

# 2020 Goals

To Help Your Practice

## **STAND OUT!**



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

**Competition for quality dental patients is fierce. That is why an equally fierce and effective marketing plan must be in place if you're going to achieve and exceed your goals.**

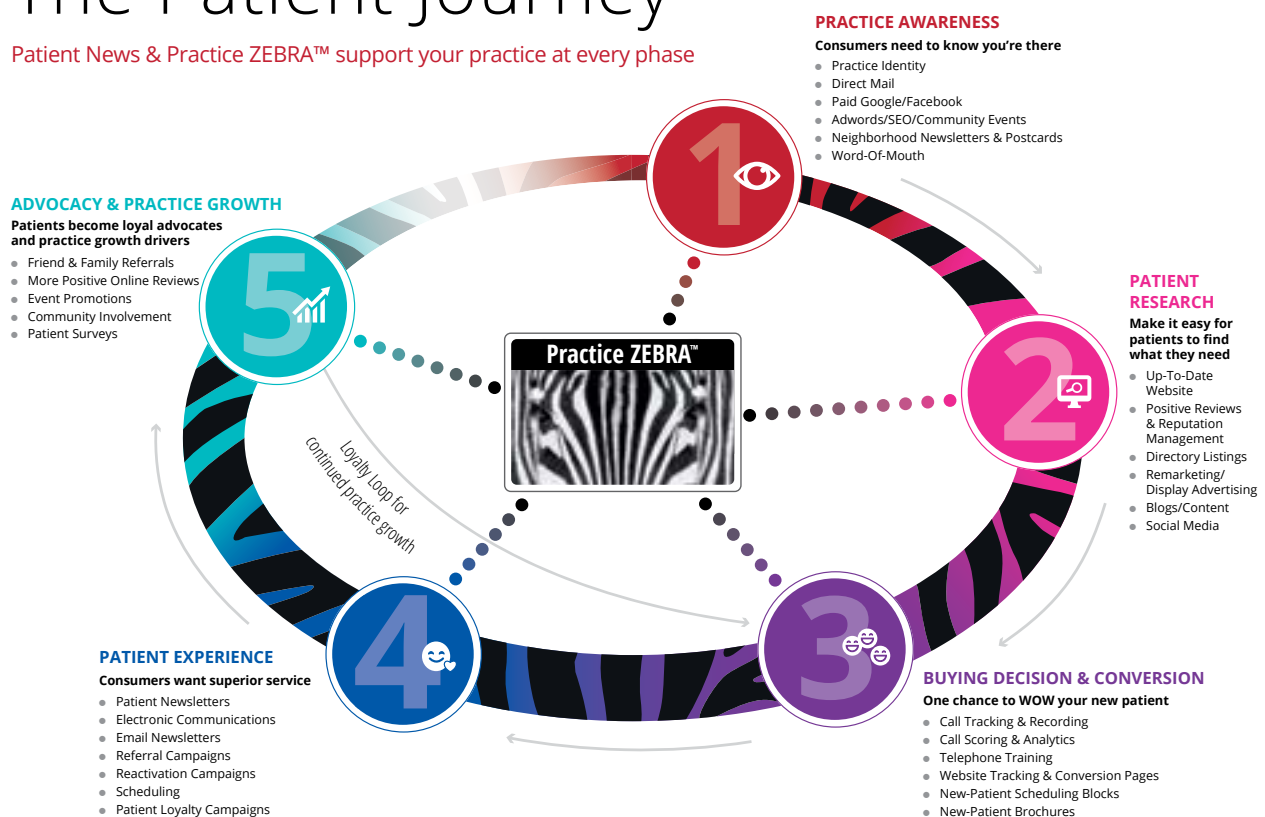
1. Do you have the team needed for success?
2. Do you have a clear and focused vision for your practice that everyone on your team understands and is working toward?
3. Do you have access to your data in a way that will drive informed decision-making?
4. Are there any issues or challenges standing in your way?
5. Do you know how you will measure success?

