



THE PRACTICE BOUNCEBACK BLUEPRINT **STAGE 2**

Attract New Patients
to Fill Your Schedule

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BOUNCE BACK STRONGER BY WINNING NEW PATIENTS

Your marketing plan and patient communication technology are key to growth.

COVID-19 has turned the world upside down.

Even though this isn't the year anyone envisioned, it's our current reality. The landscape for businesses, practices, dentists and patients has changed — perhaps indefinitely.

The uncertainty can be a little scary. You not only face the challenge of COVID-19 interruptions but still face increased competition, open schedules and reduced profitability due to lower insurance reimbursements. But despite these challenges, your practice can still prosper. Today's marketing technology makes it easier to communicate with patients in meaningful ways, helping you drive recare and gain new patients.

HOW TO GET NEW PATIENTS DESPITE COVID-19

Now that you've reopened after COVID-19 disruptions, it's critical to keep your schedule as full as you can. This is only possible as you engage with your current patients AND get new patients in the door.

Henry Schein One offers industry-leading, end-to-end dental tools and technology that work in harmony to support the core tasks in your practice, especially relating to new patient attraction and retention.

Tools like Dentrax Patient Engage and Dentrax Website simplify and streamline tasks for you and your team, helping you easily build relationships and create an excellent patient experience.

Whatever your practice management system, Henry Schein One offers patient communication, reputation management and online marketing solutions that integrate into your practice management software to win new patients.

But Patients Aren't Looking for Dentists Now, Right?

Wrong.

During the shutdown, many practice websites still experienced a lot of traffic. People needing dental care are still searching for local dentists. And web searches for dentists are returning to normal levels. Are you prepared to convert these web visitors into new patients?

The timing could not be better to examine your online presence and make sure you have a strong marketing plan to draw patients to your practice.

Get Revenue Flowing Again

You can create a simple plan that uses best practices and modern technology to streamline and automate communication and get patients in the door. It is possible to fill your schedule with current and new patients. Even now.



About This eBook

This is the second of our two-stage eBooks that will guide you through making a bounceback plan as you recover from COVID-19 closures.



Stage 1 addresses how to engage your existing patient base while creating future opportunities for prospective patients. If you missed the Stage 1 eBook, download it [HERE](#). In this Stage 2 eBook, we talk about what to do to attract those new patients. As you follow the tips in both, you can position your practice to make a strong and speedy comeback.

NEW PATIENTS ARE LOOKING. CAN THEY FIND YOU?

It starts with a good website.

Your online presence is key to your marketing success. No matter how most prospective patients heard about you, usually they will visit your website before they call for an appointment. Will they like what they see?

Communicating During (and After) a Pandemic

Your website is the single most important place where you can communicate lots of information to current and prospective patients without ever having to pick up the phone. This is more important than ever as your policies have changed in the era of COVID-19. Patients want to know that you are taking precautions to help keep them safe. Your website needs to reassure prospective patients and answer questions they may have.

Your Virtual Office

The trend among consumers in general is virtual shopping, which has only increased lately as people are staying home. Not only are consumers shopping online for books or home goods, they are shopping for services and providers. Your website is your virtual office where you can set expectations of what your patient relationship will look like.



KEEP IT CURRENT

In general, you should update your website at least every year. In today's COVID-19 climate, you should have updated your website within the last month.

Google's ranking algorithms are constantly changing, including a big change just this year, and are complicated and difficult to understand. Yet if your website isn't optimized, you're missing out on being ranked higher — and being found.

Marketing is so competitive now that not continually investing in a quality website will ultimately hurt you. Your best bet is to partner with a service like [Dentrix Website](#) that provides templates and can make the technical details easy. Then you can focus on your practice instead of trying to create the perfect website that both search engines and humans will respond to.

Make A Plan

Find out when your website was last updated. Make a plan to update it, starting with COVID-19 information.

***Did you know?** Henry Schein One offers
Officite for customers using other practice management systems.

Because patients want to do more business online, your website ought to have an online appointment request button. It's not only convenient for patients, but it helps save time for your staff. If you don't have that capability now, you should look into software like [Dentrix Website](#), which includes this and many other tools that take the complexity out of creating and maintaining a great website.

Use Your Website to Start the Relationship

Because patients are considering that long-term relationship, you must quickly convey what's most important, and not just what is on your home page. Most people only spend a few seconds scanning a web page. Make it easy for them to find what they're looking for and to navigate to the next most important pages: Meet the Doctor and Meet the Team.

The fact is, most patients don't really know the quality of dental work in their mouth, so they are shopping for other things: 1) If you take their insurance (or have a good price) and 2) the perceived relationship. Your website is one of your best tools for connecting with patients so they want to have a relationship with you.

