



THE MGE

**NEW PATIENT**

**WORKSHOP**

*A 2-Day, Interactive Online Meeting*

# THE NEW PATIENT WORKSHOP

A VIRTUAL EVENT

*"Since attending the workshop,  
my practice has grown from an  
average of **12 new patients per  
month to 220!"***

— Ramon Padilla, DDS



**Learn systems that the most productive dentists in the industry use to:**

- ✓ Attract more high quality, fee-for-service new patients
- ✓ Get these patients scheduled and arrived for treatment
- ✓ Retain them in the practice long-term
- ✓ Get ideal treatment plans accepted & paid for (regardless of insurance coverage)
- ✓ Maximize new patient referrals

AUGUST 13 & 14, 2020  
AUGUST 27 & 28, 2020  
SEPTEMBER 17 & 18, 2020



OCTOBER 16 & 17, 2020  
OCTOBER 29 & 30, 2020  
NOVEMBER 13 & 14, 2020

# THE PROOF IS IN **THE NUMBERS**

Real practice growth from attendees:



"The MGE New Patient Workshop was fascinating. There are a lot of things we learned that may seem obvious, but they're the things you wouldn't normally think of. **We've gone from an average of 15-20 new patients a month to a current average of around 78!**"

- VINH LE, DDS & QUANG LE, DDS

## 78

**New patients  
per month!**

Before: 15

## 150

**New patients  
per month!**

Before: 40

"We saw immense benefit from the referral system we learned at the MGE New Patient Workshop. Our new patients **increased from an average of 40 to 150 a month, while dropping 75% of our reduced fee plans!**"

- ALLA DORFMAN, DDS



"Before attending the New Patient Workshop, we saw about 12-15 new patients per month, with PPOs making up about 90% of our practice. After the New Patient Workshop **we now see an average of 62 new patients per month - all fee-for-service!**"

- VLADIMIR GASHINSKY, DDS

## 62

**New patients  
per month!**

Before: 12

## 55

**New patients  
per month!**

Before: 19

"My practice is 100% fee-for service, so all of my new patients come from my marketing efforts. Everything my staff and I learned from MGE has made my marketing for new patients much more effective. **Our new patients have increased from 19 per month to an average of 55 per month so far!**"

- CHARMAINE JOHNSON, DDS



"The workshop taught me how to market strategically. It has been a major part of our success, **enabling us to go up from an average of 20 to 70 new patients a month!**"

- ANATOLY BENSIAOFF, DDS

## 70

**New patients  
per month!**

Before: 20

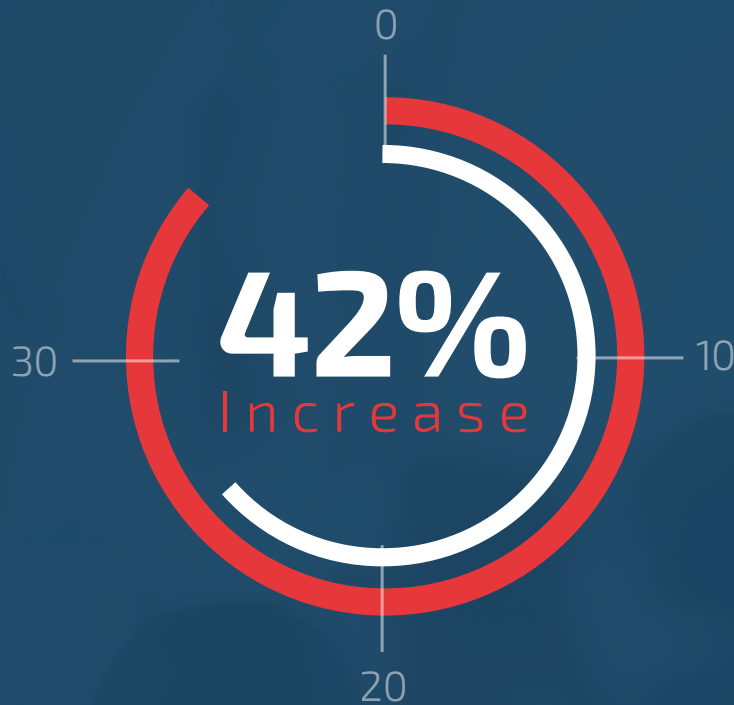
READY TO TRANSFORM YOUR PRACTICE?

