

CREATE A PREMIUM
PATIENT EXPERIENCE

GO BEYOND FISH TANKS
IN THE WAITING ROOM

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GROW YOUR PRACTICE BY OFFERING A PREMIUM PATIENT EXPERIENCE



Grow your practice by offering a premium patient experience

You never get a second chance to make a first impression. It's the cliché statement used to remind new patients that their smile makes a difference, to convince them that their treatment options will change the way people see them by adding confidence through a beautiful smile. But the truth of the matter is, as a practice you have the opportunity to attract and nurture new relationships and your first impression is just as important. Let's take a look at the first impressions you are making and examine ways to connect, emotionally, with potential patients at every touch point.

GROW YOUR PRACTICE

1/3

of all new patient phone calls fail to result in an appointment

<http://www.dentaleconomics.com/articles/print/volume-105/issue-9/practice/research-report-new-patient-acquisition-and-conversion.html>

The patient experience starts when a new patient calls to make an appointment or books online. A recent Levin Group study reported one third of all new patient phone calls fail to result in an appointment! That means someone made the wrong first impression. What are your questions about delivering the premium patient experience? Today Shannan, Keith and I will be discussing some of the questions we've received around patient retention as it relates to how you're delivering the premium patient experience.

Reference stats/material: <http://www.dentaleconomics.com/articles/print/volume-105/issue-9/practice/research-report-new-patient-acquisition-and-conversion.html>

AGENDA

- COLLEAGUE MARKETING CHALLENGES
 - **QUESTION #1:** "I have updated my facility and give gifts to first time patients, but my patient retention rates aren't improving. What am I doing wrong?"
 - **QUESTION #2:** "I am the only practice in town doing same day implants. Doesn't that mean I already offer the premium patient experience?"
 - **QUESTION #3:** "Does it really make a difference to add extras like spa services, aromatherapy or massage chairs?"
 - **QUESTION #4:** "How is my website part of a premium patient experience?"
 - **QUESTION #5:** "My practice is new and I'm competing with two large corporate dental companies who spend big money. What can I do to compete?"
- USING A HOLISTIC APPROACH TO SOLVE MARKETING CHALLENGES
- Q&A

1 ■ REALIZING THE IMPACT ■ OF YOUR STAFF

"I have updated my facility and give gifts to first time patients, but my patient retention rates aren't improving. What am I doing wrong?"

Emotional Involvement Marketing creates a premium patient experience by taking the focus OFF of the practice and putting the emphasis on solving the patient's problem instead. Every patient represents a relationship. Much like the dating process, it's important that you court the patient, listen to their needs, and provide flexible solutions.

GROW YOUR PRACTICE

MEET KATE

- She's looking for a dentist in her new town
- Starts with an online search
- 5-star ratings and sidebar ads
- She clicks and visits
BestAtlantaDental.com
- She recognizes Dr. Smith

Let's follow a new patient's story from the very beginning. Meet Kate. She's new in town and looking for a local dentist, as she has a few questions about replacing a bridge she's had for over a decade and needs to set up her regular cleaning appointment. She begins her patient experience from the comfort of her home, going online to search for local family dentists. She searches Google for 'best dentist near me' and has more options than she can investigate at one time. She notices the first few listings that have 5 star ratings, including Best Atlanta Dental. She also notices Best Atlanta Dental has a search ad on the right-hand side of her screen that offers a \$50 INITIAL CONSULTATION and X-rays. When she clicks on their website, she immediately recognizes the picture of Dr. Smith from a recent career fair at her daughter's high school and recalls the friendly rapport Dr. Smith had with other parents – just what she needs to combat the anxiety she still feels from a painful past experience!

GROW YOUR PRACTICE

EMOTIONAL INVOLVEMENT MARKETING TECHNIQUES

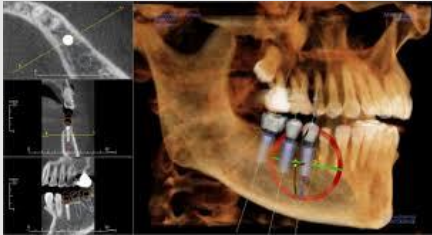
- Digital Marketing Efforts
- Introductory new patient offer
- Organic and paid listings
- The right information and calls-to-action
- Authentic and engaging introduction

In Kate's story we see several ways that Dr. Smith's Emotional Involvement Marketing techniques are already paying off. Digital marketing efforts ensured that her message, and special introductory new patient offer, were front and center as Kate began her online search. Those organic and paid listings had the right information, and the right calls to action, to capture Kate's attention and let her know where she could find the information she was looking for. The website offered an authentic and engaging introduction to the real doctor and provided useful details that set Best Atlanta Dental apart by nurturing the relationship.

