up along that path. Plus the multiplier — an AI tool run properly, with the right instructions, doing optimization that used to take months.

CME-FRIENDLY



05

Story Driven Marketing: the Value of Real Patient Stories

Real patients on camera beat any ad you can buy — and the workflow that makes it repeatable

The best-performing ad most practices ever run is a patient telling the truth on camera. Meta rewards it, paid search rewards it, and nothing a copywriter writes gets close. This is the whole pipeline: who to ask and when, the questions that produce a real answer instead of a testimonial voice, and how to shoot it without hijacking a working day. Then the part nobody talks about — moving and storing enormous video files, cutting them fast, and automating the run from raw footage to finished cut so it never jams up the business. It ends where the money is: one story working across Meta, paid search, the website and email.

THE CRAFT SESSION

06

Breathing Life Into Old Before & Afters

Photos from 15 years ago become your best content

Morph and structural AI animate the change; anatomical illustrations lay over the top; automated cropping builds the library. Film-crew results from one desktop — shown live.

THE VISUAL SHOWSTOPPER

07

Reviews Without Asking

The follow-up system that feeds AI visibility

Reviews stopped being social proof. They became the mechanical input to AI visibility — the engines lean on them to decide who gets named at all. And the practices at the top of the map are not better at asking; they run a system. We build that system live: text and email that go out on their own after every visit, so reviews arrive every week without anyone remembering to ask for one. Your audience leaves with the sequence, the timing and the wording, and a review count that climbs from the week they get home.

08

AI in the Practice, Without the Malpractice

Use AI hard, on your own machines, behind your own passwords

Built live: the locked-down environment that lets a practice use AI hard without exposing anything it should not. Everything local, everything behind a password — nothing in a public repository, no outside access, no cloud tool training on what you send it. Records get stripped of names and details *before* anything reaches a folder, and the marketing work runs on web-sourced data only, so it never needs the chart at all. Then the rest: what to hand AI, what never goes in it, where the real exposure sits, and the eight questions to ask any vendor before you send them anything.

CME-FRIENDLY

09

Live Market and Competitor Teardown

Name a market and we take it apart on stage

The room names a market and we pull it down live. Every competitor advertising in it and what they are running. Who holds the top of the map and, more useful, why. Who the AI engines name when someone asks them for a recommendation. How the rankings move across a metro instead of at a single address, because the same practice is second near the office and invisible eight miles out. Paid tools and AI tools both on screen, so the audience watches exactly how a market gets measured and benchmarked rather than hearing that it can be. What falls out is the gap — the ground nobody owns — and that is where the money goes before a dollar is spent.

10

Marketing Horror Stories

The dashboards lie, and it stays funny until the invoice

Everyone selling clicks has a reason to make every click look valuable, so the dashboards oblige. It would be funny if it were not the invoice. We open real accounts on stage and read them honestly: one billed \$4,000 a month with 81% of its conversions junk, a true cost per lead five times the reported one. Audiences so broad the reach looked wonderful and nobody called. Ads that ran to people who were never going to buy anything. Then the way out — finding where a lead actually came from, using AI to qualify what comes in instead of paying for all of it, cutting the waste, and testing creative cheaply enough to find the one that converts and put the whole budget behind it.

EYE-OPENER

About Steve



Steve Schadt is an art director and creative director first, and it shows the moment the screen lights up. His sessions cut straight to the chase — actionable tools that make money and save time, built live in front of the room — and they are high-impact visual storytelling while they do it: built like campaigns rather than lectures, video-heavy, example-heavy, interactive and genuinely fun to watch. The subject is not websites and it is not pay-per-click. It is what comes next: assistants, agents and tools that actually understand a practice — systems that run the marketing, read every inbound call, take the rote work nobody wants, and hand the week back. He has worked at that edge through every turn the field has taken — McCann Erickson on major international advertising accounts, director of corporate development and creative director at Einstein Medical, and MedicalAdvertising.Agency, working with hundreds of practices around the world. Nationally recognized for photo and video excellence, he reads where the technology is going before it arrives and builds for it. Every session ends the same way — real, working tools the audience takes home to save time and make money. He is a U.S. Coast Guard–licensed captain (25-ton Master) and holds a BFA in fine art from UC Santa Barbara.

Quoted in The New York Times on how cosmetic surgeons market themselves online — Putting the Best Face on Cosmetic Surgeons ([nytimes.com](https://www.nytimes.com)).

“To the layman, whoever has the biggest billboard or Web site that’s the best guy in town.”

