Are you doing what it takes to ensure your dental practice's success?

Top Dental Practice Success Drivers

For the Dental Practice that wants to STAND OUT
Chances are, when you went to dental school your curriculum centered around the work of being a successful dental professional and not on the work of running the business end of a successful dental practice. In fact, most dental schools don’t include a business curriculum, and most undergraduate studies are centered around science or biology … with good reason. Once you graduated, people began depending on you and your dental expertise to keep them safe and comfortable while you deliver stunning results. It's no wonder then that providing patients with excellent individualized care while also managing the business end of a thriving practice is one of the most challenging (and stressful) aspects of being a successful dental professional.
Every practice loses 15-20% of their patient base annually due to naturally occurring attrition and if service, convenience, or competition is strong, it could be worse. For growth to happen new patient flow must significantly outpace lost and lapsing patients. A practice with 2000 patients will need more than 400 new patients per year – just to maintain your practice levels ... and more if you want to grow.

Consider this: If you are spending 90% of your workday chairside while balancing your home and social life (yes, you deserve a social life), where do you find time to analyze, strategize, and determine the best (and most reliable) way to increase your new-patient flow?

YOU NEED TO KNOW:
- Where your competition is located
- Where your best patients live
- What services they want
- When they want them

When looking at the business end of attracting new patients, the answers to these questions are critical.

These answers will allow you to identify the key value propositions that your practice has to offer that are aligned with your philosophies and that will resonate with the ideal target patients that you want at your dental practice.
What Gets Measured Gets Done

Successful dental marketers understand the importance of evaluation. This includes both evaluation and analysis ahead of a marketing campaign and ongoing evaluation during and after a campaign.

1. How many new patients do you need per month to grow?
2. What areas around your practice are most likely to respond to your practice?
3. Which strategies will resonate with your target audience and reflect your practice the best?
4. What will happen if you don’t invest now?
5. How will you determine success?

What’s your plan?

Get the business intelligence you need to keep your practice successful by studying and knowing your Key Practice Success Drivers.
Top Success Drivers

1. Defined Vision and Goals
2. Well Understood Marketplace
3. Clear Image of Your Ideal Patient
4. A Rock Solid Team
5. An Effective Marketing Process
6. Foundation of Trust
7. Real-Time Metrics and Key Performance Indicator Monitoring
8. Technology to increase patient comfort and team performance
9. A Quality Marketing Partner to help you manage the marketing end of your business so you can get back to what you love ... treating patients.
Defining Your Vision and Goals

The Dentist’s Guide to Creating and Maintaining Winning Differentiation advises that you need to present your ideal patient with why you are the ideal choice ... in concrete terms. Defining your vision and goals is no different. Goals need to be concrete, they need to be written down, and they need to support your vision.

Depending on what you love to do, your history, your location, and your prospective patient-base, your vision could vary – and it’s largely a representation of who you and your team are, and where you want to be in the future. For example, your vision could be to become the number one implant placement center in town as easily as it could be the number one aesthetic and restorative center, or the number one Medicaid provider. Or perhaps visions of retirement are dancing in your head and your main practice vision is to increase your practice valuation for when it’s time to sell. This is where you get to look at yourself and determine what direction you want to take so that you can ensure that your time at your dental practice is energizing instead of draining.

Once you’ve defined your vision, goal-setting helps you achieve it.

You’ll have heard of S.M.A.R.T. goals, and they’re a great first step, but to take your goal setting – and tracking – to the next level while also achieving your vision, S.M.A.R.T.E.R. goals are even ... smarter.
**Specific:** What do you want to achieve specifically? $1 million in production this year? A new CEREC system? Enough patients to keep your new associate busy full-time? How many new patients would that be? What percentage of new-patient call conversion would support that goal? Be specific.

**Measurable:** When you have specific goals, you know they will be measurable, but how will you measure them? Take the time to determine how you will measure your trajectory towards meeting ... or exceeding those goals. Will you track new calls and the number of converted appointments? Determine how many hours or days your associate has worked? Whatever you choose – choose to measure your goal progress.

**Attainable:** 100% new-patient call-conversion is a specific goal and it’s easily measurable... and largely unattainable. Goal setting needs to be realistic to be sustainable and keep the momentum and commitment to the goals on track.

**Relevant:** Your goals need to support your vision. If you’re not sure, ask yourself “How will this goal support my practice/personal vision?” They also need to be relevant to the prospects in your practice neighborhood and support the needs of your specific area demographics.

