

Creative PRC Office Visit Ideas

The PR coordinator is responsible for a practice's PR, marketing, networking, etc., and they visit general dental practices to build relationships and gain referrals to their specialty practice. Specialty practices get 90% of their patients through referrals from general dentists, so they are constantly seeking ways to provide education, appreciation, development, and convenience to keep the relationships flowing.

We surveyed the top PRCs in the offices we consult to see how they handle various situations and keep up with creative/fun ideas for office visits. The following information was collected from those survey results.

Survey Results

Question 1: Do you bring referral slips/pads to all your office visits?

Answers:

- Yes!
- Yes, and along with the referral pad, bring an appreciation for referrals
- Yes—as something for the general dentist to give to patients
 - Folder with our company logo
 - Welcome letter to patients with our promise to them, what they can expect from our office, and a list of contracted insurance companies
 - Full-page flyer of information about our website with resources to learn about our services
 - Flyer with testimonials from other patients
 - Business card
- Yes—as something for the general dentist to keep at the front desk
 - Hanging folder to put in a drawer, labeled with our practice name
 - Referral pad
 - Letter to the general dentist with our commitment to them
 - Contracted insurances
 - Business cards

Question 2: Do you bring treats/swag when you visit offices?

Answers:

- Always
- Yes, unless the referring office has requested no treats/swag
- Sometimes treats, always business swag
- Yes, a cool promotional item or treats once a month as a thank you

Question 3: Do you include a practice message with all your deliveries?

Answers:

- Yes!
 - Upcoming events
 - Insurance changes
 - Office or case changes
 - New technology in the office
 - New doctors or staff
 - New services and procedures
 - “How can we make this better” in situations where there has been a bad experience

Question 4: What monthly/seasonal/holiday items do you deliver?

Answers:

Seasonal Ideas

Spring	We “dig” your referrals theme. Includes a note with our slogan and logo, tied to a gardening basket/tote with gifts and logo items (may include seeds, gardening tools, a kneel board, spring decorations, etc.)
Summer	<ul style="list-style-type: none"> • S’mores creation basket • 4th of July office party pack (may include summer logo items, paper plates, utensils, table cloth, ketchup, mustard, etc.) for the office to have their own celebration • “It’s O’FISHially Summer!” theme. Includes a mason jar of Swedish Fish with a label that reads “It’s O’FISHially Wisdom Tooth Season!”
Winter	<ul style="list-style-type: none"> • Coffee and treat gift basket • Costco gift baskets

Monthly Ideas

January	<ul style="list-style-type: none"> • New Year’s swag bag with office branded pens, notepads, hand sanitizer, and trail mix • Veggie tray with a motivational tag line about good health and prosperity for the New Year
February	<ul style="list-style-type: none"> • Hot chocolate on a stick with milk and note that says “Thanks for keeping our chairs warm!” • Hershey’s kisses treat boxes for Valentine’s Day • Valentine cupcakes • If no office visit was completed in January, give the New Year’s swag bag • Cookies, donuts, muffins, or pastry ring from Panera in the morning
March	<ul style="list-style-type: none"> • Cutie oranges with a note that says “Thanks for sharing the “a-peel” of our care with the patients you refer to us!” • Shamrock cookies
April	<ul style="list-style-type: none"> • Jellybean treat boxes • Cinnamon rolls
May	<ul style="list-style-type: none"> • A small, potted flower or plant, like a succulent, with a note that says “Thanks for helping our practice grow!”
June	<ul style="list-style-type: none"> • Lemonade gift basket (may include a package of Country Time instant lemonade or Simply lemonade, and a pitcher or drinking glasses) • Beach themed summer fun basket
July	<ul style="list-style-type: none"> • Summer snack gift bag with Tostitos chips and salsa • Small basket of fireworks with a note that says “You light us up!”
August	<ul style="list-style-type: none"> • Chips and salsa basket • Anonymous surveys with a feedback loop for each doctor so we can improve
September	<ul style="list-style-type: none"> • Apples and caramel with a note that says “Thanks for sticking with us!” • Gift bag with popcorn and a note that says “Just popped by to thank you for your referrals!”

