

Practice Profits Today

A Newsletter for Your Dental & Orthodontic Practice's Growth, Retention & Prosperity

Issue 2.3 / For more resources visit: ThePracticeMarketers.com

"ATTRACT" New Patients to Your Practice

The "A" in "ACE" of Marketing Success Pillar One

> by Dan Mount *President of The Practice Marketers Inc.*

After analyzing, testing and retesting practice marketing methods over the last 17+ years, we've gathered our most triumphant principles into **THREE PILLARS of success** for patient attraction and retention.

We call this marketing system TRIPLE ACE MARKETING, because each Pillar consists of an acronym: "ACE."

For example, PILLAR ONE is:

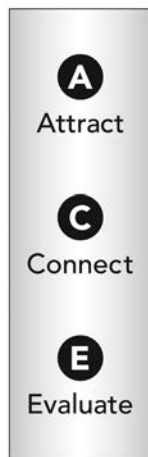
Attract... a steady stream of new patients to your dental/orthodontic office

Connect...with patients/prospects by using promo gifts in your Direct Mail marketing that set you apart from your competition

Evaluate...all your marketing campaigns by tracking them to make sure they work

Today, I'd love to focus on the "Attract" element of Pillar One:

PILLAR 1



at•trakt / verb

1. Cause to come to a place or participate in a venture by offering something of interest, favorable conditions, or opportunities.
2. Evoke (a specified) reaction.

3. Cause (someone) to have a liking or interest in something.

Whether you're opening a new practice, or you're 20 years into your practice's lifetime, attracting a constant stream of new patients is crucial for your success. I love

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this quote: “If you’re not growing, you’re dying” – and when it comes to your practice, truer words have never been spoken.

So let’s cut to the chase and focus on HOW you ATTRACT new patients to your practice. In order to keep them coming, you have to:

- Be creative
- Be consistent
- Be frequent
- Be different

Basically, you need to stand out from the crowd!

Here’s a real-world example of a magazine ad I remember. A few years ago, the Hard Rock Hotel & Casino took out a double-page ad in major magazines. All the other resorts were advertising with the same images: young, good looking people having fun – so Hard Rock decided to do something different. Their two-page ad consisted of an all-black spread. On one of the pages was a small image of a doctor’s prescription pad with a note excusing someone from work due to being “sick.” Then, at the bottom of the other page, was the Hard Rock logo.

This ad was eye-catching. It made the consumer think – and it made the consumer buy. In fact, people still remember it years later. Being different from the other casino ads worked well for the Hard Rock Hotel & Casino. And it will work well for you if you apply this principle to your practice’s marketing.

I remember telling this story to a good client of mine – Dr. Goldberg in Alberta. He was pretty incredulous. He didn’t think that standing out from the competition in his area with his Direct Mail would work; quite frankly, I think he was a little timid about making a move to “stand out” with his marketing because he was worried about what his peers would say...

But in the end, we were both really happy that I

finally convinced him to apply this principle of attraction through creativity to his Direct Mail: because after we crafted and mailed his eye-catching campaign, he received 98 unique calls and 57 new patient appointments! And that was just the beginning. Needless to say, setting your practice apart from the crowd attracts a ton of new patients!

If you’re also interested in accelerating your new patient attraction rates, keep in mind that sometimes the best practice marketing methods are the most traditional... and when it comes to marketing tradition, Direct Mail has some of the deepest roots in a forest of other marketing media.

Yet lots of people wonder why Direct Mail won’t “go away.” Some people even claim that it’s dead. As a Direct Mail expert, I’m forced to address the elephant in the room, and help you discover that Direct Mail is far from dead.

In fact, the most successful dental and orthodontic offices use it for their practices’ marketing, simply because: it WORKS. And it works really well, actually.

According to a neurological study on the effects of Direct Mail (conducted by Ipso’s Neuro & Behavioral Science Center of Excellence), a whopping 90% of patients (and prospects) open their Direct Mail, as long as it looks appealing.