2: HOW TO APPROACH A PREMIUM EXPERIENCE BY INVESTING IN NEW TECHNOLOGY

"I am the only practice in town doing implants. Doesn't that mean I already offer the premium patient experience?"

Show Me, Don't Tell Me



- Today's technology lets you provide a better patient experience as you SHOW every patient the source of the problem and help them understand the course of action for getting to a picture perfect smile.

Use technology to improve operational efficiency and give your patients a better experience. Investing in new practice management technology can boost your bottom line by helping you to work smarter and faster. For example, the American Dental Association's new centralized credentialing database enables you to fill in your credentialing information one time. After that, payers can access it on demand rather than filing separate applications every time you want to join a new network. There is also [technology coming soon](#) that will enable dentists to file an authorization request and get an instant explanation of benefits (EOB).

3. OVERCOME PATIENT FEAR BY OFFERING WAYS TO DE-STRESS

"Does it really make a difference to add extras like spa services, aromatherapy or massage chairs?"

As the doctor, your focus should always be on the positive outcome. As an advocate for your patient's improved smile, you should always be looking for ways to disarm their fear, de-stress the situation, and allow the patient to feel at ease. External factors can help create a nurturing, comfortable environment to overcome the traditional uneasy patient experience.

4. THE VALUE OF EDUCATING PATIENTS THROUGH DIGITAL MARKETING CHANNELS

“How is my website part of a premium patient experience?”

Educating patients means giving them informative information about their dental health, including treatment options and what the consequences could be if treatment is not adopted. It is important to help patients understand the information you provide to them, and to understand what factors will contribute to their ability to process and make decisions based on the education you provide. Your website and social media should be channels to share information about treatment options, affordability and success stories to help aid treatment adoption. Studies show that patients trust shared experiences of other patients, often even more than they trust the doctor. When a patient visits your website you should provide information, and real life experiences to back up claims. They should get the same feeling you provide when they walk into your practice doors. It is important for patients to see the faces of your actual staff members, that you introduce them to the facility and technology they will encounter to help create familiarity and trust.

5: PRIORITIZING PATIENT RELATIONSHIPS WITH EMOTIONAL INVOLVEMENT MARKETING

"My practice is new and I'm competing with two large corporate dental companies who spend big money. What can I do to compete?"

SURVEY

Which of the following phone conversations uses EIM?

1. Welcome to Best Atlanta Dental. This is Rebekah, can I help you? Sure, I am happy to set up an initial consultation. When are you available to come in?
2. "Thank you for calling Even Better Atlanta Dental. This is Rebekah. How can I help you? I am happy to connect you with Dr. Smith. Can you tell me what prompted today's call?" ... "I'm so sorry to hear that. Let me check for our first available appointment. He has recently added new treatment options that should give you some quick relief. In the meantime, I will send you a few tips to relieve your discomfort until you can make it to the office. Can I get your email address?"

Survey:

We are going to take a brief survey and I'm going to let you decide which of the following phone conversations uses EIM:

"Welcome to Best Atlanta Dental. This is Rebekah, can I help you? Sure, I am happy to set up an initial consultation. When are you available to come in?"

"Thank you for calling Even Better Atlanta Dental. This is Rebekah. How can I help you? I am happy to connect you with Dr. Smith. Can you tell me what prompted today's call?" ... "I'm so sorry to hear that. Let me check for our first available appointment. He has recently added new treatment options that should give you some quick relief. In the meantime, I will send you a few tips to relieve your discomfort until you can make it to the office. Can I get your email address?"

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<http://mydentalwarranty.com/201310175-did-you-know-facts-about-patient-retention/>

Which first call put the patient's emotional needs first? If you said the second one you are already putting your Emotional Involvement Marketing principles to use.

It turns out if you get the first impression right, you can make the next impression even more productive by continuing to nurture and engage your existing patients. After all, you already have their attention. In fact, you've become so close they're practically drooling over you. Getting your existing patients to continue engaging, to trust you as the expert and to adopt recommended treatment plans is easier, and far less expensive, than trying to acquire new patients. According to a recent study, the cost of acquiring new patients is up to 5x more than continuing to treat an existing patient – a bottom line reminder that relationships are truly the collateral of our time.

Reference: <http://mydentalwarranty.com/201310175-did-you-know-facts-about-patient-retention/>



MEASURING THE RIGHT ROI
TO SOLVE MARKETING
CHALLENGES

ROI VS. ROI



RETURN ON
INVESTMENT VS.
RETURN ON
INVOLVEMENT

We believe a marketing plan's value is measured in outcomes, not outputs. Our ***Emotional Involvement Marketing***[®] process produces results by developing strategies and communication to inspire interaction and drive meaningful customer engagement. Our vision is to evaluate success by measuring **Return on Involvement** with the end goal of building lasting relationships, true loyalty, and straight up brand love.

Q & A

THANK YOU!



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