

# Dental Practice Marketing 101

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By Mary Fisher-Day

You've heard it said before. "The best marketing for your dental practice is internal marketing". This statement has never been more accurate! I've seen Dentists spend \$20,000.00 on a marketing campaign, yet refuse to make their own post op phone calls. This makes no sense at all! It takes 2 minutes to make post op phone calls. How long does it take to make \$20,000.00?

Thirteen very simple and inexpensive ways to internally market your practice.

- Patient referrals are key. If you want to keep the patients you have and have them refer their friends and family, let them know you appreciate them.
- Thank your patients for coming in and let them know it was good to see them. This is huge and will go very far when a patient is trying to decide between you and another dentist.
- Your patient waiting area should be comfortable, home like and peaceful.
- Make every effort to see your patients at their appointed time. If you make them wait, they are agitated by the time you see them. If you must make them wait, apologize personally.
- Sit down with them and look them eye to eye. This will create a bond and build trust.
- Never make a patient feel stupid for asking questions. Make sure your staff follows this rule as well.
- Charge what you're worth *and* be worth what you charge!
- Make your own *post op* phone calls. This will go further than you can imagine. Your patients will tell everyone they know about you. They're less than impressed when a member of your staff calls. As a matter of fact, it is expected. Give them the unexpected.
- Your patients' time is important too. If you can save them a trip by doing one extra filling. Do it...it's more cost effective for everyone involved.
- Treat every patient the way you want to be treated. From the time they walk in the door through the minute they walk out the door, they should be treated as if they are your ONLY patient.
- Ask your staff to abstain from wearing perfume or aftershave. Many people are allergic and they won't say anything about it...they just won't come back.
- Resist the temptation to 'treatment plan' based on appearance. You're charged with giving your patients the best treatment possible. If they can't afford it, they can't. They are responsible for their finances. You are responsible for the oral health
- Display posters to promote procedures available in your practice. I.e.: Invisalign™ implants and implant restoration, specific cosmetic procedures and materials, oral cancer screening etc... Having posters nicely framed and displayed prominently in operatories is as inexpensive way to market your services.