



MGE management experts  
 Welcome to the  
**MGE New Patient  
 Workshop**  
 Presented By:  
**Mr. Jeff Santone**  
 &  
**Mr. Dan Brown**

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## New Patient Marketing

**Dan Brown**  
 Senior Service Consultant  
 MGE Management Experts  
[danb@mgeonline.com](mailto:danb@mgeonline.com)

- 27 Years using Hubbard Management System
- 24 Countries
- 100+ fields
- Specializing in Sale, Marketing & Executive Training




DRBT

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## Dentistry and COVID-19

You are in one of the few industries that our population relies on through this difficult time.

In this workshop, you will learn how to sustain through this time (if you chose to be open), and even expand.

If you put into action what at this workshop, you may even come out of this challenging time **larger and stronger than you went into it.**

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**Slide 2**

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**DRB1** Dan Brown, 3/20/2020

## Dentistry and COVID-19

In the USA, many dental practices in your area have likely closed their doors, laid-off staff and are applying for financing to sustain.

While it is your choice on what to do, we will give you options that will show you how to expand despite this recent crisis.

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## Dentistry and COVID-19

### We will be covering:

- What things you should do right now
- What things you CAN do if you are open (subject to local regulations and mandates)
- How to communicate to your patient base and why you must do this throughout this time
- Steps to plan for in the future when this is behind us so that you are ready for full launch

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## Local Campaign

**"We took your advice and went around to local hospitals, fire departments, etc., today to hand out our flyers with our info to help emergency dental patients. The doctors and staff were so receptive and grateful. It felt great to help out the community. On top of that, the hospitals have already sent us emergency dental patients within a couple hours."**

*B.K.  
Mar 21, 2020*

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## Local Campaign

### Places to Contact:

- *Hospitals & Emergency Rooms*
- *Local Clinics & Urgent Care Facilities*
- *Emergency Response (Fire Dept, etc.)*
- *Nursing Homes & Retirement Communities*
- *Anywhere else*

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**Local Campaign**

Who should be contacting these places:

- *Doctor*
- *Office Manager*
- *Best communicators in the practice*

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**Local Campaign**

Presentation & Approach:

*This is community service and a public service action, not marketing.*

*Remember, you are doing a public service to help alleviate strain on their lines. This is NOT asking for business.*

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**Local Campaign**

What to Offer:

- *Offer anything printed and in quantity (minimum of 50), and could be:*
  - *Emergency Notice*
  - *Emergency magnets*
  - *Existing Post Cards*
  - *Existing Referral Cards*
  - *Existing Business Cards*
  - *Anything you have!*

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# EMERGENCY DENTIST

**WE ARE OPEN!** Given the situation at hand, we are reaching out to let you know that we ARE in the office.

We have learned that many dental offices have closed – and therefore presented problems for patients with dental concerns and even dental emergencies.

Further, we understand that hospitals and clinics are not able to deal with dental concerns – and have shut down completely for such care.

Please know that we ARE available to you for over-the-phone consultations for any dental concerns – and also attend to any dental emergencies during this time.

**So, feel free to spread the word to any family or friends who may need dental assistance – and call us at (000) 000-0000.**



 YOUR PRACTICE NAME 10th St. & Constitution Ave. NW  
Washington, D.C. 20560  
**(000) 000-0000 | www.ABC.com**

**[www.xpresspromotion.com/mge](http://www.xpresspromotion.com/mge)**

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So, feel free to spread the word to any family or friends who may need dental assistance – and call us at (000) 000-0000 to make your appointment today!

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## Local Campaign

**How to contact them:**

- **CALL.** Let them know you are there to say *“Thank you”* to others in health and safety, being there for our mutual patients
- Offer them the hand-outs, and if they want them, present them in large zip-loc bags
- Give them something to say thank you for being there (individually packaged)

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## Website Pop-Up

(972) 646-0600

**CORONAVIRUS HEALTH UPDATE**

With many establishments temporarily shutting down, I wanted to inform you that we are here for you.

Our office remains open for those who are in need of help with their dental health. We are following the ADA and CDC's guidelines to ensure our office is a safe environment for all patients and staff.

**If you have a dental emergency, or an urgent dental situation requiring treatment, please call us right away.**

Our office remains open to schedule your appointments and answer any questions you may have.

Dr. Guiguis and your team at Definitive Dental

DEFINITIVE DENTAL

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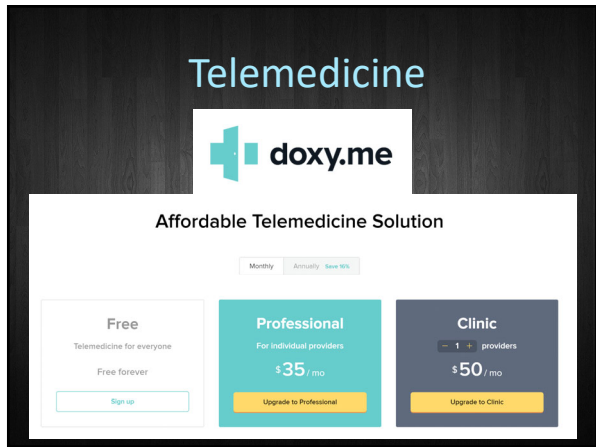
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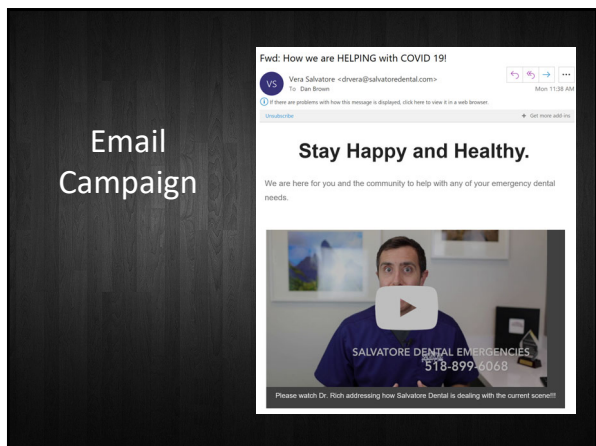
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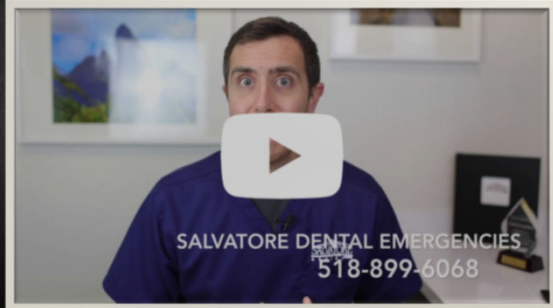
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## YouTube Video Message



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Best Way  
To Reach  
Patients?



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Texting



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91% of adults keep their mobile phone within arm's reach 24/7

98% of text messages reach the end user

90% of messages are read within the first 2 minutes of receiving them

**Using Texts**

- Text messages get read
- Helps build a relationship with your customers
- Text marketing is easier for your consumers
- Better customer service

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## Texting Automation

“Hi {name}, it’s Ashley at {office}. Given the situation at hand, we are letting you know we are seeing patients and are in the office. We have learned that many dental offices have closed, presenting problems for patients with dental concerns and dental emergencies. Hospitals and clinics are not able to deal with dental emergencies. We are available to you for an over-the-phone consultations and to attend to any dental needs during this time. Also, please spread the word to any friends or family who may need dental assistance. If you have a dental emergency, please reply ‘URGENT’. To no longer receive messages, please reply ‘STOP’.”

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## Facebook Posts

Salvatore Dental March 23 at 11:29 AM

How we are HELPING with COVID 19! - <https://mailchi.mp/salvato.../how-we-are-helping-with-covid-19>

**SALVATORE DENTALS**

MAILCHIMP

How we are HELPING with COVID 19!  
From reading a book to online mentorship, there are many avenues to...

Vera Popova Salvatore, Richard Salvatore and 12 others 3 Shares

Salvatore Dental March 22 at 9:25 PM

With the current situation at hand we are open to treat dental emergencies. We are available to you for an over-the-phone consultation and to attend to any emergency dental needs during this time. Soon this will be all over and we will be back to normal! Until then please let us help you if you are in need

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## Facebook Posts



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## Facebook Posts



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## Paid Facebook Ads

- Very quiet right now
- Inexpensive and allows you to reach people in high volume
- “Boost” posts to gain more exposure and likes
- Create pay-per-click ads (lots of them)

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## Paid Google Ads

- Very quiet right now
- Costs are much lower than usual
- 30% of people click on Paid Ads
- Searches to focus on:
  - "Dentist open right now"
  - "Emergency Dentist"
  - "Same day dentist"

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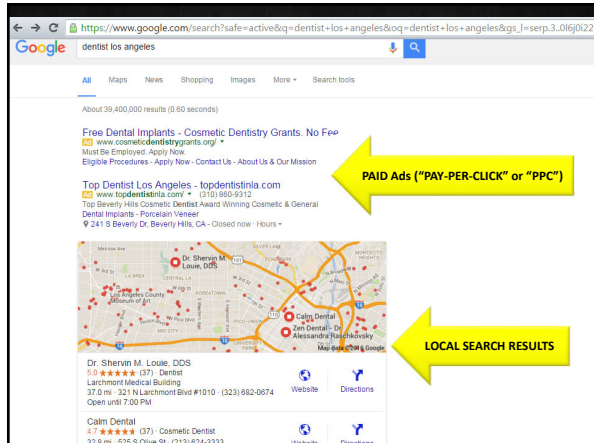
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## Google Adwords

### Tips for maximizing your spend:

- Only run ads during business hours (or when you have a live receptionist)
- Limit the geographical area
- Target keywords of people actually looking for the dentistry you want more of
- Pick the right specialist and expect to pay for professionalism

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## Summary

- Time to plan is **NOW**
- Must communicate to your patient base now and correctly
- Plan on **INCREASING** your marketing budget
- We are going to show you how and will help you

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Dan Brown  
Senior Service Consultant  
[danb@mgeonline.com](mailto:danb@mgeonline.com)

## Full 10-Point Marketing Analysis

1. Website
2. Google My Business
3. Reviews
4. Negative Reviews
5. Google My Business
6. Online Presence
7. Competition Analysis
8. Marketing Spend
9. Channel ROI Analysis
10. Program

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Dan Brown  
Senior Service Consultant  
[danb@mgeonline.com](mailto:danb@mgeonline.com)

## Full 10-Point Marketing Analysis

Normally \$3495

**Now \$1995**

Or **FREE** with Purchase of Sales & Communication Seminars by 27 March 2020

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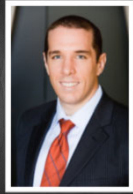
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# Mr. Jeff Santone

## Jeff Santone

Senior Seminarist  
MGE Management Experts  
[jeffs@mgeonline.com](mailto:jeffs@mgeonline.com)



- 13 Years using Hubbard Management System
- Owned and operated two specialty & GP dental practices
- Delivered to thousands of dentists in USA & Canada

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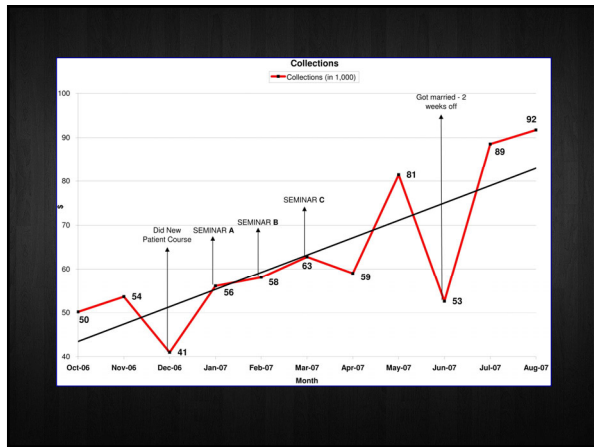
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MGE management experts

- MGE is a Training Organization
- Clients in 46 states & 5 Canadian Provinces
- 60+ Employees
- 55,000 Square Foot training facility in St. Petersburg, FL
- On average, over 150 doctors & staff attend MGE seminars each week

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### What You will learn at this workshop

- Internal Marketing
- External marketing
- #1 NP Referral Source
- Caller Conversion
- Internet Marketing
- Marketing Budget

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## Dentistry is the place to be

Employment of dentists is projected to grow **18%** from 2014 to 2024, much faster than the average for all occupations. The demand for dental services will increase as the population ages.

<https://www.bls.gov/oo/healthcare/dentists.htm>

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## Dentistry is the place to be

“The facts are, **30–35%** of the population still doesn’t see a dentist, and the demography of active caries is heavily skewed to this population. There’s plenty of care that needs to be delivered, and we’re going to need dentists to deliver that care.”

