



Getting the Most from Internal Marketing

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ASK, ASK, ASK FOR REFERRALS

- The biggest compliment is to ask a patient to send someone just like them to your practice
- Have business cards every where
- Have business cards with your team's name and position on it
- Have a referral program in place
- Have a consistent logo or color scheme
- Require each team member to ask for referrals at least once a day
- Identify this at the morning meeting

Always Make a Great First Impression

- Answer the telephone within 2-3 rings
- Must be a cheerful voice
- Have a consistent answering phrase
- Slowly announce the phrase
- Practice Name, Team Members Name and “How May I Help You”
- Asking patients if you may place them on hold AND wait for them to answer
- Have message on hold sharing great things about your practice

Time is More Valuable Than Money

- Run on Time!!!
- Take the patient on time
- Sitting in the operator does not equate to being seen on time
- Finish with your patient on time
- Make sure when quoting time that it includes clinical chair time and check out time
- Call if running behind
- Gift if unforeseen time issue happens
- Respect your patients' time



Thank You Notes

- How much is your new patient visit worth?
- Use practice logo or name note cards
- Send Thank You notes to referring patients the day appointment is made

- *Hand Written*

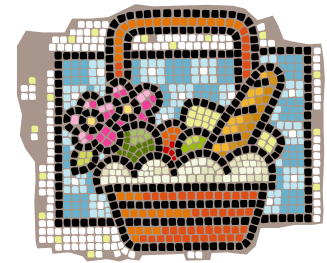


Thankful Cards to Patients



Gift Referral Program

- Set up an internal gift referral program
- One referral – “Thanks a Million” lottery card
- 2-3 Referrals – Movie Tickets
- 4-5 Referrals – Bagel Baskets, Edible Arrangements, Muffins, Chocolates, etc.
- 6 Plus Referrals – Show, Dinner, Sporting Event Tickets
- All of the above referring patients still get the hand written thank you note



Care Calls



- o **Must be made that evening**
- o **Preferably made by the dentist**
- o **Hygienists make their own patient calls**
- o **Verbal Skills: “Hello Mrs. Smith, this is Dr. Jones, I am calling to let you know everything went according to plan, you are a fantastic patient. DO you have any questions for me?”**

Care Notes



- These are appreciation notes.
- Sharing with the patient they make your day when they come in.
- Acknowledging the number of years the patient has honored you with caring for them and their family.
- Thanking them for a pearl they gave you.
- Sharing in their joy on their latest adventure.
- Sending them an after thought to the conversation you shared with them that day.

Team Attire

Who do you think does better dentistry?

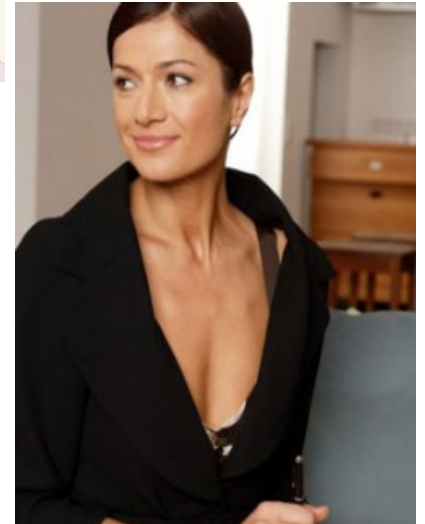
Team A



Team B



Friendly vs. Familiar



Business Attire



Team Attire



Team Smile

- Make sure your teams smile is the image you want them to promote
- Some gloss, light colored lipstick, Chapstick
- Fresh breath
- Restore your staff's teeth
 - They should be able to speak about your dentistry more in the community than anyone else.



