

Quality Dental Plan Presents

# Simple Strategies for Attracting New Patients

*by Dan Marut, DMD*



**Special Report & Breakthrough Quiz**

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# Simple Strategies for Attracting New Patients

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New patients are essential for the health of any practice. They ensure your business keeps growing, provide new opportunities for treatment and possess friends and family members whom they can refer. The problem is that they aren't always easy to attract and retain.

Many of your potential patients already have a dentist that they're happy with, and those who don't sometimes believe that they don't really need to go to the dentist regularly. And when a new patient does call your practice, it's often because of a dental emergency, and when they find out how much their treatment is going to cost, it feels like they choose the minimum treatment possible – and then you never see them again.

Sound familiar? As dentists, the biggest obstacle we face is ignorance. Most people just don't realize how important our job can be or recognize that maintaining good oral health is a crucial part of preserving your overall health.

Combine that with the frustration of dealing with dental insurance, the cost of treatment today and the fact that virtually no one budgets for dentistry, and you can understand why so many people are wary about going to the dentist. They associate two things with dentistry: pain and expense.

## **Considering all of this, is it really all that surprising that attracting new patients can be so difficult?**

As individual dentists, we're simply not equipped to change the nation's attitude about dentistry. But what we can do is become the sort of practice that stands out in our community and presents itself to our prospective patients in a way that speaks directly to them by demonstrating that their needs and concerns matter to us. We need to become the sort of dentist who patients can understand and relate to, and often that means putting aside the traditional way of doing business and trying something new and innovative.

At Quality Dental Plan (QDP), we've learned that you can attract new patients without spending thousands of dollars on advertising each month or by signing up for more insurance plans. We decided to look outside of dentistry and into the world of business and retail for solutions, because not only do retailers understand consumer behavior, but they're also frequently our biggest competitors.

How so? Well, patients "can't afford" to come in for their preventative care or to go through with your treatment plan, but they're buying Blu-Ray players and high-definition, flat screen TVs. Doesn't it only make sense to see what retailers are doing that you're not...and discover what lessons you can learn from them?



# Whitepaper Overview

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This whitepaper will demonstrate how creating value for your dentistry can attract new patients to your practice in ways you never thought possible. And best of all, just about all of it can be easily adopted in your practice without making any significant changes to how you run your practice.

## In this report, we'll examine:

- A few of today's business innovators, entrepreneurs and thought leaders that have revolutionized the way business is done
- How you could implement similar techniques into your practice
- Why true innovation in dentistry is rare and how this is hurting our business
- The mindset of a new patient and how to get them to respond to you
- Tips and suggestions to help you get and hold on to more patients

The next decade is primed to be an important one. As our nation's healthcare system is reformed, we're changing the way our population thinks about their health. Young adults are more health-conscious than ever, while the baby-boomer generation is hitting retirement with the financial means to ensure they can enjoy their sunset years in good health and comfort.

At the same time, we're making great clinical strides, with technological advancements enabling us to deliver even better patient care. With the popularity of dental lasers, the dreaded dental drill finally has an alternative. Digital radiography means we're using a fraction of the radiation on our patients in dental x-rays. CAD/CAM technology is allowing dentists to provide single-visit crowns and restorations, and with new anesthetic techniques, it's finally becoming possible to practice virtually pain-free dentistry.

In other words, the stage is already set for our success. There's never been a better time to be a dentist in America, and over the next ten years, we'll see many innovative and forward-thinking dentists grow their business at unprecedented rates.



There's no reason you can't be among them. After all, with 50% of Americans currently without a dentist, there are plenty of new patients to go around. But if you'd like to attract your share of them, first you need to rethink some of what you've been doing.

## The Newer, Rounder Wheel

The most common path to success is to reinvent the wheel. Yes, I realize that seems unlikely, but I assure you it's the truth. Look at the most popular products available right now. Most of them are basically new approaches to an already existing system.