<https://adeachartingprogress.wordpress.com/2014/05/15/a-dentist-shortage-maybe-maybe-not/>

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# Business Basics 101

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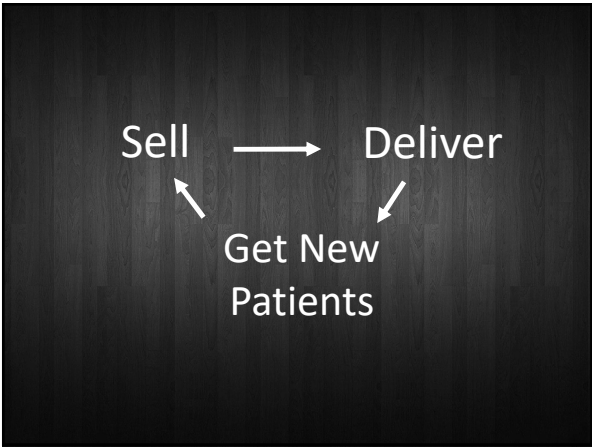
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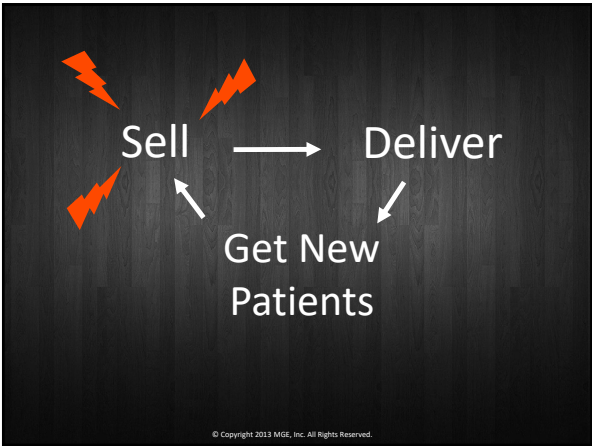
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Who is Most Qualified to Sell Dentistry?

The Dentist!

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So why are we taking the Dentist out of the sales equation?

It's because we are **AFRAID!**

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What are we afraid of?

- That we will be perceived as being money-motivated.
- That we will be perceived as recommending unnecessary care.
- That we won't be perceived as being their "friend."

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## But is any of that true?

- If anything, we have a tendency to give dentistry away.
- If anything, we UNDER-diagnose.
- No matter what you do there will be people that won't like you.

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## What effect is this having on us?

- We aren't being compensated what we are worth.
- We are becoming "Certified Dental Technicians" that work for the insurance companies.
- It's taking the fun out of dentistry because we don't give the patient what they need.

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## It's Time For A Change!

It's time to stop being afraid!

It's time to be the doctors we agreed to be and help our patients get what they need and not just what they want.

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Are you ready for a change?

Where do you start?

It starts with a change of attitude towards "Selling."

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Help

~~Sell~~

Deliver

Get New Patients

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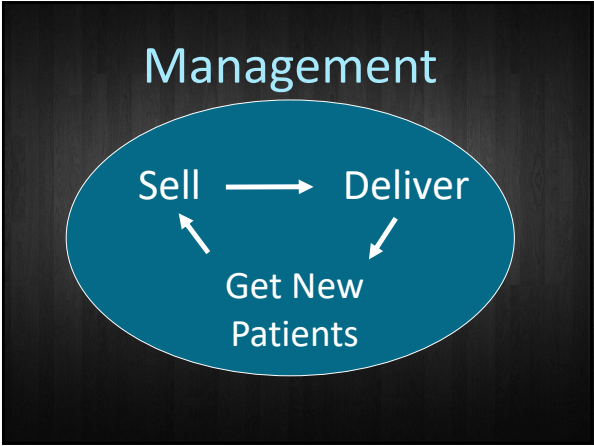
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You need a  
**Technology**  
that will put you in  
**Control**  
of your practice

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**L. Ron Hubbard**  
American Author, Educator, Humanitarian & Philosopher



- Studied engineering. Attended first-ever university class in nuclear physics.
- Over 30 years of research on the mind, human behavior, communication and management.
- The most published and translated author in history. Full body of work in the tens of millions of words.

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**L. Ron Hubbard**  
American Author, Educator, Humanitarian & Philosopher

**Hubbard Management System**  
consists of 12 (700+ page) reference volumes and hundreds of lectures. System is in use by over 140,000 companies worldwide.

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If one knows the tech of how to do something, and can do it, and uses it, he *cannot* be the adverse effect of it.

L. Ron Hubbard

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### 3 Keys to Success With the Hubbard Management System

- Be TEACHABLE
- Be willing to THINK OUTSIDE THE BOX
- Be HUNGRY, DRIVEN, and MOTIVATED

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### Reason for Failure with the Hubbard Management System

NO APPLICATION

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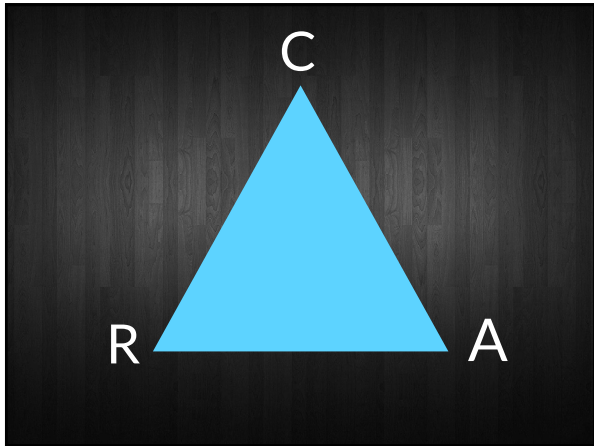
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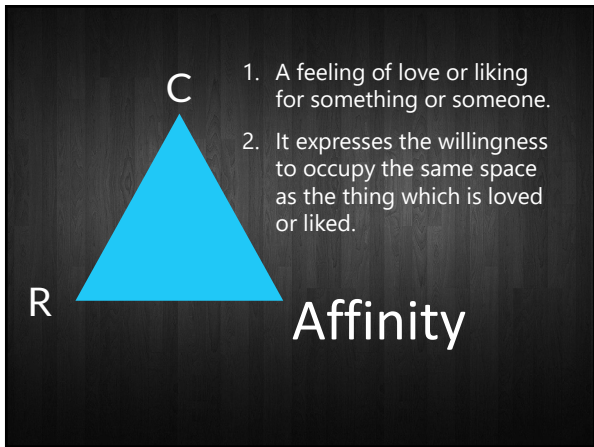
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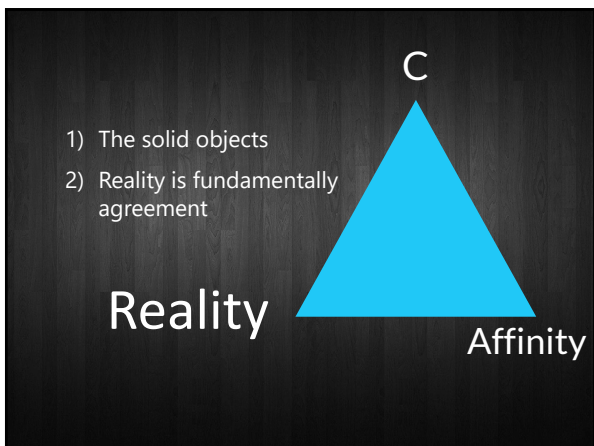
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# Communication

An interchange of ideas between two people

Reality Affinity

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# Communication

= Understanding

Reality Affinity

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One can't cut down one without cutting down the other two.

L. Ron Hubbard

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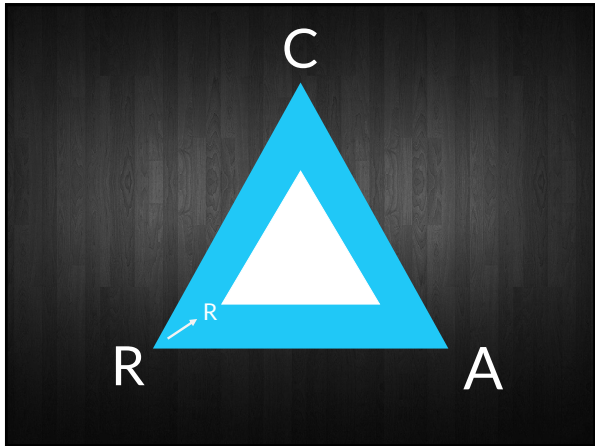
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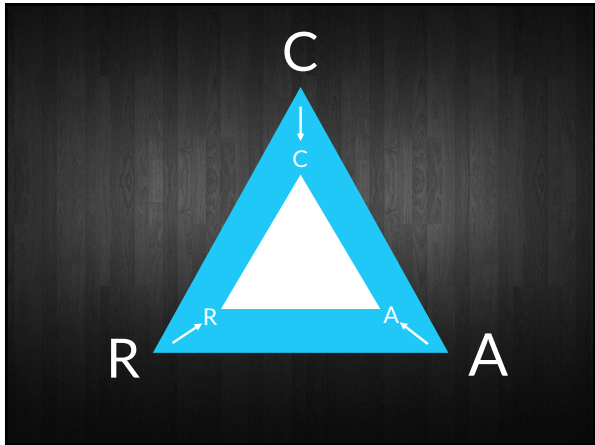
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One can't rehabilitate one  
without rehabilitating the  
other two.

L. Ron Hubbard

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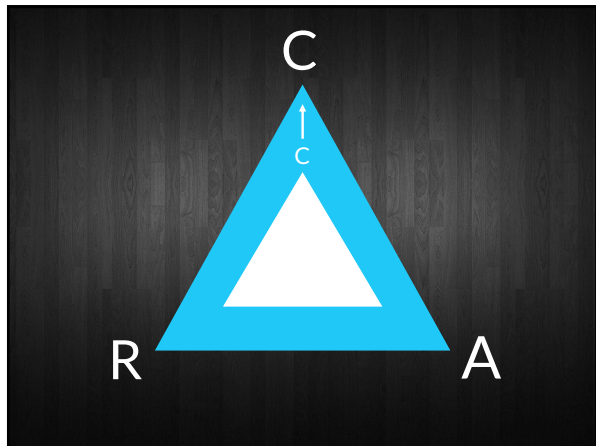
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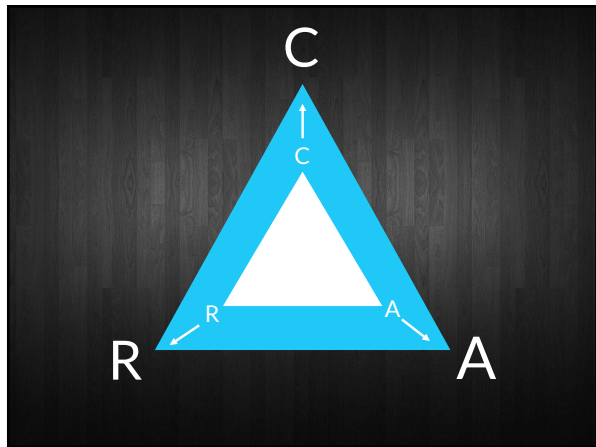
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The most important corner of the ARC Triangle is communication.

If you knock communication out, they will all go.

L. Ron Hubbard

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Break

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What does **ARC** have to do with **Selling**?

