

# Practice Profits Today

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

Issue 2.2 / For more resources visit: [ThePracticeMarketers.com](http://ThePracticeMarketers.com)

## Attract a Steady Stream of New Patients!

### Triple Ace Marketing: Pillar One

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

In my last article, I announced that I'm ready to share with you the most powerful system for practice marketing that I've analyzed and proven with my top clients over the last 17+ years.

After almost two decades spent marketing and consulting for Dentists and Orthodontists like you, we've tested our marketing methods, reconfigured, and tested again, in order to gather our best 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 now, let's look at Pillar One in its entirety (**For a visual, see fig. 2 on page 2**):

ATTRACT a steady stream of new patients from the

neighborhood surrounding your practice every month.

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

EVALUATE all of your marketing campaigns by setting up unique call tracking numbers that are measurable. Also: use unique tracking codes that can be added to all of your marketing media, and entered into your internal software so that reports are readily available.

Once you set up Pillar One for your practice's marketing, you'll see an enormous boost in your production – every time.

Over the course of a series of articles, I'm going to show you how to develop Pillar One of Triple Ace Marketing, to create a solid foundation for your practice's marketing success –

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» This Newsletter is published by Practice Profits Today and Dan Mount, President of The Practice Marketers Inc.

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but next, we'll look at Pillar Two together.

## **Attract a steady stream of new patients from the neighborhood surrounding your practice every month**

If you don't want to wait for the upcoming article, give us a call at The Practice Marketers toll free at 1-800-291-2291.

We'll be happy to explain Triple Ace Marketing to you ahead of time, and help you take the first step toward accelerated patient attraction and retention for your practice.

### PILLAR 1



*fig. 2*

### FEATURE ARTICLE

# Are You Paying Attention to Your Patient Retention?

The WOW Experience for the Patient

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

**P**atient Lifetime Value (PLV) doesn't count for much if patients don't stay with you once you get them started.

There are so many things that some Dentists and Orthodontists don't do – things that you could do – to turn first-time patients into lifetime patients (and referral machines)!

These routine strategies make a world of difference for your Dental or Orthodontic practice once they're put into place; and at The Practice Marketers, we call it The WOW Experience.

### The WOW Experience is:

- why patients respond to your practice's marketing

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- why they refer people to you
- ...and why they wouldn't even consider seeing another Dentist or Orthodontist

Here's a small sampling of the many innovative ways to provide an unforgettable experience for your Dental and Orthodontic patients:

## BE ON TIME

This may not sound like a big deal, but lateness is rude. It's inconvenient. It's unprofessional. And it doesn't make anyone feel good.

A very small percentage of Dental and Orthodontic offices actually run on time – so if you address this issue, you'll give your practice a valuable edge over the competition.

If you have to deal with a rare emergency case and it puts you behind, have a couple of movie tickets on hand to give to the patients who have been kept waiting. No one is expecting you to be perfect, and you can't make everyone happy 100% of the time – but you can show that you care.

You can also integrate this guarantee into your marketing: "If we make you wait longer than 15 minutes, please accept our apologies and enjoy a movie with the family on us!"

This is just one of the fantastic ways to stand out in your professional landscape, and show patients that you will care for them like no other.

## CONVENIENT HOURS & LOCATION(S)

In the "good ol' days," Dentists and Orthodontists could work three days a week, from 9 am to 2 pm, and take extra long weekends or holidays with the family.

When people wanted to see you, they just had to wait till you were ready, and that was that.

But the patient is in control now. They don't have to wait for you to get back from your golfing trip and open your doors.

Also, more moms are going to work; which means that even if they like you, and want to see you... they just can't make appointments before your office closes at 2 pm on a Wednesday. They're simply too busy to accommodate your cushy schedule anymore.

You may not want to hear this, but I know Dental and Orthodontic offices that have extremely accessible hours, including evening and weekend appointments available for the busy families out there today.

In some cases, patients will pay a premium for these time slots. Convenience is an advantage that cannot be underestimated.

Your hours may be convenient for you and your staff, but are they convenient for your patients?

Don't make it hard for the people in your community to visit you.

## REASONABLE PAYMENT PLANS

As I've been mentioning, the most important thing for Dental and Orthodontic patient retention is to make each and every client feel valued, or important.

