

# How To Reach Patients **MORE EFFECTIVELY**

While dental offices open & navigate  
through the pandemic



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

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



## Beat Online Fatigue With This Proven Marketing Strategy

Online shopping. Virtual meetings. Netflix streaming. The popularity of these digitally based activities shot up worldwide because of stay-at-home measures introduced due to the COVID-19 crisis.

This may seem like a good thing for your digital presence, yet the opposite is true. **People have, and are, adopting new behaviors.** Social media usage has surged. People are using FaceTime and Zoom to connect with loved ones. They're bingeing shows. They're shopping online for everything. They're working from home with more screen time than ever.

Because of this, businesses have hit a serious roadblock: "online fatigue." This presents a unique challenge for dentists who want to communicate with patients effectively.

Since online behavior is different and now more unpredictable, it's more difficult to cut through the online haze. Because of an overabundance of ads, false stories and trolls, consumers are directing their online activity – and are immersed in it. They will instead scroll through their social feeds to consume content that interests them rather than focus on advertising.

While it's absolutely crucial for dental practices to maintain a strong digital presence to build trust with patients and be visible in online searches, there is a proven way for dental offices to break through a noisy digital world.

## Reach 100% Of Patients And Prospects – All The Time

Direct mail is the only media channel that gets your message into the hands of new patients, prospective patients, and patients of record – 100% of the time. And it's this kind of marketing that connects with them to you on a personal level.

### Direct Mail Facts:

Neuromarketing research has proven that our brains are hardwired to pay attention to direct mail and take action, specifically in the digital age.

# 20%

Direct mail has a 20% higher motivation response than digital media, making it far more persuasive

# 39%

Consumers pay almost 40% more attention (and time) with marketing that has both direct mail & digital

- Direct mail generates 10-30 times higher response than email.
- 70% of consumers say they always or sometimes pay attention to advertising in direct mail.
- It requires 21% less brainpower to process than digital media.
- Direct mail gets the message across faster because of its lower cognitive load and high motivation score.



In a study, 60% of people said they feel special when they get mail.

Just think about yourself... When a package addressed to you arrives in the mail, how does it make you feel? Excited? Surprised? Even optimistic?

Getting mail breaks up our daily routine. A walk to the mailbox is something we now anticipate. It's an opportunity to get some exercise, fresh air, and touch something besides a smartphone. It's the physical aspect of holding something tangible that makes it more meaningful and impactful with consumers.

**And yes, direct mail resonates with younger generations, too. Millennials,** who are some of the biggest consumers of tech, gravitate to direct mail. Almost 90% of this demographic look through their mail and 80% anticipate the simple act of opening their mailbox.



# Reasons Direct Mail Resonates With All Patients

A recommendation that has been made almost universally within the dental industry is to maintain patient contact and communication throughout the pandemic. This includes your reopening period and months after closures.

Direct mail can help because it has 100% reach. With email, the average dental office gets less than 14% reach because, on average, practices are missing 30% of emails, and with email open rates around 20%, only a sliver of patients may see the message.

Direct mail also has shelf life in the home. Multiple people will see mail, including the female head-of-household who makes most healthcare decisions. When patients-of-record read an informative and engaging mail piece, it helps reassure and engage. It's also a way to show patients you care, that you understand, and that you are the expert.

Direct mail is also a guaranteed way to raise awareness in your community. It lets prospective patients know you're available, welcoming, and serious about health and safety. Also, with other offices slower to react, direct mail to targeted homes will let you get your foot in doors, giving you an important and impactful competitive advantage.

"If you just communicate, you can get by. But if you communicate skillfully, you can work miracles." – *Jim Rohn, entrepreneur & author*

# Book New Patients To Accelerate Recovery Time

Although dental offices will be busy with active patients returning for care, it's important to leave room in the schedule for high-value new patients. On average, they are worth 2-3X more than an existing patient.

Reach 100% of these quality patients with direct mail. It delivers a 50% better motivation-to-load cognitive ratio than digital media, meaning it's more likely to inspire them to act.

## *5 Direct Mail Tips For Patient Acquisition During The COVID-19 Pandemic:*

1. For patient acquisition, determine your target audience. This will ensure you attract the most ideal, high-value-generating patients. Run a demographic and market share analysis and pinpoint where your best patients come from and which also informs the creation of relevant messaging.
2. Include quality educational content that informs patients about your services, and now, how you're keeping them safe. The female head-of-house wants good information to make good decisions for her family. This will differentiate your office from others. It's the perfect time to set your practice apart by highlighting payment options, in-house membership plans, and new extended and convenient hours.
3. Make it BIG. A newsletter that's 8.5x11" flat and opens to 11x17" is more noticeable and memorable than a postcard or flyer folded to 5.5x8", and is proven to have almost twice the impact of a postcard.
4. Dropship to your destination (US only). This method of delivery gets the final product to its destination faster and reduces the chance of error.
5. Engage your team in new patient scheduling goals. Provide telephone training and scripts to overcome "new" patient objections.

At Patient News, we've been **working exclusively with dentists for 27+ years**. As a dental marketing agency, we've gone through the challenges of COVID-19 with you. We've been encouraged by the number of clients that are successfully reopening and watching production numbers quickly gain footing with offices back to 50-80% production levels within only several weeks from opening. **We'd like to help you and your team** with your communication strategies as we emerge from the pandemic.

Services include direct mail newsletters for dentists, as well as digital marketing, websites, SEO, paid media and **Practice ZEBRA, the #1 dental marketing intelligence software**. Practice ZEBRA offers first-in-industry solutions and has become the *can't-live-without* dental marketing technology that is helping hundreds of dentists with practice recovery.

With Practice ZEBRA, you'll have access to proprietary industry data, advanced technology, artificial intelligence, and world-class sophistication which make the platform structured, intelligent, and dynamic. You'll have your most important recovery metrics at your finger tips (scheduling, outstanding case acceptance, patient values, revenue, number of active patients, patients lapsing and those that don't have appointments at all). And much more.

Practice ZEBRA includes call scoring, instant alerts, and marketing automation: appointment reminders, reviews, 2-way texting, email newsletters (both custom and monthly), and the first-ever dental membership plan enhancer.

**If you're into technology, you need to check out Practice ZEBRA! Take it for a 30-day risk-free ride. Start with a free demo and consultation:**

**Call Now! (888) 699-2755**

It has always been our mission to help dental offices differentiate, build and strengthen patient relationships, and stand out & grow.

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