

Dental Marketing One On One

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ABSTRACT

Business management is one of the important problems in dental business nowadays. The purpose of the note is to frame the strategies to achieve a certain goal for the benefits of the business. It is important to define the business strategy to penetrate key markets and execute on the strategy to drive organic and inorganic growth. It is needed to understand their vision, objectives, and opportunities for strategic alignment and identify and optimize key levers to expand the customer base through go-to-market innovations and strategic partnerships.

Keywords:

Business management, Strategies, Organic-inorganic growth, Innovations, Digital marketing, Esthetic or cosmetic dentistry, Pediatric dentistry, Geriatric dentistry

Introduction

Developing a good business strategy is one of the most important factors for every business, which should be adapted carefully and with a smart design. The success of the business is much dependent on it and hence, it helps for achieving the ultimate goal of the company. While creating the business strategy, one should concentrate on every aspect, which will help to achieve your goal and give you success. The company's business strategy should be guided by the day to day changes of the market and hence need to be constantly monitored and implemented with a little bit of adjustment in the interest of the company.

Presently seeking a marketing assistant to manage, organize and carry out the responsibilities of the Dental business is as important as for other marketing departments. It provides support for enhancing the dental business programs in many ways e.g. publicize the achievements of the doctors, lure the new patients, welcoming attitude towards the incoming patients, providing them good facilities after their treatment, coordinates social media, blogs, and website postings, etc. and works in close collaboration with specialized doctors in different disciplines near a by your business.

Considering that, I started helping a lot of my friends with dental marketing to boost their business for ages now. To reach optimal performance, they have grown their business manifolds and so I decided of sharing my two cents with any prospective dental clients interested in acquisition/ expansion of dental practices.

Where to start is the most important question and most dentists get overwhelmed with the marketing possibilities available, digital marketing and social media being the most popular ones. Some times the success in business is obtained by making small changes.

It is important to understand where your customers are coming from and how you find them. The basic question is "What is the source to know about us". "Whether it was word-of-mouth, social media, advertisement or e-mail". Business, which is more

likely to succeed, is based on customer acquisition channels and grows the business.

The practices that used my services and advises to boost their business show a 37% growth in the quarter year. I predict further growth in their business in the coming days under the following plan.

In this regards, the foremost thing is to develop a solid marketing plan followed by:

- The motto of the dental practice
- Patient population
- Competitors
- Niches
- Geographic constraints
- Budget
- Target
- Marketing
- Assess
- Remediation
- Customer satisfaction

The motto of the dental practice should be self-explanatory of the policy of the dental office. It could be anything like fun for most pediatric offices or compassion/ love/ care.

Patient population assessment is very important for any practice to thrive. For example, if the area has more kids and the office hours aren't after school, there is no way you can target those patients. Also, if the office isn't nitrous equipped and the dentist isn't nitrous certified that might be an issue. Some areas have more Medicaid population, requiring you to do more emergency treatments and fewer implants. So, I mean you must look closely at it and plan accordingly.

Knowing your competitors in the area is a no brainer. Always look at their fee schedule, hours and services offered. You can learn a lot from them, what is working for them and what isn't. Running social media campaigns, radio advertisements and new patient promotion schemes might be very helpful.

Targeting specific niches is pivotal. Esthetic or cosmetic dentistry, pediatric dentistry, geriatric dentistry labeling could be helpful. As you know every patient's demands are different so you could be making your niche.

Geographic constraints can hinder the growth of any practice. If the place isn't accessible to the patients, then there is no

way the practice will flourish. Offices need to be close to public transport, have parking spots for patients and most importantly wheelchair equipped. On the marketing front, all this should be mentioned in the campaigns.

Budget budget budget is all I hear from all around. Budget is the key factor for building up a practice; you need to set aside the budget for acquisition, then renovation if any, instruments and last but not the least for marketing. Target evaluation is also very important and requires you to go back and access the collection versus the expenditure. This would help you determine where to correct and where to cut the cost.

Marketing strategies should be devised like online or digital marketing, radio campaigns, social media advertisements along with connecting with the local schools and offices with flyers and postcards. Adwords help to get the profile pop up online if patients are looking for certain treatments.

Assess and evaluate what is helping you. Are the postcards and flyers helping? Or is it online marketing and campaign more helpful?

Remediate the pitfalls and errors followed by the assessment again.

Customer satisfaction is one of the most important factors to look after. Customers are very ones who can judge the good, bad and ugly. It is necessary to monitor the social network, forums, review sites, etc. to get a good idea of how customers speak about you. If customers complain, it is your responsibility to look into it seriously and if the customers love you then you have to up your game to successfully acquire the mark.

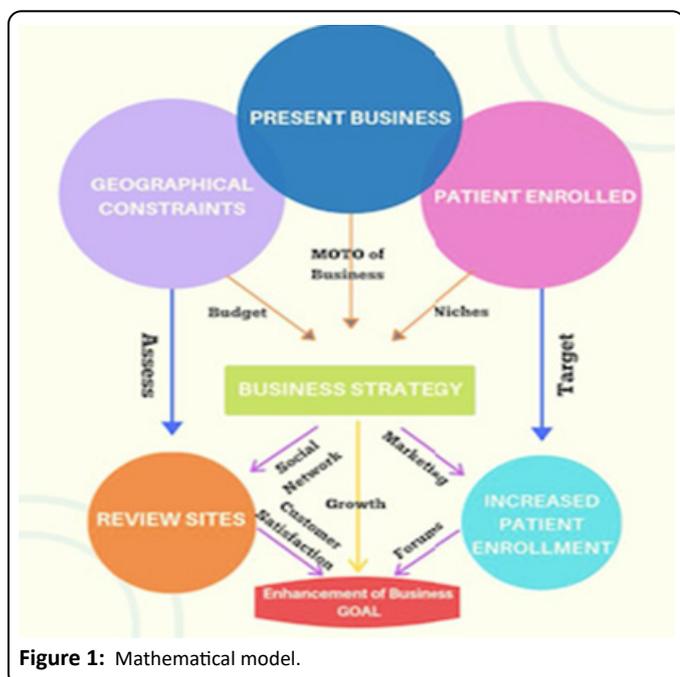


Figure 1: Mathematical model.

Conclusion

In conclusion, to excel and supersede against your competitors, one needs to have a strong, well-researched marketing strategy. I will be more than happy to help someone interested in dental acquisition and expansion. The following is the mathematical model that indicates the output in the dental business.

Suggestions

- The appointment schedule is given top priority and the patient is asked about his/her present problem and how painful is it?
- After getting all this information it is appropriate to place the appointment in the schedule. In case scheduling is done well, then the production will flow smoothly and get a better financial outcome
- A full waiting room, which is an indicator of running a great practice, is a prime requirement for the valuable patients who are sitting around for late or delayed appointments
- Patients are advised in a simple way of his/her problem and an enormous amount of time be spent to tell about his/her clinical aspects and how to care it
- The diagnosis and explanations of the patients are given verbally as well as in writing (in the treatment plan letter)
- The most important members to help the production and collection are Front Desk Personnel, Dental Assistants and/or Dental Hygienists. Their behavior and work ethics should be taken care of
- In most of the cases, the expenses become a liability if they are not under control and not maintained properly. Purchasing the assets accordingly to minimize the expenses is an important factor
- Feedback by the patients is also one of the important factors for the growth of the business. Making a courtesy call to ensure the patient had a pleasant experience at the office and is satisfied

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