Everything is Marketing

Are you CONSISTENT?

Trickles NOT Torrents

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Marketing Strategy

“By failing to prepare, you are preparing to fail.”
Benjamin Franklin

Situation Analysis

• What is your current situation?
• Why are you doing this analysis?
• What is the context of your situation?
Population
Our geographic market is the ______ metro area, with a population of approximately ______.

Target Patient Demographics
Detailed information regarding your target patient. This information is useful in determining the proper marketing mix whether it be internal or external.

Target Referral Demographics
Detailed information regarding your target referral base. This would include additional referral sources that you would like to exploit. Again, this will help you determine the proper marketing mix to increase referrals.

Target Market

SWOT Analysis
- Strengths
- Weaknesses
- Opportunities
- Threats

Strengths
Detailed bullet points of specific strengths within your practice and the market as a whole.
Weaknesses
Detailed bullet points of specific weaknesses within your practice and the market as a whole.

Opportunities
Detailed bullet points of specific and perceived opportunities within your practice and the market as a whole.

Threats
Detailed bullet points of specific and perceived opportunities within your practice and the market as a whole.
Strategic Plan

• Based on SWOT
• Brain storm session

➔ Objectives/Budget
➔ Target Markets
➔ Internal Marketing & Goals
  ● Staff training, office literature, verbal skills, patient education, office environment, referrals & reviews

➔ External Marketing & Goals
  ● Advertising, Website, blog, social media, courses, referral marketing
    ○ Digital Media Action Plan
  ● Depending on your market mix or profit centers you may want to separate based on target. ie; doctor referrals, general public...

➔ Summary/Action Plan -6 month Goals
Internal Marketing – Start the conversation

► Office Environment

- Marketing material/signage/pictures/models
- Comfortable, modern décor/ Videos/drink station/clean restrooms
- Testimonial “Lookbook” – online photo printing site...Shutterfly

What is your office culture? Uniforms, décor, promo materials...

Women make 80% of the financial decisions in a household.
Patient Experience

- Make it a positive experience from first phone call to discharge.
- Create genuine staff ambassadors – Consistently train to use personal storytelling when communicating with patients. “Talk up” the Dr’s expertise. Use benefit statements.
- The Epworth Sleepiness Scale and sleep screening questions are integrated into every NP patient appt.

External Marketing – Get the word out

Referrals

- Always get referral information, Physician and any other treating doctors from the patient (always get permission to communicate to avoid HIPPA violation)
- forward exam notes and follow up information as often as possible.
- Use mutual patients to schedule meetings with Primary care physicians
- Simple spreadsheet with before/after results showing oral appliance effectiveness

- Offer to treat Dr. or staff member for free or insurance only – this $300-$500 could result in great ROI (return on investment)
- Make sure to stress you are not trying to “talk” patients into not using CPAP but that CPAP non-compliant patients really benefit from a secondary treatment option.
- Physicians Guide to Dental Sleep Medicine
- Seminars/lunch and learns/webinars/Wine, Cheese & CE
- Get AGD Pace certified to give CE credit and hold events
- Target staff as well as doctors
- In some states you can find free databases online which will provide you home addresses rather than office

- Do fun themes... “Beer, Brats & Bruxism”
- Case Studies – Use case studies in many ways
- Newsletters, monthly emails, communication with referrals, submit for publication
- Sleep Labs, DME’s

Digital Marketing
- Mobile & Video are King
  - Site – Mobile/Responsive/NP Forms/NP appts online
  - Video – informal approach
  - Testimonials – use an Ipad & post to all social media channels
  - Reviews –
  - Create systems for emailing/texting link to patients
  - Track results – Make sure your spaghetti sticks!!
More External Marketing Ideas?

“Don’t judge each day by the harvest you reap, but by the seeds you plant.”