But if you don't provide affordable services with achievable payment plans, you'll make your patients feel small – the polar opposite of important.

Additionally, your services will be rendered inaccessible because you're not accommodating your patients' needs.

Of course, you don't have to attend to the needs of your patients or accommodate them with what they can handle in terms of payment. Instead, they

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can go to the corporate franchise up the street that meets their financial needs; and you can sit in your empty office listening to your receptionist tap her pen on a blank note pad. (I'm kidding... but I think you get my point!)

The bottom line is, if your payment plans need an overhaul to meet today's standards, it's easy enough to hire a financial advisor or practice consultant who can hammer that out for you in no time.

## PATIENT APPRECIATION GIFTS FOR KIDS – AND MOM!

If you reward kids for a cavity-free appointment, or for taking care of their braces properly, they won't be able to wait for their next visit to roll around.

I remember my daughter coming home from Ortho appointments with really cool, unique gifts.

Danielle would rave about wanting to go back before my wife even pulled into the driveway – in fact, my younger daughter got jealous and wanted to go to the Orthodontist even before she needed braces!

Once Danielle (my eldest) was given a pen that had crazy neon lights in it – it was so cool that *I* wanted one.

Of course, she took it to school to show her friends; then those kids would go home, tell mom about Danielle's awesome prize... and ask why they didn't get one from their braces guy?

Nowadays, clever Dentists and Orthodontists are setting up systems by which kids can earn a token at each visit by showing that they've brushed, flossed or used their elastics properly.

When their tokens add up, the kids can trade them in for an iPad or another unique prize that seems sensational at their age. Imagine how cool that is for them? That makes going to the Dentist, or Orthodontist a WOW Experience.

**TIP:** *Make sure the prize is easily attainable for the children. Tokens are fun, but the prize is the main attraction, and every child should get one. If someone is left out, or disappointed, this means you have failed to deliver a WOW Experience.*

Aside from how the kids feel, the very last thing you should forget is mom's WOW Experience.

If you've set her up in a comfy chair in a pleasantly lit room, with some nice tunes, a current magazine in her lap and a cappuccino in her hand... why not slam dunk the cherry on top by sending her home with some of your branded grocery cooler bags and an

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## CONTACT

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

**Past Issues Available at** ThePracticeMarketers.com/Newsletters

**IDEAS FOR PATIENT ATTRACTION & RETENTION**

# Attract & Retain More Patients with a Spa Experience

The Small Investment That Can Boost Your Brand – and Your Profits

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

**D**ay spas are popping up in every neighborhood, touting the benefits of massage, facials and an assortment of other relaxing treatments. For obvious reasons, people love going to the spa... and you can attract (and retain) more patients by incorporating a pampering touch with their experience at your practice.

Being more spa-like isn't difficult. In fact, it's a small investment that can boost your brand as well as your profits – especially when you market the added value of a spa experience to your target.

Here are FIVE WAYS to create a "spa experience" for your patients at your dental practice:

## 1. HOT TOWELS

A soothing warm towel around the neck is a great way to relax a nervous patient. You can purchase what's called a Towel Warmer Cabinet for around \$100, which is about the size of a mini-fridge. Your hygienist can basically pop the towels into the cabinet – and

they come out hot, and sterilized. A freshly heated towel is easy for your hygienist to simply remove from the cabinet and apply. And, this experience demonstrates to patients that their comfort truly matters to you and your staff.

## 2. PLUSH CHAIRS

If you can invest in cozy chairs, I suggest you go for it! Nothing is worse than being uncomfortable or having a nerve pinched in your back while you're getting your teeth cleaned.

## 3. HEATED MASSAGE PADS

Give your patients a "massage" before or after teeth cleaning and treatments with a heated massage pad that you can place directly onto your treatment chair!

Five minutes of a soothing, warm massage is a much-welcome touch that s/he'll appreciate.

## 4. BLANKETS & PILLOWS

A thick blanket goes a long way toward providing both physical and emotional comfort while a

patient is in the treatment chair. Additionally, providing a pillow for your patients only enhances their "coziness."

