7/1/2020



Periodontal Marketing Plan

practice name

Presented by: wendy reifer

epractice Manger

# Periodontal Marketing Plan

To market our periodontal services to general dentists. Providing a resource for dentists to apply and use for their patients.

## Plan Overview

| Practice: | Name |
| --- | --- |
| Name of Campaign: | Periodontal Marketing Plan-To General Dentists |
| Campaign Manager: | Manager name |
| Periodontist: | Doctor name |

## Objective

To increase our referral base by marketing to general dentists. To provide information to help general dentists identify periodontal disease and to have general dentists refer periodontal disease patients to our practice.

## Target Market

General dentists within a 10 mile radius who do not currently refer to us.

## Message Summary

“How a periodontist can help your patients.”

## Call to Action

### What is the desired outcome?

* Having more general dentists refer patients who need periodontal treatment.
* Understanding the key role periodontal health plays in patient overall health.
* Providing treatment which improves patient oral health and supports the dentist.

### Benefits to the Dentist

* What conditions a periodontist should treat.
* Procedures offered by a periodontist.
* Advanced imaging helping evaluate, reinforce, and support the dentist’s treatment plans.
* Cooperative dentistry working together to meet the patient’s care needs.
* Trust and expertise as part of patient’s overall health-Relationship between dental health and systemic disease.

## Process

* Free Comprehensive Periodontal Exam ($199 value)
* Advanced 3-D imaging
* Comprehensive treatment plan created for patient
* Patient scheduled for treatment
* Timely communication back to the dentist

## **What does a Periodontist trea**t?

The focus of a periodontist is with the health of the gums. As periodontists, we treat:

|  |  |
| --- | --- |
|   | * **Gingivitis**. This is the earliest stage of gum disease, characterized by irritated and inflamed gums that often bleed when flossing and brushing.
 |
|   | * **Mild to moderate periodontitis**. This is the next stage of periodontal disease when pockets in your gums have begun forming.
 |
|   | * **Advanced periodontitis**. With this stage of gum disease, the pockets in the gums are deep, the patient has suffered gum recession, and the bones (and structures that support the teeth) have started to deteriorate. Teeth may have become loose.
 |
|   | * **Missing teeth**. When periodontal disease is severe, loose teeth can fall out.
 |

## **Procedures Offered by a Periodontist:**

There are numerous treatments available by a periodontist, aimed at restoring the health of the gums and creating a beautiful smile. Depending on the unique situation, we offer such procedures as:

|  |  |
| --- | --- |
|   | * **Scaling and root planing**. This procedure is used to clean the surfaces of the teeth, between them and below the gum line, removing plaque, tartar (hardened plaque), bacteria and other toxins. We also smooth the surface of the roots.
 |
|   | * **Soft tissue grafts**. Performed to restore a natural, healthy gum line following gum recession.
 |
|   | * **Gingivoplasty**. Recontouring the gum line to make it appear more natural.
 |
|   | * **Crown lengthening**. Removing excess gum tissue.
 |
|   | * **Bone grafts**. Often done to replace missing bone mass in the jawbone, which then allows for a strong, stable surface for implants.
 |
|   | * **Osteoplasty**. Hard tissue recontouring, done to make the bone appear more natural after treatment for periodontitis.
 |
|   | * **Placement of dental implants**. Dental implants are becoming the top option for tooth replacement. Small titanium rods are surgically placed into the jawbone, providing a permanent support for false teeth.
 |

## Evaluation criteria

Signs and Symptoms of Periodontal Disease. Check all that apply. If 2 or more symptoms present, please reach out to us for help!

|  |  |
| --- | --- |
|  | Red, swollen, painful gums |
|  | Bleeding gums |
|  | Tooth mobility |
|  | Tooth loss |
|  | Increased pocket depths (4mm or greater) |
|  | Change in bite |
|  | Pus present |
|  | Bad breath |
|  | Gum recession |
|  | Pain when chewing |

## Project Plan

### events and activity phases

* Obtaining a list of dentists from local dental association, state dental board, and/or insurance carriers for identifying new opportunities
* Generate Introductory Letter for your provider
	+ Short Dr. bio
	+ Practice History
	+ Practice location, hours, and services offered
* Create a “Leave Behind” item for when visiting offices-Content should reflect the message from your practice website
* Create specialized referral forms which highlight:
	+ Insurances accepted/In-Network provider
	+ Schedule availability
	+ Emergency Patient protocol (same day, 24-hr, virtual, ect)
	+ Timely communication back to referring Dr.
* Create “Go Folders” ahead of time for visiting offices or meeting with Dr’s to include:
	+ Introductory Letter
	+ Leave Behind item/flyer
	+ Referral slips
	+ Always have 10 folders pre-made and on-hand for last minute meetings/visit opportunities

| Activity | Performed by | Phases |
| --- | --- | --- |
| Visit general dentist offices in target radius | Doctor/Manager | 1 |
| Lunch and learn | Doctor | 2 |
| Study Club | Doctor | 3 |

### Budget

* Establish a Marketing Budget-Typically a percentage of practice income (3-5%)
* Compile a list of pertinent items that you will use to create your budget line items such as:
* Printed marketing materials
* Referral slips
* Business cards
* Folders
* Items to be delivered (goodies, swag, ect)
* Track Marketing budget and line items costs with Marketing Budget tool (sample attached)
* Use Marketing Plan tracking tool to build your marketing budget plan

### Metrics and Expectations

* Number of new patients referred
* Number of new referring offices
* Marketing Activities scheduled on calendar

### Approval

| Title | Signature | Date Approved |
| --- | --- | --- |
| Doctor |  |  |
| Campaign Manager |  |  |
| Office Manager |  |  |
| Marketing Coordinator |  |  |