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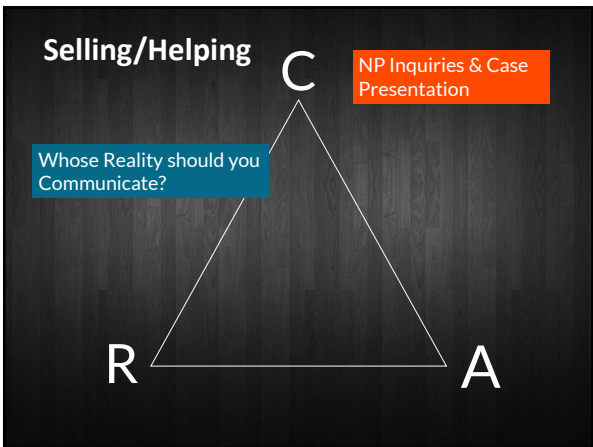
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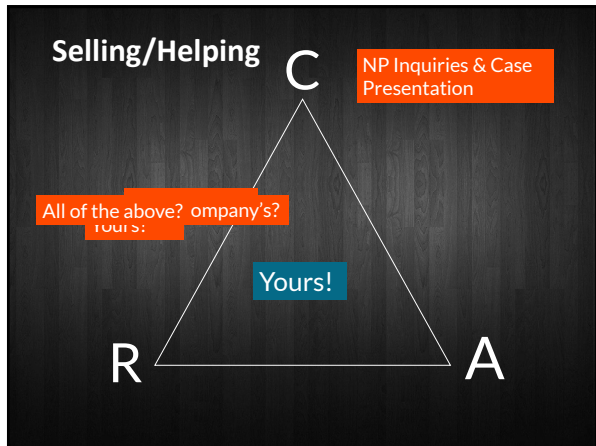
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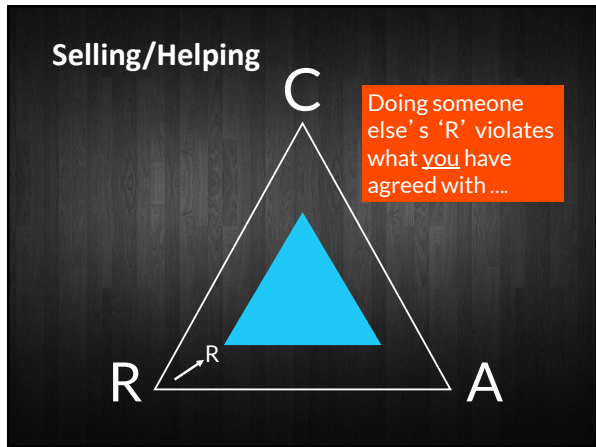
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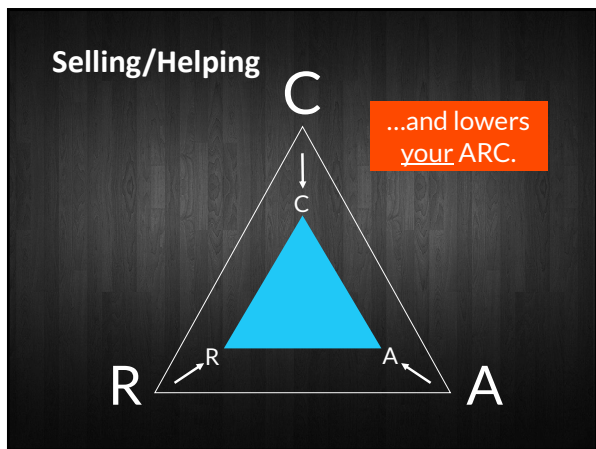
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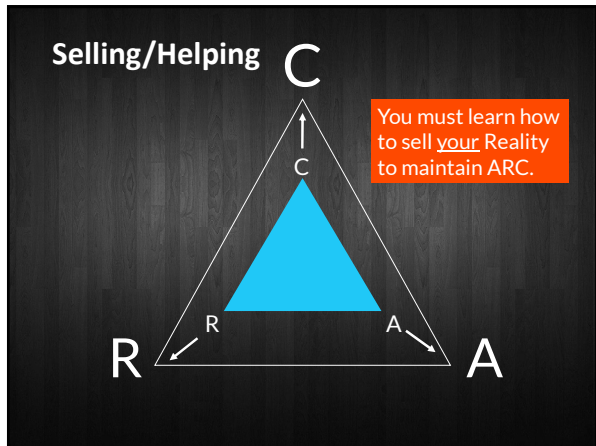
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**Definition of Hard Sell:**

Caring about the person, not being reasonable with stops and barriers and getting him fully paid up and taking the service.

- L. Ron Hubbard

80

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**Gradient Scale of Sales Resistance**

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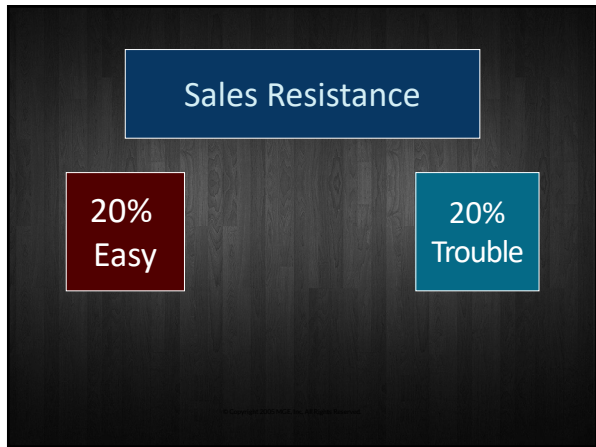
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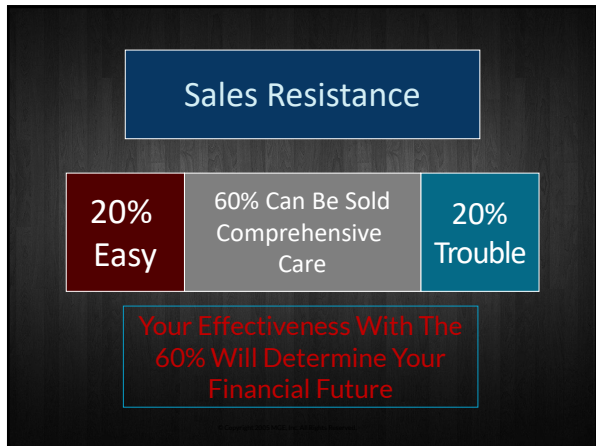
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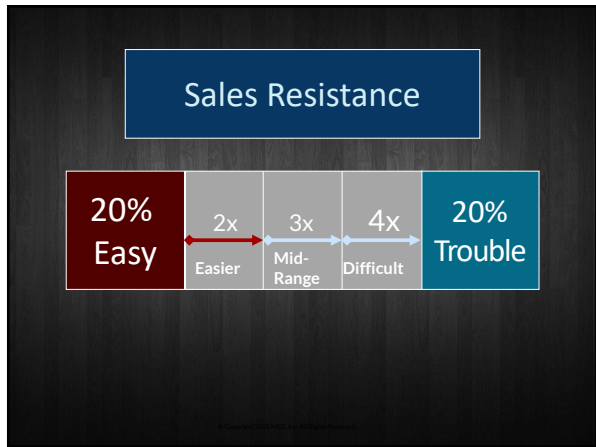
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**Definition of Reasonable**

Faulty explanations.

- L. Ron Hubbard

87

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## What are the main stops and barriers?

- I have no money.
- I'm only doing what the insurance covers.
- File a predetermination of benefits.
- I have to check with my spouse.
- I need to think about it.
- I'm a very busy person and I have no time to do this right now.

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88



MGE management experts  
Welcome to the  
**MGE New Patient  
Workshop**  
Presented By:  
**Mr. Jeff Santone**  
&  
**Mr. Dan Brown**

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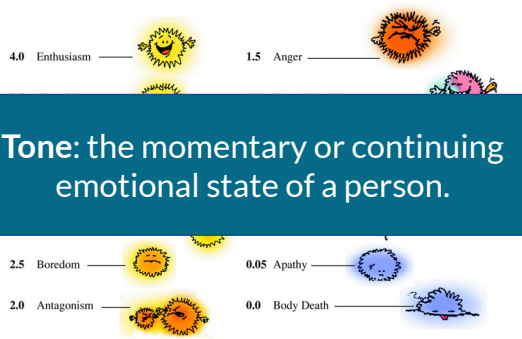
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89

**THE EMOTIONAL TONE SCALE**  
By L. Ron Hubbard



4.0 Enthusiasm ——— 1.5 Anger

2.5 Boredom ——— 0.05 Apathy

2.0 Antagonism ——— 0.0 Body Death

**Tone: the momentary or continuing emotional state of a person.**

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90

**THE EMOTIONAL TONE SCALE**  
By L. Ron Hubbard

4.0 Enthusiasm	1.5 Anger
3.5 Cheerfulness	1.1 Covert Hostility
3.3 Strong Interest	1.0 Fear
3.0 Conservatism	0.9 Sympathy
2.8 Contented	0.5 Grief
2.5 Boredom	0.05 Apathy
2.0 Antagonism	0.0 Body Death

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91

**THE EMOTIONAL TONE SCALE**  
By L. Ron Hubbard

**Affinity, Reality and Communication ascend and descend the Tone Scale in unison.**

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92

**THE EMOTIONAL TONE SCALE**  
By L. Ron Hubbard

**If you can't sell to this side of the Tone Scale, you're limited on who you can help!**

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93



**THE EMOTIONAL TONE SCALE**  
By L. Ron Hubbard

4.0 Enthusiasm — 1.5 Anger —

3.5 Cheerfulness — 1.1 Covert Hostility —

3.3 Strong Interest — 1.0 Fear —

3.0 Conservatism — 0.9 Sympathy —

2.8 Contented — 0.5 Grief —

2.5 Boredom — 0.05 Apathy —

2.0 Antagonism — 0.0 Body Death —

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94

**The Tone Scale**

Skillful use of this scale enables one to both predict and understand human behavior in all its manifestations.

L. Ron Hubbard

**Manifestation:** An observable indication of something. It can be seen or is plainly evident.

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95

**THE EMOTIONAL TONE SCALE**  
By L. Ron Hubbard

4.0 Enthusiasm — 1.5 Anger —

3.5 Cheerfulness — 1.1 Covert Hostility —

3.3 Strong Interest — 1.0 Fear —

3.0 Conservatism — 0.9 Sympathy —

2.8 Contented — 0.5 Grief —

2.5 Boredom — 0.05 Apathy —

2.0 Antagonism — 0.0 Body Death —

Who does the "We Cater To Cowards" ad attract?

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96

**THE EMOTIONAL TONE SCALE**  
By L. Ron Hubbard

4.0 Enthusiasm		1.5 Anger	
3.5 Cheerfulness		1.1 Covert Hostility	
3.3 Strong Interest		1.0 Fear	
3.0 Conservatism		0.9 Sympathy	
2.8 Contented		0.5 Grief	
2.5 Boredom		0.05 Apathy	
2.0 Antagonism		0.0 Body Death	

Where are you on the Tone Scale?

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97

**THE EMOTIONAL TONE SCALE**  
By L. Ron Hubbard

4.0 Enthusiasm		1.5 Anger	
3.5 Cheerfulness		1.1 Covert Hostility	
3.3 Strong Interest		1.0 Fear	
3.0 Conservatism		0.9 Sympathy	
2.8 Contented		0.5 Grief	
2.5 Boredom		0.05 Apathy	
2.0 Antagonism		0.0 Body Death	

Getting this kind of help begins to raise your Tone level.

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98

**New Patient Marketing**

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99

## External Promotion IDEAS

- Direct mail
- Community Events
- Tradeshows
- Sponsorships
- Web Presence
- Social Media
- Paid Online Ads
- TV
- Radio
- Local Business
- Billboards/Signage
- Movie Theaters
- Magazines
- Newspapers
- Coupon Books
- Referral Services
- Directories
- Referral Networks
- Lead Generation (ZocDoc, 1-800-Dentist, etc.)

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What does **ARC** have to do with **Marketing**?

101

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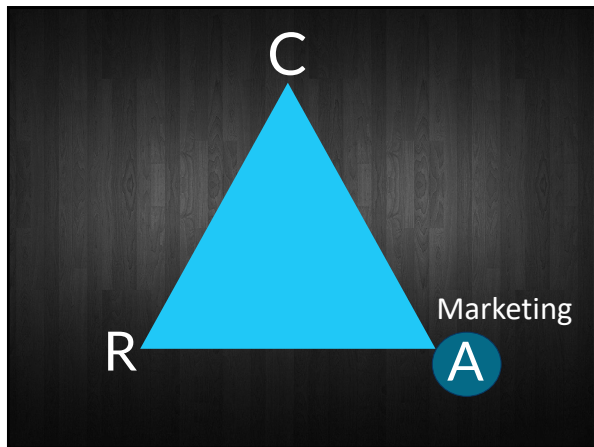
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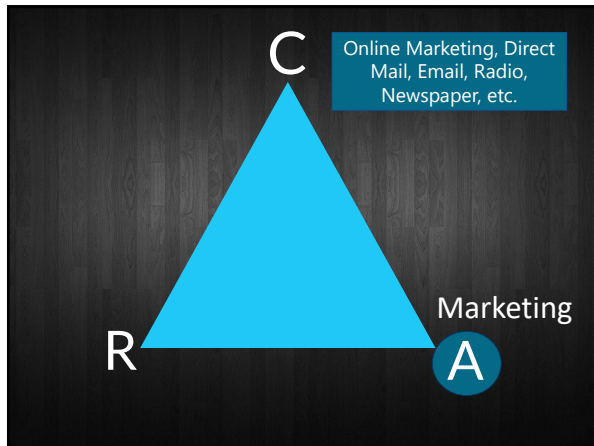
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How would you find out what the people in your area want?

**Ask them!**

105

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To find out what people want or will accept or will believe, one does SURVEYS.

