

Advertising Spotlight | New Patients, Inc.

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ew Patients, Inc. (NPI) is a full-service marketing firm exclusively for dentists. Since 1989, NPI has been creating marketing campaigns and tracking the results in virtually every medium. This continual and ongoing result tracking has enabled the company to craft effective marketing messages for dentists that resonate with the dental consumer.

In addition to tracking and testing, NPI employs independent consumer research to further guide its clients' promotions and increase their effectiveness.

NPI provides dentists a "one-stop shop" for all their marketing needs. This enables dentists to focus on their practice production without having to deal with multiple different companies for the promotion of their practices. NPI is the experienced marketing company, no matter what mediums the practice wants to utilize.

Other product offerings include a 7-hour Marketing Summit Series in which the company's principals, Founder and CEO Howie Horrocks and President Mark Dilatush, personally teach dentists the proper way to promote their practices.

In addition, NPI offers the Unlimited New Patients series of books that have become international dental bestsellers over the past two decades. For more information, visit www.NewPatientsInc.com.

"I've whitened countless smiles. But when I needed help for my private practice, I knew where to go—New Patients, Inc. I was deeply involved in developing the KÖR® Whitening System, but still had to pay attention to my own practice. I was seriously in need of expert marketing to attract quality new patients. I turned to NPI and they came through for me—big time!"

ROD KURTHY, DMD

FOUNDER/CEO EVOLVE DENTAL TECHNOLOGIES





PRODUCT OFFERINGS

New Patients, Inc.'s product offerings include the creation, deployment, and management of marketing campaigns:

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| Market analysis | Internal promotions | Web video production |
| Marketing strategy | All forms of direct mail | Social media management |
| Marketing campaigns | Truly effective websites | Radio & TV |
| Initial branding | World-class SEO | All forms of signage |