Whenever you reset strategy, consider where you are now, your results, your services, your team, your environment, the awareness your community has of your practice, and the typical journey most patients have with your practice.

Are you motivating patients to say "yes" to your practice at every stage of the Patient Journey?

# The Patient Journey

Patient News & Practice ZEBRA™ support your practice at every phase





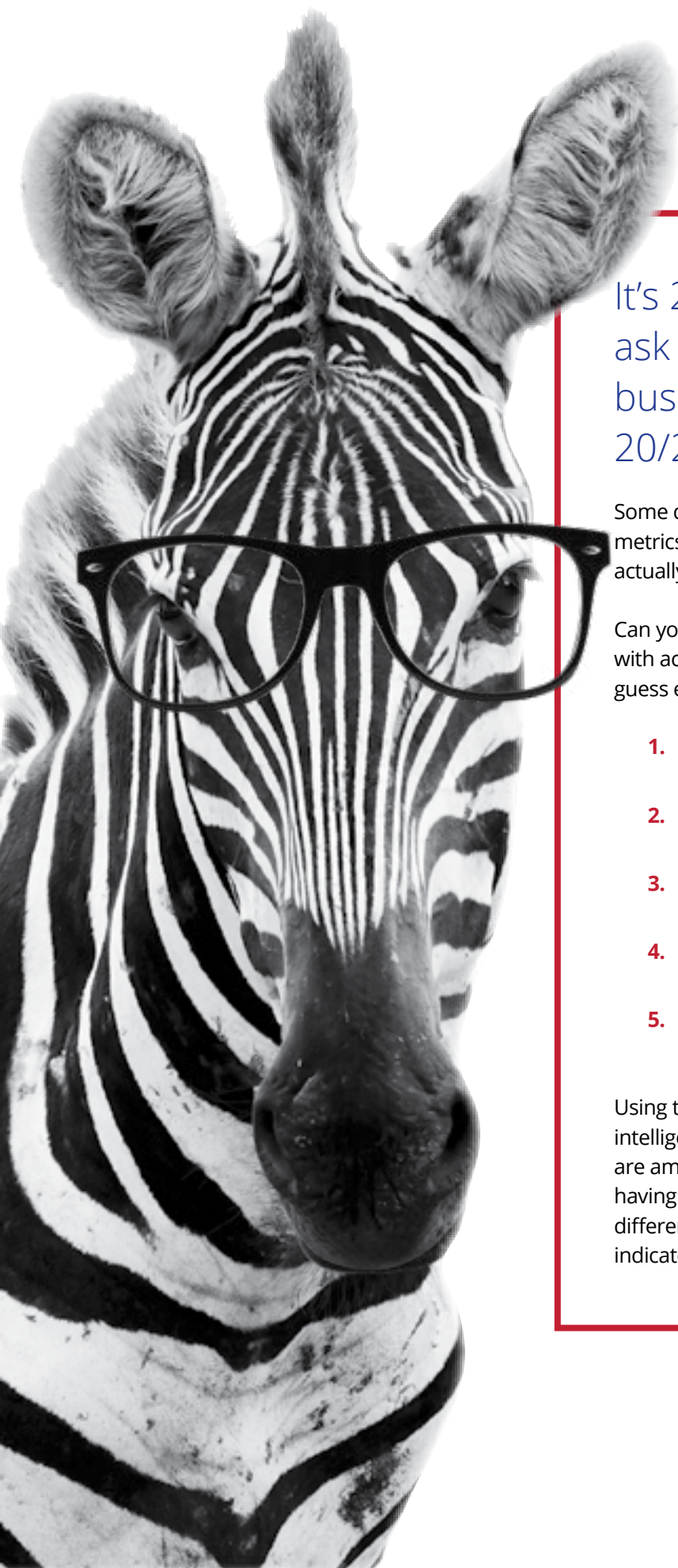
## Trends & Insights To Enhance Your Patient Journey

When setting growth goals, dental practices must consider communications from a patient point-of-view. Does your practice have the right touchpoints in place across multiple channels? Is it extra-easy for patients to join? Can your service be enhanced so that it's more of a difficult decision for patients to decide to leave?

