

Everything is Marketing

Are you CONSISTENT?



Trickles  
**NOT**  
Torrents

Ronald S. Prehn, ThM, DDS

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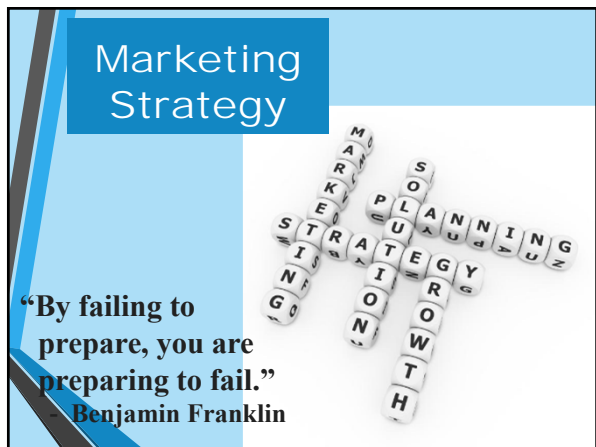
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Marketing Strategy



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

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Situation Analysis

- What is your current situation?
- Why are you doing this analysis?
- What is the context of your situation?

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## Target Market

**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

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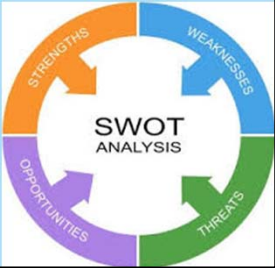
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## SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats



*Become the expert on what your practice landscape looks like.*

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## Strengths

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

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**Weaknesses**

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

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**Opportunities**

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

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**Threats**

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

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**Strategic Plan**

- Based on SWOT
- Brain storm session

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**Strategic Plan**

Transform Your Team Into Passionate Brand Ambassadors



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

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- 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

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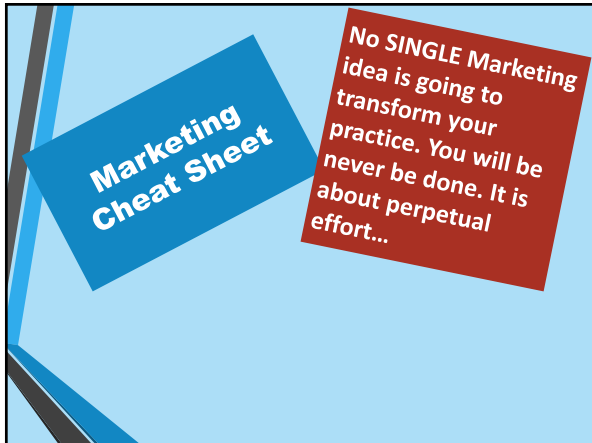
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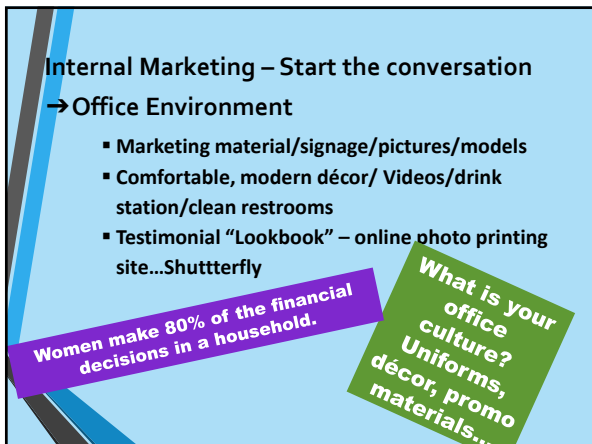
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**→ Patient Experience**

- 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.

*First thing Monday morning: Walk through your office as if for the first time...*

*One wrong attitude can destroy the entire office reputation/morale*

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**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

*Visibility, Credibility, Profitability...*

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- 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

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Online course of CE so videos/webinars & pure becoming the preferred method, podcasts may soon be critical avenues.

- 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

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- 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

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The Millennial generation was born in 1977....they are in their mid-thirties!

Approx. 25-30% (vs 8 years ago at 5%) of our NP's are generated from the web

### 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!!

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More External Marketing Ideas?

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

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