Remember when a phone was just a phone? Now it's a calendar, camera, alarm clock, computer, modem, flashlight, video game system, personal stereo and more. In fact, how many people regularly use their iPhones, Blackberrys and Droids exclusively for making actual phone calls? Fewer and fewer, I'd imagine.

And what's an iPad other than a simpler, more lightweight laptop with a touchscreen keyboard? What is Facebook besides an elaborate, personal bulletin board system? What's an MP3 player other than a pocket jukebox?

Success is built on taking something that already exists and making it better, or applying it in a way that's never been seen before. That's the essence of innovation, and it's no different in dentistry.

### There's a shift going on in the business world:

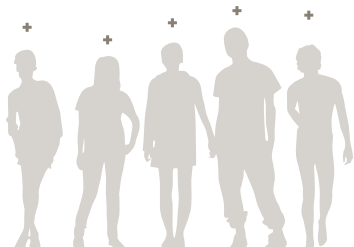
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- Marketing models have changed
- Consumers expect greater value for their dollar
- Sales have become more consultative and less pressured
- Businesses are reevaluating the way that they operate, and experimenting with unique shifts in their corporate culture
- Companies are attracting consumers through non-traditional means since traditional avenues like advertising have become less effective
- Consumers are interacting with businesses more directly and can more greatly impact how the companies are viewed by others

This shift has spelled trouble for some, but other companies have adapted to the changes and thrived.

Apple emerged from Microsoft's shadow to become one of the most beloved brands in America, inspiring a remarkably loyal fan base that now numbers well into the millions.

Google went from being just another search engine to one of the most trusted names online. Their company name isn't just their identity; it's become a verb that's synonymous with Web searching. We don't just search online for something, we *Google it*.



Apple didn't invent the personal computer and Google didn't invent the search engine – they just perfected them. And they're hardly the only companies to find remarkable success doing this.

Virgin Airlines and Zappos took two of the more pedestrian businesses out there – commercial air travel and online shoe retail, respectively – and made them fun and unique. They changed the rules of the game.

A flight on Virgin America isn't just a mode of transportation, it's an experience. From the lounge-like atmosphere of their check-in counter to the elaborately prepared meals they serve on their flights, it's all been designed to surprise and please you every step of the way.

Along the same lines, buying shoes online at Zappos.com isn't just convenient and affordable, it's also a fun experience punctuated with lighthearted video descriptions and personal blogs written by employees who are clearly having a blast working there.

If an airline and an online shoe store can transform a familiar business into something fun and original, then so can a dental practice. And in doing so, you can inspire remarkable loyalty.

### **Let's look at one final example.**

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FedEx began in 1971 with a very simple mission: to deliver packages quicker than the United States Postal Service. Two years later they began shipping overnight and the rest was history. Now they employ over 280,000 people worldwide and take in over \$30 billion a year. They've shown innovation all throughout their history. They were the first shipping company to track parcels, and later became the first company to allow customers to track their packages online.

They showed us that clients will pay more for better value and better service.

The post office can ship anywhere that FedEx can and at a fraction of the price. But people trust FedEx and believe that shipping with them is better than shipping with the postal service. A large part of this is due to FedEx's innovation, but part of it is also due to their superior customer service and convenient locations.

In other words, FedEx's success is due in part to being ahead of the game in their industry, and also to truly offering a superior experience. There's a perceived value that's enhanced by an actual better product. Now is this better product worth the far higher price it costs to ship with FedEx than with USPS? That's debatable, but what you can't argue with is their success.

In fact, FedEx's biggest competitor once may have been the postal service, but now they're FedEx's biggest client! FedEx has an exclusive contract with USPS to transport all of their Priority and Express Mail through 2013.