**Time-bound:** Without a specific deadline, you can’t measure your success, or how you are tracking to meeting your goals. And without that knowledge, you can’t make any necessary changes throughout the process to ensure your success.

**Evaluate:** As with your marketing campaigns, an integral part of setting – and achieving – your goals is to evaluate them regularly. Are you tracking to meeting your goals?

**Revise:** If you’re not on track to achieving your goal here is your opportunity to revise it. But you’re not done there. Once you have implemented a revision, you need to loop back to regularly reevaluating and revising as needed.
Understanding Your Marketplace

Every business has a base level of knowledge of its specific business draw areas. Getting a true understanding – demographics, psychographics, competition, and buying behaviors takes a deeper dive.

With a complete area demographics report, understanding your marketplace is a piece of cake and targeting your ideal patients within these demographics becomes a matter of connecting dots and providing what they want – when they want it.

Look at your competition to see what you can offer that will fill an unmet need in your community. Does everyone close at 4? Stay open later to take advantage of those families that can’t take time off work or school to attend dental appointments.

What are the social and cultural aspects in your neighborhood? Depending on how long you’ve been in your current location, what you may have started with has likely changed. As we age, our dental priorities change and the services we require do as well, as does the imagery we respond to.

Are most of your practice neighborhood young families, empty nesters, college kids, or gearing up for retirement? Armed with this knowledge you can tailor your products, services, and marketing to attract these populations.

By understanding what people want and need, you are well on your way to providing it.
Identifying Your Ideal Patient

Women make up to 92% of their family’s purchasing decisions, so everything you do should be geared to the female head-of-house. Women respond to a warm and inviting tone, educational material, and stories that help them connect, so it should be no surprise that your marketing needs to be developed and distributed with this in mind. An educational angle that builds trust in your expertise, includes personal stories that build rapport, and uses a warm and caring voice that shows how well her family will be taken care of at your practice will take you further than a hard-sell sales approach.

When you consider your buyer in this light, you can change your marketing materials as necessary to speak to the decision makers. Do they tell a story? Does the recipient know why this is a benefit to her family? Your intraoral camera is great for you because it increases case acceptance. Why? Because it shows your patients the benefit of suggested treatments. They can see for themselves how your recommendations will help the form and function of their smile. Your marketing messages need to do the same thing.
Building A Rock Solid Team

From the moment prospective patients are introduced to your practice, whether online, via direct mail, or driving by your building, they begin forming an impression about you, your services, and your team … and the care they will receive. It’s human nature. We’re quick to judge. When you have a solid team that expresses caring messages with warmth and compassion, your patients will appreciate it – and refer their friends and loved ones.

Part of having a great team is ensuring they have the training and support they need to continuously improve and adapt along with your practice. When your team feels well-trained and supported, they are more able to handle the everyday stressors that could have them sounding distracted when a prospect calls or a new patient walks in the door. 20% of patients won’t schedule with a practice if they feel they are being rushed or aren’t being listened to. This continues through their first appointment …and beyond. A rock solid team can be your strongest asset, but it doesn’t end at training. CE doesn’t end for you and your operatory teams nor should it end for your front office team. Continuous training, tracking, and retraining will keep all of your team members at the top of their game.

When you hire for attitude, you can focus your efforts on training for skill. A solid team will present your vision cohesively, support you in setting – and meeting – your goals, and will help give you another success indicator – 50% of your new patients coming from referrals.
Follow An Effective Marketing Process

Much like goal setting, effective marketing needs follow a process and address a specific audience most likely to respond. Steps to an effective marketing process that is continually improving:

01. **Area Demographics and Site Analysis**, including a SWOT analysis of your strengths, weaknesses, opportunities and threats. Record your results so you can revisit them as necessary.

02. **Media matters**. Studies in neuroscience have taught us that people respond more to direct mail than digital formats when making their purchasing decisions. Why? Because direct mail is easier to understand and is more memorable, more persuasive, and more likely to drive behavior … and increase brand recall.

03. **Tracking and Analytics**. Evaluating the results of your marketing efforts allows you to understand what is working and bringing your dental practice the best results. Through tracking phone calls and conversions, listening to calls and evaluating training opportunities, and determining if your practice is meeting the needs of your community, you can determine what you need to do more of – or less of – for your next campaign.

The right marketing partner can effectively position your services to resonate and drive results... while allowing you to focus on what you do best – helping people achieve and maintain a lifetime of oral health.
The Consumer Buying Decision Process

1. Engagement
2. Awareness of Need
3. Evaluation of Information
4. Review of Choices

Build Trust

It takes 9-12 touch points annually to generate a sales lead – that’s the phone call that your team must convert to an appointment. That's also 9-12 opportunities to build trust in your team and become the one people turn to when they are making their purchasing decision.

