

**New Patients, Inc. Newsletter**  
**Quick, Tested, Effective Ways to Promote Dentistry**



Howie Horrocks

*New patients ARE your future*



**NEW PATIENTS, INC.**  
*The marketing firm exclusively for dentists*  
**866-336-8237**  
[www.newpatientsinc.com](http://www.newpatientsinc.com)

*Attracting quality patients to client dental practices since 1989*



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## *Using Stratification to Your Advantage*

In the [last issue of this newsletter](#), we discussed some exciting news at NPI. Actually, we discussed a LOT of big news at NPI. This edition is a logical extension of our previous edition.

### *Stratification - What is it?*

Wiki defines stratification as:

In **social sciences**:

[Social stratification](#) - the dividing of a society into levels based on power or socioeconomic status. With dental consumers, there are actually two very dynamic (and ever moving) stratifications. With the definition above, one could logically conclude that you would use socioeconomic status to target certain market segments. Indeed, this is true when properly advertising for dentists. The second stratification is less likely to be understood by dentists.

The second is more genetic than straight line socio-economic. The dental consumer market does indeed have two halves. One half will choose a healthcare provider based on price. The second half absolutely will not. Socio-economics play a role within this targeting, but it is not only about socio-economics. The genetic trait to protect the family within the female population can range anywhere from 0 to 100 (using a familiar scale). Women 0 to 50 tend to be ok with choosing healthcare providers based on price. Women 50 to 100, tend to be put off by the same (reduced price) selection criteria.

### *Stratification - Why is it important?*

In marketing/advertising, THE key (yes, there is ONLY one!) is to minimize risk. All marketing/advertising has some level of risk associated with it. As you know, NPI promotes dentistry in every conceivable promotion medium and has for a quarter century. We can tell you the exact risk percentage of any promotion medium as it pertains to dentistry, even before you invest one penny.

One way to decrease risk and increase predictability is know exactly who is receiving your message and exactly how they prefer to receive the message you're conveying.

**Where are we going with this?**

Well, in the [last edition](#) of this newsletter, we announced two additional ways to mail. That means we now have THREE fully tested ways to deliver your message to the kitchen table. You cannot stratify your market with the print media, radio, tv, or the internet. Mail is the only delivery method able to segment the targeting, thereby lowering your risk.

It is likely best if we simply show you what we mean visually. So here goes.

Market Segments						
Top 10%		Magazine Recipients (receive tri-fold as well)				
Top 20%						
Top 30%						
Top 40%		Tri-Fold Mailer				
Top 50%						
Top 60%						
Bottom 40%		Post Card Campaign				
Bottom 30%						
Bottom 20%						
Bottom 10%						

In the example above, you can see how one dentist might choose to use their budget to segment their local market and hit each segment with a different "style" of message. Let's look at what this dentist might expect out of "blending" his/her mail campaign to go after BOTH good quality AND high volume (to fill unused capacity).

Market Segments						
Top 10%		Low Volume - Very high average rev/patient				
Top 20%						
Top 30%						
Top 40%		Moderate volume - Very good average rev/patient				
Top 50%						
Top 60%						
Bottom 40%		Very high volume - moderate/poor average rev/patient				
Bottom 30%						
Bottom 20%						
Bottom 10%						

As you can see, it is indeed possible to generate BOTH high quality AND high volume. But, because of how the female population is stratified, you have to be very careful to get the right message to the right people. You do not want to go overboard within your designs and have aggressive reduced fee offers, if you are going after the top 50 to 60 percent. Conversely, you don't want to get all warm and bubbly with the bottom 40 to 50 percent. They are the ones that want the offers!

This is not a perfect science, by any stretch of the imagination. But every percent of improved predictability, tips the scales in a dentist's favor.

*If any of you need us, just call 866.336.8237. We will be here for you.*

Got questions? Want to learn more?

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