-L. Ron Hubbard

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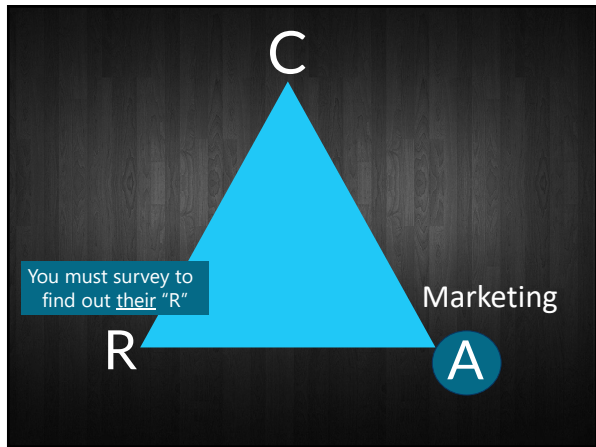
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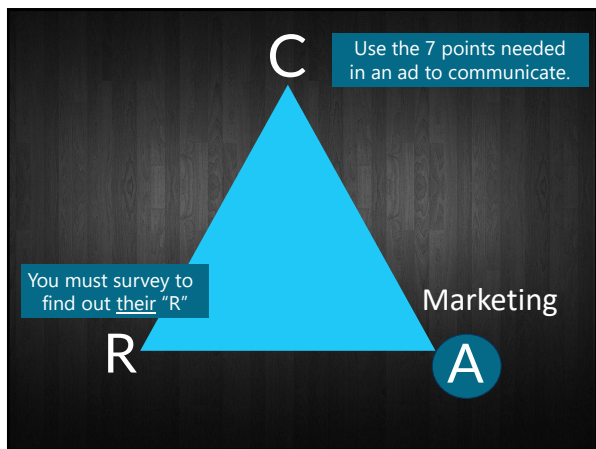
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108

## Keys to Effective Promotion

In any promotional piece, be it an ad, brochure, a flier, a pamphlet, a poster – you follow the line of:

1. **Attract**
2. **Interest**
3. **Get your message across.**

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## Keys to Effective Promotion

To find out what people want or will accept or will believe one does **SURVEYS.**

- L. Ron Hubbard

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## Surveys

Promotion done without survey, magazine ads without survey, fliers without survey, you are going it blind.

- L. Ron Hubbard

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## Survey Buttons

In a survey, you question people to get their opinion on something – an idea, a product, an aspect of life, or any other subject.

A *button* is the primary datum you get from this action. It is the answer given the most number of times to your survey question.

- L. Ron Hubbard

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112

## SAMPLE SURVEY

What type of car do you like the most?

TRUCK \_\_\_\_\_  
CONVERTIBLE \_\_\_\_\_  
MINI-VAN \_\_\_\_\_  
SUV \_\_\_\_\_  
SEDAN \_\_\_\_\_  
SPORTS CAR \_\_\_\_\_

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113

## SAMPLE SURVEY

What color of car do you like the most?

RED \_\_\_\_\_  
GOLD/YELLOW \_\_\_\_\_  
BLUE \_\_\_\_\_  
BLACK \_\_\_\_\_  
GREY \_\_\_\_\_  
WHITE \_\_\_\_\_

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## Tabulating Surveys

**Q: "How would you describe the perfect dentist?"**

**Total number of responses – 100 (sample)**

- Knowledgeable/knows what they're doing (50 results) – **50%**
- Caring/compassionate (30 results) – **30%**
- Professional (10 results) – **10%**
- Open on Saturdays (10 results) – **10%**

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## Tabulating Surveys

**Q: "How would you describe the perfect dentist?"**

Top Buttons:

- 1. Knowledgeable/knows what they're doing**
- 2. Caring/compassionate**

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116

## Tabulating Surveys

1. Count all the surveys
2. Establish various categories of answers for each question by listing answers briefly as you go through the surveys.
3. Soon you will be able to merely mark a slant by each category, the slant meaning one more answer of a similar nature.
4. Then you total the answers given for a particular category of answer.
5. You then list each question and under that question list the categories of answers and the percentage from the highest to the lowest.

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### Survey Question #1

"What dental problems cause you the most trouble?"

- Cavities |||||
- Gum Disease ||||
- Tooth Pain ||
- Chipped / Cracked Teeth ||
- Poor Hygiene ||
- Insurance |
- Tolerance for Treatment |
- Root Canals |
- Sensitivity |

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118

### ¼ Second Test

An ad is not textual information. It is a communication.

But it has to be a very fast communication because people won't look at it very long. It has to be able to deliver its message in about a quarter of a second.

- L. Ron Hubbard

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119

### ¼ Second Test

The actual test of a piece of ad copy is:

**WILL IT REGISTER IN THE INSTANT IT TAKES THE INDIVIDUAL TO PICK IT UP AND DECIDE HE IS GOING TO THROW IT AWAY?**

- L. Ron Hubbard

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120

## ¼ Second Test

At each point a person would throw a promotional piece away, he must be stopped.

- L. Ron Hubbard

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## ¼ Second Test

You must recognize that the public has to be able to send for something or be able to communicate easily or they don't buy the item. You have to direct the public.

- L. Ron Hubbard

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## ¼ Second Test

But communication is duplication. You do a survey, the public feeds you a button, so you just feed it back to the public. That's duplication. And it works.

- L. Ron Hubbard

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## ¼ Second Test

What's the best way to communicate an idea in ¼ of a second?

**IMAGES!**

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## 7 Points of an Ad

An ad must be factual and explicit:

1. What is it?
2. How valuable is it?
3. What does it do?
4. How easy is it to do it?
5. How costly is it?
6. How do you acquire it?
7. Where do you get it from?

- L. Ron Hubbard

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## Additional Tips

- **Know your public / demographics**  
Demographics:  
Characteristics such as ethnicity, gender, age, education, profession, occupation, income level, and marital status, are all typical examples of **demographics** that are used in surveys.

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## Additional Tips

- **Know your public / demographics**
- **Stand out**
  - Oversized mailings
  - Imagery that clearly communicates hard-hitting buttons
  - Fun / Outrageous – which do you remember?

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## Additional Tips

- **Know your public / demographics**
- **Stand out**
- **Pay attention to eye trail**

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## Additional Tips

- **Know your public / demographics**
- **Stand out**
- **Pay attention to eye trail**

Eye trail is the path your eye takes as it's lead from visual element to visual element. In good marketing, your eye is being lead.

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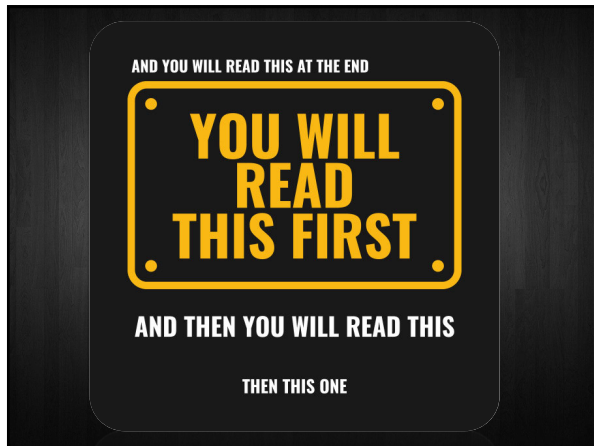
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## Additional Tips

- Know your public / demographics
- Stand out
- Pay attention to eye trail
- Motivate the reader

CALL-TO-ACTION ("CTA"): A "Call to Action" in Marketing is the part of your advertisement that tells your target audience what they should be doing once they respond to your ad and hit your website or landing page. The simplest example of a call to action is "Buy now!"

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## Calls to Action

### What is a CTA?

CTAs are short sentences or phrases that tell a prospective patient **to do something** they need and you want them to do.

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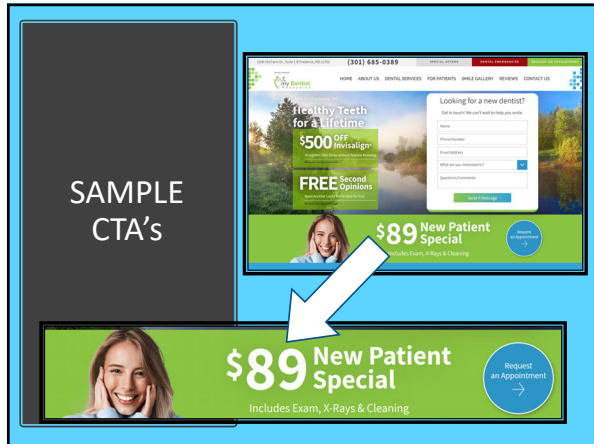
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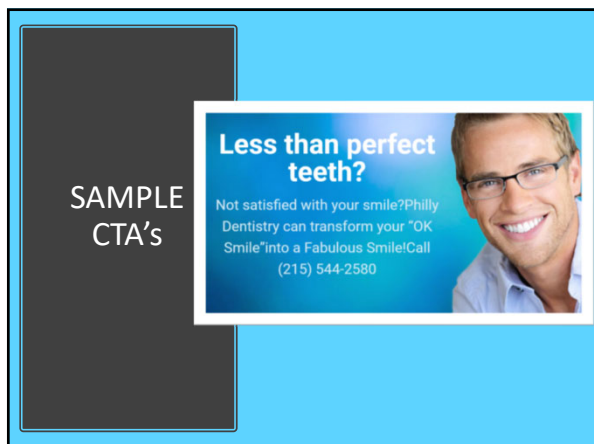
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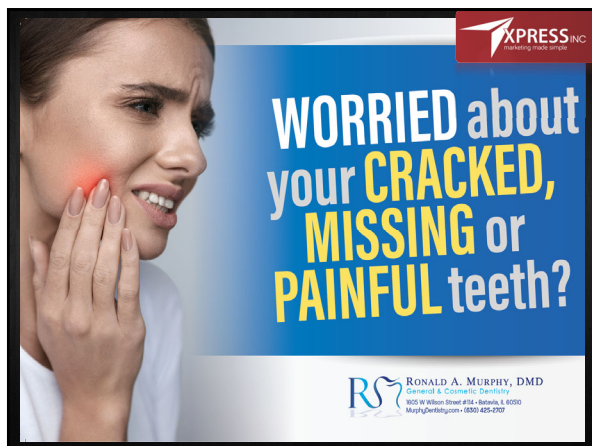
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**KEEP YOUR NATURAL TEETH HEALTHY AND STRONG FOR LIFE!**

**XPRESS INC**  
marketing made simple

**RONALD A. MURPHY, DMD**  
General & Cosmetic Dentistry  
100 W. Wilson Street #14 • Roanoke, VA 24010  
MurphyDentistry.com • (800) 468-8106

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**Does this catch your ATTENTION?**

**XPRESS INC**  
marketing made simple

**SPECIAL OFFER ON BACK**

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**We do dental marketing.**

**XPRESS INC**  
marketing made simple

**WHAT OUR CLIENTS ARE SAYING:**

"I've used Xpress Promotion, Inc. for over a year, and their service is phenomenal. Hans and Shawn are extremely knowledgeable with all aspects of marketing a dental practice and can truly add value to any dental practitioner's practice. I recommend them to all of my peers with the highest enthusiasm."  
—Amanda Wilson, DDS, DCFC

**Fill out our 20 point marketing checklist online and schedule a FREE No obligation Consultation today! or call us at (877) 604-7112**

**Don't put it off, we can help!**  
**CALL TODAY! (877) 604-7112**

**HELPING DOCTORS AND OFFICE MANAGERS SINCE 2005. RELIABLE. ETHICAL. RESULTS DRIVEN.**

- Websites
- Online Marketing
- Direct Mail
- Newsletters
- Internal Design and Print
- Strategy
- Have No Idea? We can help with that too!

5508 Port Royal Road  
Springfield, VA 22151

FREE ESTIMATE PAID BY PROMOTION

Hans Hoffstad and Shawn Kimmel  
Co-founders of Xpress Inc.

Info@XPromotion.com • XPromotion.com • XPromotion

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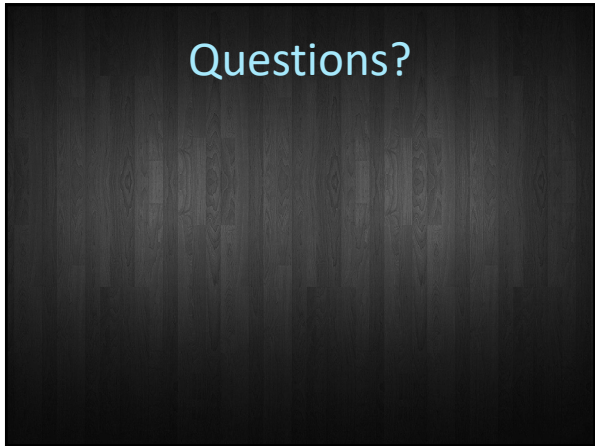
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## Mailings

**ACTIONS TO TAKE:**

1. Complete your surveys – at least 100 done
2. Tabulate them and find your top buttons
3. Get these buttons incorporated into:
  - Your website
  - All direct mail (postcards, newsletters, etc.)
  - Your social media

*Request your Implementation Steps: [danb@mgeonline.com](mailto:danb@mgeonline.com)*

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## Mailings

**ACTIONS TO TAKE:**

4. Contact a company that designs postcards (go to [www.xpresspromotion.com/mge](http://www.xpresspromotion.com/mge) for your special)
5. Give them your surveyed buttons
6. Get them to design and send you a couple designs to test

*Request your Implementation Steps: [danb@mgeonline.com](mailto:danb@mgeonline.com)*

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# Mailings



**ACTIONS TO TAKE:**

7. Test the designs for eye trail, specifically noting:

- **Attract** - Does it use a good image that communicates the top button(s) in an instant?
- **Interest** - Does it have a small message that catches attention using the buttons that makes you want to find out more?
- **Get Your Message Across** - Does it give a communication that communicates the message with the buttons you found?
- **Font** - Is it large, high-contrast, simple (easy to read) and not crowded?

