

# New Patients, Inc. Newsletter

## Quick, Tested, Effective Ways to Promote Dentistry



*New patients ARE your future*

**NEW PATIENTS, INC.**  
The marketing firm exclusively for dentists

**866-336-8237**  
www.newpatientsinc.com

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Mark Dilatush

*Attracting quality patients to client dental practices since 1989*

### Contact Us

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### *Halfway point of 2014 - Where are we?*

A year ago, in this newsletter, we reported a flattening (some folks would call it bottoming) in the slow total revenue slide which impacted dentistry from the beginning of 2008 until last year. We counseled everyone to begin thinking about allocating a small percentage of your marketing budget (10% to 20%) toward advertising the more elective dental services you offer. For your particular market, we recommended looking at the local housing market (when it bottoms and begins building gains again) as an indicator for when you should potentially reallocate your marketing budget. You can find those numbers for your community online, or, through any real estate agent in your immediate area.

As a whole (clients), we are seeing more elective treatment being accepted than the previous 6 years. This is good! This doesn't mean you reallocate your whole budget to one or two of your preferred service offerings! Don't go overboard with your allocation. But if you haven't yet, now would be a good time to begin thinking about it.

On the flip side, we are seeing more and more people (patients) with money as a primary (and seemingly deeper) concern. This makes total sense. Combine inherent health/dental care procrastination with the worst recession in 80 years, and you get lots of people concerned about cost (they always were) and emergent needs (now it hurts). We can confidently say, all of you will see an uptick with this type of new patient interaction over the next several years.

Looking forward, we are very optimistic. We are not saying there is a 6 year rebound ahead, but all indications point to the industry flattening at the bottom and beginning to make gains. This is good! If your marketing was working while things were on the way down, they'll work better on the way up!

### *Websites - Traditional & Responsive - Uncluttering the confusion*

For those of you unfamiliar with the two website development styles, we offer the following very basic definitions.

**Traditional** - Separate website for viewers using full size computers along with a traditional mobile website for viewers using tablets, phones, and other devices with smaller viewing screens.

**Responsive** - One website that morphs its design depending upon what device is used by the viewer.

There are many advantages and disadvantages of BOTH website design styles. If you participate in some of the dental internet forums, you will probably hear overwhelming commentary when it comes to which style is best. Technology people are funny like that. Whatever they use seems to be the best at the moment, until something else comes down the road.

**New Patients, Inc. develops both website styles.** If you are confused by the nerd rhetoric, your NPI advisor has a very easy to understand pro/con list for both website styles. Just ask them for the website pro/con list, and set up a time to chat with them about it. Here is how to reach your advisor.

Jay Ostendarp - [jay@newpatientsinc.com](mailto:jay@newpatientsinc.com)

Jane Kriensky - [jck@newpatientsinc.com](mailto:jck@newpatientsinc.com)

Lee Buzard - [lee@newpatientsinc.com](mailto:lee@newpatientsinc.com)

Rebecca Palmer - [rebecca@newpatientsinc.com](mailto:rebecca@newpatientsinc.com)

### ***New Patients, Inc. moves to larger headquarters***



Our company continues to grow. So much so, we ran out of room for new employees in our old building! So, off we went to find a new home which will absorb current growth as well as our anticipated future growth. Our new address is:

**New Patients, Inc.**  
**4966 S. Rainbow Blvd**  
**Suite 110**  
**Las Vegas, NV 89118**

If you are ever in Las Vegas on business or pleasure, please feel free to set up a time to stop by. Howie can be reached at [whh@newpatientsinc.com](mailto:whh@newpatientsinc.com). The NPI team enjoys having clients and prospective clients stop by. So much of our business is via voice, Skype, or email - it is really refreshing to sit down with people face to face.

The whole team at NPI would like to wish you and yours a wonderful July 4th holiday weekend!

***Do you have a topic you would like covered in an upcoming newsletter? Ask here.***

Just email either Howie Horrocks ([whh@newpatientsinc.com](mailto:whh@newpatientsinc.com)) or Mark Dilatush ([markd@newpatientsinc.com](mailto:markd@newpatientsinc.com)) with your topic. We will get them into the newsletter.

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

Got questions? Want to learn more?

You can reach Mark & Howie at:

Howie: [whh@newpatientsinc.com](mailto:whh@newpatientsinc.com)

Mark: [markd@newpatientsinc.com](mailto:markd@newpatientsinc.com)

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