

News & Insights

Brian Colao Quoted in *Dentistry Today* on Dental Marketing Post-COVID-19

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Brian Colao, Director of Dykema's Dental Service Organizations Industry Group, was quoted in the *Dentistry Today* article, "Independent Dental Practices to Face Marketing Challenges After the Pandemic."

The article discusses increasingly competitive marketing challenges facing both DSOs and individual practices. Colao points out that digital marketing strategies are more critical for effective post-COVID-19 communications.

To read the entire article, [click here](#).

Attorneys

Brian A. Colao

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