...and the way your Direct Mail piece looks is just the beginning. There are several elements that come together to make a successful mailer, because in order for it to attract new patients as effectively as possible, it needs to capture – and then keep – the attention of your target.

Ipso’s study revealed that attention spans of consumers are at an all-time low. In fact, they’re shrinking! In 2000, the consumer attention span was 12 seconds... and as of 2015, it had shriveled down to eight seconds. To put this into context for you, the average attention span of a goldfish is nine seconds. Yikes.

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Nowadays it takes a lot to stand out and attract all the patients you need to create the practice you dreamed of in dental/orthodontic school – and attraction is what this is all about!

When you implement the Attract element of Pillar One for your practice's marketing success, you'll start to see astonishing growth in new patient flow and your production.

But some dentists and orthodontists simply don't have the time to execute, create, mail and track the kind of Direct Mail campaign I'm talking about here.

That's why practice marketing consultants are here to help.

If you're looking for a marketing arm for your practice, give us a call at The Practice Marketers, toll free, at 1-800-291-2291.



Dan Mount is the founder of The Practice Marketers: a firm dedicated to helping Dental and Orthodontic Practices attract and retain more patients. Their proven and successful growth/retention strategies have been attracting thousands of patients and generating millions of dollars in production for 17+ years. You can get FREE copies of Dan's popular books at: www.ThePracticeMarketers.com/book-request

GUEST ARTICLE

Are You The Anchor to Your Practice?

Guest Article

> by Scott J. Manning, MBA

Would you like to know what I have realized throughout my 20+ years owning businesses and more than a decade of being one of the world's leading profit consultants and experts in psychology of patients and staff systems inside of Dentist Offices and other Professional Practice firms...

There are two things.

First – the best always want to get better. Always. Without exception, if you look at any industry, profession, sports, or other place where competition exist, the people who are over-achievers, ambitious, and serious about making the most of every day and every opportunity,

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these are also the people who work the hardest to deliver five-star service to their patients and are the most demanding on their teams to perform and exceed all expectations.

A+ Players are always the hardest on themselves because they live in the **LARGEST ROOM IN THE WORLD** – the room for constant and never ending improvement.

If you ask a successful Dentist this question: “What are you working on right now, with yourself, with your practice, with your team, with your family, with your patients...”

They always have an answer. Usually a long list of answers.

And if they don't, it doesn't mean they aren't successful it just means that maybe they have lost focus, motivation, become somewhat underwhelmed or overwhelmed or burnt out by their practice.

They just need re-energized, re-invigorated, re-ignited. We all do. That's life and human nature. So – **GO FIND YOUR FIRE**, that intensity burning inside of you again that drives you and makes you **LOVE DENTISTRY** and yes, even, “the business of dentistry” again.

You deserve that. This brings me to **THE COLD HARD TRUTH**. Okay, so it doesn't have to be such a “cold hard truth” but it is **REALITY**.

Are you ready? Can you handle the truth? Here it is...usually inside of the most successful Practices in any given city, based not just on finances, but rather based on life-style driven integrity, based on their willingness and desire and commitment to succeed: The Dentists who want to do their best realize...

THEY ARE THE BIGGEST OBSTACLE IN THEIR OWN WAY, & the anchor holding

them back.
Yes, Yes, Yes.

This is true. And you know what. The most successful, honest, Dentists with passion, desire and integrity that I meet and talk with every week, they admit this reality. They tell the truth – that they know the next big breakthrough in their Practice has to come from their mindset.

The belief and “lead by example” mentality of the Dentist is what **DRIVES** the success of the Practice.

I find it so interesting some Dentists will actually have the nerve to question my ability in doubling their practice. I laugh.

Come on. I do it everyday, well, let's say every week. Because I have a fresh perspective, outside view, I see the missing opportunity.

Also, I talk with more Dentists one-on-one than any other person in North America. Yes, that is a true statement, you know why I can say that – because I **ACTUALLY TALK** to You, the Dentist, the Practice Owner, I have no other agenda, I am not running around the country trying to sell hundreds and thousands of Dentists into some cookie cutter program.