**REGISTER TODAY!**

CALL (800) 640-1140 OR GO TO:

**WWW.NEWPATIENTS.NET**

## NEW PATIENT WORKSHOP RESULTS



After completing a study of the **New Patient Workshop** we found that prior to doing the workshop, the average dentist/attendee was seeing 24.4 new patients per month. In the year that followed, the average dentist/attendee saw 34.7 new patients per month, **a 42% increase, or 10 extra new patients each month!**

# TOPICS INCLUDE:

## Zero cost ways to optimize your web presence:

- How to handle negative online reviews without violating HIPAA
- How to get TONS of positive online reviews
- Using your Google profile to your advantage
- Search Engine Optimization: how to show up above your competition
- Social media strategies that actually create engagement in your community
- How to vet a web marketing company and evaluate their performance

## Cost-effective external marketing options:

- So many options:
  - Direct mail
  - Google Ads
  - Facebook Ads
  - Billboard/signage
  - Referral services (ZocDoc, 1800-Dentist, etc)
  - Print ads
  - Etc.
- How do you choose and how you get good return-on-investment?

## Getting more referrals:

- Implementing an effective referral program
- Getting the whole team on board
- Motivating patients to participate
- The right way to ask for referrals
- Getting referred patients scheduled right then and there
- Finding referrals in places you never thought to look

## Budget & strategy:

- Calculating your marketing budget according to your growth plans
- How to use your budget effectively
- Calculating return-on-investment for each marketing avenue so you're not flying blind
- Creating an integrated campaign so everything works together—not random sporadic marketing

## Converting phone calls into appointments:

- Why the average dental office only converts 23% of potential new patient calls into appointments
- The statistically proven way to convert calls into appointments
- How to handle different types of calls:
  - Price shoppers
  - 2nd opinions
  - Do you take my insurance?
  - Emergencies
  - Do you have evening/weekend hours?
- How to schedule new patients so they SHOW UP

## New patient experience & case acceptance:

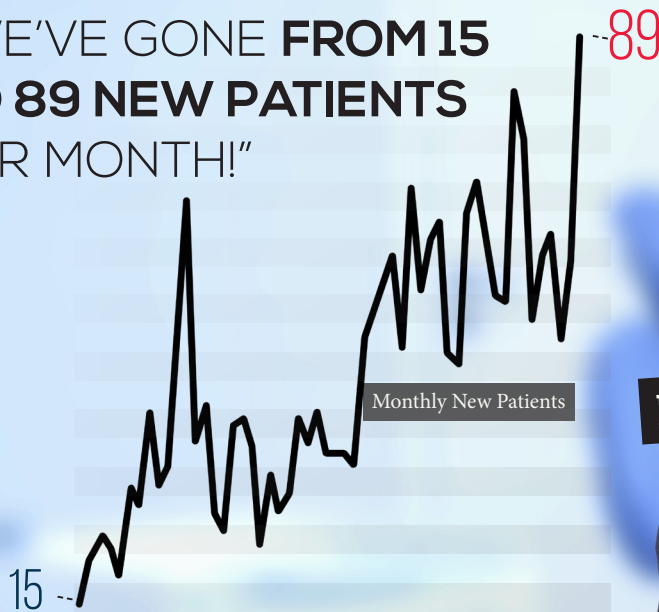
- How to create a memorable new patient experience
- Keys to excellent customer service
- The perfect new patient exam
- Guiding the patient into trusting you and accepting treatment
- Guidelines for a new patient treatment presentation.