In this whitepaper, you'll find out what you can do from operational and service standpoints to ensure you attract and keep quality patients – starting now.

1. Getting Clear About Your Current Situation
2. Understanding Benchmarks & Setting Goals
3. How Patient Experience Can Drive Growth
4. Your People, Process & Training
5. Market Area Online & Offline
6. Creating A Successful Marketing Strategy
7. Pulling It All Together With Patient News





It's 2020, so we need to ask – are you seeing your business clearly, with 20/20 vision? 😊

Some dental offices will turn a blind eye to key metrics and important factors necessary to actually realize an improvement in production.

Can you answer the following questions with actual data, or do you just have a best-guess estimate?

1. How many active patients do you have now compared to January 1, 2019?
2. How many new patients did you add to your roster in 2019?
3. What was your active patient net gain or loss?
4. What have your production trends been for the last three years?
5. Are you heading in the direction you want ... or flatlining ... or worse?

Using the dental industry's leading practice intelligence software, Practice ZEBRA™, dentists are amazed to see their actual data without having to pull together multiple reports from different systems to see key performance indicators needed to drive growth.

## Actual Practice Analysis

Dr. H has a successful practice in a thriving suburban environment. They discontinued direct marketing in 2017, and experienced a year of inconsistent results in 2018. They relaunched a comprehensive marketing plan using Practice ZEBRA™ in 2019, triggering a steady increase of new patients and production.

The problem? The doctor had turned a blind eye and waited too long to act.

And now, despite adding 500 new patients to their roster in the first few months of their 2019 campaign, their active patient count is still in a net-loss position. But the good news is that production is starting to climb back up.

<b>Active Patients Jan. 1, 2089</b>	<b>1683</b>
<b>New Patients Added</b>	<b>492</b>
<b>Active Patients Nov. 1, 2019</b>	<b>1460</b>
<b>Net Gain</b>	<b>-223</b>
<b>2017 Production</b>	<b>\$1,518,721</b>
<b>2018 Production</b>	<b>\$975,474</b>
<b>2019 Forecast</b>	<b>\$1,147,000</b>
<b>New-Patient Value</b>	<b>\$1,695</b>
<b>% Patients Scheduled To Return</b>	<b>43%</b>

### The key for this practice is:

- commitment to consistent marketing
- focus on patient experience
- improved scheduling.



Don't avoid facing reality. Once you do, you can take action!

# 2020 Goals For The Successful Dental Practice

If your efforts in 2019 didn't deliver what you wanted, you can quickly turn things around. Often you can improve your financial outlook by focusing on two of the simplest things...

1. Preventing more patients from leaving
2. Attracting more quality patients.

Read on to see how you can take action, create accountability and discipline, and then execute for success.





## Step One: Understand Your Key Performance Indicators (KPIs)

You probably have all kinds of data coming at you from multiple sources. Some factual and some anecdotal. Some key performance and some benchmark.

As business owners, we're always looking for data and we like seeing data. But the problem is, we don't know:

- if we have good data
- if we're making the right decisions based on the data
- if it's the data we should be looking at
- what we should actually do with the data now that we have it.

Not knowing how to turn the data into useful information can be a make-or-break for some practices.





Like you, in our early years at Patient News without "big data," we could only rely on anecdotal feedback for accessing our campaigns. Thankfully, we've learned a lot in our 27+ years of dental marketing – and now with millions of campaigns tracked and hundreds of dental offices connected to Practice ZEBRA™, we can share industry data, key performance metrics, and benchmarks to help you achieve your goals.

No one wants to be that business owner who makes decisions based on best guesses or manually tracked information. That can only lead to a rocky, inconsistent flow of new patients and production – and probably not the change you are looking for.