Nope. I am listening, learning, getting to know more Dentists one-on-one and personally through my Practice Assessments for more Dentists in North America each and every week than anyone else – that's why I have Super Hero like powers to make a change and see the opportunity and the realignment that can take place in your practice to **TRANSFORM** and **TRANSCEND** Profit, Autonomy, Prosperity, and Lifestyle inside of your Office, for the benefit of your team, yourself, and your patients.

And the number one commonality of the most successful Dentists I work with and those who aspire to achieve the best year of their careers

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in 2017 always say this.... "I know I am my own worst enemy, Scott, what can I do to change, to be better, to help my Practice grow, my staff perform, and my patients to accept treatment."

And you know something; I respect and admire that question.

I love when Dentists take responsibility for their own success and their own circumstances. Those are my kind of people. Positive minded people who are proactive and look for solutions; not wanting to stay stuck or complaining about problems.

There are in fact 5 dramatic ways that a Dentist acts as an Anchor to their Practice, they stand in their own way, and hold themselves back without even knowing it.

They are...

Mindset: believing in possibilities, having faith, being positive and open minded

Money: tracking, following, asking for, learning how to become more prosperous

Lack of Leadership: ability, skills, or simply knowledge of how to do it better

Burnout: lacking motivation, no excitement to come every day, everyone can tell

Your Deserve Level: it's true, over the years we get beat up a little, not fair to you

You deserve better. Look, you are your own worst critic, and sometimes you have others holding you back too which result in you becoming an anchor or black cloud over your own head. It's not your fault.

No matter how great or desperate things are, we've all been there. You just need to put yourself back into a winning environment that

allows you to be at your best and feel deserving of your best.

I will help you with that.

Last but not least, a little bonus and the big big one, perhaps the biggest anchor of all is the fact that many Dentists are stuck in their ways, they believe the past dictates the future and they stop trying to improve, they actually give up on their goals, dreams and objectives of practice growth, financial reward, they forget to continue to evolve, they forget that if you aren't growing you are dying.

Everyone around you also feels and sees this, and then no matter how great of practice you have, how much money you produce, you get stuck, stuck, stuck in the routine of Dentistry and the cycle of seeing Patients instead of making it fun again and always having something to look forward to.



Scott J Manning, MBA has dedicated his career to helping Dentists approach their practice with calculated business systems that allow them to have a Lifestyle Practice. This is done by maximizing the time in the office and ensuring that each day, week, month, and peak earning year of their career is productive, valuable, and driving towards their goals. You can grab a FREE copy of Scott's most popular book at: **DentalPracticeShift.com** that reveals how to avoid the 7 deadly sins that sabotage your profits, peace of mind, and production growth.

FEATURE ARTICLE

How to Double Your Referrals

The World's Easiest Referral System

> by Dan Mount *President of The Practice Marketers Inc.*

Do you know exactly how influential a patient's recommendation to a family member, co-worker or friend can be? Here are some interesting facts that illustrate the power of referrals:

- **92% of consumers [or patients] trust referrals from people they know**
- **People are four times more likely to buy [or visit your practice] when referred to you by a friend**
- **Word of mouth has been shown to improve marketing effectiveness by up to 54%**

In today's economy, it's commonly known that 40-60% of your existing patients should be referring at least one new patient to your practice a year; but encouraging your patients to send their friends, family and co-workers your way doesn't have to cost you 40-60% of your marketing budget.

In fact, getting the maximum number of referrals out of your patients every day can be done

through what I call "The World's Easiest Referral System."

This system isn't a huge investment. It's actually low cost routine (with high results), and it's based on the principle: "If you don't ask, you don't get."

I'm sure you get referrals because of your dedication to patients and the great service from your front line staff. But are you getting the maximum number of referrals possible?

Many of your current patients are too busy with their demanding schedules, their careers, their kids, family, etc. to think about supporting your practice – unless you remind them to do so.

Also, because it's common for family doctors to say: "sorry, our practice is full," your patients-of-record may even think you're too busy to accept new patients.

