

New Patients, Inc. Newsletter

Quick, Tested, Effective Ways to Promote Dentistry



The header features a yellow background with a central image of a group of people. The text 'New patients ARE your future' is written in a pink, 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 pink at the bottom of the central image. On the left and right sides of the central image are portraits of Howie Horrocks and Mark Dilatush, respectively, with their names printed below. To the right of the central image is a yellow box with the heading 'Contact Us' and the following information: 'New Patients, Inc. The marketing firm exclusively for dentists 866-336-8237 www.newpatientsinc.com'. Below this box, the corporate office address is listed: 'Corporate offices: Oquendo Business Park 5935 Edmond Street Suite 105 Las Vegas, NV 89118'. At the bottom left of the header, it says 'Issue #51' and at the bottom right, 'February 20, 2014'.

Something you should definitely pay attention to.....

Every once in a while, some thing or someone in dentistry impresses us so much - we just have to share it with our readers. In this case, both happened. Some thing and someone impressed us - a lot.

This edition of our newsletter IS about marketing/promoting/advertising your dental practice. It is also about practice management, the dental industry as a whole, new business trends in dentistry, and the best business practices in dentistry - communicated by the most trusted leaders in dentistry.

Where would one find all of this information?

<http://theprodentist.com>

This quarterly publication is everything about managing the business of dentistry - all in one place. The information is provided by trusted & respected experts in dentistry, hand selected by this person - Bonnie Hixson.



Randy Alvarez interviews Bonnie Hixson when she began this journey. [Click here](#) to get an idea of why we are so impressed with both Bonnie and her dental business magazine, The Progressive Dentist.

As a dentist, you probably receive a dozen or more free trade journals each month. Most, if not all, are supported completely by their advertisers. The Progressive Dentist is not completely supported by its advertisers. Heck, you can barely find advertising within its pages. The Progressive Dentist is financially supported by subscription (\$139/year), allowing Bonnie and her team to focus on their mission and core objective - quality of its content.

There is nothing wrong with the other trade magazines. We advertise our firm in other trade magazines.

The Progressive Dentist is different, and its readership is definitely different. With 30,000 subscribers, Bonnie and her team have finally combined reputable high quality content in print form, digital form, webinar form, video form, and audio form with an audience that appreciates getting to the "meat" of the many business issues that face dentists. There is even a study club! The study club was formed by subscribers and is managed by the subscribers!

Let's face it, being a clinician and running the business of your practice is more than a full time job. If a dentist actually sat down and read all the content available for every aspect of the business of dentistry - you would have two full time jobs!

Bonnie, her team, and The Progressive Dentist have engaged a segment of dentistry that was yearning for trustworthy topical business management information - without all the distraction - and in multiple formats/lengths for the learning convenience of their subscribers. We believe she has hit a home run and believe you will feel the same way.

We are thrilled to be main contributors (on the topic of proper dental marketing) to The Progressive Dentist. The first of what will become a very detailed series on the topic, is in the February 2014 edition.

If you are not interested in learning about only the business of dentistry from trusted industry experts, in formats and lengths that you find most comfortable, we apologize for taking your time to read this. We passionately believe all dentists should learn more about the business of dentistry. That's why we thought this topic was important enough to put out to all of our followers.

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

[Check out](#) our latest dental marketing book