

# **MORE PATIENTS**

# **MORE PROFIT**

## **How to Fill Your Dental Practice With Patients**

*At Last! **Step-by-Step**  
Processes that Compel  
Patients to Choose You.*

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**WANT A POWERFUL, COST EFFECTIVE MARKETING TOOL**

to help grow your dental practice? It's easy. Use postcards.

**YOU'LL LOVE THIS HYPE-FREE INTRODUCTION**

to **LOW COST** Effective postcard marketing. Includes facts, ideas, and other low cost marketing tools you can easily use to effectively promote your dental practice.

**This eBook discusses . . . . .**

- ✓ **What is the purpose of marketing**
- ✓ **Why it's so hard to get and retain patients**
- ✓ **How marketing can work for a dental practice**
- ✓ **Best methods for patient retention and acquisition**

**What is so important about marketing in a dental practice?** When a dentist graduates from dental school, he or she typically works for an existing dental practice that's already running well or goes into solo practice hoping to be successful.

That brings us to the question, **“What does it really mean to be successful in the dental profession?”**

One thing, of course, is providing the best dental care possible and the other one is to be profitable. **So, how does marketing and dental practice management go together?**

- Want effective, low cost, and easy-to-do marketing to increase profits?
- Want to distinguish your dental practice from every other practice out there?
- Want to eliminate the tendency to compete with other practices on price?
- Want to get existing patients to keep coming back?
- Want to bring new patients into the practice?
- Want to improve the return on your investment . . . get the profits that you want?

I am sure you are familiar with marketing author, Peter Drucker. He says, *“Because of the nature of business, it has just two functions and only two: Marketing and Innovation. **Marketing and innovation make money.** Everything else is just a cost.*

What that means is that **you have to be really good at what you do as a dentist, and it also means that you have to market in a way that consistently brings more patients into your dental practice.**

The number one concept that is important in marketing is . . . . *“If you want to know why John Smith buys what John Smith buys, you need to see the world through John Smith's eyes.”*

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**If you want to know why John Smith  
buys what John Smith buys, you need to  
see the world through John Smith's eyes.**

Looking at your practice through your patient's eyes will definitely have a positive effect on how you **market your dental services and your results.**

Looking through the eyes of the patients reveals . . .

- What do they see?
- What do they feel?
- Do they feel respected by you and your staff?
- Do they feel safe and cared for?
- Do they feel like they are the most important person to you?
- Do they feel that the dental practice is all about them, because they come to you and they may have certain fears, and they may have worries?

Patients also may have questions that they don't even know how to ask. If you look at your practice through the eyes of your patients, you are much more likely to make your practice inviting and welcoming.

And, you can more easily address your clients concerns and make them comfortable enough so that they will continue to come back to you every time they need some dental care, on a regular basis.

**Why is it harder to get clients today?** One of the things that happened about 25-30 years ago is that the way the way people shopped changed due to population growth and the numbers of options.

It used to be if you were the dentist in the neighborhood, people would know how to choose you, how to come to you, because there you were.

You were sometimes their only choice, or maybe there were 2 choices to go to. So it used to be pretty easy if you were a dentist. The people in the neighborhood would come to you.

Well, it's not that way anymore. Today dentists are advertising on television. They are advertising on the radio. In the yellow pages. On the Internet.

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**It is crucial to stay abreast of trends and changes, and be proactive in the market place.**

If your colleagues and competitors find a new vehicle to advertising and you want to continue to have a filled practice, you also need to be aware of how those avenues of advertising and marketing would work for you.

Patients have a lot more choices today. Massive advertising and the Internet makes it so much easier for potential patients to have choices.

**There is a switch that took place in the past few years.**

It used to be that the service provider, the dentist, the doctor, the attorney, or even the grocery store owner, had the power because they were the ones who were providing the products or services.

**Patients  
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There was very little competition. There was very little additional information that the customer or the patient had access to, and they had very little or no resistance to seeking dental care.