In 2020, you don't have to rely on guess work. You can see your actual practice KPIs and make informed decisions that will drive growth.

No one wants to be that business owner who makes decisions based on gut, anecdotal, or manually tracked information.



## Step Two: Clarify Your 2020 Goals

Based on your current metrics and the ideal journey you want for your patients, put your plan in writing. If patient retention and new-patient acquisition are your top two goals, you will need specific tactics to support them – ones that will include new technologies, new products, enhanced services, team training, and a customer-service focus to ensure that all patients have a WOW experience.

When you're adding new technology, don't forget your effective "product launch" plan. When you invest in new tech, you'll get great ROI data from the vendor: "You only need 5 cases per month to pay for it." But what suppliers neglect to tell you is how hard you need to work to get those cases. Plan out your commitment to a multi-channel, multi-target marketing campaign.

To boost production *and profits*, you must have a clear understanding of your KPIs and your goals ... and then determine what internal and external tactics will propel your dental marketing efforts.

*To strengthen your practice security in 2020, focus on your brand. What is your brand promise? Do all of your external marketing activities reflect your brand and is it consistent? In one sentence, can your team tell patients what your competitive advantages are, or would everyone have a different opinion?*



"This marketing has done what I needed. I am a woman who knows what I want. Quality patients, revenue generation, and relevant information about practice metrics. Patient News delivered all three."

– Dr. Hazel Glasper

"Tactics without strategy  
is the noise before defeat."

– Sun Tzu, Chinese general & author of *The Art Of War*



A man and a woman are looking at a brochure for Kindstar Dental. The man is on the left, wearing a green shirt, and the woman is on the right, wearing a plaid shirt. They are both smiling and looking at the brochure. The brochure has a pink flower logo and the text 'Kindstar DENTAL General & Family Dentistry'.

Over 30% of patients leave due to their experience

## Step Three: Focus On Key Areas To Drive Growth

### A Patient Expectations & Experience

You only have one chance to nail it. One chance to WOW your new patients during a first interaction – which is not face-to-face, but the marketing tactic that first brings you to their attention ... long before they step into your practice.

Be clear about the services you provide and what makes your practice unique. Your marketing must pave the way for a potential patient, making it easy for them to trust you and choose your practice over your competition. Offering conveniences like in-office membership plans, on-time appointments, and after-work and weekend appointments are becoming necessities to compete in the dental market in 2020.

Once you win patients over for the first time, you and your team must maintain stand-out service, because **nearly one-third of patients leave a practice for preventable reasons related to the patient experience**. Implement strategies to provide value-added touches to your patient experience. A patient newsletter will go a long way in making your practice stand out.

In 2020, consumers will be more value-conscious. They have access to information and want you to be on top of their experience, or they will choose another option. Building relationships at every interaction will be critical for both dental practice growth and for that all-important need to build a loyal roster of patient advocates.



**In 2020, word-of-mouth will still exist – and it will still work really well.**

Ensure that every touchpoint reminds patients that you accept their family and friends, so you stay top-of-mind. Patients want to share their experiences in online reviews and on a variety of social sites. A strategy to obtain and manage referrals and reviews must be built into your 2020 marketing plan.

Never has the patient experience been such an important factor for practice growth. Those who focus on every phase of the patient journey, and do it well, will thrive and achieve their goals.

Your entire team must know, live, and breathe your mission and vision. In a time when most people think dentists are all the same, you need to show them – through words and actions – that you're different.

- Make it easy and enjoyable for patients to choose and stay with your practice.
- Provide educational information via print and email at all phases of the patient journey – never just “assume” patients will keep coming back.
- Make patients feel welcome; never like they're a burden. Ensure patients have convenient appointment options, that they can communicate any way they prefer, and offer them up-to-date treatment options.
- Always give patients a “next appointment” target date.
- Increase your value-added touchpoints, referral gifts, and other events outside of practice transactions to let patients know they're appreciated and valued.



