

# Why Marketing Automation Matters **FOR YOUR DENTAL PRACTICE**

And how it will help you recover from  
COVID-19 closure



For the Dental Practice that wants to  
**STAND OUT** & Grow!

**N** patient **NEWS**  practice **ZEBRA**  
DENTAL MARKETING & TECHNOLOGY



You and your team are probably busier than you've ever been, working feverishly to catch up on a backlog of patients, ensure that all new health and safety measures are followed, and quell COVID fears. And throughout it all, you're trying to keep up to the ever-changing recommendations for dentists, making difficult decisions along the way.

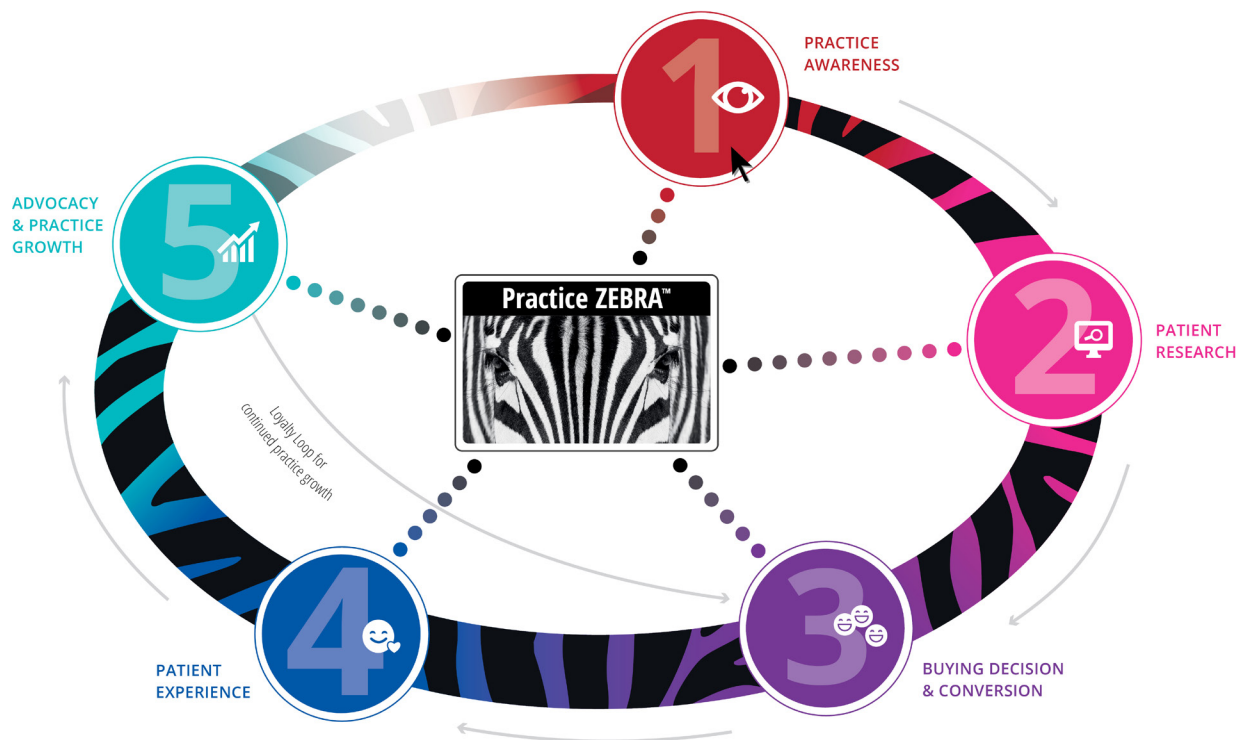
Are you feeling overwhelmed and overworked? Hoping something comes along to help lighten the load during this critical period?

**Marketing automation** can simplify many in-office tasks that are not only time-consuming when done manually, but can get neglected or overlooked.

Think of it like going from a hand-cranked electrical generator to simply flipping a switch that provides what we all want ... ease, effectiveness, speed, problem-solving, and convenience.

Automation provides many benefits to dental offices trying to **work through recovery, improve patient engagement, and generate revenue**. It allows your practice to communicate with prospects and patients on a grand-scale and one-on-one using different platforms – with NO burden on your team.

Marketing automation makes it possible to easily implement and improve your multi-channel communications strategy – one that is proven to boost overall marketing results.



## Where Marketing Automation Fits Into The Patient Journey

1. The patient journey is the process patients experience to become aware of, contemplate, assess, and choose a dental office. Dentists who know the five key touchpoints in the patient journey and how they impact practice operations and marketing decisions are ahead of the competition by leaps and bounds.
2. **ACCORDING TO ONE STUDY, 63% OF COMPANIES OUTGROWING THEIR COMPETITION ARE USING MARKETING AUTOMATION.**
3. For the most part, marketing automation concentrates on the last two phases of the journey – **patient experience** and **advocacy & growth**.



