



Marketing Recommendations - General Practitioner

Internal Marketing

Patient experience

- Welcome each patient by name as they enter the practice.
- Focus on building relationships that let the patient know you care about their entire well-being.
- Address dental fears/anxiety with active listening skills and offer solutions to make the patient comfortable. Openly discuss these concerns with the patient, doctor, and auxiliary providers to assure the patient everyone is aware of their needs.
- Display your Mission Statement and any other accolades the doctor has earned in the reception area. This reinforces to the patient they made the right choice in dental providers and provides further opportunities for referrals.
- Provide a photo book in the reception area of community service events in which the doctor or team has participated.
- Make post-op calls daily for large or complicated cases, fearful patients, and children that received anesthetic. Ideally, the doctor makes these calls on the evening of the treatment provided.
- Consider beverages, snacks, mints, and other 'hospitality' items in your reception area and consult room.
- Scent the office so that it smells more welcoming than a "traditional" dental office.
- Stock prescription fluoride, chlorhexidine, or electric toothbrushes for patient convenience.
- Ensure you have a map and new patient forms available on your website for new patients to complete.
- Represent your clinical style and expertise through the appearance and cleanliness of your facility.
- Offer complimentary toothbrush and toothpaste in your patient restroom.
- Evaluate customer service issues such as waiting time in your office and quality of phone contacts. Respect patient confidentiality by conducting discussions about patients privately and having financial arrangement discussions in a private area.

Patient testimonials

- Use written and verbal patient compliments of a positive dental experience to build new patient confidence. With patient permission, include quotes in your practice brochure, on your website, in newsletters, and in frames in your reception area.



- Actively ask for Google, Yelp and Healthgrade reviews from your patients. Reward the staff member that requested the posted review with a small gift, such as a \$5 Starbucks card.

Patient connections

- Send a hand-written thank you note to patients that have referred you to a friend or family member.
- Send a hand-written thank you note to new patients who gave you the opportunity to provide their oral healthcare.
- Connect with patients that are experiencing life events such as a new child, grandchild, wedding, illness, or death in the family with flowers and a card from the entire team.
- Utilize confirmation systems to send video birthday greetings from the staff.

Patient referral reward program

- Institute a referral reward system such as movie tickets, dinner gift certificates, or some other “treat.” *

External Marketing

Signage

- Patients want quality as well as convenience. Your sign works 24-hours a day to let patients know you are close and ready to help. Make sure your sign is professional and visible from every direction.

Website

- Update your website if needed to reflect your branding. Photos of the practice and staff members with short, fun bios gain direct consumer growth. Provide a call-to-action on each page of the website for quick access to contact the practice. A short video of the doctor and video testimonials are worth the investment. Your site needs to be mobile-friendly. (Ask us about our PST website checklist.)

Social Media

- Maintain engaging social media sites to include Facebook and Instagram. Post both professional and social comments at least twice a week.

Healthgrades

- Maintain a Healthgrades premium profile listing.



Networking

- Connect with local physicians who jointly treat your patients. Keep them updated, in written form, on the oral health status of joint patients. This will promote additional referrals.
- Join local business chapters.
- Sponsor a Patient Appreciation Night (bowling, pizza, movie, golf, etc).
- Deliver a gift basket to the patient's workplace with relevant dental and non-dental items for patients to share with co-workers. Gift baskets are a nice thank you for a patient who has completed a large case.
- Give patient appreciation items to 'connected' patients to share with friends and family. Consider 3-5 of the same logo items packaged together, which could vary by season.
- Locate a well-respected beauty salon close to the practice. Offer free whitening for everyone who works in the salon in exchange for leaving information about your practice.
- Sponsor a local youth sports team connected with a favorite patient.
- Participate in school programs and community services in which your patients are involved. Consider give-away products with your practice information on them.
- Have an "Open House" to share the benefits to your patients of a remodel or new piece of equipment and invite your patients, their friends, and nearby businesses.
- Do you have a busy local (not chain) restaurant by the practice? Could you have your team meetings there? Will they hang a photo of your team holding a meeting there? Give them a great review online (deserved of course), recommend them, and they will often recommend the practice.

Promotions

- Consider a reusable bag with your practice information for dental hygiene items for your patients.
- Hold a drawing for a desirable gift item such as an ultrasonic toothbrush, an iPod, or local restaurant gift certificate. This can be an incentive for patients as well as team members.*
- Provide incentives for visiting your website, such as new patient forms, post-op instructions, featured patient testimonials, or newsletter updates. Consider online entries for prize drawings.
- Select a local charity and fully participate in a fundraising activity for them.
- Maintain a Facebook profile and Instagram page for your practice and encourage engagement.

*Board rules regarding gifts for referrals differ by state; please check with your state dental board to be sure you are compliant with state guidelines.