## Innovators:

- Take an existing need and deliver it in a different way
- Make their business fun and interesting
- Provide a superior product and customer service

## What lessons can we learn from innovators like Apple, Google, Virgin Airlines, Zappos and FedEx?

- Even companies that traditionally felt no need to innovate are seeing that they must
- Buyers are very selective about where they spend their money and choose innovative companies over traditional ones
- Consumers are willing to pay more for what they value
- Innovation inspires loyalty and remarkable word of mouth
- People aren't afraid of new things – in fact, they often readily embrace them

## Bringing Innovation (and Patients) to Dentistry

So how do we take the same strategies employed by companies like Google and FedEx, and apply them to dentistry? After all, a dental practice is nothing like a search engine or a shipping company, right?

No, it isn't, but your customers are the same. People are the one constant in any business you're in. Your success or failure depends on attracting people to your business and convincing them to spend money on you, and in that regard, their behavior when it comes to your practice is no different than their behavior when sending a package, buying groceries or booking a trip to Paris.

People respond to value and they respond to innovation.

But how do you create value in an established, somewhat static industry like dentistry? And where is there room for innovation? My hunch is that you suspect where at least some improvements can be made in your practice, but how can you be expected to experiment with large changes to your business?



After all, if it doesn't work out, it could be disastrous, right?

The fortunate thing for you is that you shouldn't have to experiment much if you just pay attention to the needs of your patients and understand that buyers react to different things today than they did a decade ago.

In other words, they want to be a part of something special that they haven't experienced before. They may be satisfied with less, but don't mistake that for loyalty. If what you provide in your practice is the exact same experience that every dentist provides, then you can expect to lose your patients the moment one of their friends tells them about another dentist in the area who does things differently.

It's the same reason Google has overshadowed Yahoo (as well as all of the other now forgotten search engines out there like Lycos and Dogpile).

So how do you stand out from the pack? Transform from simply being a service provider to running an attraction-based business.

Aaron Ross of *Build a Sales Machine* helped his previous employer, Salesforce.com, increase their revenue by \$100 million. In his book, *Predictable Revenue*, Ross builds the case that attraction-based businesses are the wave of the future. He maintains that marketers have created too much noise out there. It's estimated now that the average American is exposed to over 3,000 advertising messages per day.<sup>2</sup> It's hardly surprising then that people tune out the things that don't interest them and tune into things that they find attractive.

An attraction-based business is exactly what it sounds like. It's a business where success is driven by the attraction people have to it. Starbucks is an attraction-based business. Krispy Kreme is attraction-based. These businesses provide more than just coffee and donuts. They provide an entire experience that people are attracted to.

The same strategy can easily work for dentistry. You just need to find out what patients find attractive about dentistry. And believe me, there ARE things that attract them to dentistry. Our problem is that very few of us are providing them!

<sup>1</sup> Need citation here.

<sup>2</sup> The New York Times, Business Day, "Advertising; Ad Clutter: Even in Restrooms Now": <http://query.nytimes.com/gst/fullpage.html?res=940DE5DE1230F93BA25751C0A96E948260>

### Attraction-based businesses:

- Create word of mouth referrals
- Provide sustainable income
- Result in raving fans



The number one reason patients give for choosing dentists on the QDP program is that they find their practices to be profoundly more appealing than other dental practices they had experienced. The QDP practices stood out by offering their patients something they couldn't get at other practices. As a result, the patients' perception of the entire experience of going to the dentist was improved.

## But why the reluctance to change? As businesses have been innovating and evolving around us, why has dentistry remained the same for so long?

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There are likely quite a few reasons for this. Healthcare practitioners – dentists included – tend to be conservative, for one. Advertising in dentistry was illegal until the 1980s, and even today is sometimes considered either borderline unethical or a method of last resort by some of the older generation of dentists still in practice.

As dentists, we tend to do things the way they've traditionally been done, even to our own detriment. Even as the world changes around us.

We're also in an industry driven by highly skilled and educated professionals who obtained their degrees in dental surgery rather than business. The best in our field are great doctors, but are they great businessmen? Entrepreneurs and innovators are more often built than born, so it's very possible that an industry resting on the shoulders of men and women whose education focused more on drilling than selling may be at a disadvantage when it comes to business innovation.