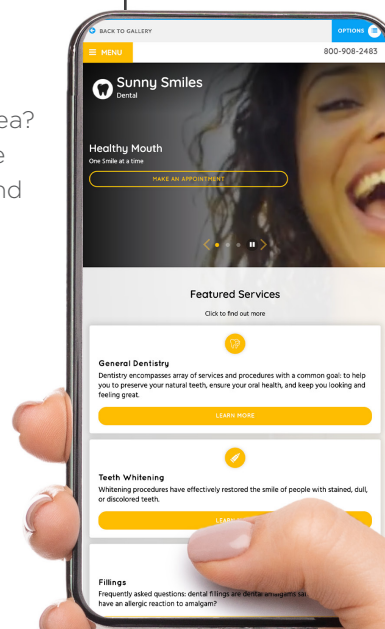
Communicate Your Specialties

Your website should also let prospective patients know which services you offer. Do you specialize in sleep apnea? Cosmetic services? Your website needs to communicate that. Remember, too, those terms can also help you stand out in searches.

CUSTOMIZE IT

One of the biggest mistakes practices make is creating a generic website and then leaving it alone, including keeping the stock photos their web service inserted. When a prospective patient visits your website, along with several other practices that all have generic stock photos, they all blend together. Custom photography and videos differentiate you and are worth the investment.

Another common mistake is using images that put the dentist in a position of power over the patients, such as showing the patient in a chair with a bib. Use images that show the patient and provider interacting as equals, at eye level with each other. You could also take pictures of happy patients in your waiting room. Remember, your website shouldn't just be about services — it's selling the long-term relationship you want new patients to invest in.



MANAGE YOUR REPUTATION

Make the best first impression.

The next step you should take is to create a plan for generating positive online reviews. Online reviews on Yelp, Google and other sites are crucial in today's competitive dental market. Customers have been trained to look for online reviews, and they put a high level of trust in them.

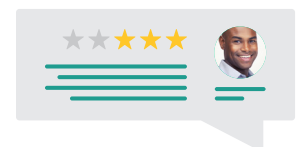
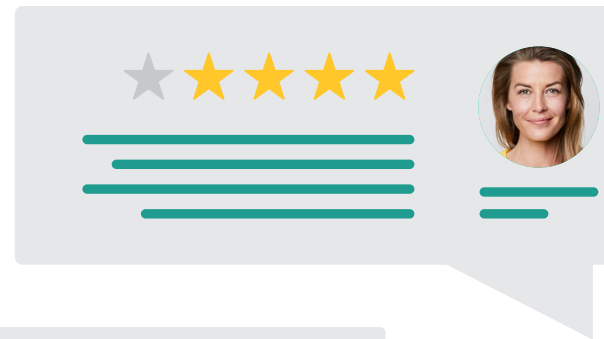
If a patient searches for “best dentist,” only dentists with a high star rating will appear.

If they look for local dentists and you don't have any reviews, most of them will keep looking.

Numbers Count

Get as many reviews as possible because customers perceive businesses with more reviews as more trusted. Customers also don't tend to trust reviews that are older than a few months, so you will need to keep capturing reviews.

As reviews come in, how should you use them? Use a reputable service like Dentrix Patient Engage to automatically solicit and post reviews proportionately to various platforms so you can be represented around the web. And of course, you should post a few of the best reviews on your practice's website.



***Did you know?** Henry Schein One offers Demandforce for customers using other practice management systems.

Capture and Post Reviews in Meaningful Ways

Because people are often hesitant to go to the dentist, reviews are one of the primary trust mechanisms you can use with prospective patients. Some of the ways you can build that trust include:



Use a few key patient testimonials that load automatically on your home page. Place an image of five stars next to the reviews because visitors are trained to associate stars with value.



Don't be shy, show off your practice. Have a tab on your website with an entire page of testimonials to communicate that you have many satisfied, recent patients.



When you have a happy patient in the office, ask if you can shoot a short video with your phone recording their positive review. Then load those videos regularly to your testimonials page.

Leverage your loyal customer base by capturing their positive reviews online to demonstrate your excellent service. Remember, your best marketing is done in the places where prospective patients are looking — online.

WHAT ABOUT NEGATIVE REVIEWS?

If you are asking patients to leave reviews, a high percentage will be good ones. However, if you aren't actively asking, only angry patients will leave a review, so you'll be represented by those few, highly negative reviews that will damage your reputation.


The key is to gather many reviews, then use a couple of filters for promoting positive reviews:

1. If you notice that a patient is dissatisfied, **Dentrix Patient Engage** allows you to turn off the prompt after their visit so the patient won't receive a review link.
2. Only post the highest reviews in the places that allow you to do that.

Make A Plan

Are you currently asking patients for reviews? How are you filtering and posting them? Use your software to automate the process, making it fast and simple.





PATIENT COMMUNICATION STARTS BEFORE THEY WALK THROUGH THE DOOR

What you aren't doing CAN hurt you.

Patient communication is critical. If you don't have a patient communication system like [Dentrix Patient Engage](#) that allows you to send automated emails and text reminders to patients, your revenue will suffer as patients go elsewhere. Your patient communication software should allow you to:

1. Help patients keep your practice top of mind
2. Send appointment reminders
3. Gather patient reviews
4. Educate patients regularly

KEEP COMMUNICATION RELEVANT

Don't send irrelevant information to patients. That will train them to ignore your emails.