**And More!**

Jigar Gandhi, DDS

Massapequa, NY

"WE'VE GONE **FROM 15 TO 89 NEW PATIENTS PER MONTH!**"



**JIGAR GANDHI, DDS**

Shore Smiles Dental

<b>Before</b>	15 <small>NEW PATIENTS PER MONTH</small>	\$1.2M <small>ANNUAL REVENUE</small>
<b>After</b>	89 <small>NEW PATIENTS PER MONTH</small>	\$4.5M <small>ANNUAL REVENUE</small>

**New Patient Increase**

493%

We were blown away by the things they taught us there. I remember thinking at first, "What are they talking about?!" It was so different from everything else you hear around the industry. But it was great. The problem with us (dentists) is that when we need more new patients we figure, "let's call a marketing company," but then we either don't want to spend the money or we do and complain about how much it costs! Getting a high, steady flow of new patients is so much more than just placing an ad or doing a postcard.

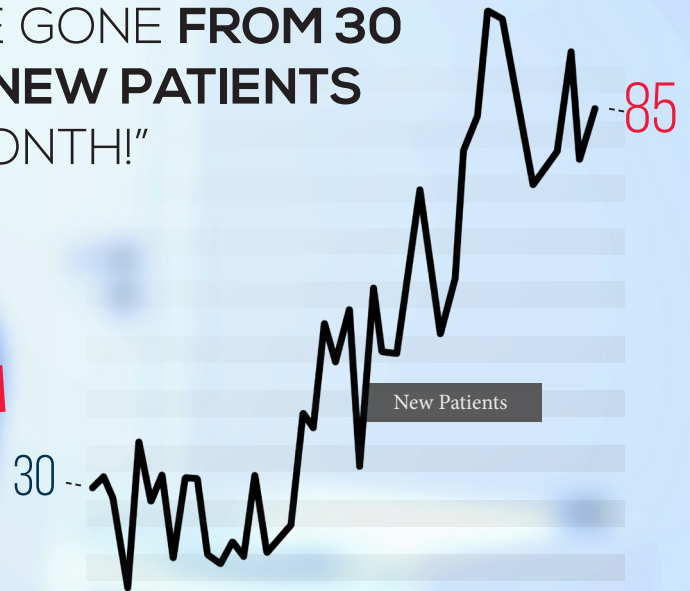
At the **New Patient Workshop**, I was expecting to come in and get a few marketing tips but walked out with a ton of information. We learned how to get the phone ringing, how to reach new patients that valued their teeth, and how to handle and schedule these patients when they called. We also learned how to create an incredible new patient experience – making them long-term patients and how to get more referrals. And then when we implemented the information, the results blew us away again!

We've grown by over 100% every year, (from \$1.2 million to \$4.5 million annually) – and still increasing. And new patients have been an important part of that. But the best thing is we are helping more patients get healthy!

## Justene Doan, DDS

San Diego, CA

"WE'VE GONE FROM 30  
TO 85 NEW PATIENTS  
PER MONTH!"



**JUSTENE DOAN, DDS**

A+ Family Dentistry

**Before**

30

NEW PATIENTS  
PER MONTH

\$420K

ANNUAL  
REVENUE

**New Patient Increase**

183%

**After**

85

NEW PATIENTS  
PER MONTH

\$3.3M

ANNUAL  
REVENUE

The **New Patient Workshop** gave me a real understanding of how to be proactive and get more new patients. It also gave me the knowledge I needed to stay in control of my external marketing (mail, website, internet). Even when I outsource marketing to another company (mailing company, web developer, etc.), I provide the direction and know what's going to work and what's not.

And even more important, I learned how to direct my marketing to attract the type of patients I want and that will help build my practice – people who really cared about their teeth. The surveying and market research I learned at the New Patient Workshop was eye-opening in this regard. And the internal strategies for new patient referrals and retention were pure gold!

Before attending the workshop our new patients were at about 30 per month. Over time, we implemented everything we learned (reactivating overdue patients, fixing our website, internet marketing, getting more good reviews, etc.) and our new patient numbers continued to grow.

We now see an average of 85 new patients a month, and we've dropped all of our HMOs. We only participate with a handful of PPOs that have an excellent negotiated reimbursement rate.

**GET MORE  
HIGH-QUALITY NEW  
PATIENTS OR YOUR  
MONEY BACK!**

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**(800) 640-1140**

OR VISIT

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