That's why simply asking for patient referrals can make all the difference in the world.

Your team may have difficulty asking patients for referrals.

I can tell you from experience, that if you provide your team with an easy way to ask (for example, giving them a tool like a referral card) you'll see a dramatic increase in your results.

Patients often feel like the service they receive at your dental practice is worthy of referral to others. They want to send people your way; but they may not know exactly how to broach the subject.

This is why offering guidance to your patients on how to refer your practice to others can ease the process for them – making them more likely to generate referrals for you.

There are lots of ways to orchestrate the referral process for your team, and your patients.

Here are some marketing ideas to help you implement a system that can double patient referrals for your practice:

INTEGRATED REFERRAL CARDS

A great way to attract quality patients to your practice is with

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an integrated referral card system that can be implemented by your team instantly – and effortlessly.

Your team is probably already in the habit of handing out appointment cards – so why not use an appointment card as a vehicle for distributing your referral message to each one of your patients, every day?

I like to attach a customized tear-off referral card directly to the bottom of the appointment card that a patient receives at the end of each visit.

The referral card usually includes a special offer to new patients, with an expiration date to make prospects feel compelled to visit the your dental or orthodontic office before it's "too late" to claim their "new patient gift."

All your patient-of-record has to do is tear the referral card away from their appointment card, and hand it to a friend, co-worker or family member.

When you make it this easy for patients to hand out referral cards, you'll find that they refer more frequently!

INTERNAL SIGNAGE

You can frame posters, reminding patients to refer people to your practice. Place them on the wall directly in front of each treatment chair (at eye-level, for maximum efficiency), hang them in heavy traffic areas, or in full view in your reception lounge.

But do keep in mind, that when posters get stale, they tend to "blend into the woodwork" – and patients stop seeing or reading them. This is why I commonly recommend "Monthly Referral Signage."

Switching out the design, headlines, verbiage and the incentive offers each month tends to keep things fresh for your patients, which maintains a higher level of interest and a better response rate.

TEAM COOPERATION

As I mentioned, getting more referrals shouldn't cost you a fortune – and it truly helps to get your office team into the habit of asking for them from every patient.

However many of them feel shy, or don't know what to say; that's why I provide my clients with a Referral Script their team can use every day as a tool to help them contribute to the generation of more referrals.

At the back of this issue, we've provided a Free Referral Script that you can separate from the newsletter and give to your team. Encourage them to use it for inspiration to help them ask your patients for referrals more frequently.

Referrals are one of the best ways to grow your practice with quality new patients; and once it's implemented, "The World's Easiest Referral System" purrs along like a well-oiled machine.

CONTACT

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ThePracticeMarketers.com | **1-800-291-2291**

Past Issues Available at ThePracticeMarketers.com/Newsletters

- BONUS - Referral Script

A Tool to Help Your Team Ask for Referrals More Frequently

WHAT TO SAY TO PATIENTS AFTER THEIR APPOINTMENT

TEAM MEMBER Hi (** *Patient name*) , how was your visit with us today?

PATIENT It was great, (** *Dr. name*) is fantastic, and all of you always take good care of me.

TEAM MEMBER That's great! We'd certainly love to have more patients like you.

PATIENT Aw, thank you!

TEAM MEMBER Okay, I've filled out your appointment card with the details regarding your next visit. Attached to the card is a new patient referral gift that you can give to a friend, family member or co-worker looking for a dentist or an orthodontist. Did you know we're extending a special offer to the first 17 new patients who visit us this month?

PATIENT No, I had no idea!

TEAM MEMBER Well, I'm glad I can tell you about it. Just tell the recipient to bring this card to their first visit, and they'll receive (** *offer of choice, for example: their initial consultation and X-rays for \$49*).

PATIENT Okay, I will! Thanks!

TEAM MEMBER No problem, and thanks for visiting us! It was great to see you today!

**SEE THE ENCLOSED "PRACTICE GROWTH IDEA OF THE MONTH"
FOR A REFERRAL CARD SAMPLE!**