## 5. REFRESHMENT STATION

This is a great touch for any office – but it's especially effective for practices because it makes the environment feel more welcoming, and less "clinical."

It's best to try and match what you're serving to the taste of your patient base. If you have lots of upscale clients, you may want to include an espresso machine, for example. Or, if you have lot of elderly patients, perhaps some tea and softer, easy-to-chew biscuits are in order (as opposed to high-octane drinks and hard biscotti, for example).

None of these special touches require a huge investment... but every time you make patients feel valued and important to your practice, you'll quickly discover a sharp drop in your attrition rates, and a drastic hike in your referrals. Happy spa-ing!

all-natural lip balm customized to your practice? I sell millions of customized lip balms each year to Dentists and Orthodontists, and their patients (especially moms) love them.

The bottom line is, in most cases mom books the appointments. Mom takes the kids to their appointments. Mom spends real time in waiting rooms. So if mom doesn't get a gift too, you're missing a great opportunity to generate more loyalty.

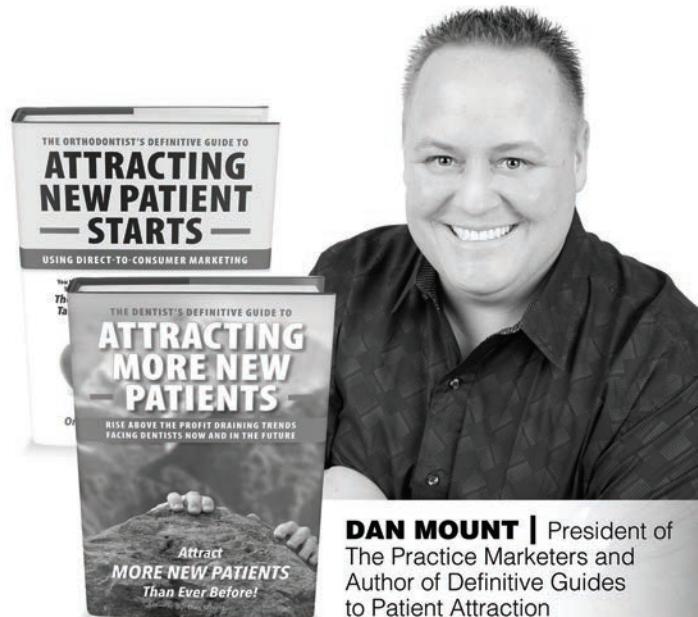
And there are lots of other innovative ways to gift mom.

When patients get something for nothing, they feel an unconscious, psychological pressure to return the favor through loyalty to your Dental or Orthodontic practice.

This is actually an age-old human trait that was defined long ago as the "Law of Reciprocity." Simply put, people naturally feel obligated to return favors as a way of expressing thanks.

I'm no psychologist; but my company, The Practice Marketers, has been one of the premier direct marketing consulting firms in North America for Dentists and Orthodontists...

...and after almost two decades of proven and tested practice marketing, I know for a fact that when you come out swinging with a properly executed WOW Experience for your patients, (and convey that with your marketing strategies), you'll win every time.



**DAN MOUNT |** President of The Practice Marketers and Author of Definitive Guides to Patient Attraction

**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](http://www.ThePracticeMarketers.com/book-request)

### HOT PRACTICE MARKETING TIP

# TALKING to Your Target Trumps Technology

Stop Going On About Yourself and Your Gadgets!

> Hot Tip Brought to You by Carly Hoffman, Senior Copywriter for *The Practice Marketers Inc.*

**D**o you know WHY patients and prospects would choose you over

the competition, why they stay with you and ultimately, why they refer you?

This may surprise you, but clinical excellence is one of the least important factors in

the success of your Dental or Orthodontic practice.

I'm not saying that clinical excellence doesn't matter. In fact, it's imperative, and I'm sure you strive to meet or exceed the typical standard of care.

But this is a business standard that we're setting today, and I'm talking about the business side of things.

You should have it, improve it, deliver it – but your clinical excellence isn't the key to your success.

### **WHAT REALLY ATTRACTS YOUR PATIENTS IS GREAT MARKETING, CONVENIENCE – AND FEELING APPRECIATED.**

In fact, the most successful practices often don't have the most talented clinicians – but they are using the best practice marketing strategies, integrated with an unsurpassed patient experience.