Deleted emails are bad news — but even worse is when patients get so annoyed that they unsubscribe. So keep your content meaningful, and communicate just often enough that it's not going overboard.

While you want to stay top of mind with patients, it's far too time-consuming to send emails one at a time. Use a patient communication service like [Dentrix Patient Engage](#) for pre-built and custom communication templates and an automated process.

Emails are one of the best marketing investments because you can reach many patients and generate large returns while spending little money.

Contacting Patients at the Right Times

As you contact new patients ahead of visits, you have the opportunity to set correct expectations, which you can then meet or exceed.

Dentrix Patient Engage can segment audiences and send patient communication as batched emails or text messages. Good information to communicate can include:

- Giving instructions pre-first visit
- Checking on and thanking new patients post-first visit
- Giving info to anyone who's expressed interest in cosmetic services
- Saying hello to patients who haven't been in for a while
- Reminding patients who have outstanding treatment to get on the schedule
- Thanking patients who've referred someone
- Wishing patients happy birthday

Set Expectations to Start Your Relationship Strong

Send new patients an email that explains what it's like to be a patient in the practice. Do they need to know additional COVID-19 restrictions, such as wearing a mask or waiting in their car? Prep expectations to put patients at ease. You can also send new patient forms to fill out online ahead of time — helping you comply with possible social distancing restrictions in your office.

When patients leave after that first visit, thank them, and tell them about your referral program. And especially, educate them on what you offer, since patients don't know a lot about dentistry. They will be grateful you filled them in.



Make A Plan

How many emails are you sending? If emails are irregular, customers don't like them as much. Aim to send emails regularly, starting with two a month. Consider these topics:

1. Advertising specials in your practice
2. Targeting patients by groups of services or topics they might be interested in
3. Be sure to address emails to your patients by name



LET TECHNOLOGY WORK FOR YOU

Corporate marketing teams know your weaknesses and are leveraging them against you.

When changes in insurance policies happened about 15 years ago, treatment reimbursements went down, with per-patient values continuing to drop over the years across the U.S.* This created an opportunity for the growth of large corporate dental organizations, which can capitalize on economies of scale.

Compete With the Big Players

Small- to mid-sized dental practices are fighting on two fronts: not only are you fighting lower insurance reimbursements, but you also must compete with corporate organizations. They spend a lot more on marketing than the average dentist and have the muscle to be very good at it.

It will get harder over time for single practitioners and small groups to survive if they don't implement the technologies that allow them to compete. But you can compete when you market right.

Make A Plan

Embrace the new technologies that will help you compete at the level of the big players and be more profitable. Your practice can thrive — even during this uncertain climate — if you use technology to close the gap between you and the competition.

* Ascent Practice Growth Strategies, 2019

Leverage Your Technology

Dental software tools like [Dentrix Website](#) and [Dentrix Patient Engage](#) can help you execute your marketing game plan while saving time for your busy team. These tools provide automated processes for patient communication and practice efficiency by letting you:



Eliminate mailing appointment reminders by hand



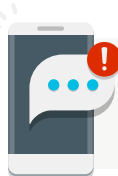
Automatically send appointment reminders, birthday greetings and more at the appropriate times



Manage your online reputation by providing a survey link to satisfied patients and directing percentages of reviews to different sites



Use your website to inform, educate and build relationships with current and future patients



Reduce phone calls for confirming appointments through automated notifications



Give new patients an easy way to request appointments via your website



Include a referral request: happy patients are one of your best ways of advertising



DENTRIX WEBSITE

[Dentrix Website](#) uses modern, mobile-friendly website designs that are built with today's best search engine optimization (SEO) practices in mind. [Dentrix Website](#) drives traffic to your website and will help to put your practice on the first page of Google. You can generate positive reviews and get found online with accurate information in 60+ directories.

DENTRIX PATIENT ENGAGE

[Dentrix Patient Engage](#) lets you communicate the right message to patients at the right time. With automated reminders and confirmations, you can decrease no-shows and keep your schedule full. Get more referrals and new patients with [Dentrix Patient Engage](#) as you improve your online reputation by posting more five-star reviews.



MAKE AND IMPLEMENT A PLAN

As you plan to act based on the tips in this eBook, you'll be positioned to bounce back strong as you grow your practice and win new patients.

Find out how a comprehensive set of technology tools can help you communicate effectively, leverage powerful positive reviews, keep your schedule full and — best of all — get and keep revenue flowing. Find out more or see a demo:

Dentrix Patient Engage: dentrix.com/ebook/patient-engage

Dentrix Website: dentrix.com/ebook/website

Demandforce: henryscheinone.com/demandforce

Officite: henryscheinone.com/officite

And in case you missed it, be sure to read our Stage 1 eBook, focusing on communication and fortifying your loyal base of current patients.



Bounce back quicker with innovative solutions from Dentrix.
Get a demo of the tools in this eBook at
[Dentrix.com/ebook/stage 2](https://Dentrix.com/ebook/stage2)

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