

# Creating a Marketing Plan to Achieve Your Practice Goals

A “one-stop shop” with proven results

Kent Smith, DDS

When my partner, Jeff Roy, and I started with New Patients Inc. (NPI) in 2006, we sought an increase in quality new patients. We wanted better patients, not just more patients. We put our marketing budget in NPI’s capable hands. Soon we were getting the patients we always wanted. Who would have thought that a major league pitcher would come in through a mailer? That’s the type of patient we attracted.

Howie Horrocks, founder and chief executive officer of NPI, and Mark Dilatash, president, said our revenues would build over time and that the long-term returns would occur after the first 16 months. That’s exactly what happened.

Eventually I wanted to limit my practice to two passions: treating sleep disorders and creating smiles using the Six Month Smiles™ (www.6monthsmiles.com) system. I really enjoyed doing “regular” dentistry, but the personal satisfaction of helping save lives

and creating nice smiles without a drill really got me excited.

I told Howie and Mark that I wanted to develop a practice within a practice. Dr. Roy would do the bulk of the dentistry, while I would concentrate on my true interests—sleep and accelerated orthodontics.

They knew just what to do. They put together a marketing plan to achieve my goal. Then their expert design team, Internet team, and campaign managers took over.

The result? I am now doing the dentistry I most want to do, with many thanks to the team at NPI.

## ABOUT THE AUTHOR

Kent Smith, DDS, is a diplomate of the American Board of Dental Sleep Medicine. He has treated patients with sleep disorders for the past 18 years. In 2007, he started a sleep curriculum at the Las Vegas Institute of Advanced Clinical Studies, and in 2011 he started the SKISH Initiative (“School Kids in Safe Hands”). Dr. Smith was among the first group in the United States to be awarded a Dental Sleep Medicine Facility Accreditation. He hosts a weekly radio show on sleep disorders and is now “The Sleep Doctor”

heard on KAAM 770. He has also been a certified instructor for Six Month Smiles since 2010.

Dr. Smith is the creator of 21st Century Dental, which was the first dental office in the country to win the Consumers Choice Award for Business Excellence in 2008 and repeating the honor for the next 4 years. He has been profiled in the Wall Street Journal, USA Today and The Early Show with Bryant Gumbel. He is the creator of www.FindCE.com, www.Find-Speaker.com, and was named a Top 10 VIP by the Speaking Consulting Network for 2009.

## FOR MORE INFORMATION, CONTACT:

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## KEY PRODUCT OFFERINGS

### The Marketing Summit

Dentists learn about NPI’s Evidence Based Marketing™ approach in promoting their practices with seven hours of continuing education. Company principals, Howie Horrocks and Mark Dilatash, present effective marketing strategies based on 25 years of result tracking and independent dental consumer research.

### Agency Services

A complete “one-stop shop” for all your marketing needs. Dentists no longer need to deal with different companies for their websites, SEO (search engine optimization), social media management, direct mail, print advertising, signage, billboards and radio or TV. NPI does it all.

### Dental Marketing Education

The *Unlimited New Patients™* Series provides three volumes of specific do-it-yourself marketing projects. It contains more than 800 pages of dental marketing expertise that you can’t find anywhere else.