When people needed to go to the dentist, they went to the neighborhood dentist. They had fewer choices and it was much easier for them to make a decision.

Now, with the increased competition, there are many more choices. People can go on the Internet and find information. Sometimes, unfortunately, the information that they find isn't necessarily the best or most accurate information.

With these factors in place, it increases the consumer's resistance to making a decision, which means that it takes them a lot longer to make a decision about seeking a dentist and to come in for some dental care, which is not in their or your best interest.

Too much choice and little adequate information contributes to people shopping and choosing on price.

Too many options. This is not a good deal for the dentist. **That's why you have to do the kind of marketing that helps the client make a decision.**

Let's take a dental product to demonstrate this point. Let's take toothpaste. In the mid-1970s, Colgate had 2 different kinds of toothpastes. Now there are 39 different kinds of toothpastes. That's only from the 1 manufacturer, Colgate.

People used to go the grocery store to buy toothpaste and they easily and quickly picked out their product of choice.

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Now just shopping for toothpaste can be a major decision making process because there are so many choices. People spend much more time in the dental products aisle in the grocery store than they used to. The same is true for mouthwash and toothbrushes.

Used to be, in the mid-1970's, there were 15 different kinds of toothpaste. Now there are 66. When there are lots of options available it slows the patients down to make a reliable consumer decision.

Over the counter pain relievers, for instance, in the mid-1970's, there were 17 different kinds and now there are 141.

**Can you see how that relates to a patient having to decide on dental care?**

If we look in the phone book we can see **hundreds of Yellow Pages ads for dentists**. If we go on the Internet and do a search there are thousands of ads.

The problem is that the messages all are basically the same. They really are not very different, so the patient becomes confused.

Then they delay a decision. Obviously a delay in a decision and action about their dental health is really not a good thing.

This creates what we call the **Confidence Gap**.

It used to be the professional was in the position of power because they had the resources, they had the knowledge, they had the expertise, and they provided the service.

**Now the shopper is in the position of power.** Whether people are shopping for a dentist or whether they are shopping for cars, they rule.

Because the marketing messages are so very similar, it creates a lack of confidence.

- They don't know what to choose.
- They don't know whose marketing message they can trust and believe.

Then it becomes the role of the dentist to help the patient find the kind of information that helps them make a decision. And you can do that through educational marketing.

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## **Let's take a quick look on how a patient may decide to choose a dentist.**

1. First a person moves into the neighbor, and they start their new job. They get their new home set up, and they start thinking, "Well we really need to setup some appointments for the kids to have a dental exam."
2. They kinda sorta start thinking about dental services, but they are not really ready to make a decision. It doesn't have an urgency to it yet.
3. Then a little while later, time goes by, and the kids get kinda lax in brushing their teeth, and the parents think, "OK. *We need to pay attention.*"

**The key is to help them become your patient by educating them.**

4. Then Mom looks in Johnny's mouth and there is a little black dot on the tooth. "*Oh no, this could be not good.*" Now the dental issue becomes more urgent, and the parent is getting closer to making a decision about which dentist to go to.

5. And then the decision making point. My child has a toothache and she is crying. Now we have to go to the dentist immediately.

Wouldn't be wonderful if you as the dentist had the opportunity to educate this potential patient from the time they moved into the neighborhood until they really needed to make that decision about which dentist to go to?

The key is to help them become your patient by educating them. Give them information that's useful and accurate. No fluff, real down-to-earth practical information.

Give them valuable educational information that would help that parent or any potential patient make a decision.

Napoleon Hill, author of The Law of Success, says, "*It's as useless to try to sell a man something until you have first made him want to listen, as it would to command the earth to stop rotating.*"

What we can learn from Napoleon is that one has to first help someone be interested and want to listen before ever beginning to sell them something.

**You can help people want to listen by educating them on how to do business with you and how to make the best choice for themselves.**

With effective marketing and practice management, you can bridge the confidence gap, where the potential patient is unable to figure out whom to trust.