

# New Patients, Inc. Newsletter

## Quick, Tested, Effective Ways to Promote Dentistry



The header features a textured, light-brown background. On the left is a portrait of Howie Horrocks, and on the right is a portrait of Mark Dilatush. In the center is a group photo of several people, with the text "New patients ARE your future" arched above them. Below the group photo is the company logo "NEW PATIENTS, INC." and the tagline "The marketing firm exclusively for dentists". The phone number "866-336-8237" and website "www.newpatientsinc.com" are listed below the logo. At the bottom of the header, the text "Attracting quality patients to client dental practices since 1989" is written in a pink, italicized font.

Issue #42

March 21, 2013

### Some very important announcements!

#### See Howie and Mark LIVE in Destin, Florida (April 11-13)

<http://www.theprofitabledentist.com/Spring-Break-Seminar.asp>

Dr. Woody Oakes has invited Howie Horrocks and Mark Dilatush to speak at their upcoming annual Spring Break event in Destin, Florida. We would LOVE to see some of you in the audience. We have 2 hours in front of the whole audience. We will be teaching everyone how to prioritize and "score" their own marketable attributes in alignment with what the consumer wants to see and hear. This is the first time Howie and Mark have presented this material to such a large audience. We hope to see some of you there.

#### See Howie and Mark LIVE in Las Vegas, NV at the Townie Meeting (April 17-20)

<http://www.towniemeeting.com/>

The Townie Meeting is always a great time. Planet Hollywood is the hotel, Howie and Mark have a 90 minute time slot on Saturday. So, if you are coming to the Townie Meeting and you haven't burned all of your brain cells by 9am on Saturday - join us! We would love to have you in the audience.

#### USPS does the predictable

On January 27th, 2013 our United States Postal Service raised bulk mail delivery rates to .266. Not a big deal really, but we hate when production or deployment costs go up for our clients. Many of you do not realize is the work that goes on behind the scenes here at NPI on your behalf. There are 5 full time personnel here that for the most part - manage our client marketing/advertising campaigns. A big part of those campaigns are mail.

#### NPI responds to postage increase

Our client services staff does everything humanly possible to keep client production and deployment costs to a bare minimum. One way they do that is to re-certify our client mail lists each month. The impact of doing so is a lower postage rate for our clients (.243). That's not a big cost difference if you are sending small volumes, but the majority of NPI mail clients are mailing an average of 50,000 pieces a year. That is a postage savings of over \$1000/year. So, the next time you talk to one of

your dentist buddies about the work NPI is doing for your practice, tell them we do everything we can to keep your total marketing costs down.

### **New Patient Calls & Average Call Time on the upswing**

Back in our November newsletter, we predicted the 1st quarter of 2013 would be better than the 1st quarter of 2012. The 1st quarter of 2013 is showing stronger call volume and increased call times in our client tracking numbers. This is good! This is especially good considering 2012 was better than 2011! There is a correlation between dental consumer activity and local housing. Some markets in the country have hit bottom in their housing prices and are slowly growing again. These are the areas with the biggest gains. Some areas of the country are still losing home values or are flat at the bottom. These are the areas with gains, but just smaller gains.

As the consumer feels better about their personal financial situation/borrowing power, this trend moving forward should continue.

If you haven't already - commit to using tracking numbers in 2013

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)

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Check out our latest dental marketing book

<http://www.newpatientsinc.com/>