	<ul style="list-style-type: none"> • Back to school theme (may include pens, pencils, erasers, letter openers, pads of paper, etc. with our logo)
October	<ul style="list-style-type: none"> • Bucket of Halloween candy, treat boxes, gift bags, etc.
November	<ul style="list-style-type: none"> • A basket of healthful snacks at the beginning of the month in preparation for all of the snacking people will do over the holidays • A fall-themed basket of apples (larger baskets may include 6 apples of varying types and colors, referral pads, and autumn-themed ribbon on the basket) • A holiday cake during the second half of the month • Pumpkin pie and whipped cream from Costco
December	<ul style="list-style-type: none"> • Christmas cards with a picture of and signature from all staff • Gifts for top referring doctors • Leather gloves • Ogio gym bags • Black Diamond headlights • Hydro flasks • Pocket knives with engraving • Holiday cakes • Donation to a local charity on each referring office's behalf, and host an open house with drinks and appetizers as a thank you event • Branded custom cutting boards and charcuterie gift boxes for the doctors, Bath & Body Works hand soaps for the staff • Fresh wreaths • Gift card Christmas tree for top referring offices with enough gift cards for each person in the office • Basket of Bath & Body Works lotions to 2nd tier referrers

Miscellaneous Ideas

Doctor Birthdays	<ul style="list-style-type: none"> • New Year's swag bag with office branded pens, notepads, hand sanitizer, and trail mix • Veggie tray with a motivational tag line about good health and prosperity for the New Year
Quarterly	<ul style="list-style-type: none"> • Giveaways for items such as hockey or baseball tickets • Dinners

	<ul style="list-style-type: none"> • Raffle tickets with a fun item (such as peanuts for baseball, popcorn for movie tickets, etc.). The raffle ticket is to be completed and sent back to us, then our doctor will deliver the prize to the winner with our PRC and/or office manager
Other	<ul style="list-style-type: none"> • National S'mores Day basket • National Donut Day donuts • Various candy, chocolates, flowers, assorted nuts, etc. in a mason jar with a bow • Iced tea/lemonade in mason jars with a bow • Girl Scout cookies • Candles • Cider donuts and apple cider • Pies • Giant Lindt balls • Fruit basket with a note that says "We appreciate the "fruits" of your labor" • Chocolate dipper fortune cookies • Cotton candy • Chocolate shaped tooth • Sugar cookies shaped and iced in a theme (e.g., summer fruits) • Office ice cream party including ice cream and toppings • Pens, highlighters, and notepads with our logo once a year and to new offices with a note that says "Working with you is the "Highlight" or our business!"

Question 5: Have you done any events that you'd recommend to others?

Answers:

- Yes!
 - Open house
 - Patient/referring practice appreciation party
 - Summer BBQ
 - Joint volunteer opportunity
 - Industry training you provide to other practices
 - Existing community event and you buy tickets for others to attend
 - Themed party
 - 2 open houses with catered lunch each year (invite all top referring offices once in December for a holiday open house and once in the summer for a picnic/BBQ)

- Doctor-led volunteer day (e.g., a “Give Kids a Smile” event where the doctor, dentists, hygienists, assistants, and office staff help to donate dental services for a whole day to kids in need)
- Bowling parties
- Invite dentists to share a suite with your doctors at a professional sporting event
- Office lunches for the staff, including food and conversation (either in break outs or as a group) in the reception or break room
- Host a pickle ball event and tournament in the fall for your referring dentists
- Esthetic Alliance to attract new dentists needing CEUs
- Training events for hygienists and assistants on topics that apply to them in relation to implants
- Lunchtime educational opportunities from the marketing director and lead assistant for a new office technique employed via Nobel Biocare
- Private open houses with stations to introduce referring providers’ staff to our staff and clinic so they can experience what their patients experience in our care
- Margarita mixer night to bring together treatment coordinators and office managers in a casual and relaxed environment
- In-house referral reward system: small gift cards for patients who refer a new patient to your office (\$10 or less due to insurance kickback laws), send patient a thank-you card and gift card once their referral has their initial service completed
- Volunteer for community race or athletic event
- Sponsor golf tournaments
- Doctor-hosted catered event at their home