Office Image

- Clean, Modern and Comfortable
- Current Reading Material
- Good Lighting
- Umbrella Stand
- Fresh flowers at front desk
- No food at front desk
- Drinks in practice mugs or cups
- Bathrooms Speak Volumes
 - Mirror
 - Toilet Paper & Towels
 - Smell Good
 - Trash emptied all day
 - Toothbrushes
 - Female Needs



Office Image



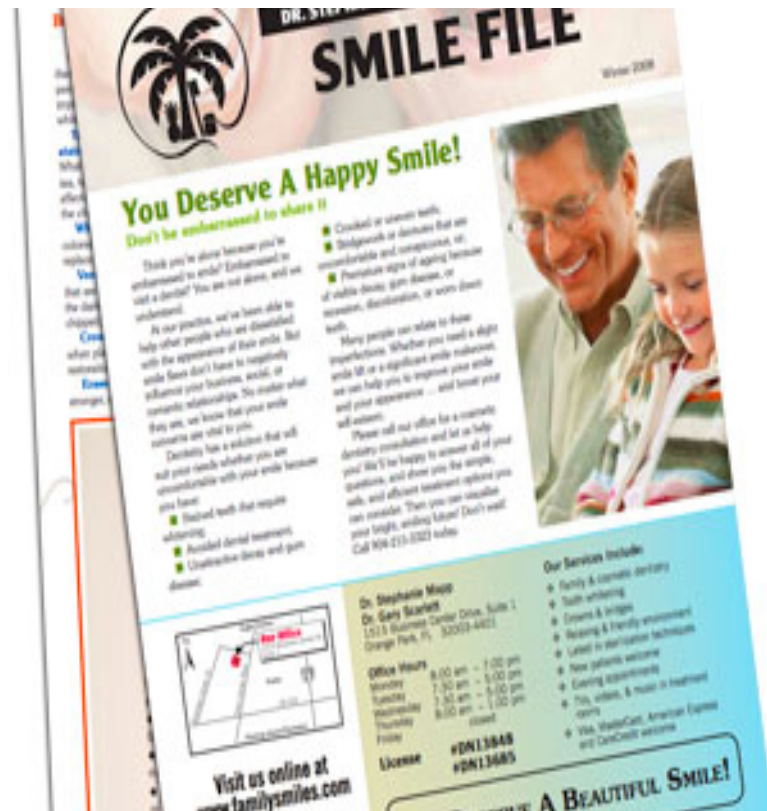
Morning Huddle



- Start the day **HAPPY!**
- Start the day together
- Pre-Identify for all your patient's need
- Pre-Identify for any patient celebrations
- What patients will be asked for referrals
- What patients have referred – T.Y. in person
- What patients you be written care notes
- “Clear” to go out on the floor (stage)

Newsletters

- o Food for thought
- o New in the practice
- o Insurance Year End or Year Beginning
- o Twice a year: January & September
- o Accepting New Patients
- o Specials
- o Health tips



Staying Visible to Patients

Patient Surveys or Feedback

- Post first visit
- Through your confirmation systems
- In the office
- Annual anonymous 100 patients. Each team member picks 15 patients.
- Patient Focus Group
- Patient Ambassador Program and Meeting
- Follow up after survey
- Feedback and status to participants of the survey



Practice Patient Communication

- o Solution Reach – www.solutionreach.com
- o Demand Force – www.demandforce.com
- o Lighthouse – www.lh360.com
- o Televox – www.televox.com
- o Sesame – www.sesamecom.com



Patient Appreciation Events

- Monthly give-a-ways
- Brain Quiz
- Annual Patient Appreciation Event
 - Rent out an ice rink for an hour
 - Patient Appreciation Party
 - Sponsor a team and go to the event, buy the hot dogs for everyone there



New Patient Experience

- Initial Telephone Call
 - Positive
 - Promote the doctor(s)
 - Promote the care the patient is seeking
 - Do not interrupt that call
 - Validate their referral source
 - Make sure you have answered all their questions
 - Make initial paperwork easy
 - Ask if they need directions
 - Email, Email, Email!



New Patient Experience

- First In Office Visit
 - The Welcome
 - The Tour
 - The Hand-Off
 - The Exam
 - The Hand-Off
 - The Scheduling
 - The Financials
 - The Wrap Up



New Patient Experience

- Post First Office Visit

- Follow up with “thank for putting your care in our hands” letter
- Follow up with any unfinished business
- Treatment Coordinator
- Dental Assistant
- Insurance Administrator
- Follow up appointment
- Treatment plan and Consultation Preparation
- Financial Coordinator

Comfortable Financial Options

- **Must Be:**
 - Written
 - Understandable
 - Simple
 - **3 Choices**
 - In Full
 - Half at Scheduling, Half at First Appointment
 - **OUTSIDE FINANCING**
 - 3, 6, 24, 36, 48 or 60 Months



Comfortable Financial Arrangements

○ Privacy

- Consult Room
- Operatory
- Doctor's Office
- Side Desk
- Drop Down Table with Chair



○ Verbal Skills

- Questions that make the patient feel in control
- Inform the patient that it is your job to work out financial arrangements which enables patients to get their dental needs taken care of

Speaking of Comfortable!

