

Case of the Quarter Newsletter

As a PR and Marketing Coordinator, you are always trying to find creative and effective ways to market the practice. A great way to accomplish this is by sending out a quarterly newsletter to ensure that your referral base understands the services your office provides. By demonstrating the variety of cases your doctor specializes in, your referring offices will feel at ease sending their patients to your office knowing the doctor's services and skill level.

If you don't already have an email list created, gather email addresses from referring offices. Be sure to include the doctor and office manager's email addresses. We also suggest including the main office's email address to the email list so that the front office staff can see your doctor's talents as well.

Send out a newsletter showcasing your doctor's "case of the quarter" to your email list on a quarterly basis. Be sure to include a variety of case types with a case summary and before and after photos. It would also be a great idea to include cases that your office has partnered on with a referring office. For instance, if your office was given a referral for orthognathic surgery, you could showcase your doctor's work as well as the referring orthodontist's. You must get written permission from the patients to use their case, and it is suggested that you also get a patient testimonial to include.

Ideas for case types:

- Trauma
- Orthognathic/TMJ
- Implants
- Extractions
- Biopsies

Bonus! If your practice has a functioning blog or social media account, this can double as a blog or account post. Include your practice's Instagram and/or Twitter handle at the end to gain additional followers.

[Click here](#) for more tips on how to generate a newsletter.