*Request your Implementation Steps [danb@mgconline.com](mailto:danb@mgconline.com)*

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# Mailings



**ACTIONS TO TAKE:**

7. Test the designs for eye trail, specifically noting:

*(continued...)*

- **7-Points of an Ad** - Does the rest of the piece contain the 7 points of an Ad?
- **Demographics**: Does it communicate to your public's demographics?
- **Stand Out!**: Does it stand out or is it boring?
- **Calls to Action** - Does it have special offers and impel a person to call or act now?

*Request your Implementation Steps [danb@mgconline.com](mailto:danb@mgconline.com)*

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# Mailings



**ACTIONS TO TAKE:**

8. Once you have checked it over, survey the piece with some of your patients and watch their eye trail when you initially show it to them. See if they look where you want them to look first, second, etc.

9. Use a different tracking phone number on each different promotional piece done to see the response gotten from each.

10. Once you are happy with the piece, approve it and get it sent out.

*Request your Implementation Steps [danb@mgconline.com](mailto:danb@mgconline.com)*

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147

# Mailings to Your Existing Patients

- Do you?
- How often do you?
- Why should you?

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# Gross Income Senior Datum

THE SIZE NOT THE QUALITY OF AN ORGANIZATION'S MAILING LIST AND THE NUMBER OF MAILINGS AND LETTERS TO IT DETERMINES THE GROSS INCOME OF AN ORGANIZATION.

- L. Ron Hubbard

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## Mailings to Your Existing Patients

- End of the year "Use It or Lose It!"
- Beginning of the year "It's a New Year – Take Advantage of Your Benefits!"

**EXISTING CUSTOMERS**



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**TIP!**

USE IT OR LOSE IT™

**Use it or Lose it!**

Use your dental benefits to maintain your oral health and reduce your out-of-pocket expenses.

Schedule your dental appointment today!

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**TIP!**

**OUR DENTAL BENEFITS WILL EXPIRE SOON**

Use 'em before you lose 'em!

ONLY \$100 EXAM, X-RAYS & CLEANING

Call today to take advantage of this special offer!

ABC DENTAL 1-800-628-1804  
www.website.com

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**TIP!**

**NEW YEAR. NEW SMILE.**

ABC DENTISTRY

FREE CONSULTATION WITH THIS CARD.

\$59 NEW PATIENT EXAM CLEANING & X-RAYS WITH THIS CARD.

\$199 WHITENING WITH THIS CARD.

CALL TO SCHEDULE YOUR APPOINTMENT TODAY!  
1-800-628-1804  
www.website.com

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## Mailing Options

- **Every-Door-Direct**
  - Can choose specific mail routes within zip codes
  - Cheap postage
- **Targeted lists**
  - More precise
  - More expensive postage

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## Marketing Schedule

Continuing to market regularly gives you steady, predictable growth.

Don't leave long gaps between mailing efforts.

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## Marketing Schedule

<p>Sample list: 4,000</p> <p>Group A - 1,000</p> <p>Group B - 1,000</p> <p>Group C - 1,000</p> <p>Group D - 1,000</p>	<p><u>12 Week Cycle:</u></p> <p>Week 1 - Group A</p> <p>Week 2 - Group B</p> <p>Week 3 - Group C</p> <p>Week 4 - Group D</p> <p>Week 5 - Group A</p> <p>Week 6 - Group B</p> <p>Week 7 - Group C</p> <p>Week 8 - Group D</p> <p>Week 9 - Group A</p> <p>Week 10 - Group B</p> <p>Week 11 - Group C</p> <p>Week 12 - Group D</p>
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# Marketing Schedule

Sample list: 4,000

- Group A - 1,000
- Group B - 1,000
- Group C - 1,000
- Group D - 1,000

12 Week Cycle:

- Week 1 - Group A
- Week 2 - Group B
- Week 3 - Group C
- Week 4 - Group D
- Week 5 - Group A
- Week 6 - Group B
- Week 7 - Group C
- Week 8 - Group D
- Week 9 - Group A
- Week 10 - Group B
- Week 11 - Group C
- Week 12 - Group D

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157

# Marketing Schedule

Sample list: 4,000

- Group A - 1,000
- Group B - 1,000
- Group C - 1,000
- Group D - 1,000

12 Week Cycle:

- Week 1 - Group A
- Week 2 - Group B
- Week 3 - Group C
- Week 4 - Group D
- Week 5 - Group A
- Week 6 - Group B
- Week 7 - Group C
- Week 8 - Group D
- Week 9 - Group A
- Week 10 - Group B
- Week 11 - Group C
- Week 12 - Group D

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158

# TIP! Marketing Schedule

Sample list: 4,000

- Group A - 1,000
- Group B - 1,000
- Group C - 1,000
- Group D - 1,000

12 Week Cycle:

- Week 1 - Group A
- Week 2 - Group B
- Week 3 - Group C
- Week 4 - Group D
- Week 5 - Group A
- Week 6 - Group B
- Week 7 - Group C
- Week 8 - Group D
- Week 9 - Group A
- Week 10 - Group B
- Week 11 - Group C
- Week 12 - Group D

Dr. Joseph Blow - Group A  
4121 Marlin Lane  
Amherst, OH 44323

Dr. Joseph Blow - Group B  
4121 Marlin Lane  
Amherst, OH 44323

Dr. Joseph Blow - Group C  
4121 Marlin Lane  
Amherst, OH 44323

Dr. Joseph Blow - Group D  
4121 Marlin Lane  
Amherst, OH 44323

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**TIP!**

Check for:

- ▶ WHEN it arrives
- ▶ WHAT CONDITION it arrives in

Dr. Joseph Blow – Group A  
4121 Marlin Lane  
Amherst, OH 44323

Dr. Joseph Blow – Group B  
4121 Marlin Lane  
Amherst, OH 44323

Dr. Joseph Blow – Group C  
4121 Marlin Lane  
Amherst, OH 44323

Dr. Joseph Blow – Group D  
4121 Marlin Lane  
Amherst, OH 44323

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**TIP!**

Check for damage:

- ▶ Tears
- ▶ Smears
- ▶ Damage

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## Marketing & Promotion Budget

### HOW MUCH SHOULD YOU SPEND ON MARKETING?

163

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## Marketing & Promotion Budget

- Approximately **5%-9% of collections**, depending on your collections (9% if under \$150K/month in collections) in usual times. What about during COVID-19?
- Includes all internal an external marketing (**brochures, uniforms, mail, website, SEO, ads, signage, etc.**)

164

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## Tracking Your Return on Investment

- Ask "How did you hear about us?"
- New patient tracking log
- Practice management software program
- Call tracking / recording service
- Invest more in marketing channels that are working (by fact, not opinion)
- Don't wait: stop or fix marketing that isn't working.

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## Campaign Call Tracking

- Call Rail ([www.callrail.com](http://www.callrail.com))
- Call Gear ([www.callgear.com](http://www.callgear.com))
- Call Root ([www.callroot.com](http://www.callroot.com))
- CallSource ([www.callsource.com](http://www.callsource.com))

Request your Implementation Steps [danb@mgconline.com](mailto:danb@mgconline.com)



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169

## Best Way To Reach Patients?



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170

## Texting



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171

**Using Texts**

- Text messages get read
- Helps build a relationship with your customers
- Text marketing is easier for your consumers
- Better customer service

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## Texting to Patient's Mobile

- Weave ([www.getweave.com](http://www.getweave.com))
- Revenue Well ([www.revenuewell.com](http://www.revenuewell.com))
- Solution Reach ([www.solutionreach.com](http://www.solutionreach.com))
- Demandforce ([www.demandforce.com](http://www.demandforce.com))

*Request your Implementation Steps: [danb@mgconline.com](mailto:danb@mgconline.com)*

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**Troy Hines**  
[troy.hines@getweave.com](mailto:troy.hines@getweave.com)  
 (801) 997-9644

### Overview of Weave Features

- ✓ Patient communication
- ✓ Instant patient data
- ✓ Call tasks
- ✓ Data and reporting
- ✓ Online review management
- ✓ Automatic appointment reminders
- ✓ Automated confirmations
- ✓ Smart Pop-up notifications
- ✓ Two-way texting
- ✓ Call recording
- ✓ Appointment reminders
- ✓ Office management streamlining
- ✓ Reporting and analytics
- ✓ Personalized messages
- ✓ Scheduling management
- ✓ HIPAA Compliant

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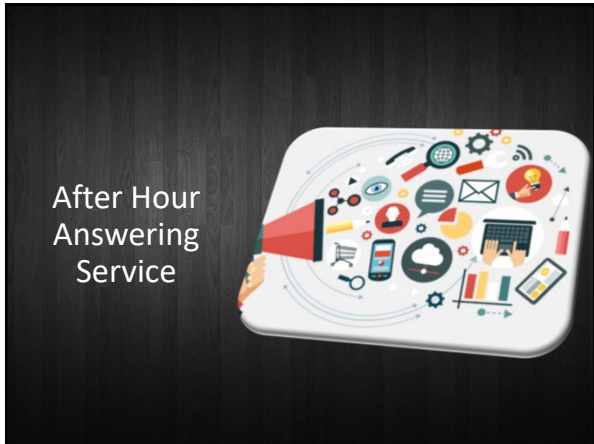
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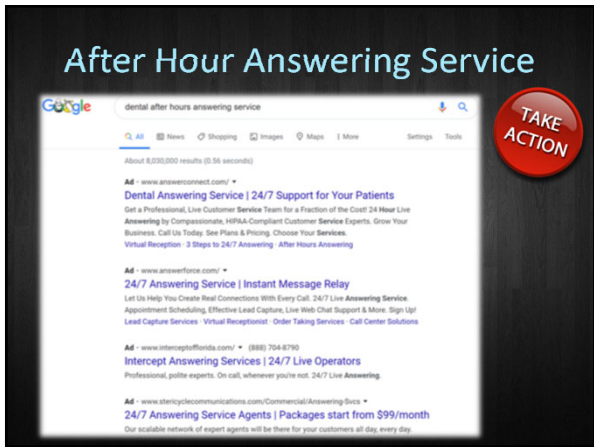
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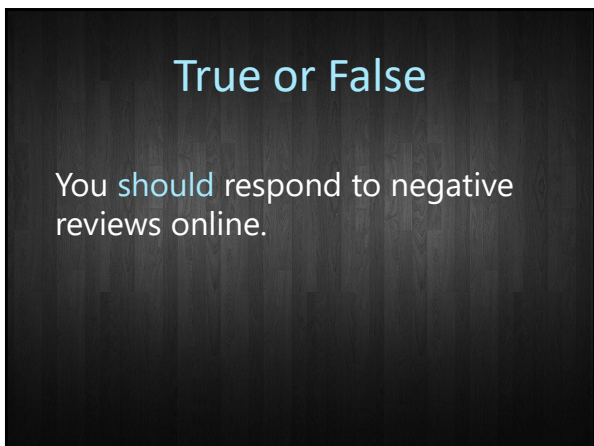
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# Online Reviews

- They're important. And they're there - whether you like it or not
- Be proactive
- Use them as a marketing tool
- Ask happy patients to leave reviews
- Use a service that sends texts/emails

