

Practice Marketing Support

PART I

WHY YOU CAN'T JUST PHONE IT IN

One of the most overlooked yet undervalued jobs in the practice is answering the phone. Many people assume a simple “Hello, how can I help you?” opener will suffice for telephone etiquette and skills. Those people are missing the point.

The initial conversation between practice and potential patient is more than just a simple first impression. It sets the tone for all your patient’s future interactions. Your potential patient instantly forms an impression in their head about what kind of relationship he or she is about to encounter. Get it right and you can have a cooperative patient that raves about your practice to everyone they know. Get it wrong and you could be launching a 36-month-long confrontational experience that’s not rewarding for you or your patient. So with that in mind, let’s take a look at a few tried-and-true ways to make the most of this crucial conversation.

Smile as You Speak — The next time you listen to the radio, take a few moments and listen to the commercials. Can you picture the facial expressions of the radio actors? You bet you can. That’s because the physical manifestation of our emotions gets picked up in our spoken inflection. So always remember to smile...because your patients can hear it.

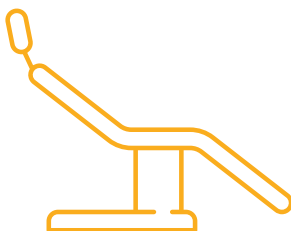
Call People by Name — This is a strategy used to great effect by salespeople the world over. And for good reason. Using a person’s name helps personalize the encounter and puts the two of you on the “same team” in their mind.

Be Enthusiastic — Just like the ‘smile as you speak’ advice, enthusiasm can be heard loud and clear by your patients. While you might be thinking “I’ve had a hectic morning and just need a break” your potential patient will be thinking, “Do I really want someone so indifferent working on me or my children?”

Rehearse and Roll Play — Yes, it might feel odd and awkward at first, but role playing not only lets you become comfortable with your message. It also provides a way for you to receive feedback from a neutral third party. Once you get good, take turns trying to stump each other. It’s amazing how much confidence role-playing can produce.

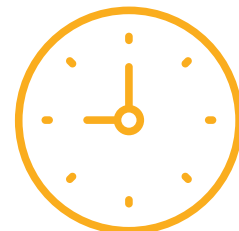
Do

- Smile when you speak
- Gather the callers contact information
- Use the caller's name
- Schedule a face to face appointment within the next two weeks
- Thank them for their interest



Don't

- Allow questions to go unanswered
- Multitask when speaking on the phone
- Cut off the caller...even if you know what they're thinking
- Make jokes
- Leave someone alone on hold for more than 30 seconds



PART II

SETTING YOUR PRACTICE APART FROM THE COMPETITION

The right words can make all the difference. Below are answers to some of the most commonly asked questions? Please note that these answers can be used when speaking to patients on the phone, or face to face in the reception area.

SAMPLE PHONE QUESTIONS & ANSWERS

I'm calling about braces for my son/daughter...what can you tell me?

I can tell you that you called the right place, because our practice uses In-Ovation self-ligating braces. The advanced design of In-Ovation braces can reduce the number of times you'll need to visit and can trim treatment time by up to six months. They are less painful than traditional braces, because, unlike in the past, there's no tightening with In-Ovation braces so there's virtually none of the dreaded "post-visit soreness." Does that sound like something you'd be interested in?

How long is treatment going to take?

Well, every patient is different and we'll need to schedule an appointment with your son/daughter to assess their case. Your child's treatment plan will be 100% customized to his/her needs. But I can tell you that In-Ovation braces can trim anywhere from two to six months off the total treatment time. That means less time in braces and more time enjoying a new smile!

How soon will I/we see results?

The In-Ovation technology promotes quick movement early during treatment so you can start seeing results as early as your first check-up. However, each case is different, so talk to your doctor about what you should expect.

How often/How many times will I/we have to come in?

Once the In-Ovation braces have been placed, you'll need to see us about once every eight to ten weeks. Most of the time, this is just a quick consult to make sure your case is progressing according to plan. As I mentioned earlier, there's no tightening with In-Ovation braces so there's virtually none of the dreaded "post visit soreness".

That sounds expensive. Do you have something that's more affordable?

Because the In-Ovation system reduces the number of appointments you'll need to schedule, they're actually just as affordable as regular braces. However, each case is different, and the fee will be based upon your customized plan. We also offer flexible and affordable financing options to suit your financial situation. And don't forget to check in with your insurance company. Many plans offer some degree of orthodontic coverage and In-Ovation braces are covered exactly the same as regular braces.

Will it hurt?

In-Ovation braces are self-ligating. Self-ligating technology allows your doctor to use significantly less force than with traditional braces. Less force means greater comfort. In fact, many people experience little to no discomfort during treatment with In-Ovation braces.

What makes In-Ovation braces different?

The In-Ovation system uses a free-sliding technology that places almost no pressure on your teeth as it gently corrects their alignment. Less pressure means a more comfortable treatment. And with In-Ovation free-sliding braces, your treatment can proceed faster with fewer follow-up visits than traditional braces.

PART III

SOMETIMES SILENCE IS NOT GOLDEN

HOLD MESSAGES

If you're not using your hold messages to market your practice, you're missing a golden opportunity. Here are three turnkey messages you can use to promote your practice and use benefits of In-Ovation self-ligating braces to your advantage.