## B Staff Training & Attitudes

Your team will set the tone for the patient experience. At the first phone call, your reception team ARE THE PRACTICE to the new patient. They are the only live contact patients will have with your practice until they come in for their first appointment. Once new patients are in your office, hygienists and assistants will make or break the first visit, and once again, your front desk team is back in play as the last point of contact before your patients leave.

- Is your team courteous, helpful, kind, compassionate, and professional?
- Have they completed industry-leading phone training so that they are highly effective at converting calls to appointments?
- Do you have a patients-first servicing commitment? Do patients leave feeling better than when they arrived?
- Is your office culture upbeat, enthusiastic, encouraging, and trusting?

As a bonus, when you make culture a priority, you will boost team morale, improve productivity and staff retention, as well as enhance the patient experience. Add team building to your 2020 plans.

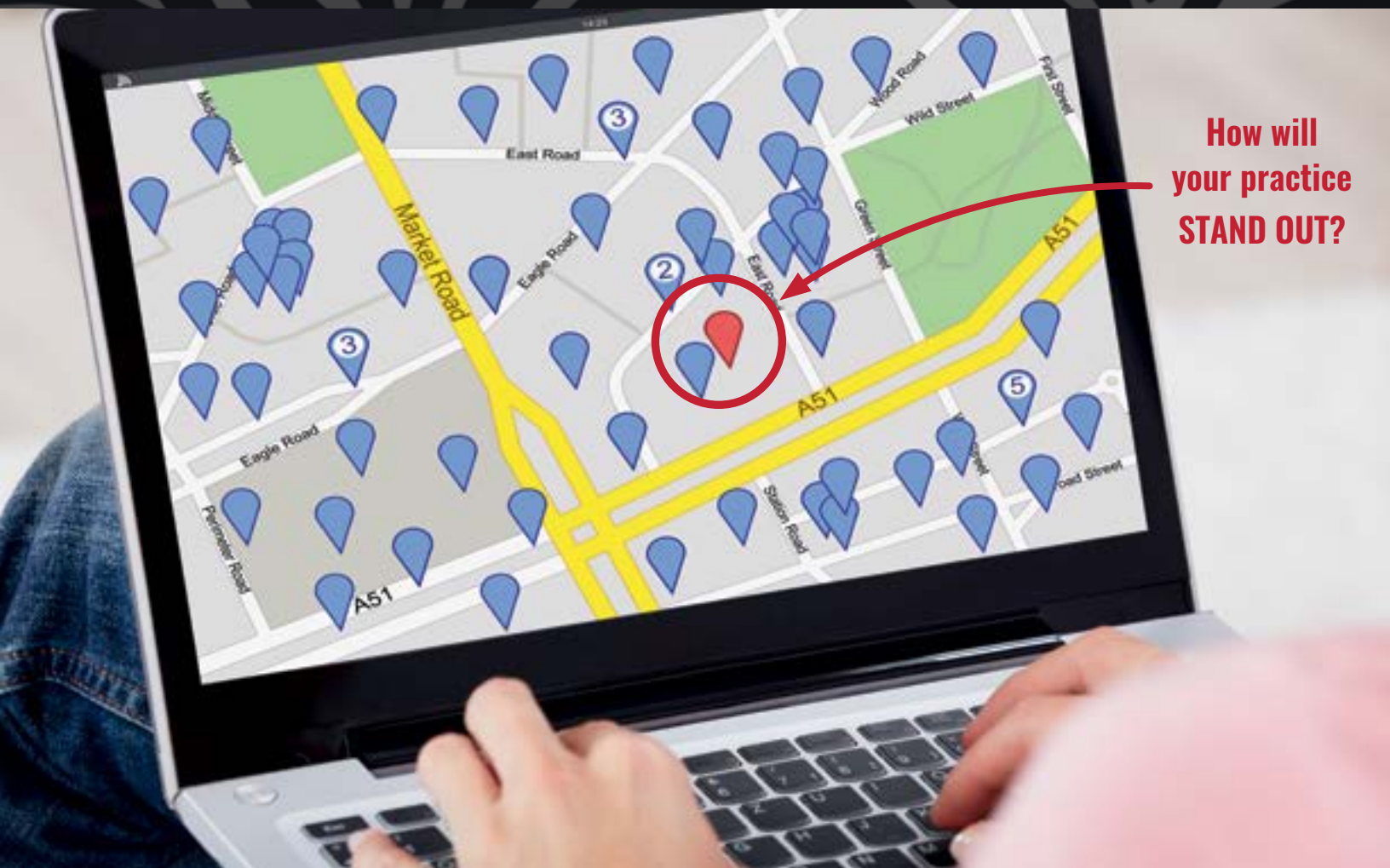
Top Training Priorities  
For Production & Profit Growth:  
Call Handling & Patient Scheduling