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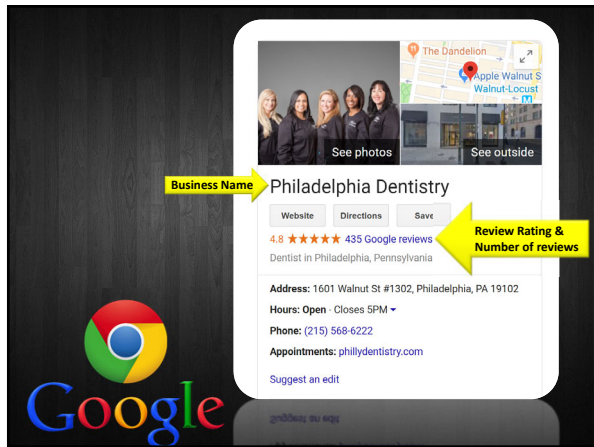
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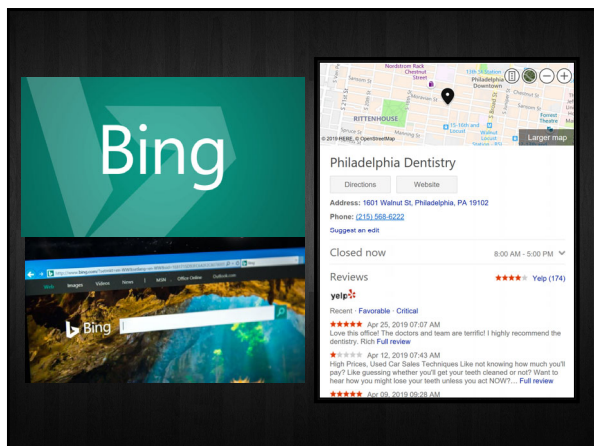
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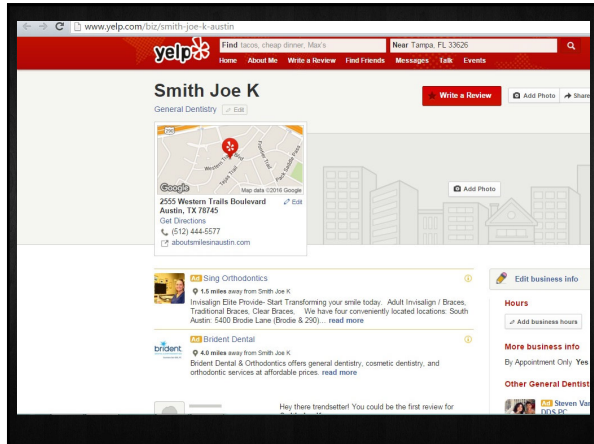
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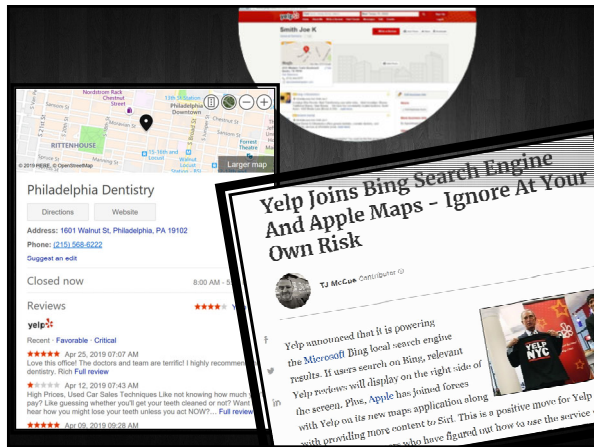
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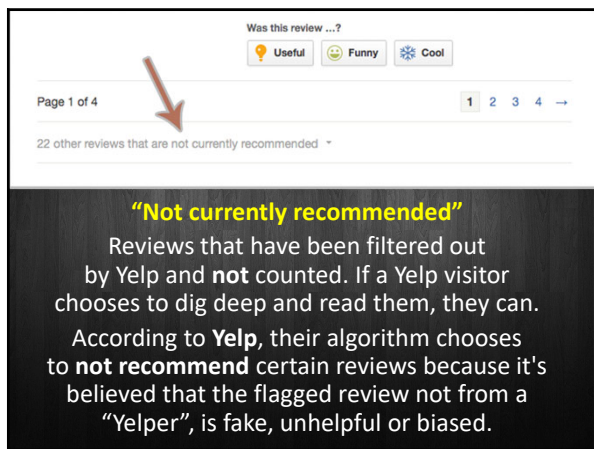
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## Online Reviews

You **MUST** respond to negative reviews online.

...and do so **PROPERLY**.

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## Online Reviews

**Dealing with Bad Reviews:**

1. Can request to have them taken down – if they violate terms-of-service of Google, Yelp, etc.
2. It's okay to respond – but always be **warm, polite, and gracious**, never argue or challenge the reviewer
3. Remember you are responding to the **public**
4. Observe HIPAA - don't ever reveal ANY patient information
5. Always answer as the Office Manager (even the Doctor/Owner is answering)
6. Use your response to educate public
7. Lastly, steer the conversation off-line

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## Online Reviews

**Sample Handling of a Negative Review:**

**"This office is horrible. I was told I needed a \$3000 treatment plan not covered by insurance. Went to another dentist who said I probably didn't need all that. Just saved me \$3000! I don't recommend this place! Save your money!"**

186

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## Online Reviews

**RESPONSE:**  
*It's okay to respond – but always be warm, polite, and gracious. Never argue or challenge the reviewer.*

*“Thank you for taking the time to leave a review.”*

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## Online Reviews

**RESPONSE:**  
*Remember you are responding to the public*

*“At our office, we put our patient’s care in front of anything else. People with healthy teeth and gums live longer, and we want our patients to live long, healthy lives.”*

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## Online Reviews

**RESPONSE:**

- *Educate*

*“Some dental offices only do what the insurance covers, but not necessarily what patients need for long-term health.”*

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## Online Reviews

**RESPONSE:**

- *Observe HIPAA. Don't reveal ANY patient information*

"I can't address your case online due to privacy protection laws. That said, I would love to speak in person on this."

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## Online Reviews

**RESPONSE:**

- *Always answer as the Office Manager (even if you, Doctor, are answering)*

"My name is \_\_\_\_\_ and I am the Office Manager."

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## Online Reviews

**RESPONSE:**

- *Steer the conversation off-line*

"I can be reached at [office phone] or by email at [office email]. I hope to hear from you soon to clear this up."

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## Online Reviews

### Sample Handling of a Negative Review:

**"This office is horrible. I was told I needed a \$3000 treatment plan not covered by insurance. Went to another dentist who said I probably didn't need all that. Just saved me \$3000! I don't recommend this place! Save your money!"**

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## Online Reviews

### **RESPONSE:**

**"Thanks for the feedback. At our office, we put our patient's care in front of anything else. People with healthy teeth and gums live longer, and we want our patients to live long, healthy lives. Some dental offices only do what the insurance covers, but not necessarily what patients need for long-term health. That said, I would love to speak in person on this. Please call me. My name is \_\_\_\_\_ and I am the Office Manager. I can be reached at [office phone] or [office email]. I hope to hear from you soon to clear this up."**

194

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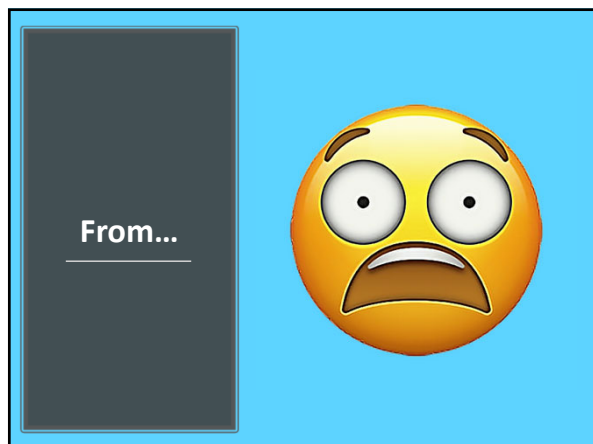
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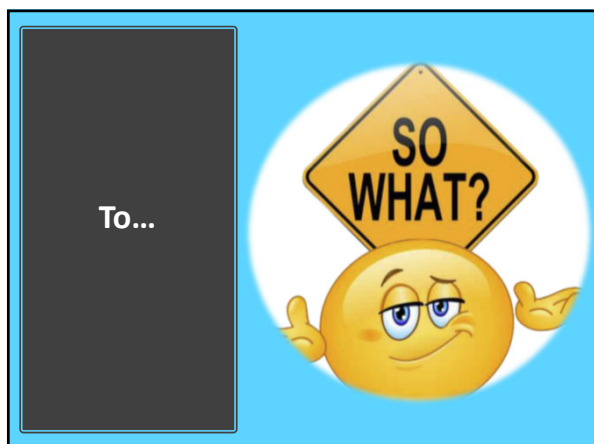
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## Negative Reviews

**ACTIONS TO TAKE:**

1. Go to your Google My Business Page by going to "business.google.com"
2. Sort reviews by "lowest rating"
3. Take any reviews that are lower than 4 stars and answer each.
4. MGE clients can get responses checked by us to make sure you got it right!

Request your Implementation Steps: [danb@mgeonline.com](mailto:danb@mgeonline.com)



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## Online Reviews

### Dealing with Bad Reviews:

Drown out the nasty reviews with good ones!

- Get the MGE *Getting a Volume of Online Reviews Step-By-Step Program*
- ASK FOR REVIEWS THEN AND THERE!
- Use QR Codes ("Quick Response Code") to make this faster

Request your Implementation Steps: [danb@mgeonline.com](mailto:danb@mgeonline.com)

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## Online Reviews

QR CODES:

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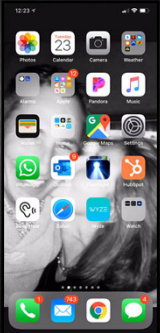
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## Online Reviews

Scanning QR Codes:

**iPhone**

1. Open Camera
2. Scan over QR Code
3. Touch the "link" that appears at the top
4. Safari takes you to that page.



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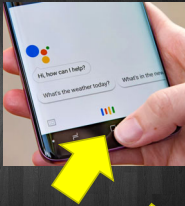
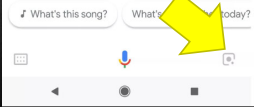
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## Online Reviews

Scanning QR Codes:

**Android**

1. Long press on "home" button at the bottom center to activate "Google Assistant".
2. Touch on "lens" icon toward the bottom right or left depending on which phone

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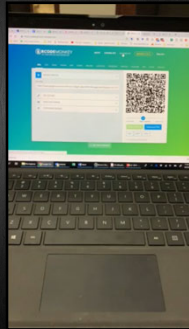
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# Online Reviews

3. Note: You may be asked for permission to use the camera upon first use.
4. Scan over QR Code
5. Touch the "link" that appears on the QR Code
6. Google takes you to that page.



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# Online Reviews



## CREATING QR CODES:

1. Get URL by copying it.
2. Go to <https://www.qrcode-monkey.com>
3. Paste URL in "Your URL" area
4. Click "Create QR Code"
5. Test the QR code by scanning with phone
6. Download the QR Code (and name it)
7. Put QR Code on front desk or similar

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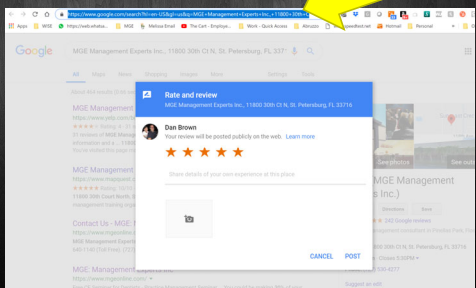
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# Online Reviews



Get URL – copy it



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204

# Online Reviews

Paste URL in "Your URL" area

The screenshot shows the RCODEMONKEY interface. At the top, there's a navigation bar with 'ABOUT', 'CHROME APP', 'QR CODE APP', 'ONLINE REVIEWS', and 'ENGLISH'. Below that, a menu lists various services: 'URL', 'TEXT', 'EMAIL', 'PHONE', 'SMS', 'VCARD', 'MECARD', 'LOCATION', 'FACEBOOK', 'TWITTER', 'YOUTUBE', 'WEB', 'EVENT', 'BITCOIN'. The main area has a 'ENTER CONTENT' section with a dropdown menu. Underneath, there's a 'Your URL' field containing 'https://www.google.com/search?hl=en-US&q=us&ip=US&Management-Experts+inc,+11'. To the right of the URL field is a QR code. Below the QR code are buttons for 'Create QR Code', 'Download QR Code', 'SMS', 'PDF', and 'APP'. A yellow arrow points to the 'Your URL' field.

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# Online Reviews

Click "Create QR Code"

This screenshot is identical to the previous one, but the yellow arrow now points to the 'Create QR Code' button.

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# Online Reviews

Once verified that it works, download the QR Code (and name it)

This screenshot is identical to the previous ones, but the yellow arrow now points to the 'Download QR Code' button.

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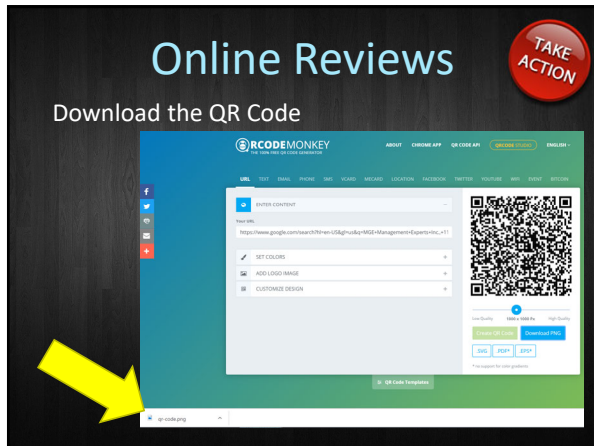
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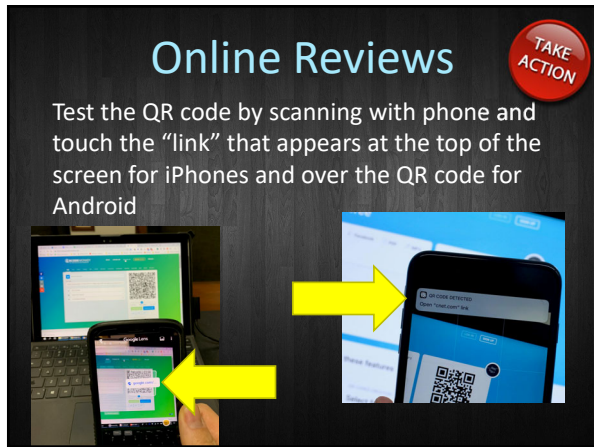
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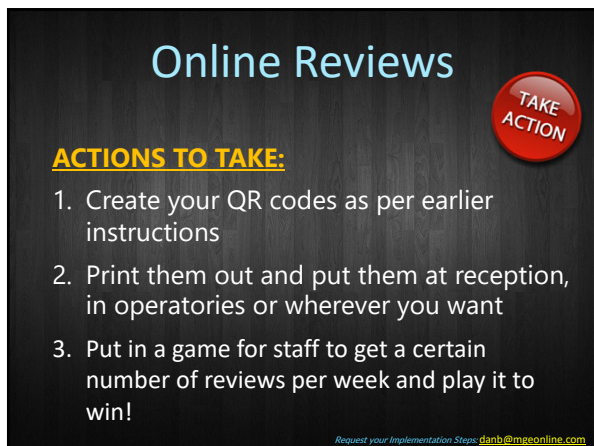
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# Online Reviews

**ACTIONS TO TAKE:**

4. Put in a game for patients to play to encourage their interest
5. Ask patients to leave reviews right then and there!
6. Play a game to have the most number of reviews in your area and reward the team when you hit #1!

