

New Patients, Inc. Newsletter

Quick, Tested, Effective Ways to Promote Dentistry



The header features a yellow background with a central image of a diverse group of people. The text 'New patients ARE your future' is written in a red, curved font above the group. Below the group, the company name 'NEW PATIENTS, INC.' is displayed in blue, followed by the tagline 'The marketing firm exclusively for dentists' in a smaller blue font. The phone number '866-336-8237' and website 'www.newpatientsinc.com' are listed in black. The slogan 'Attracting quality patients to client dental practices since 1989' is written in red at the bottom of the central image. On either side of the central image are portraits of Howie Horrocks and Mark Dilatush. To the right of the central image is a 'Contact Us' section with the company name, tagline, phone number, website, and corporate office address.

Howie Horrocks

Mark Dilatush

Contact Us

New Patients, Inc.
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Effective promotion is a team sport

Most of you know, we (NPI) don't do ANYTHING with client marketing dollars until we test it, tweak it, retest it, and it proves to be worthwhile (good return) and perform consistently well, market to market.

We (New Patients, Inc.) are launching a new service soon. Conception of the new service came from three sources.

1. A large statistical variance between client office call conversion rates. We have clients getting 200+ phone calls in a campaign year, converting over 50% of those phone calls. These clients are ridiculously happy. We have clients getting over 200+ phone calls in a campaign year, complaining they aren't getting enough new patients. Same number of inquiries - two different offices - two different outcomes.
2. An enormous statistical variance in client calculated ROI values after the first year. Same number of phone calls. One office tracks sources and understands ROI well. Another office believes they are tracking well, but are not. Same volume. Two different outcomes.
3. Our clients. We received request after request from both the dentist/owner and team members. We let them know we would test everything and get back in touch with them.

The objective is to bridge the gap from incoming phone call to good patient in the chair. In other words, increase conversion, increase compliance, & improve ROI outcomes.

While the data and some more subjective materials/findings/trends poured in during testing, it became fairly obvious (to us anyway), the starting point of the operational side of the business of dentistry - has quite a few challenges. Here are the highlights. We hope the following result data opens your eyes to take action and ultimately helps you.

- Practice owners ignore the process of conversion
 - 100% of practice owners refused to quantify or listen to incoming calls from advertising themselves, until a detrimental issue was identified and communicated.
 - 30% of practice owners still refused to listen to incoming calls from advertising even AFTER a detrimental issue was identified and communicated.

- 10% of practice owners disengaged with the service after a detrimental issue was identified and communicated. They blamed the service personnel who uncovered the problem.
- Nearly one fifth of your potential return is being wasted
 - 19% of calls from incoming advertising did not get answered by a representative from the office
 - About 80% of these missed calls were due to the office being closed on the day the call came in
 - About 20% of these missed calls were due to being closed at lunch time and not having the phones covered
 - Less than 50% of owners were willing to make changes to have the phones covered on their day off and during lunch
 - 4% of the uncovered potential new patient calls left a message. The rest (96%) just vanished. 0% of the teams took the initiative (initially) to look up the caller ID in their call tracking software to re-engage the potential new patient.
- Almost 30% of the test practices had capacity issues. They were booked too far ahead and had too few openings for new patients, leading to poor conversion.
 - Virtually all of these practice owners understood the problem after it was presented to them
 - Slightly less than half were willing to do something concrete about it
- 0% of the offices (at the start) correlated the advertising source information collected from listening to the calls, to update their pm software properly
 - 0% of the offices had a clue what their first level ROI was

Summary: If you want more bang for your buck from your advertising dollars (no matter what company does your marketing for you), start paying attention to conversion.

The job of your advertising is to get a human being interested enough in your dental practice to pick up their phone and hit 7 numbers on the keypad. Good marketing doesn't stop when the phone is connected.

I hope this helps some of you take a MUCH closer look at how things actually are working (or not) in your dental practices.

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

Just email either Howie Horrocks (whh@newpatientsinc.com) or Mark Dilatush (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

Mark: markd@newpatientsinc.com