**TIP:** The moment you notice a team member isn't providing the patient experience you want, it's time to talk to them. Do it in private. Show your concern and find out what's affecting them so you can help them. Every one of your employees must be a strong practice advocate 100% of the time.

Some dentists find themselves stuck and they just can't achieve growth. Sometimes this is due to the inability to make the right, but tough, decision to replace a staff member. Nothing can affect marketing effectiveness or the patient experience more than an ineffective or negative employee. Or the hygienist that's a bit too rough. For practice harmony, success, growth – and fun – you must be committed to only having positive employees that see your vision and support it.



**How will  
your practice  
STAND OUT?**

## Step Four: The Competition & Your Market Share

Do you know what's standing between you and your next patient? It's definitely awareness and education ... and it's probably another dentist or two ... or many more!

Competition in the dental industry is intense. You must have an accurate lay of the land with a data-driven competitive analysis. When you know who your top competitors are and where they're located, you can better target your marketing dollars for new-patient acquisition.

When it comes to new-patient marketing, it's also important to know where you draw the majority of your patients from so you can prioritize those neighborhoods and go after households most

likely to choose your practice.

With the advanced analytics available, you don't have to drive around to figure this stuff out.

### **Organize your 2020 strategy by obtaining:**

- Area demographic profile and consumer preferences
- Practice-market-share analysis
- Competitive analysis – in market area & online
- Online presence and web analysis.

Using this information is the only way to market strategically and maximize your investment.



**TIP:** Conduct a practice SWOT analysis to identify strengths, weaknesses, your biggest opportunities, and threats.

Have staff members who live in the practice area collect all competitor flyers and mailings and bring them to regular reviews. Check out key competitor new-patient offers online and see how their reviews compare to yours. Look at negative reviews to find servicing gaps you could fill. This is an illuminating exercise for dental teams, so include your entire team. Determine steps to promote your strengths and to capture or to act on opportunities and steps that will mitigate weaknesses and threats.



Between 2013 and 2016,  
the number of local  
business reviews on  
Google shot up 472%.



## Step Five: Online Reviews

Virtually any product, business, or service can be reviewed online. And the dental industry isn't any different. Patients have high expectations. They want to be confident that, if they choose you, you will meet all of them.

A positive online reputation helps patients trust your practice, converts more searchers into callers, and boosts local search rankings. Patients who receive your direct mail campaigns will check you out online before contacting your practice.

Approximately 92% of consumers rely on this social proof as much as a personal recommendation. That's powerful!