However, perhaps the biggest hindrance is that dental practices heavily rely on a system that depends on us being willing to lose money: insurance. The fact is, innovations that bring more fee-for-service patients through your door simply don't benefit the insurance companies.

In fact, any innovation that might result in a large-scale increase in the number of fee-for-service dental patients nationwide would likely be actively opposed by the insurance companies. They realize that we don't like serving as providers – we tolerate it. They realize that if there was a way to successfully grow our practices without the need for insurance companies, we would leap at it.

Our entire profession is under the yoke of another industry with interests and needs that are fundamentally at odds with ours. Up until now, we've needed them, and in the eyes of many dentists out there, we still do.

Regardless of why our industry has been slow to innovate, there's no arguing that we need to get comfortable with the idea of change, especially if we want to stay in business as private practitioners. In fact, change is already starting to take place.





Large group practices are becoming more common and can often charge fees considerably lower than single-dentist practices. Obviously, the insurance companies love this, but so do the cost-conscious fee-for-service patients.

Some dentists are expanding the scope of their practices, treating conditions like snoring and sleep apnea as well as more traditional conditions. Others are adopting CAD/CAM and cone beam technology, which give them an advantage over their more traditional competitors, at least in the eyes of the patients.

And that's really what it comes down to. It doesn't matter how you feel about things like this. All that matters is how your patients feel. As dentists, we need to start looking at our business through the eyes of our patients.

## How Patients Feel About Dentistry

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Here's rule number one when it comes to new patients, particularly ones who have been avoiding the dentist: they don't see dentistry the same way that you do. You see it as an important part of their overall health. Most of them see routine preventative dental care as optional – something that many are certainly willing to forgo in our current economic climate.

Why? They see dentists as cold, uncaring clinicians who like surprising them with hidden, unnecessary or unexpected costs, and they see the treatment you provide as painful and frightening. The same extends to your office. In the eyes of your patients, dental practices are sterile and unfriendly. Even if this isn't how your practice actually is, it's how they expect it to be.

This patient mindset certainly doesn't make it any easier to get them to call and make an appointment. But don't blame the patients. Their expectations stem from years of misinformation and miscommunication by other dentists. As a profession, we're collectively responsible for the lack of education and understanding about modern dentistry, and now we're paying the price.

The good news is that it's not an irreversible process. Dentists across the nation are winning patient loyalty by thinking like patients and learning the lessons taught to us by innovators outside of dentistry when designing, managing and operating their practices. They're making small, easily implemented changes to their businesses to make their practices more appealing and comfortable to consumers, and they're experiencing profound results.

**Let's take a look at things you can do to reinvent your practice in a way that creates value for your services and allows you to become more attraction-based.**



# 1. Be more consultative

Who would you rather do business with: Someone who takes the time to talk to you about your needs in a genuine effort to help you get what you want, or a pushy salesperson?

Businesses are shifting from what they call a “push model” into more of a “pull model,” and you can see why the shift is happening. (See sidebar.)

Consumers want to buy from people who understand them. Understanding builds trust between the consumer and retailer (or dentist) and reassures them that you can actually deliver what they want.

Take the time to talk to all of your new patients and really get to know them on a personal level. Make note of personal details such as children’s names and their favorite sports team in their patient record. It will allow your team to refer to these details later, giving your service a more personal touch.

When it comes to treatment, clearly explain their options and your recommendation. Don’t just explain what the treatment is – tell them why you recommend it and how it will improve their function or their aesthetics.

Avoid clinical language. And more than anything else, resist the urge to push. If you want a patient to elect a porcelain inlay, but they seem to be leaning toward the more affordable composite, explain the reasons why you prefer the porcelain, but be honest about the composite as well.