Request your Implementation Steps [danb@mgconline.com](mailto:danb@mgconline.com)



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214

# Google My Business

Currently the most popular online directory



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215

# Google My Business

Currently the most popular online directory

**Type in the name of your business to check your GMB, such as "Philadelphia Dentistry" (our client's business Dr. Ken Cirka)**

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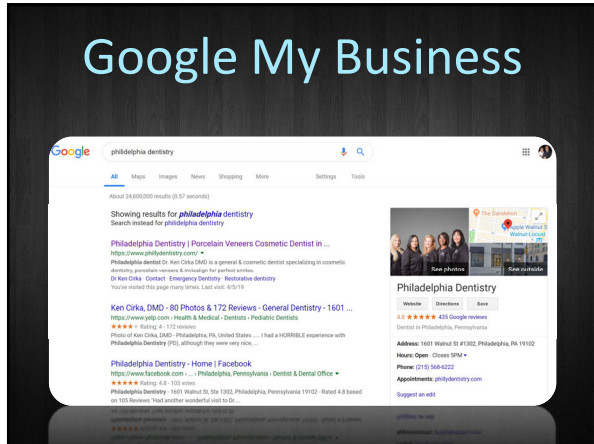
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216

# Google My Business



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# Google My Business



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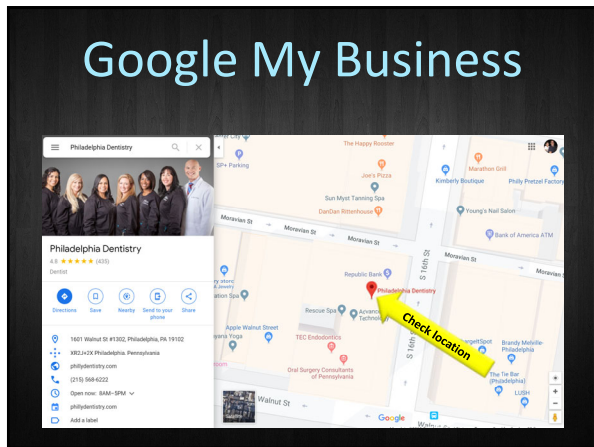
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# Google My Business



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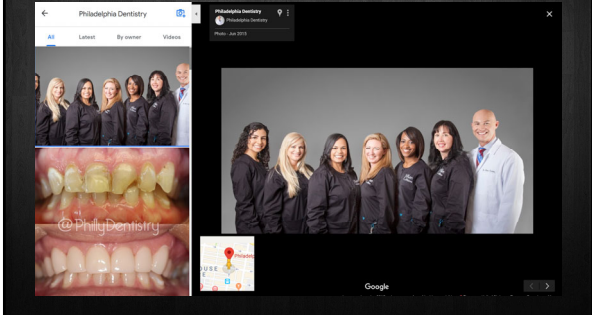
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# Google My Business



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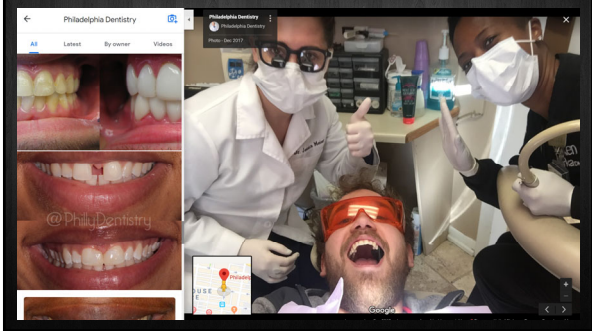
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# Google My Business



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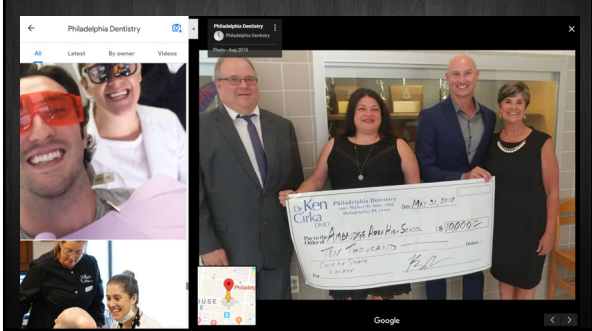
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# Google My Business



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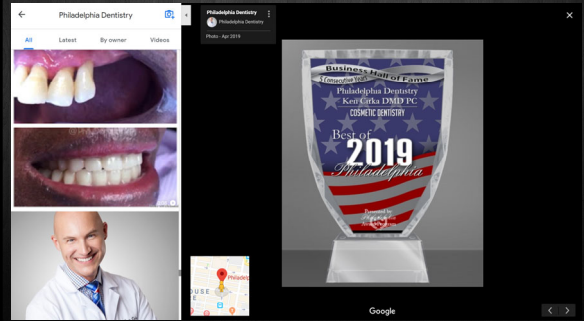
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# Google My Business



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# Google My Business

Categories to communicate your in-office culture:

- Friendly
- Professional
- Caring
- Fun
- Goofy
- Results
- We give back
- Community
- Awards
- We love our patients!
- We are the best!

224

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# Google My Business

## ACTIONS TO TAKE:

1. Claim your GMB if you haven't
2. Go to <https://www.google.com/business/> to manage your business
3. When you have registered your business and/or have your gmail login details, go into settings and enable ALL notifications.

Request your Implementation Steps: [danb@mgconline.com](mailto:danb@mgconline.com)

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## Google My Business

TAKE ACTION

### **ACTIONS TO TAKE:**

4. Download the Google My Business app (available for iOS and Android)
5. Enable all notifications on the app
6. Begin uploading practice culture photos videos to your GMB profile using app
7. Answer reviews as they come, but ensure all negative reviews are handled first.

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226

## True or False

Your website should be like an online business card or brochure.

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227

## Website

What is the purpose of your website?

**To drive more New Patients into your practice!**

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Website

Do you have an  
**INFORMATION SITE?**  
...or do you have a  
**MARKETING SITE?**

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Website

**Information site:** A website that provides all the information or services on the site so that the visitor never needs to call the business or come in.

- Answers public's questions
- Reduces body traffic
- Reduces phone call traffic
- **AVOIDS LIVE COMMUNICATION**

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Website

**INFORMATION SITE:** example - DMV



The screenshot shows the DMV.org website interface. At the top, there is a navigation menu with tabs for Home, License & ID, Registration & Title, Violations & Safety, Insurance, Buying & Selling, and DMV Office & Events. Below the navigation is a search bar with a search icon and a 'Go' button. The main content area features a banner with the text 'SIMPLIFYING THE DMV SINCE 1999' and 'WHAT CAN WE HELP YOU WITH?'. Below the banner is a grid of icons representing various services: Drivers License, Registration and Title, Violations and Safety, Lab Insurance, DMV Office, Buying and Selling, Organ Donor, Practice Test, Driving Records, and Address Change. At the bottom, there is a search bar with the text 'LOOKING FOR SOMETHING SPECIFIC?' and a search icon.

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## Website

What's wrong with most dental websites?

**They don't direct the visitor to DO anything!**

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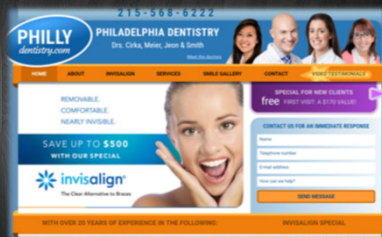
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## Website

### MARKETING SITE

- Easy to contact
- Calls to action
- Easy to "skim"
- High-contrast



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### CALLS TO ACTION

## Website



237

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## Website

**MARKETING SITE**

- Use of video
- More calls to action!
- Testimonials
- Big fonts



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## Website

**SOCIAL PROOF**

- Before & After photos
- Testimonials & Reviews
- Awards



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## Website

REBECCA M.'S CASE



"Our patient Rebecca was in need of a front tooth. She wanted something strong and stable so we gave her a dental implant. It restored the lost tooth and made it look, feel, fit, and function like a natural tooth."

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## Website

### ERIK H.'S CASE



before  
after



before  
after

Erik had a full set of porcelain veneers put on his upper teeth

241

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## Website

### LINDA B.'S CASE



before  
after



before  
after

Linda was unhappy with her smile for her entire life. It affected her confidence and ability to enjoy herself by smiling and laughing with friends and family. In only two appointments we were able to completely revamp her confidence and give her a beautiful result and now she cannot stop smiling. Her only regret is not doing it sooner!

242

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## Website

“Cynthia is a comedian starting her career performing in Philadelphia and New York City. She realized that her smile was holding her back from advancing in her career. After a piece of old bonding chipped on a front tooth she finally had enough and came in to see us for a smile makeover. We did a ZOOM whitening procedure in addition to porcelain veneers on the top 8 teeth and now she cannot stop smiling! Cynthia has already recommended friends and family to our office and we’re so happy to have helped in her amazing transformation!”



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## The Keys to an Effective Website

TAKE  
ACTION

**1. Home page:**

- Office photos (steer away from stock photos)
- Great new patient special
- Offer free 2<sup>nd</sup> opinion special
- Possibly one other special offer, such as Invisalign, Whitening, Implant or Veneers
- Social Proof (testimonials, awards & at least 2 "before and after" sets of photos)
- Calls-to-action – including a contact form

*Request your Implementation Steps [danb@mgconline.com](mailto:danb@mgconline.com)*

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## The Keys to an Effective Website

TAKE  
ACTION

**2. Smile Gallery**

- Show lots of before and after photos of all services do you want to attract patients for? (Invisalign, veneers, whitening, implants, etc.)
- Give a title, before on the left, after on the right, description of what service was done in SIMPLE terms.

ERIK H'S CASE



Erik had a full set of porcelain veneers put on his upper teeth.

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## The Keys to an Effective Website

TAKE  
ACTION

**3. About Us Page**

**USE LOTS OF PHOTOS:**

- Great professional shot of Doctor(s)
- Family shot of Doctor(s)
- Fun shot of team & Doctor(s)
- Culture photos of the staff and patients
- Feature all team members with fun smiles

*Request your Implementation Steps [danb@mgconline.com](mailto:danb@mgconline.com)*

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## The Keys to an Effective Website

### 4. Create (at least) a page for all important services

- What services do you want to attract patients for? (Invisalign, whitening, veneers, dentures, implants, perio, etc.)
- Keep text MINIMAL and use before and after photos on each page
- Have calls-to-action on each page (such as "FREE IMPLANT CONSULTATION", etc.)

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## True or False

A "mobile friendly" website is a **MUST**.

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## Online Visibility

### What is "SEO"?

SEO stands for **Search Engine Optimization**, which is the practice of increasing the *quantity* and *quality* of traffic to your website through *organic search engine results*.