HOLD MESSAGE 1

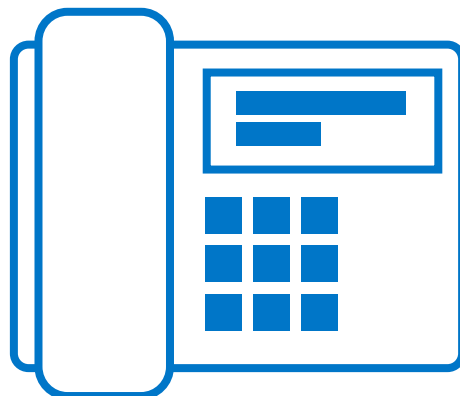
Your smile is more than an expression. It's a wearable work of art that portrays the person you are. That's why we offer In-Ovation braces. The unique In-Ovation system uses a free-sliding technology that places almost no pressure on your teeth as it gently guides them into proper alignment. Less pressure means a more comfortable treatment. Ask [doctor name] about the benefits of In-Ovation braces.

HOLD MESSAGE 2

In-Ovation braces are designed with your comfort in mind. Each bracket has been engineered to the smallest specification possible, meaning you enjoy a less-intrusive treatment. And the free-sliding technology means fewer appointments and less chair time. That's why we offer In-Ovation braces. It's a treatment that fits your life and your lifestyle, all while helping you achieve the smile you've always wanted. Ask [doctor name] about the benefits of In-Ovation braces.

HOLD MESSAGE 3

Improperly aligned teeth can do more than undermine your confidence. Misaligned teeth can make proper cleaning and brushing more difficult, contribute to enamel loss and even set the stage for more significant problems down the road. That's why we offer In-Ovation braces. In-Ovation self-ligating braces help you get the smile of your dreams...faster, easier and more comfortably than you ever dreamed possible. Embrace the confidence that comes with beautifully aligned teeth and put your smile on display. Ask [doctor name] if In-Ovation system braces are right for you!



PRACTICE MARKETING TIPS: YOUR ONLINE PRACTICE MARKETING ROADMAP

Online marketing for orthodontists is ever-evolving, which is why staying on top of best practices and new trends is so important for success. Your online marketing encompasses three key elements – design, social media and search engine optimization (SEO). Get ahead of your competition by adjusting your website design to optimize user experience.

You can achieve this by employing the following tactics:

Personalization

Web visitors came to your site for one reason and one reason only: to learn more about you. Make this easy for them by highlighting real photos of you and your staff instead of stock images.

Simplified Design

Trade in unnecessary features on your website such as auto-play videos, pop-ups, and other annoying aspects for attention-grabbing call-to-action buttons, and be sure to showcase your contact information.

Patient Proof

Do you have patient testimonials on your website? Make sure they're transcribed on the homepage. Incorporating the positive experiences of current patients can help sway the decision of potential patients.

Change it Up

When was the last time your site had a facelift? The shelf life of a website design is between three and five years. If your design is older than that, it's time to update it. Use the web content provided for Innovation X and add a page just on this treatment offering. Include patient testimonials, before and after pictures and a button so they can schedule a consultation.

Get Social

Improve your social strategies by posting more frequently (at least once a day) on outlets such as Facebook and Twitter. Use engagement techniques such as questions, hashtags, and a call to action.

Invite Interaction

Engaging Post: #FunFact: Flossing once each day lowers your risk of gum disease. 'Like' this post if you floss every day!

Include a Call to Action

Engaging Post: Want to know how to achieve your IDEAL smile? Call us today.

Try New SEO Tactics by:

- Blogging: Consider adding a blogroll to your website with weekly posts to help steadily improve qualified traffic (Google loves new content!).
- Update Keywords: Revamp your target keywords that can naturally improve your local rankings.

Practice Social Media Guidelines for In-Ovation® X

Social media is a significant component of your digital presence. The following guidelines are meant to provide direction on how you should approach marketing the In-Ovation X bracket system on social media.

Before you begin to promote In-Ovation X on your social media properties, here are some key facts about social media:

Offering Content

Social media is about promoting in a non-promotional way! Offer information that is of value to your patients and they will naturally reach out to you. Whether it educates or entertains, good content is key.

Be Consistent

Whether you decide to post or tweet once a week or every day, it's important to maintain a consistent routine. Create a plan and stick to that schedule.

Engagement

Make engagement easy. Determine a strategy ahead of time for hashtags that could be employed with posts. The social media space is the perfect forum to dialogue with patients and form relationships.

Follow Through

Make sure posts and tweets always lead back to your website to increase the traffic to your site, strengthening your exposure. When approaching your patients via your social media space it's important to always remember, "What's in it for them?" Is the content you are offering your community valuable to them? Does it peak their interest? Plus, does it represent you as an expert in this field?

Examples of Hashtags

#In-Ovation

#Braces

#In-Ovation X

#Comfortable Braces

#Affordable Braces

The Dental Solutions Company

Dentsply Sirona is the world's largest manufacturer of professional dental products and technologies. We create industry-leading positions and platforms across consumables, equipment, technology, and specialty products. We are committed to introducing new, innovative products and complementary, end-to-end solutions to drive better, safer and faster dentistry.

To learn more, visit us online at dentsplysirona.com.



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