You’re building a relationship for life here, not a quick sale, and if you come off as a salesperson, your patients are going to trust you about as much as they trust salespeople. Which is not at all.



## What’s the difference between a push model and a pull one?

### Push Marketing

Push marketing is an active sales approach. It usually involves the process of heavily promoting your products and services directly to your patients and prospective patients, under the assumption that the more you market, or “push” your practice and your services, the more likely they will buy what you have to offer.

### Pull Marketing

Pull marketing takes a more consultative approach when it comes to connecting with customers. It’s all about building a long-term relationship, and that involves patient education and creating demand for your services over time so that patients want to find out more about what you have to offer, and ultimately, to proceed with treatment. But for patients to ask for your services, it’s important to recognize that it’s your responsibility to fully educate them about their options and the type of treatment you can provide.



## Don't ever do the ABCs (Always Be Closing) of sales.

*Glengarry Glen Ross* is an excellent film that looks at the often cutthroat world of competitive sales, but its famous line – ABC: Always Be Closing – is dated. Patients don't want to be told what to do. They want to make informed decisions that allow them to gain some sense of control over their otherwise hectic lives. By listening to them and gaining a clear understanding of their needs, they come away feeling much more confident that you're a good fit for them. They feel in control and are reassured that they chose wisely in picking you as their dentist. As a result, they'll be more loyal and stay with your practice longer because they feel less pressured and fully in control of their oral health.

## 2. Offer them something they can't get anywhere else

Specialize. Find something to set yourself apart. Look at your local competitors and ask yourself what's missing. Is the nearest dentist who places implants 20 miles away? Maybe you should invest in the training you need to start placing them yourself.

Are all of the dentists in your area catering to families? Maybe you could have some success orienting your practice toward baby boomers. Are most neighboring practices closed on weekends? Try closing on Mondays and working on Saturdays.

Insurance presents a lot of opportunity to offer your patients something new because the "benefits" of having insurance are pretty poor, treatment is often not covered and even when it is, the cost to the patient is still significant... especially when weighed against their annual premiums.

Patients don't like dental insurance any better than we do, but it's still widely seen as their only option for affordable, quality dental care. The third parties haven't exactly set the bar high.



### Let's take a look at the numbers:

#### Private Membership yearly cost (example):

Patient/Employer pays: \$325.00

Doctor Keeps \$325.00

#### Insurance yearly cost:

Patient/Employer pays: \$1,200.00

Doctor Keeps \$325.00

**Employer saves: \$875.00**

#### Communication tip:

Share what you can do for new patients within the first few minutes of their first interaction with you. It allows patients to opt-in or out quickly to what you're offering.

This is something that can even be said at the beginning of every phone call. "Thank you for calling Dr. Smith's office, where we put the fun into dentistry."



What if you could provide a service to your patients that reduced or entirely eliminated the need for insurance? That could certainly set you apart. And what if you could provide the same services for the same price but *you* kept 100% of the revenue?

QDP has pioneered an in-house prepaid membership plan which can be extremely helpful in this process. It offers tremendous value to existing patients that, in turn, will encourage them to mention your practice and the plan to their friends, neighbors and associates.

## Membership Plans: Innovation at its Simplest

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Small businesses across the nation are struggling to retain good employees by offering employee benefit packages. Dental coverage is one of the most common benefits included in these packages. But is it worth the cost?

As you most likely already know, dental insurance premiums for small businesses can vary greatly depending on the number of employees, their ages, the company profile and the type of coverage provided. A cursory internet search can generate hundreds of dental insurance quotes with monthly premiums averaging in the \$30-\$100 a month range. Most of these insurance plans require that the employee pay upwards of 20% of the total fee due for each office visit, and exclude many common treatments.

Although this is a great system for the insurance companies, this structure doesn't work out all that well for the local family or small business owner on a tight budget. It also creates a major financial disincentive for the insured patient to seek quality dental care – not only do they have to go off a list from the insurance company, they still have a copayment. Worst of all, the provider is left with the added administrative expense and hassle of dealing with the insurance company's low fee schedules, paperwork and collection issues.