*When you establish credibility and reliability you build the trust* necessary to make your dental practice rise to the top ... and get that coveted phone call. Every article, photo, website, mailer, billboard, blog post, and every patient review or referral, reinforces your expertise in the mind of the prospect. Making these touch points resonate with your prospective patient builds the trust. Give your practice a critical eye and ensure you’re the best you can be in all patient communications and touch points.
KPIs

Key performance indicators – KPIs – show us how close we are to achieving our goals and areas for improvement. For example, tracking the number of calls from a marketing activity is just one indicator. Knowing what happens on those calls can offer huge impact.

Today we have the ability to track ... everything. Every in-coming call or click, (and the marketing that prompted it), every booked appointment – or not – and why, the value of those appointment, and the patient lifetime value.

There are many different levels and methods for tracking your KPI’s. Some practices don’t track at all, some are using call tracking and some are still manually tracking by their very human team. All of this confusion can easily add up to mistracking information, leading the business owner to make incorrect business decisions.

Regardless of your tracking systems, you need to know how various campaigns are performing. You need to know how every member of your team is doing with call conversion and that they are sending messages that match your practice philosophy. (And do all this while you are working on the CE you want.)

Tracking how effectively your team training efforts are converting callers to patients of record will allow you to continuously improve and grow your practice.
Use Technology To Increase Patient Comfort... and Team Performance

Fear is still one of the top reasons that people cite for avoiding dental visits. When you use technologies that reduce the anxiety-inducing aspects of a dental visit – needles, drilling, gagging on impression material, uncomfortable x-rays plates, numb lips, and bleeding – you have a hook that will bring more patients to your practice.

Likewise, technology will improve your team’s performance, particularly relative to your marketing investments and that all-important first impression made during inbound calls.

Beyond tracking, recording and scoring inbound calls will ensure maximum return on investment. Imagine knowing which team member converts at the highest percentage so you can replicate their process with other and newer employees. Imagine knowing exactly where individuals on your front desk team need help so you can provide focused training and quickly increase results. Telephone training no longer becomes a guessing game. Reward top performers and help those that need it. Any initial discomfort quickly turns to increased productivity and a better overall patient experience.

Ensure you have all of the information you need to conduct an effective marketing process and run your dental practice!
Choose a quality marketing partner to help you manage the marketing end of your business so you can get back to what you love ...treating patients.

As a quality dentist, you want quality patients ... and a quality marketing partner.

You've spent your career building your experience to levels where you know your patients will see that you are the best at what you do. You want those great patients to refer their friends and family, to accept your treatment recommendations, and to leave your office shouting your name from the rooftops (or at least from social media platforms). You enjoy what you do and you want to keep doing it but chances are you’d rather be reading about great new advances in dental CARE rather than marketing, mailing, and training your team.

Stand out as the dental practice of choice in your neighborhood.

Start with our FREE DISCOVERY SESSION and get a complimentary demographic analysis. We'll share current draw areas, which areas you own and which areas you could, how long it’s been since your neighborhood prospects have seen a dentist, where competitors are located, and which neighborhoods around your practice are primed for your services.

With this critical information, creating marketing content for your ideal target will result in higher conversion rates. Plus our dedicated call tracking and scoring system will allow you to market with confidence. One convenient reporting dashboard and real-time analytics for all of your results will allow you to take your dental practice to the next level.

Call Patient News for more information.
Get Started Now!
...with a **FREE DISCOVERY SESSION**

You'll also get these reports free:

1. **FREE MARKET AREA ANALYSIS**
2. **FREE COMPETITOR BREAKDOWN**
3. **FREE PATIENT CLUSTER REPORT.**

(888) 557-3582

**STAND OUT**
Achieve Your Goals
Distinguish Your Practice
Be THE Dentist In Your Area

**MEASURE**
Call Tracking & Scoring
Success Benchmarks
Performance Dashboard

**DEVELOP**
Practice Needs Assessment
Demographic Analysis
Strategic Planning

**IMPLEMENT**
Creative Development
Tactical Team Training
Campaign Deployment

**IMPROVE**
Informed Coaching
Fact-Based Feedback
Continuous KPI Analysis

Patient News has been helping dentists grow their practices for almost 24 years. We provide a wide variety of marketing solutions for new patient acquisition and patient retention, which means that we have worked with thousands of dentists, understand your profession, and know that every practice is unique. 🦓