- REF: <https://moz.com/learn/seo/what-is-seo>

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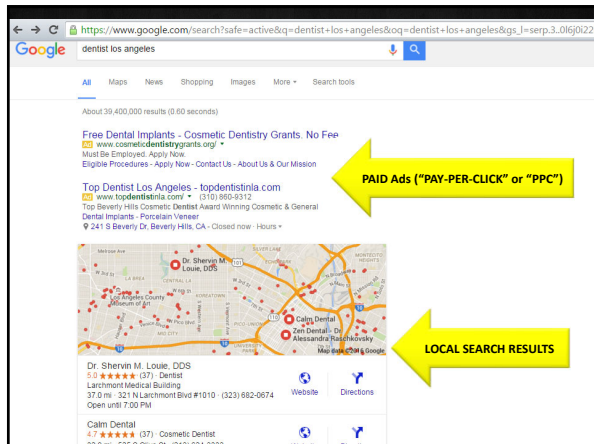
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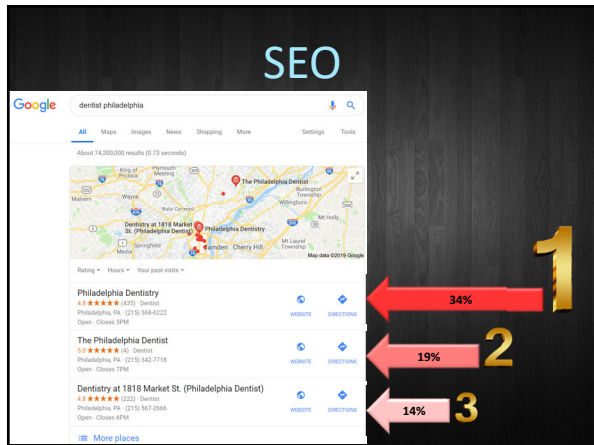
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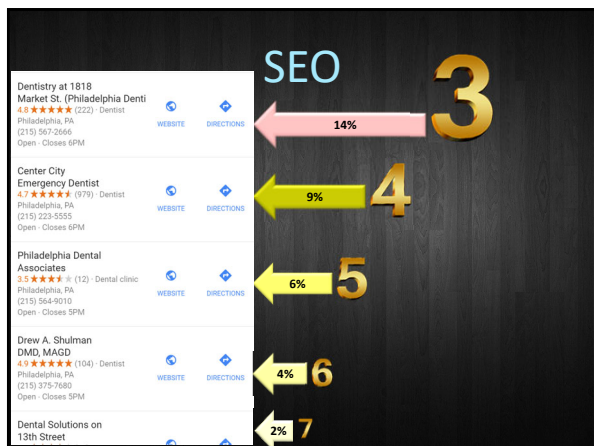
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## SEO

1,000 Searches:

1. 340	4. 90
2. 190	5. 60
3. 140	6. 40
	7. 20

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## SEO



**ACTIONS TO TAKE:**

1. Find a computer you don't use or a phone not yours that doesn't frequent the practice
2. Search the following phrases in locations near your office
  - "Dentist Near Me"
  - "Emergency Dentist Near Me"
  - "Cosmetic Dentist Near Me"
  - (other such phrases you want to rank in)

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## SEO



**ACTIONS TO TAKE:**

3. Note your positions on each search.
4. Search your practice name on Google.
5. Check the first couple pages for Name, Address and Phone ("NAP"). Correct as needed so that the NAP is uniform across all these listings (also called "citations").
6. Hire a proven SEO specialist as soon as you can afford to.

Request your Implementation Steps: [danb@mgconline.com](mailto:danb@mgconline.com)

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255

## True or False

It's all about social media nowadays.

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## Social Media

- When to post: Every day or at least 3-4 times per week
- Local, local, local
- What to post:
  - Photos /videos of the office, staff, happy patients, events, cute stuff (holidays, celebrations, greetings, etc.)
  - Special offers, office news
  - Interesting dental tidbits, education material, your blog posts
  - Charity/community work you're involved in
  - Anything else you'd like that's appropriate & professional

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## Social Media

What do you usually see?



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Staying late to treat a local officer



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Staff Birthday



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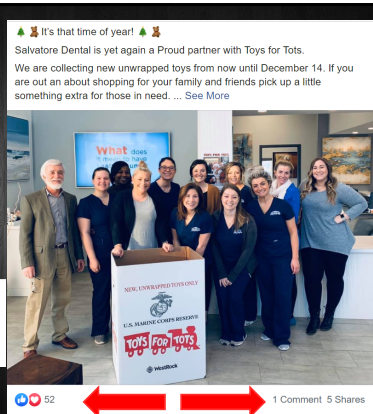
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Community involvement



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Celebrating a staff member's marriage



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Celebrating doctor's birthday



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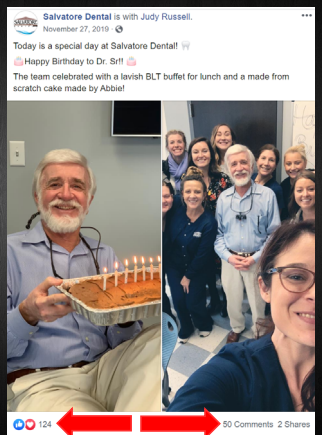
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Celebrating doctor's birthday



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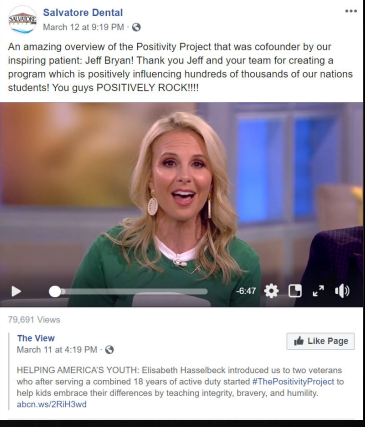
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Featuring a patient's great program

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Featuring a patient's artwork and supporting them




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Featuring a patient who thanked them after being saved by a routine oral cancer screening

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Patient testimonial videos – with a call to action!



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Reposting patient's complementary posts



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Helpful videos such as the top 5 things to know about implants



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## Paid Facebook Ads

- Inexpensive and allows you to reach people in high volume
- “Boost” posts to gain more exposure and likes
- Create pay-per-click ads (lots of them)

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## True or False

Google Adwords is too costly to be effective.

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The screenshot shows a Google search for "dentist los angeles". The search results include a paid advertisement for "Free Dental Implants - Cosmetic Dentistry Grants. No Fee" from www.cosmeticedentistrygrants.org, which is highlighted with a yellow arrow and labeled "PAID Ads ('PAY-PER-CLICK' or 'PPC')". Below the ad is a map showing local search results for dentists in Los Angeles, with a yellow arrow pointing to the map labeled "LOCAL SEARCH RESULTS". The map shows several dental offices, including Dr. Shervin M. Louie, DDS, and Calm Dental.

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## Google Adwords

### Tips for maximizing your spend:

- Only run ads during business hours (or when you have a live receptionist)
- Limit the geographical area
- Target keywords of people actually looking for the dentistry you want more of
- Pick the right specialist and expect to pay for professionalism

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## Internet Marketing Levels

### BASIC:

1. Mobile Text Marketing (COVID-19)
2. Paid Online Google Ads
3. Have an Effective Website
4. Optimized Google My Business
5. All Negative Reviews Answered



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## Internet Marketing Levels

### Advanced:

6. Online Reviews 100+ at 4.9 Stars
7. Basic Social Media Presence
8. Paid SEO
9. Video Testimonials
10. Social Media Marketing



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## Summary

- Time to plan is NOW
- Must communicate to your patient base now and correctly
- Plan on INCREASING your marketing budget
- We are going to show you how and will help you

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Dan Brown  
Senior Service Consultant  
[danb@mgeonline.com](mailto:danb@mgeonline.com)

## Full 10-Point Marketing Analysis

1. Website
2. Google My Business
3. Reviews
4. Negative Reviews
5. Google My Business
6. Online Presence
7. Competition Analysis
8. Marketing Spend
9. Channel ROI Analysis
10. Program

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Dan Brown  
Senior Service Consultant  
[danb@mgeonline.com](mailto:danb@mgeonline.com)

## Full 10-Point Marketing Analysis

Normally \$3495

**Now \$1995**

Or **FREE** with Purchase of Sales & Communication Seminars by 27 March 2020

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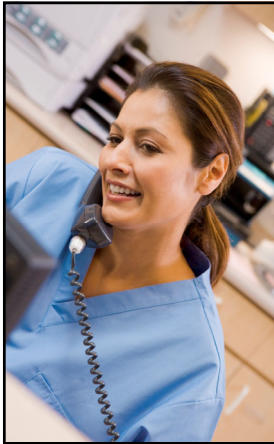
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## Getting Them In The Door

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## Getting Them In The Door

- Any person calling in that is not a current patient is a **POSSIBLE NEW PATIENT**.
  - Person answering the phone can't have a preconceived idea about 'new patients'.
  - Such as:
    - We don't have time for new patients
    - They're just shoppers
    - I have to prequalify the bad patients out of the practice.

THEY MUST BE UPTONE!

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## Getting Them In The Door

- Have a call-in tracking log
  - This is priceless management tracking data.
  - It's important that the Doctor lets the staff know that this is valuable information.

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## Getting Them In The Door

- As covered earlier, have a call-in tracking form for all new patient calls:

Date	Patient Name	Staff Member	Patient Request	Result of Call

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## Getting Them In The Door

- **PRIORITIZE THE PHONE CALLS**
  - Don't treat the phone like it is a nuisance.
  - Don't have a machine answer the phone during regular business hours.
  - Be sure to have a backup system so someone is always available to answer the phone.

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## Getting Them In The Door

- Product of the Appointment Secretary:

THE PATIENT IS SCHEDULED TO ARRIVE  
ASAP.

IT'S NOT TO ANSWER QUESTIONS.

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## Getting Them In The Door

- Good Communication
  - “Do you take my insurance?”
  - “Do you have Saturday hours?” etc.

**Acknowledge their question and get them to communicate with you.**

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## Getting Them In The Door

- Now get them to talk to you.
  - How did you hear about us?
  - Why are you calling?
  - Did you just move into the area?
  - Where do you live?
  - What school do your kids go to?
  - Finding out something in common with the person will help them build affinity for you and your office that will set you apart from any other dental office they have called in the past.

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## Getting Them In The Door

- Second Opinions
  - Offer free second opinions and free consultations.
    - Patients that are calling around are already sold on the idea of needing the work but they are just not sold on the dentist that presented it to them.
    - The close rate on a second opinion is good – make it easy to get them in.

**Get them and any other new patients in as soon as possible.**

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## Getting Them In The Door

- Shoppers
  - Avoid giving fees over the phone if possible (but you have to communicate with them in some way)
  - Ask them "Can I ask you a few questions first?"
  - If pressed for an answer, give them a price range but the idea is:

TURN ALL SHOPPERS INTO A CONSULT

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## Schedule

New patients must be seen within 5 days or the likelihood of a rescheduled/failed appointment grows exponentially.

EMERGENCY PATIENT = SAME DAY

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## Scheduling

- Block schedule with prepaid production appointments
- ARC
- Block time for new patients
  - Try to bring all patients in through hygiene
  - Hold slot in the hygiene area (refer back to your time study for length)
  - Identify daily where you can fit an emergency
  - New patient that must see the Dr first gets no more than 20 minutes.

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## Confirming & Getting them to Show Up

- ARC
- Paperwork ahead of time (nice but not necessary)

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## Care to Share

- The purpose of this program is to get more existing patients to send in their friends and family.
- The biggest problem with the program is unwillingness to give the card out. Therefore:
  - We recommend that you create a game that rewards the staff when patients bring in the card.
- Don't ask the problem patients. Remember that 20% of the population is Trouble. So work with the other 80%.
- The cards can also be mailed out in statements or letters.

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## Care to Share

- Have the patient name the person they will give the card to.
- If you already know a patient has a spouse, family member, etc., who doesn't come into the office, get the patient on board with bringing this person in.

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## Welcoming the Patient

- **ARC**
- **Clean office**
  - Walk through the office exactly like a patient would
  - Take pictures
  - Analyze pictures outside & inside office and note changes
  - Every office can be cosmetically fixed for under \$1,000
- **Professional staff**
  - Need dress code policy
- **Office tour for every new patient**

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## Promotional Actions

"PROMOTION means to make something known and thought well of.

Now do you see that a staff member smiling is sending something out that will make someone respond and think better of the staff member and the org.

So any action that makes the staff member or the org visible and well thought of is promotion."

L. Ron Hubbard

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## Cleanliness/Image

"There is no quicker way to depress income and public goodwill than to have dirty quarters and slovenly staff.

A clean set of quarters and a neat professional-looking staff can increase your income by about 500 percent."

L. Ron Hubbard

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## Customer Service

- All staff needs to be trained in customer service
  - Never too busy
  - Greeting patients by name
  - Proper handshake
  - How to address people properly ("sir," "ma'am," "Mrs." "Mr." etc.
  - Speak clearly and loud enough for patients to hear them

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## The New Patient Exam

- It should be thorough and comprehensive.
- It should be efficient.
- It should not scare the patient away.

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## Checking out

- Are they happy?
- Do they have any family/friends that should make an appointment?
- Are they willing to leave an online review?
- Are they scheduled for their next appointment (tx or hygiene)?

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## Patient Retention

You must stay in contact with your patients

- Monthly is ideal
- Quarterly is the minimum

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## Patient Retention

Ways to stay in contact with your patients:

- New Patient Mailings & Advertisements
- Recall
- Reactivation
- Pending Treatment
- Referrals
- Special Offer
- Newsletters
- Birthday & Holiday Cards
- Social Media

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## Reactivation

- Your best source of 'New Patients' are those that have not been in for awhile.
- NEVER 'purge' or deactivate a chart, unless:
  - They pass away
  - They request it
  - They move away
  - They ask to transfer their records
  - The Doctor decides to do so

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# Reactivation

You may not think that they are your patient but they still think that you're their Dentist!

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# Reactivation

- Read the Program.
- It's best if one person is put in charge (I/C) of the program. Even if you have to hire someone for a few weeks/months to do it.
- The I/C must complete the form that monitors their production i.e. #calls, patients contacted, what happened. This is not optional.
- Dr and OM must look at the production tracking form.

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# The END

Thank you for coming!

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