On the other hand, when your practice offers a prepaid membership plan, you can customize your annual membership fee and your menu of benefits to best meet your patients' needs. You can offer membership to individuals, families and even small business owners. In fact, the cost for business owners to purchase a prepaid membership plan in your practice for their employees will likely be less than half what they would spend on group dental insurance, while providing a much higher value benefit to the employees.

In addition, patients now have a major incentive to come into your office for an initial visit, oral exam, cleaning and other dental services, since they're all included in their prepaid annual membership fee. By marketing your plans to local business owners, you could potentially attract hundreds of new patients to your practice, without having to make hundreds of individual sales.



And since the prepaid membership plan is entirely in-house, your patients will pay for all services directly, you'll keep 100% of all plan membership fees paid and you'll greatly reduce insurance company paperwork headaches and collection costs for your front office staff!

### 3. Make your office more fun

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Have you ever met someone you just didn't want to be around? They were probably dour, lacked a sense of humor, rarely smiled and were closed off. Imagine if your office staff was like that person. Your patients may tolerate them, but they're certainly not going to enjoy their company, and that's a problem when you want to grow your practice and improve case acceptance and recall.

You may be a healthcare provider, but you are not a medical office. Don't act like one. People hate going to the doctor, and if your office feels like a doctor's office, they're not going to enjoy coming to see you either.

Besides, making your office more fun benefits you as well. Who wouldn't enjoy coming into work every morning and having a good time until the end of the day? Even if you're satisfied with your work, your team may not be, and they're the face of your practice. People enjoy being around warm, pleasant people who seem to be having fun, especially if they feel like they're a part of it.



# Here are some things you can do today to make your office culture more fun and more attractive:

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## Personalize your office:

You and your team are unique, so why not shape your office to reflect this. Is one of your hygienists an artist? Consider hanging some of her paintings in the lobby. Is your receptionist a writer? Why not post some of her writing on your website? Let your team program your music for a day or pick which movies you play in your lobby (all work appropriate, of course). This will all help give your patients a better idea of who you are as you also learn about them.

## Reduce your stress:

It's not all about the employees. A stressed owner makes for an equally stressed team, so make sure you're managing your stress level effectively and get help if you're having trouble.

## Embrace social media:

You may have a website, but are you on Facebook and Twitter? You should be. Create a Facebook page and Twitter feed for your practice and encourage all of your patients to become fans and follow you. Make sure you update them both regularly with information on oral health and any specials you may be running at the practice. But don't keep it all business – feel free to post fun photos of your office or updates about your personal lives (for example, if your associate just ran a marathon in Germany, tweet about it!).

## Send cards:

If you receive a referral from a patient, send them a personalized thank you note. Send out cards for holidays, or when one of your patients reaches a milestone in their life, such as an anniversary or college graduation. Just make sure the cards are appropriate. This isn't the place for a one-size-fits-all corporate card with your logo on the front and not much else.

## Make phone calls:

Along with sending cards, don't be afraid to pick up the phone. Give your patients occasional calls to let them know you care about them, and have members of your team make calls too. You don't need to do this too often. One call per active patient per year is plenty; even that single call can make a big impact on a patient's relationship with your practice.



### **Tell jokes or stories:**

Dental operatories can be frightening places, particularly for anxious patients. Most of them would be happy for a little levity to ease the tension. Don't be afraid to tell jokes or to engage your patients in fun conversations. One of the surest ways to make a patient feel unimportant is to not consider or include them in the conversation you're having while you're treating them. It's true that their speech is limited when you're asking them to open wide, but occasionally it's worth putting down the tools and letting them talk. It gives their mouth a break and lets them feel like part of the family.

### **Put some excitement back into your career:**

Consider ways to put some enjoyment back into dentistry for you. Maybe it's dentistry on the road, or making Sunday house calls to octogenarians. People can tell when you are passionate about something. When you exude happiness, people want to be a part of it.