## Important Review Stats

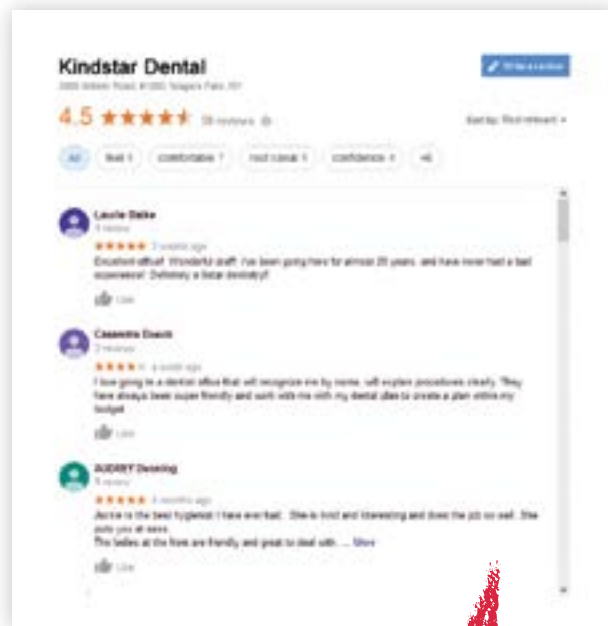
- 92% of customers read reviews before visiting a business
- 72% of consumers say that positive reviews increase their trust in a local business
- 7 out of 10 consumers will leave a review if asked

It's rare that any of us would select a business that has less than a 4-star review. And certainly, we're not likely to make a purchase decision without seeing at least some reviews.

Businesses appearing in Google's top 3 local positions have an average of 50 reviews and the average consumer expects a business to have 40 reviews before *trusting* the star rating. To gain the trust and confidence of more patients, it's critical for your practice to have many more reviews than your competitors ... and those reviews need to be current (ideally a number of them within the past 2 weeks).

AND, as a healthcare practitioner, you must achieve a star rating of at least 4.8 or higher. Don't be afraid to ask for reviews. Be ready to get them and respond appropriately.

With all of these stats, it's clear. In 2020, patient reviews must be a priority.



Patient News clients using Review BOOSTER™ have realized a 30% increase in positive reviews



## Step Six: Marketing Plan, Budget & Team

Now that you've set and organized your 2020 goals and strategy, you need to establish the supporting marketing plan. Your current production and your new production goals both need to be considered when determining the required investment.

Appropriate allocation of your budget is crucial if you want practice growth and security. Review your patient journey and ensure your mix includes new-patient acquisition, front desk training, and retention tactics.

2020 means a new year, new goals, and new opportunities to refresh your plan and grow

