

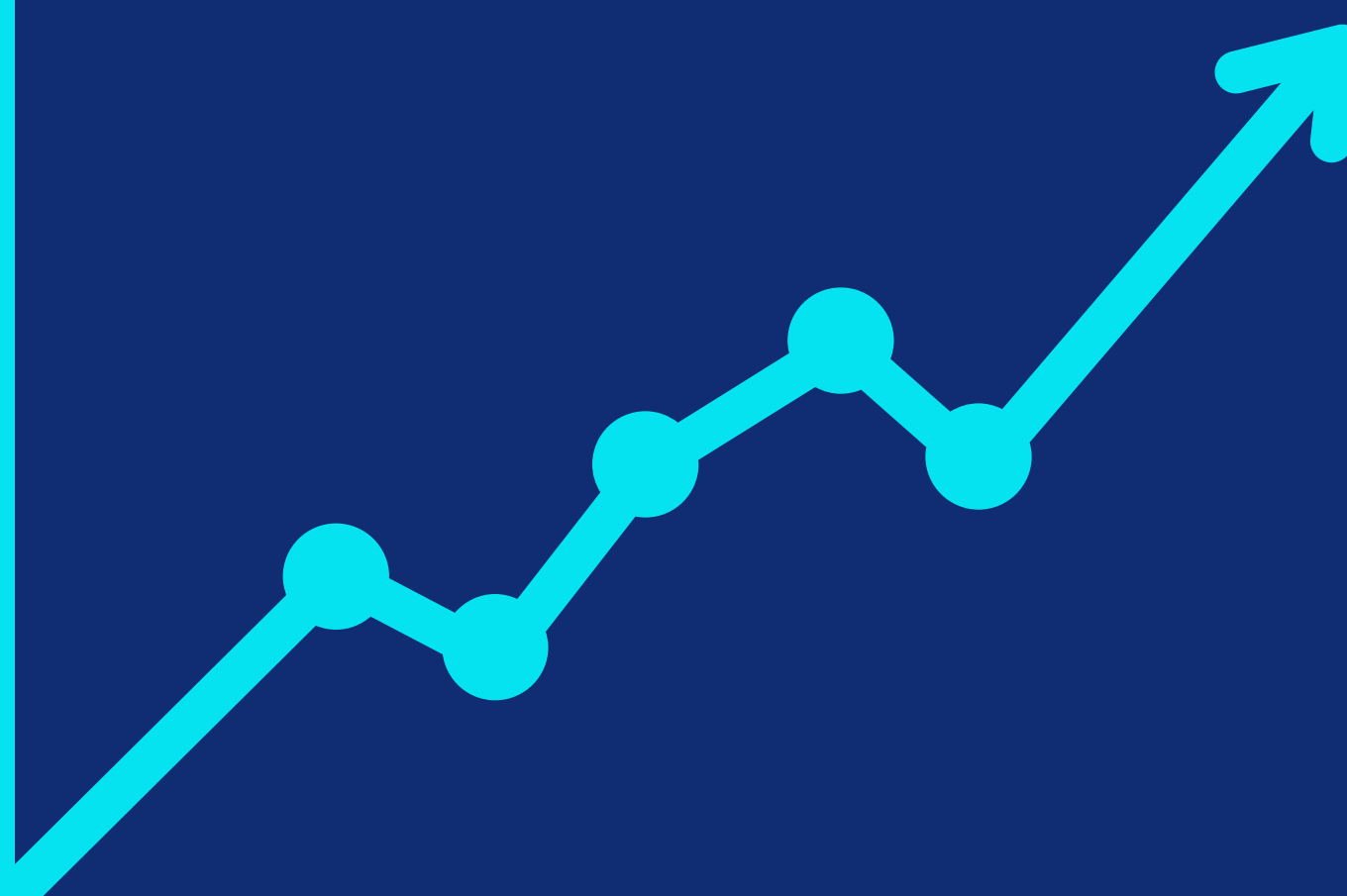


Patient
Show

GUIDE:

FAST-TRACK YOUR DENTAL PRACTICE GROWTH WITH PATIENT SHOW

www.patientshow.com





INTRODUCTION

Saying dentistry is competitive is like saying candy gives you cavities — it's a no-brainer. Growing your dental practice isn't just about getting more new patients in the door— It's about building a thriving, sustainable practice that provides high-quality care to its patients.

The following guide offers you pillars for a profitable marketing program for your dental practice. For more in-depth information, schedule a FREE consultation with us — we're more than happy to chat.

1 PATIENT ACQUISITION IS ONLY A PIECE OF THE PIE

Tip: While attracting new patients is vital, it's not the whole story.

Steps to Follow:

- **Diversify Your Marketing Channels:** Use a mix of digital (SEO, PPC, social media) and traditional (direct mail, community events) methods.
- **Build a Referral Network:** Encourage existing patients to refer friends and family through incentive programs.
- **Optimize Online Presence:** Ensure your website is mobile-friendly and optimized for local search. Patient Show can help manage this efficiently.

Why It Matters: A steady stream of new patients is important, but retaining and maximizing the value of existing patients is where sustainable growth happens.





MAKE SURE YOUR FOUNDATION IS SOLID

Tip: Growth is impossible without a strong operational foundation.

Steps to Follow:

- **Streamline Operations:** Use practice management software to automate billing, scheduling, and patient communications.
- **Staff Training:** Regularly train your team on customer service, technology, and best practices.
- **Know Your Numbers:** Ensure you have a comprehensive understanding of your numbers — what's your CTANP? What's your total advertising spend? What's the LTV of a new patient at your practice? What's your cost of goods?

Why It Matters: A well-oiled operation prevents costly mistakes and ensures a seamless patient experience, setting the stage for growth.

3 CASE QUALITY IS BETTER THAN CASE QUANTITY

Tip: Focus on delivering high-quality care for high-quality patient cases.

Steps to Follow:

- **Invest in Training:** Excelling at profitable procedures and high-quality case treatments will help your practice be more profitable in the long run.
- **Invest in Technology:** Use the latest dental technology to offer superior services (e.g., digital imaging, laser dentistry).
- **Maximize Treatment Acceptance:** Part of training your team will involve coaching them on the improving treatment acceptance.

Why It Matters: High-quality cases lead to better profitability, better time management, and more opportunity for your team and associates to contribute to the practice's growth — It's not all on you!





4 THERE'S NO ONE-SIZE-FITS-ALL SOLUTION TO PRACTICE GROWTH



Tip: Customize your growth strategies to fit your specific practice needs.

Steps to Follow:

- **Assess Each Location:** Identify strengths and weaknesses unique to each practice location based on needs, patient demographics, and staffing.
- **Tailored Marketing Strategies:** Design marketing campaigns that resonate with the demographics and needs of each location. (e.g., An older demographic may respond better to mailers and print media and digitally: Facebook Ads. Growing cities may see better results with quarterly-mailers sent directly to new-movers in the area.)
- **Leverage Data:** Track your ROI diligently. “What can be measured can’t be managed”, so you need to ensure you’re tracking your efforts meticulously.

Why It Matters: Data allows you to make more informed decisions concerning your marketing program. Otherwise, you can’t measure your ROI.





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NEED MORE HELP?

If you still have questions or need professional assistance to improve your dental practice website, Patient Show is here to help. Our team of experts can provide a comprehensive analysis and tailored solutions to ensure your website attracts more patients and books more appointments. Contact us today to get started!

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We look forward to helping you achieve your goals and grow your practice!