## Patient Experience

The top reason patients stop going to their dentist is due to perceived indifference. They just don't feel valued. About 60% of customers believe the brands they're loyal to aren't doing enough to show they care.

In the patient experience phase, you have the power to show patients you're different by sending them value-added communication via marketing automation – like monthly newsletters, appointment reminders, special offers and/or information about your in-practice membership plan, and more.

Connecting with patients this way shows them you truly care about their oral health and wellbeing outside of the dental office, and it builds the patient-doctor loyalty you need to increase patient lifetime value and increase referrals.

## Advocacy & Growth

In this phase of the patient journey, patients are very happy with your practice and can be your **most valuable ambassadors**. They'll tell friends and family how great you are. In turn, those connections will call you first when they're looking for a new provider of dental care.

To maximize this phase with marketing automation, send patients requests for online reviews, promote special events, and generate feedback through surveys. It's this kind of attention to communication that will make you #1 in their eyes.

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## 8 BIG BENEFITS Of Dental Marketing Automation

Here are a few examples of how automation will help your practice be more efficient, productive, and profitable.

- 1. Marketing automation streamlines and improves consistency with patient communications ... routinely, easily, and efficiently.** Without marketing automation, it will take hours to handle patient communication tasks, many of which are repetitive.
- 2. Frees up staff time.** A huge time saver, marketing automation eliminates cherry-picking messaging to send to patients. For example, if promotion of a dental membership plan is left to the office team, they might forget to tell some patients or decide not to tell certain patients. An automated marketing cadence covers all non-insured patients, so no one is left out and everyone is informed.
- 3. Takes the hassle away from campaign coordination, list pulling, etc.** Your team has better things to do, like providing exceptional customer service to patients, appointing patients, and skillfully handling every inbound call. Put your marketing campaigns on autopilot. Pay your team for their high-level skills, not for trying to keep up with intensive, time-consuming tasks.
- 4. Increases patient retention.** Patients will appreciate receiving oral health tips and tricks from your practice. Your messages serve as a constant, caring reminder that caring for their smiles is a priority, not just for looks, but for overall health and quality of life. It will also keep your name visible in homes, building your brand image with each email and text sent.

- 5. Increases production.** Automated appointment reminders are proven to reduce no-shows and increase production. Offering specials or introducing new services with educational content will help boost the amount of dentistry you provide, and therefore, your production. Membership plan patients are proven to drive 2X production over non-insured patients – automation can help convert more members and increase production.
- 6. Increases use of services.** Guaranteed, most patients are not aware of the full list of services you provide. If your email informs them about a particular service they are, or could be, in the market for, get ready to receive a call for an appointment.
- 7. Improves practice efficiencies.** Once your campaigns are set up and ready to go, you don't have to think about them or check in with your team about their status. "Set it and forget it" gives you peace of mind.
- 8. Improves patient retention and reduces attrition.** As mentioned earlier, patients who feel their dentist truly cares about them are more likely to stick around, be more receptive about elective services, and attend scheduled appointments.



# Top Marketing Automation Solutions For Dentists

**Want to know which marketing automation options are popular with dentists?** Here are your four must-have options.

**1. Personalized follow-up and appointment reminders.** By thanking patients for their recent visit and sharing valuable information, you'll retain more patients-of-record. And when you provide a friendly appointment reminder, you will decrease no-shows.

- The top reason over 30% of patients miss their appointment is because *they forget*. And a no-show rate can shoot up to 55% when a practice doesn't have a reminder system in place. Patients appreciate these reminders.
- In one study, 67% of consumers said they wanted to receive an appointment confirmation by text.
- In the US, the average person checks their phone 150 times per day.

**2. Online review generation.** Online reviews are critical to the research and consideration phase of the patient journey.

- A total of 97% of consumers say what they read online affects their buying decisions.
- 80% value a review as much as a personal recommendation. That's why it's imperative to generate a steady stream of fresh reviews on an ongoing basis.

**3. Email newsletters.** Position yourself as one of your patients' healthcare authorities.

- 85% of healthcare decisions are made by the female head of household. They want solid and reliable information from you to help them make good decisions for their family.
- Use marketing automation as a reminder that you accept – and encourage – referrals.

**4. Effective promotions.**

- Seasonal offers – A global survey revealed that two-thirds of consumers “made a purchase they weren't originally planning to make solely based on finding a coupon or discount.”
- New product launches & events days (e.g. Invisalign or in-house teeth whitening open house) – Encourage new product trials, repeat purchases, and higher-average purchases through incentives that motivate.
- Dental marketing plan – Inhouse plan users are proven to provide 2X the production of non-insured patients.
- Referral incentives – Increase production, make your practice more efficient, keep your schedule booked, save time, minimize no-shows and cancellations, and improve productivity.