Alternately, some Dentists and Orthodontists think that buying up the latest technology available will attract patients.

Although some people appreciate the high-end whirly-gigs, it's not the gadgets and gizmos that will draw them in either.

Don't get me wrong, I know that

state-of-the-art tech is part of being the best doctor you can be – but your patients may not grasp the importance; and so it has little, if any, bearing on their decision to come see you.

I remember a client of ours who wanted to use an Orthodontic marketing campaign with a "thrust" that was written as follows:

### **ORTHO CAD IQ TECHNOLOGY!**

*Utilizing our revolutionary digital orthodontic impression system, we create a virtual model of your mouth. Then using computer guidance technology we determine the precise location for each brace..."*

...Hold on a second... is it possible to yawn and snore at the same time?

This kind of "talk" DOESN'T attract your patients.

Reading this makes their eyes turn to X shapes, their tongues fall out and their heads loll to the side.

What really attracts your patients is great marketing, convenience – and feeling important and appreciated.

When you can show that you offer accessible hours, feasible payment plans, a convenient location close to their homes and lifetime guarantee offers... you let your patients and

prospects know that you care about their needs.

Little Johnny's mom is not seeking your Orthocad IQ Technology.

Most of the time, she's not even looking for the best Dentist or Orthodontist.

Mom's going to take Johnny to you because she doesn't have to miss a shift at work and lose income when he has an appointment.

Mom will choose you because you'll accommodate her with a payment plan that meets her needs.

Mom will continue to bring Johnny to you because he raves about the cool reward he got for taking care of his braces properly.

When it comes to patient attraction and longevity, an integrated customer experience and fantastic marketing will always trump technology.



**CARLY HOFFMAN | COPYWRITER  
AT THE PRACTICE MARKETERS**

# Five Critical Questions to Ask Yourself About Your Practice

- Check Them Off as You Read to See How You Do -

## **□ DO YOU KNOW WHERE YOUR BEST PATIENTS ARE COMING FROM?**

**PRACTICE MARKETING TIP:** “Birds of a Feather Flock Together.” This may be an English proverb that originated somewhere in the 1600s, but it’s a really useful hint that points to where all your most valuable patients and prospects are located today.

There are specific marketing strategies we use in order to locate patients for our clients – but the general concept is simple: patients and prospects with commonalities usually stick together.

## **□ ARE YOU SATISFIED WITH THE # OF NEW PATIENT INQUIRIES YOU GET?**

**PRACTICE MARKETING TIP:** A constant flow of new patients is the lifeblood of any practice. Are you getting the optimal number of calls a month? And are those calls getting converted into appointments by your staff?

If you’re dissatisfied with your numbers, here is just a sampling of some of the factors you could examine in order to put your finger “on the pulse” of the situation: Are your campaigns effective? / Does your front line staff have a tested and proven script they can follow in order to convert inquiring patients into prospects? / Are you encouraging patient referrals?

## **□ WOULD YOUR PATIENTS SAY YOUR PRACTICE HAS A WOW FACTOR?**

**PRACTICE MARKETING TIP:** To rise above your competition, you must plan a WOW Experience for your patients on every level, starting with your marketing, leading to how patients feel when they arrive – and ending with how they feel about coming back to your office after they leave.

## **□ DO YOU KNOW HOW MANY PATIENTS YOU'RE LOSING EACH MONTH?**

**PRACTICE MARKETING TIP:** Every practice loses approximately 15-20% of their patients each month due to natural attrition: People move, people die, or they come up against insurance changes... there are so many factors that affect attrition rates!

**The big question is:** how do you know how many patients you need to attract each month, if you don’t know how many you’re losing?

## **□ DO YOU USE PROGRAMS TO CREATE LIFETIME PATIENT RELATIONSHIPS?**

**PRACTICE MARKETING TIP:** The simplest gestures can earn patient trust and loyalty for life – and execution is everything. For example, taking an hour or so each week to handwrite and send birthday cards to your patients each week is a gesture that will boost your retention rates sky-high!

There are many occasions (such as birthdays and holidays) that give you good reason to communicate with your patients – just be genuine and lose the pitch!