- Painless Injections!!!
- Well trained impression skills
- Not a Heavy Handed Dental Hygienist
- Amazing Radiographers
- Protective Eye Wear for Patients
- Neck Pillows & Blankets
- Lip Balm (corners of mouth)
- Face Clean Ups
- Head Sets & Movie Goggles



In Office Dental Membership



The Smile Club membership
CALL TODAY!
for special pricing
812.283.5550
COMPREHENSIVE DENTAL SOLUTIONS

The Smile Club membership is renewable on a yearly basis.

Membership is non-refundable and all benefits are useable only in the 12 month period after the membership is paid in full.

The Smile Club

MEMBERSHIP BENEFITS INCLUDE:

- Two examinations by the doctor in a 12 month period
- Two cleanings in a 12 month period
- Any necessary intraoral radiographs in a 12 month period
- A 15% courtesy off all treatment received at Kirchner Dental LLC

WE LOOK FORWARD to PROVIDING our **Smile Club** members with the HIGHEST LEVEL of DENTAL CARE, while keeping your dental treatment costs to a minimum.

A Picture Speaks 1,000 Words

- **Photos**
 - Before
 - Before, During & After
- **Radiographs**
- **Success Photos**
- **Patient should leave with these photos**
- **Not emailed after the fact**
- **Case Completion Professional Family Portraits**



Close Your Back Door

- **Recall System Follow Up**

- Currently Past Due
- Long Term Past Due

- **Unscheduled Treatment Follow Up**

- Currently Unscheduled
- Over 3-6 Months Since Diagnosis
- Long Overdue



Present 100% of the Possibilities

- Practice Without Pre-Judging
- Healthy or Not Healthy Situation
 - Average dentist see 400-1000 teeth a day
 - Average hygienist sees 720-1100 sites per day
- Dental Exam
 - Disease
 - Function
 - Esthetics



100% Possibilities
50% Presented
50% Accepted
Means:
25% Treated in
Average Practice

Year End Insurance / Flex Letter

- “Use It or Lose It”
- Unlike Medical, it does not carry over
- Have an Incentive with an Expiration Date
- Can be used by patient or passed along to a friend, family member or co-worker
- Concentrate on outstanding treatment first
- Send out twice
 - First week of October
 - First week of November



Office Loop in Reception Area

- Celebrations
- Continuing Education
- Patient - Practice Events
- “New” techniques or technology
- Fun Facts about dentistry
- Before and After Photos
- “We are Accepting New Patients” message
- Year End Insurance Use
- “It’s Not Just a Cleaning” information

No Cancellation Drawings

- Do it monthly or quarterly
- Make the prize BIG! \$500+
- Have each patient who comes in for their appointment place their name on a ticket and put in the bowl
- Have the first patient who comes in on the first day of the next month or quarter draw for the winner
- It decreases cancellations and creates a buzz about your practice

Social Media

- Website – more than a new patient finder
 - Patient Forms
 - Post Op Information
 - Pay their Account
 - Dr. Video About the Practice or Specialty
- Facebook
- Pinterest
- Twitter
- Blog



Social Media

- www.mysocialdentist.com
- www.mysocialpractice.com
- www.socialdental.com
- www.creativeedge.com
- Local Bloggers
- Angie's List
- Yelp
- Google
- Yodel
- Team Member

Facebook Paid Ad Tips

1. Research your practice brand and niche
2. Create an engaging video
3. Customize your audience
4. “Promoting” vs. “Boosting to control budget
5. Track your ROI (Return on Investment)
6. Repeat, Revise, Repeat



Community Events



- Where Pink Gloves the entire month of October (YouTube the “Pink Glove Dance”)
- Raise money for a children’s organization
- Have a coat drive in the Month of November
- Give a-way daffodil bunches in March
- Collect food for the local food bank
- Participate in a team walk for a local charity
- Candy buy back for Halloween
- Collect woman’s interview attire for the House of Ruth

