

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 to ensure your referral base understands what your office provides by sending out a quarterly newsletter. 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 put together, gather email addresses for referring offices. Make sure to include the doctor and the office manager's email addresses. It wouldn't hurt to include the main office email address to the group, so the front office can see your doctor's talents as well.

Send out a newsletter to your email list showcasing your doctor's "case of the quarter." Be sure to include a variety of case types with a case summary and before and after photos. It would be a great idea to include cases that your office has worked 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 to 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 for additional followers.

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