

## Marketing Ideas for General Practices

- Onsite (within the complex) and offsite (street or other) signage for the office
- Flyer promotion to attract new patients
- Print ads (in community newsletter)
- Branding (logo and image update and consistency)
- Website
- Radio spots
- Google my business listing
- Google reviews
- Optimize Yelp and Heathgrades as these are still seen/used by patients
- Affiliate maintenance (appearing in listings to make it known that you take a particular insurance or offer discounts for a partner group or other affiliate)
- Search engine optimization
- Social media ads
- Pay-per-click ads
- Insurance, ensure we are part of insurance listings as a provider and ensure we let patients know (on website and in practice brochures) that we take the patient's insurance or they can use benefits out of network and how
- Patient referral program
- Networking – patients sent to us by another practice or affiliated business that sends us patients through mutual benefit or goodwill
- Outsourcing – we pay for a service (such as 1-800 Dentist) to market our practice and send us new patients
- Open house for patients and partners
- If you've sponsored a school, sports team, or other activity make a poster about their season/success.
- Announce your next community campaign (holiday toy drive, food donation, run for health awareness, etc.) and have a sign-up station to garner support.
- You can also plan and sponsor an upcoming event (free first aid/CPR certification, park clean up, school playground improvement) and register people for that.
- The idea is that people can see what you're doing and how the office wants to set an example and support the needs of the community. When people associate you with "help" and "care" in a wholesome way, they will become more trusting of you and your recommendations for their own dental health.
- Provide a "scholarship" and make it known that you will take on one case per month (or quarter, or year) for someone who can't afford needed treatment.
- Make visits within your complex, speak with business owners and/or HR representatives, ask about dental benefits for their employees, let them know you take that insurance or will offer a discount to their employees.
- Host or participate in a mixer or cooperative community (volunteer or community outreach) with other businesses in your complex.

- Send a newsletter, blog post or feature a case or treatment to patients
- In the office, maintain a book or other displays featuring patient thank yous, testimonials and/or photos highlighting results from treatment.
- Send patients reminders to use benefits before the end of the year or get treatment using new year benefits.
- Decide if the practice wants to send birthday cards or acknowledge patients who have been a part of the practice for x amount of time.
- Healthcare advertising also often includes educational brochures about the services an office delivers, hand-outs on the practice and services, and print ads in local neighborhood newspapers.
- Host a patient appreciation event or give a small gift to patients seen in the office during x month for the practice anniversary or appreciation of all patients.
- Consider promoting x (small) discount or gift item for patient who keep two maintenance appointments in 12 months.
- Maintain a robust patient referral campaign, asking patients if they need to make “additional appointments” for spouses, kids or parents, as well as asking if they would like to refer other to the practice.
- Offer for patients who have not be into the practice in some time (complementary evaluation or discount on cleaning) to get them back into your maintenance program.
- Educating the patient on the importance of continuing care. This must be done at every appointment by the hygienist, chairside assistant, or doctor. You should have an educational piece on the importance of continuing care that can be given to the patient at the end of each appointment. This will help ensure that the patient schedules their next appointment.
- Getting the patient actively involved with making the next recall appointment. This cannot be done by simply entering the date of their next appointment into your scheduling system and handing them an appointment card. That is the absolute minimum. Getting the patient actively participating in making the appointment will greatly increase recall appointment arrivals.
- Audit charts, run reports and maintain active programs to reach out to inactive patients about hygiene, undone treatment and opportunities for premium care in the office.
- Doctor and marketing manager meet quarterly to determine the budget and develop ideas for experimentation in marketing actions, including new ideas, campaigns, methods of outreach, volume, etc.
- Meet with your marketing vendor quarterly. Go beyond any generic reports they send you and ask questions, set priorities, define expectations, monitor results, address changes (volume or quality goes up or down), etc.
- Produce and keep updated a brochure about your doctor, office, team, insurance participation, treatment provided, special schedule availability/accommodation, equipment, training that can be provided to those who are in your complex, patients who want to refer, and other affiliates.
- Consider your own dental plan focused on health maintenance and offer a bundle so patients pay one fee per year or per month and get two cleanings plus x amount of treatment (or preferential scheduling) to keep them engaged with your practice