STEVE SCHADT — The New York Times

- **Foundation for Facial Aesthetic Surgery**
FACULTY, THREE SESSIONS
- **American Med Spa Association**
LECTURER, MARKETING TRACK
- **The Aesthetic Society**
PANEL MEMBER
- **Florida Society of Plastic Surgeons**
PANEL MEMBER
- **Tampa Bay Area Dental Association**
- **American Society for Laser Medicine and Surgery**
LECTURER, MARKETING TRACK
- **Vegas Cosmetic Surgery & Aesthetic Dermatology**
LECTURER, MARKETING TRACK
- **American Academy of Ophthalmology**
PANEL MEMBER
- **American Academy of Dermatology**
PRESENTER
- **Sarasota County Dental Association**
- **American Society of Cataract and Refractive Surgery**
LECTURER, MARKETING TRACK
- **American Society of Plastic Surgeons**
PANEL MEMBER
- **American Academy of Implant Dentistry**
PANEL MEMBER
- **The Nash Institute**
EDUCATOR AND TRAINER
- **San Diego County Bar Association**

TOPICS PRESENTED

- **AI, Art and Advertising**
- **Setting Up a Photo/Video Studio in Your Practice**
- **Storytelling With Video**
- **LASIK Marketing Secrets**
- **The Future of Search Engine Optimization in an AI-Driven World**
- **Digital Workflow and Large Video Files**
- **SEO for Implant Dentistry**

As speaker, as a panel member, and in live Q&A. Plus local and regional medical, dental and marketing events, state societies and study clubs.

FOR YOUR PROGRAM

Abstract & bio, ready to paste

Everything a program book or a speaker application asks for, written to length and ready to lift. Nothing is sold from the stage; every session is product-neutral.

Building a Brain for Your Practice

THE HINGE SESSION · 55 OR 25 MINUTES

Right now the practice starts from zero every time it uses AI: who you are, what you treat, how you sound, what you have already made. That tax gets paid on every single job and it never stops. This session removes it, live, in the room. We build a brain that lives on the practice's own computer and stays there, holding the logos, the photos and video, the before-and-afters, the testimonials, the recorded calls, the intake and post-op PDFs, the procedures and the price lists and the way the practice writes. Loaded once, that material is your own voice and your own facts from then on, and the brain gets sharper every time it is used instead of resetting. What it buys is the part worth having: marketing that goes out without a meeting, the jobs nobody wants running on their own, and a week with room in it again. Attendees leave with the folder structure, the memory file the AI reads before every job, and one repeatable loop simple enough to hand to an assistant. Nothing is sold and no tool is endorsed — the structure works with any capable system.

LEARNING OBJECTIVES

1. Build a memory file that carries the practice's identity, services and voice, so no job ever starts by re-explaining the practice again.
2. Organise the material the practice already owns — images, video, documents, call recordings, price lists and patient and prospect lists — into a structure an AI can read, and load it once.
3. Run one marketing task end to end out of that brain, with a named person approving anything that leaves the building.

Story Driven Marketing: the Value of Real Patient Stories

THE CRAFT SESSION · 55 OR 25 MINUTES

The best-performing advertisement most practices ever run is a patient telling the truth on camera. Meta rewards it, paid search rewards it, and nothing a copywriter produces gets close — nobody believes an advertisement and everybody believes a person. The reason most practices do not have one is not taste, it is logistics: asking feels awkward, filming eats a clinic day, the files are enormous and the edit never gets done. This session takes the whole pipeline apart. Who to ask and at what point in their care. The questions that produce a real answer rather than a testimonial voice. How to shoot and light it in an ordinary room with equipment already on site, in the gaps of a working day. Then the unglamorous half: moving and storing very large video files, cutting them quickly, and automating the run from raw footage to finished cut so the process never becomes somebody's second job. It closes on distribution — the same story earning its keep across Meta, paid search, the website and email. Product-neutral; no vendor named.

LEARNING OBJECTIVES

1. Identify which patients to ask, at what point in their care, and how to ask so the answer is genuine rather than rehearsed.
2. Capture a usable interview in an ordinary room, in the gaps of a working day, without disrupting clinical schedules.
3. Build the post-production workflow — file handling, storage, editing and automation — so finished stories ship on a repeatable schedule.
4. Deploy one story across paid social, paid search, the website and email, and measure it against conventionally produced advertising.

SHORT BIO**84 WORDS**

Steve Schadt's sessions cut straight to the chase: real, working tools that make money and save time, built live in the room rather than described on a slide. They are also unusually good to watch — he came up as an art director and creative director, and it shows the moment the screen lights up. Not websites, not pay-per-click, but the assistants, agents and tools that run a practice and hand the week back. Nobody leaves with notes. They leave with something that works.

FULL BIO**214 WORDS**

Steve Schadt is an art director and creative director first, and it shows the moment the screen lights up. His sessions cut straight to the chase — actionable tools that make money and save time, built live in front of the room — and they are high-impact visual storytelling while they do it: built like campaigns rather than lectures, video-heavy, example-heavy, interactive and genuinely fun to watch. The subject is not websites and it is not pay-per-click. It is what comes next: assistants, agents and tools that actually understand a practice — systems that run the marketing, read every inbound call, take the rote work nobody wants, and hand the week back. He has worked at that edge through every turn the field has taken — McCann Erickson on major international advertising accounts, director of corporate development and creative director at Einstein Medical, and MedicalAdvertising.Agency, working with hundreds of practices around the world. Nationally recognized for photo and video excellence, he reads where the technology is going before it arrives and builds for it. Every session ends the same way — real, working tools the audience takes home to save time and make money. He is a U.S. Coast Guard-licensed captain (25-ton Master) and holds a BFA in fine art from UC Santa Barbara.