# Maximize Your Marketing Automation

What is needed to maximize your marketing automation? You must have good patient contact data.

1. Ensure you capture email addresses and cell phone numbers for all of your patients. Include these on your new-patient intake forms. At every checkout, ensure contact data is up to date on file, and when missing, ask patients for new information.
2. Know your patients' status so that you can effectively target them with messages that will resonate. Which patients are active? Who are you in danger of losing? Who's inactive (dropped off after 24 months of inactivity)?
3. Have a marketing automation tool that...
  - allows you to generate a targeted patient list with just a click
  - provides pre-written messages and templates for appointment reminders, e-newsletters, dental membership plan promotions, and referral requests
  - makes it easy to write and send your own emails on any topic anytime.

# Practice ZEBRA™ dental software with all the Marketing Automation you need!

Gain access to data and patients to accelerate practice growth and recovery.

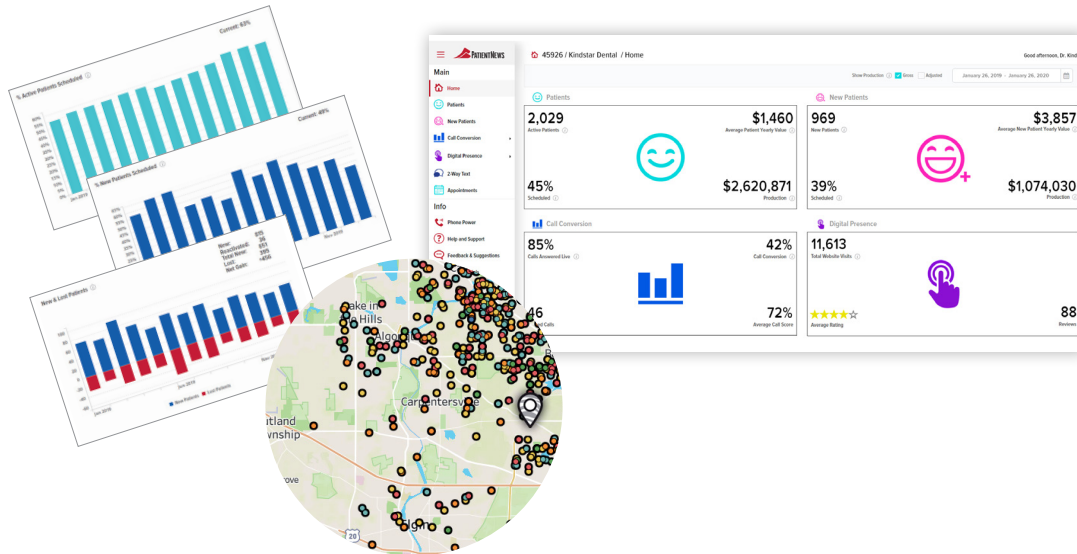
- Say goodbye to missed opportunities with black & white clarity of key metrics
- Keep track of what you care about & identify opportunities to boost practice production
- Increase practice efficiencies & improve call conversion
- Attract & retain more patients faster & better than before
- Differentiate your practice, stand out, & grow.

Practice ZEBRA is an advanced and innovative integrated software solution that connects practice, marketing intelligence, **and marketing automation** to improve practice performance at every phase of the patient journey.



- Dental Membership Plan Enhancer – Convert non-insured patients, boost renewals, and increase production.
- Email Anytime – Custom module with access to our leading dental content writers to quickly share practice updates... Right now, would you love to send news & reassurance to your patients quickly & easily at the push of a button? You can with ZEBRA's Email Anytime module.
- Review Booster to increase positive patient reviews – Email & text reputation management with responder dashboard
- Appointment Reminders – Email & text to save time, eliminate no-shows, & keep schedules full
- Monthly educational patient newsletters – Keep patients connected & increase referrals.

In addition to marketing automation, Practice ZEBRA provides practice intelligence, marketing intelligence, and call conversion tools and technology. Practice ZEBRA helps you practice smarter, not harder. And with superior customer service, you have access to our helpful team by phone, email, and text. You're not left to online chat with us!



See how Practice ZEBRA can help you with practice operations to drive higher practice value.

**Try it risk free for 30-days.**  
**Call (888) 669-2755 or sign up at**  
**[www.patientnews.com/get-a-demo](http://www.patientnews.com/get-a-demo)**

With Practice ZEBRA, you'll have access to proprietary industry data, advanced technology, artificial intelligence, and world-class sophistication which make this platform structured, intelligent, and dynamic. Combine it with the smarts of you and your team and you get a can't-live-without tool for practice growth and security.

Practice ZEBRA is the advanced, innovative, can't-live-without dental software from Patient NEWS, the exclusively dental marketing company trusted by dentists like you for the past 27 years.