### **Mash-ups:**

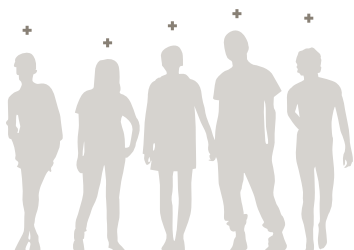
If there's something you love to do, consider mixing it with your business. If you love dining out, then start a monthly "dentist dinner" where you, your team and a handful of your patients, or retiring doctors dine out at a new restaurant in the area. Like sports? Run a football pool at your practice or sponsor a local sports team and give discounts to patients who go see them play. Creating one or two mash-ups like these and really touting them to your patients will immediately communicate the message that your practice is not like other dental practices.

### **Host oral health seminars:**

The average person doesn't know much about oral health. You could really help change that for your patients by hosting occasional oral health seminars. But who says education has to be boring? Why not turn them into wine-and-learns for your adult patients, or serve cake and play games (with prizes for the winners) for your younger ones?

### **Make the end of the experience memorable:**

Remember the concept of primacy and recency. People remember first impressions and final moments most. Yet think about how dental appointments usually end: with a bill, and frequently with confusion over how much the patient is actually expected to pay. This is one area where a prepaid membership plan can do wonders; because payment is received in advance, patients can walk away with a positive interaction with you and the team fresh in their minds.



## Patients Want to Like You

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At its core, attracting new patients is all about understanding human nature and how it shapes people's perceptions about going to the dentist. Patients want good care, but even more than that, they want to feel like they're cared for. They want to feel like part of an exclusive family where they're appreciated and where they have a genuine say. And they want value. Offer them what they want in a way they find valuable, and you'll have their buy-in for life.

The bottom line is that your patients – including any prospective patient who may be considering picking up the phone to make an appointment – want to like you. It reaffirms that they chose well in making you their dentist and it allows them to feel better about themselves and their oral health. If you understand this and realize how readily it paves the path for your success, then innovation and change stop seeming frightening and risky, and start to look exciting.

Consider prepaid membership plans. Consider limiting your reliance on insurance. Consider becoming far more consultative and making your office fun. But most important, consider how every successful business owner has faced the same problems you face and came up with innovative solutions to them, and that the only thing preventing you from doing the exact same is the very thing that can also allow you to follow in their footsteps – you!





# Do you need QDP? Take my 10-question quiz...

For a free evaluation of how Quality Dental Plan can potentially benefit your practice, call 888-960-1221 or fax this quiz to us at 323-210-7011 today!

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Dentist/Owner     Dentist/Partner     Associate     Other: \_\_\_\_\_

Practice Name \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Find out if QDP is right for you!

To what extent does each of these statements apply to you and your practice?

(please mark as appropriate)

	Agree Strongly	Agree Somewhat	Disagree
Increasing my practice's revenue is important to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to know how to continue to build value for patients.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to generate more revenue without reducing the value I provide to my patients who trust me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't want the hassle of dealing with insurance companies about patient care and reimbursement rates.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am too busy with my practice to invent and implement a new marketing program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wish someone could provide me with turnkey advertising campaigns and marketing efforts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to know about inexpensive yet effective ways to increase and retain my patient base.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating more enjoyment at work and a balanced work/home life is important to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any new systems I implement cannot disrupt the ones that are already in place.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Even though I'm not a "marketer" learning skills to market my practice is important to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'd like to increase word-of-mouth referrals to my practice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I've been looking for new marketing systems to implement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating predictable revenue with simple, tested methods and systems is important to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to know how to creatively reinvent myself and create changes that sustain my practice over the long term.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'd like for local business owners to know more about me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping costs low while increasing profit is important to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Fax this completed quiz back to **323-210-7011** today for your free practice marketing evaluation.