Healthcare Broad Spectrum Events

- Blood Drives
- Oral Cancer Screenings
- Dental or General Health Fairs
- Dental Give Back Days
- Doctors with a Heart program
- “Taxi Tuesdays” for patients (Seniors)
- Dental Missions – Local and Other Countries
- “Mouth and Body Connection” brochures
 - Heart Disease
 - Diabetes

Sponsor Events

- Buy from fund-raising efforts of your patients
- Host a collection drive for the needy in your community
- Support a local team (go to at least one event)
- Mouth Guards for Sports Teams
- Whitening for Habitat for Human



One Family at a Time

Healthcare Professional Networking

- Develop a plan to network with area doctors
- Bring brochures that pertain to specialists patients
- Connect with Endocrinologists & Cardiologists
- Develop a relationship with Holistic and Homeopathic Healthcare Professionals
- Connect with the school nurses & Pediatricians
- Develop a Referral Pad

Have a GREAT TEAM



- Hire Great Hearts
- Train Your Team
- Create an Environment for Learning and Growth
- Share Your Expectations
- Respect Your Team
- Create an Environment of Appreciation
- Celebrate with Your Team
- Have Team Picture in Reception Area
- Reward Your Team
 - Financial Reward
 - Verbal Praise

Marketing Action Plan

	INTERNAL		EXTERNAL	
MONTHLY				
January	White Sale, White for Life	Drawing - Car Wash	Mailer	Blog / Facebook
February	Poster Contest / Roses	Drawing - Dinner for 2	Mailer	Blog / Facebook
March	Daffodils	Drawing - Whitening	Mailer	Blog / Facebook
April	Umbrellas / Shred-It	Drawing -	Mailer	Blog / Facebook
May	Seed Packets/Mom Memo	Drawing - Gardening Set	Mailer	Blog / Facebook
June	Graduation Photos	Drawing - Beach Set	Mailer	Blog / Facebook
July	Flags, SPF Lip Balm	Drawing - e-Reader	Mailer	Blog / Facebook
August	Teacher's Need Stuff	Drawing - Filled Book Bag	Mailer	Blog / Facebook
September	Apples, Yr End Ins. Letter	Drawing - Office Depot	Mailer (1 Adult, 1Child Free)	Blog / Facebook
October	"Pink" is In	Drawing - Keurig	Mailer	Blog / Facebook
November	Thankful Hand Tree	Drawing - Sports Tickets	Mailer	Blog / Facebook
December	Whitening Gift Certificates	Drawing - Christmas Show	Mailer	Blog / Facebook
QUARTERLY				
	INTERNAL		EXTERNAL	
First Quarter	Invisalign Day	TV Give Away - Referrals	Radio, Chamber Mtg	Magazine E-Blast
Second Quarter	Sponsor Little League	Breakfast Basket	Radio, Chamber Mtg	Magazine E-Blast
Third Quarter	Flu Shot Given	TV Give Away - Referrals	Radio, Chamber Mtg	July 4th Parade
Fourth Quarter	Food Bank Drive	Breakfast Basket	Radio, Chamber Mtg	Magazine E-Blast
SEMI ANNUAL				
	INTERNAL		EXTERNAL	
First Half _____ mo.	Diabetes Walk	Grocery Bags	Health Fair	Implant / Sleep Open House
Second Half _____ mo.	Breast Cancer Walk	Top 10 Pt. Discussion Group	Community Fair	Implant / Sleep Open House
ANNUALLY				
	INTERNAL		EXTERNAL	
Month _____	Patient Appreciation Day	Car Raffle - No CX	Hab for Hum / White	Hot Air Balloon - Derby

Marketing Action Plan

	INTERNAL		EXTERNAL	
MONTHLY	INTERNAL ONE	INTERNAL TWO	EXTERNAL ONE	EXTERNAL TWO
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				
QUARTERLY	INTERNAL		EXTERNAL	
First Quarter				
Second Quarter				
Third Quarter				
Fourth Quarter				
SEMI ANNUAL	INTERNAL		EXTERNAL	
First Half mo.				
Second Half mo.				
ANNUALLY	INTERNAL		EXTERNAL	
Month				

QUESTIONS???

Now or Later

1. Name & Position
2. Question
3. Email Address

For more information about

The Paragon Program

Stop by our Booth



**THANK
YOU**

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