FROM THE ROOM

What audiences say

Physicians, staff & practice owners — in their words, after the talk

"This session was fantastic. Steve Schadt is the BEST; his energy and presence were palpable throughout his enthusiastic presentation. He is simply outstanding."

CARLOS BURNETT, MD · WESTFIELD, NJ

"Talk was the most practical session I've attended all year. He didn't waste time on theory. Every point was a real, actionable idea we could take back and use immediately."

ALEXANDER THOMPSON · PHYSICIAN

"SEO is really common sense! - I am always impressed with these webinars - good content with ideas that can be put into action right away!"

TOM ARMSTRONG, DDS · BAKERSFIELD, CA

"Great ideas! I have a lot to implement. Thanks. Very well organized and well done."

G. GREGORY GALLICO III, MD · BOSTON, MA

"I learned how social media can help the practice and how to use internet marketing tools. It was Great!"

FRANK YELIAN, MD · IRVINE, CA

"Excellent, I learned important tips about photography."

MAHAMOOD KARA, MD · ONTARIO, CANADA

"Presentation to our physician group was pure gold. He showed exactly how to improve the business side of the practice with practical steps, not fluff. The AI systems he demonstrated for running marketing, scheduling, and patient communication are already saving us hours every week. Actionable, clear, and focused on results."

KENDRA ONDALA, RN

"AI can handle the repetitive systems so we can focus on patients. We've implemented several of his ideas and the results are showing up in more qualified consults and better team efficiency. Outstanding talk."

GREG MARKUS · MANAGER

"No fluff, just clear strategies we could apply right away. Our team is more productive, marketing is more consistent, and the business feels more under control."

SARAH SULLIVAN · FRONT OFFICE, PLASTIC SURGERY

"Love the presentation. Killer graphics — such fun to watch."

JESSICA HOLMES, RN

"It was great - I learned how important any call to the practice is, even if they are not ready."

SONDRA OSORIO · PATIENT COORDINATOR

"I knew very little about the benefits of social media so I learned a lot - very well done"

JURIS BUNKIS, MD · LOS ANGELES, CA

"I learned how to break down and analyze my practice design and copy"

GAVIN SANDERCOE, MD · NSW, AUSTRALIA

"I attended the talk for medical professionals last month. Didn't just talk theory—he gave us real, actionable ideas we could implement the next day. The section on using AI to run our systems was a game-changer. We've already automated patient follow-ups and content creation."

ANGELO RANGONE · SPA OWNER

"We've started using those AI tools for content, lead tracking, and patient engagement. Business is smoother and more profitable already. This is the kind of practical education medical professionals need."

SANDRA PHELPS · PRACTICE MANAGER

"Real actionable ideas to improve the business and practical ways to use AI to run our systems. We've already put several of them into action and the difference is clear. Exactly what busy medical professionals need."

STELLA COUNTWAY · INJECTOR

"AI can run the day-to-day systems—content, patient communication, tracking—so we stay focused on care."

CHRIS THOMAS · MARKETING DIRECTOR, ALLIED DERM

"I started looking at objections from a different perspective and found out the importance of following a script to overcome objections."

CHERYL SUMMA · REGISTERED NURSE

FROM CLIENTS

What clients say

★★★★★ 5.0 · Google reviews

"This team provides a detailed and personal approach to my website. The video content created has pushed me to the top of searches in my region."

DR. JERRY O'DANIEL · PLASTIC SURGERY, LOUISVILLE

"I have a medical hair restoration clinic in Canada and MA.A did my promo for many years. They did an amazing job."

DR. ROBERT JONES · HAIR RESTORATION, TORONTO

"Personalized attention and innovative focus summarize our experience with MA.A."

DR. JENIFER BACK · PLASTIC SURGERY, SARASOTA

"Awesome video team at MA.A. We have used them for many projects over the years and have had amazing results. Really experienced with SEO and video SEO. Highly recommend."

SARASOTA PLASTIC SURGERY CENTER

"There are a lot of options in this space, but for me, when it comes to choosing a partner to build our business with, the choice was clear."

JASON FROMER · GOOGLE REVIEW

"Phenomenal quality, and easy to work with! Excellent service."

CHRISTINA FORD · GOOGLE REVIEW

BOOK THE TALK

Give your audience a talk that makes money and saves time

Real, working tools built live on stage — no theory, no sales pitch. Attendees put them to use Monday morning and reference the session for months afterward. Booking inquiries welcome.

steve@medicaladvertising.agency · 941-400-0104

CME & society meetings · practice-management tracks · workshops & keynotes