

New Patients, Inc. Newsletter

Quick, Tested, Effective Ways to Promote Dentistry

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How was your first quarter of 2013?

In the last issue of this newsletter, we discussed capacity, how it impacts growth, how to measure where you are, and identify options moving forward depending upon where you are.

Many of you are seeing slow steady growth in 2013

In this newsletter, back in October of 2012, we predicted a better 2013. All things being considered, that is what we are seeing. Are we seeing more new patients, or more patients getting more work done?

In select markets in the US, we are seeing more elective dentistry being completed and a slight uptick in new patient volume across the board. The revenue gains are being generated more by the elective dentistry side, than the increase in new patient volume. More people are getting more dental work completed. With that increase in work, dentist production schedules are getting booked out farther. Now you know why we wrote in depth about capacity in last month's newsletter!

Remember the number 8. Don't let yourself be fooled by being booked out further than 8 days.

What is coming down the road?

Back in March of 2008, we shifted the consumer perception of our work for our clients to the core staples of dentistry (kids, ortho, emergencies, conveniences, technologies, some price). At this point, don't stop with the staples. The staples got hundreds of dentist/clients growing through this recession. The overall growth rebound is going to be slow - very slow. But, dentistry shed 18% during this recession. A bounce back is looming. Don't get all excited. Don't go crazy. Just realize that there is greater opportunity now, than there was one year ago today.

Rebounding home prices in specific markets is your guide. If your area is still seeing a decline or flat home prices, your specific area is behind. If your area has already flattened and is starting to gain, your specific area is about average. If your area has already seen sustained growth in home prices for 6 months or more, your specific area is ahead of the curve.

Balancing your budget allocation.

If your specific market area is rebounding or ahead of the curve, now would be a good time to talk to your NPI advisor about re-balancing your promotion budget. We realize the core staples of dentistry are boring to most dentists. Elective dentistry is exciting to most dentists. We get it. We understand. Just because we are seeing some growth across the board, doesn't mean you allocate 90% of your promotion budget toward elective dentistry. That would be foolish. That would add risk. With all that said, you could consider an 80/20 mix. Eighty percent of your budget should be going toward communicating the core staples of dentistry, with about twenty percent going toward an elective dentistry niche or a rotation of elective dentistry niches.

Here are some niche elective dental offerings that have shown to pull well when promoted individually, or as part of a rotation.

In no particular order:

Accelerated Ortho (six month smiles, Powerprox, etc.)
Sleep Apnea treatment
Kor Deep Bleaching (20 million people used Crest White strips and are looking for a better solution)
Same Day Dentistry
FaceLift Dentures
Sedation (it's still viable if it is in a rotation with other niches)

In the list above, same day dentistry would stand out as the one that we would use first if we didn't have the room or budget to create a rotation of several niches. Same day dentistry includes so many core staples (convenience & technology), along with anticipated growth in emergency care. What happens to teeth if you neglect them for 5 years during a recession? Exactly!

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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