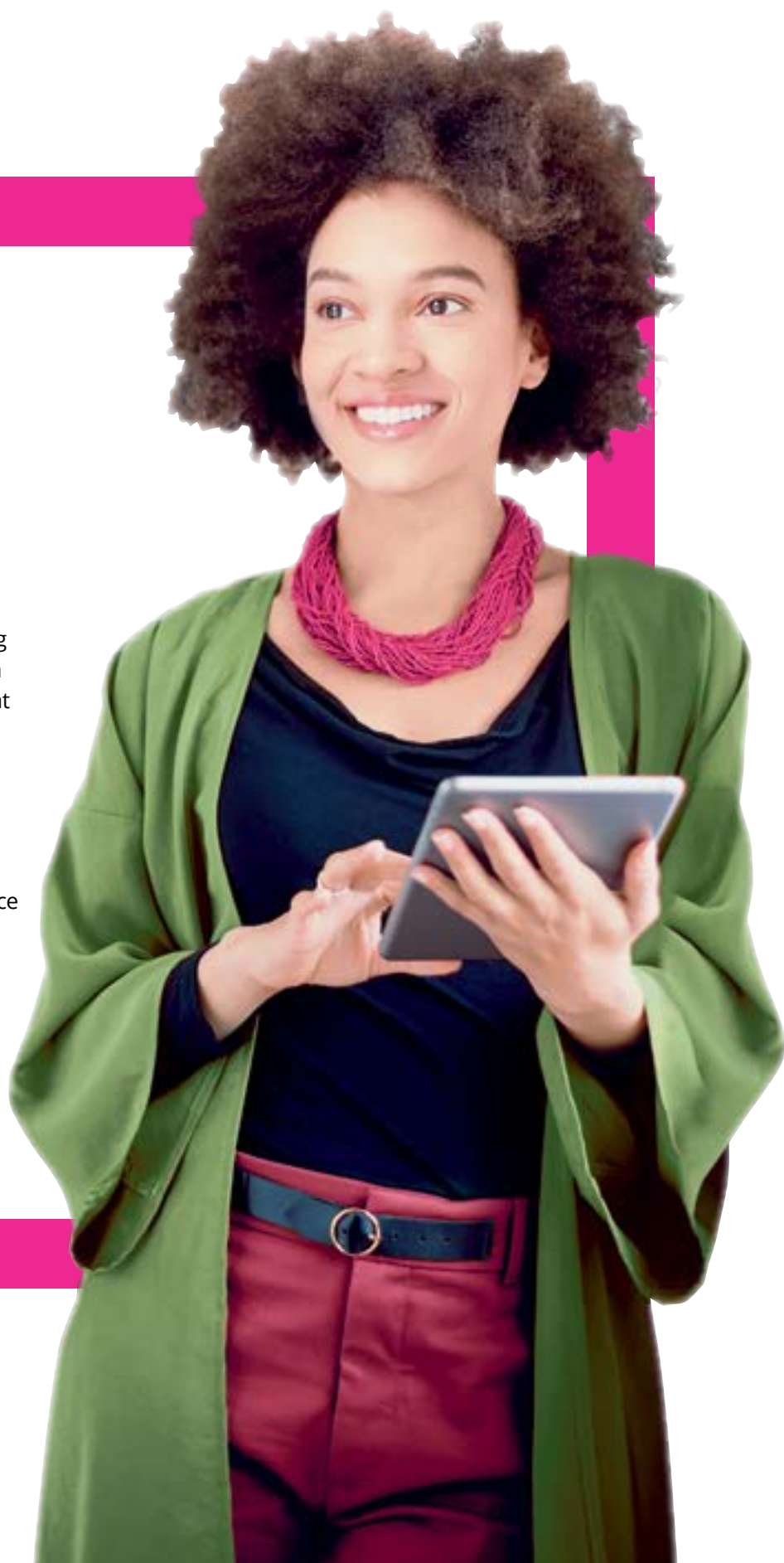
your practice. If your goal is to accelerate your results and increase your market share by implementing a more-comprehensive marketing plan and use leading-edge technologies and strategies, your budget must align.

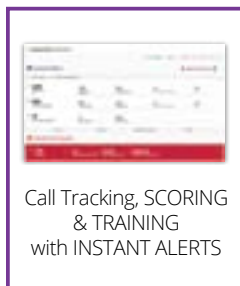
And remember, you don't have to go it alone. Bring in the marketing expertise you need to create the ideal plan to meet and exceed your goals and to help manage your campaigns for continuous practice improvement and a successful result from your marketing investments.



## How To Invest In A Successful Marketing Plan

1. New practices should spend 30% or more of their budget on marketing.
2. Every business looking to grow should have a marketing budget of at least 5-8%.
3. Include new-patient acquisition, patient retention, and team training to improve your patient experience and overall practice-marketing results.





# Let Us Help You Dig Into Your 2020 Growth Plan

Schedule your **FREE Consultation & Planning Session** today.

1. Call (888) 699-2755 or visit [practicegrowth2020.com](http://practicegrowth2020.com)
2. Your Patient News representative will schedule a convenient time to consult with you to understand your situation and provide an overview of our solutions. If you like what you see, we'll also share:
  - FREE Demo with YOUR practice data in Practice ZEBRA™
  - FREE Area Demographic, Competitor & Market Share Analysis
  - FREE Online Audit Results
  - AND ... based on all of this analysis, you see a FREE 2020 Marketing Plan Recommendation.
3. That's a \$795 value. After all this, YOU decide if our solution is for you. There is absolutely no obligation.

Whatever your goals are,  
we can help you get there!

Helping Dental Practices **STAND OUT** and Grow!  
**CALL NOW (888) 699-2755.**