



THE NEW PATIENT'S JOURNEY: HOW TO EARN FOUR TYPES OF NEW PATIENTS

Help new patients looking online to find you first

A cutting-edge website is key to attracting new patients online. New patients come to your website from many places, including:

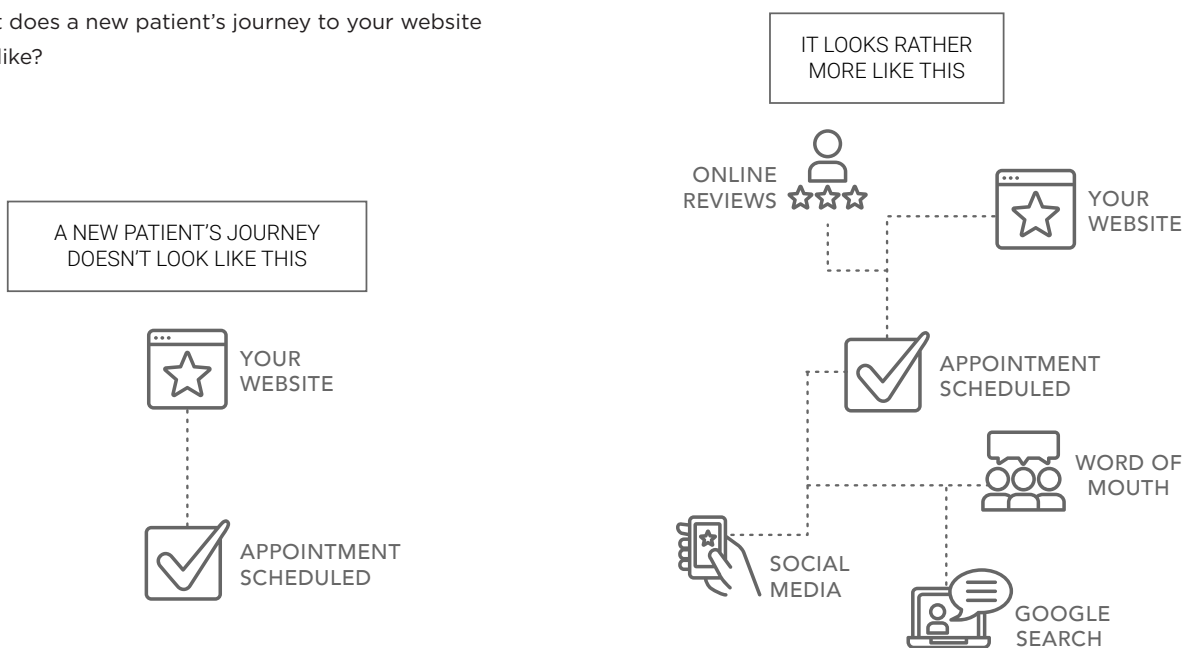
- Search engines such as Google and Bing
- Online reviews such as Yelp, HealthGrades
- Social media such as Facebook, Twitter and others
- Referrals from friends, family and colleagues
- Patient education from dental companies, industry articles and more.

What does a new patient's journey to your website look like?

New patients often take a long journey before setting foot in your practice.

Your website is one of the very last steps along the way.

By understanding the types of prospective patients, you can gain a competitive edge in your online marketing.





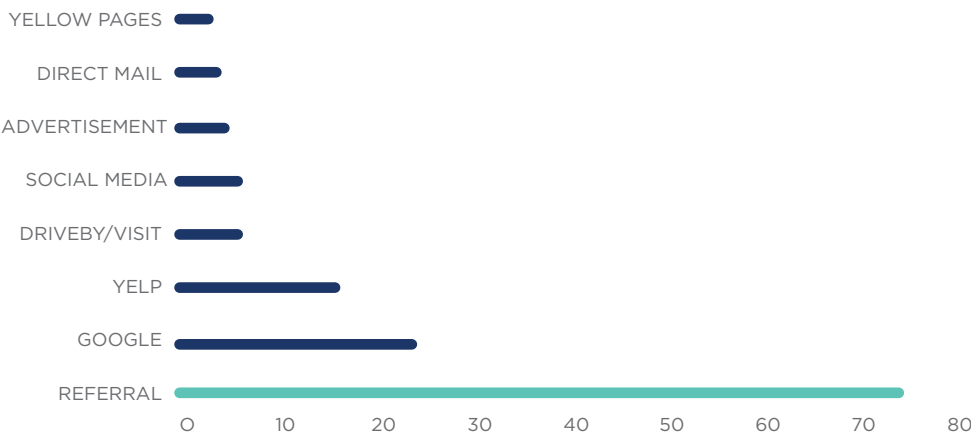
EXPAND YOUR WEB PRESENCE AND
ATTRACT MORE NEW PATIENTS ONLINE.

HOW NEW PATIENTS FIND DENTISTS

Recently, a joint study by Office e and Dental Economics* revealed some interesting insights into what influences a new patient's decision process. More than 100 dental patients were asked this question:

Think about the last time you searched for a dentist.
Which of the following did you use to inform your decision?
Check all that apply.

The results are in the bar graph below:



The top influencers on new patients are referrals and Google. In addition, search engines and online review sites like Yelp are more effective than advertising, direct-mail coupons, and Yellow Pages listings combined.

To drive prospects to your website rather than your competitors', focus on the four types of new patients who are looking for you online.

*study was completed in the United States.

FOUR TYPES OF TYPICAL NEW PATIENTS

Use these profiles to understand what typical new patients need, where they are coming from, what appeals to them, and what to avoid in your online marketing.

TYPE OF PATIENT	STARTING POINT	MUST HAVES	MIDPOINT	DEAL BREAKERS
Newcomer	Search engine	First-page Google ranking	Website comparison	Unprofessional or dated website
Dissatisfied	Reviews site	Positive reviews	Social media	Negative reviews
Special need	Referral	Outstanding patient education	Search engine	No mention of their required specialty
Millennial	Social media	Good website, online scheduling	Search engine, Reviews site	Lack of social proof

Online marketing is one of the most effective and affordable ways to attract new patients to your practice, especially if you focus on the typical types of prospects who are searching online.

- To appeal to the Newcomer patient, focus on Search Engine Optimization (SEO) to put your practice on the first page of Google results.
- To appeal to the Dissatisfied patient, focus on online reviews, today's trusted word-of-mouth by 85% of readers.¹
- To appeal to the Special need patient, focus on patient education that explains the specialties you offer, establishing you as an expert on these procedures.
- To appeal to the Millennial patient, focus on social media, where 80% of online users are looking for health information.²

Find out how to expand your web presence and attract more new patients online. Talk to your Account Executive about the eServices offered by Henry Schein One that are the best fit for your dental practice.

Henry Schein One combines leading practice management, marketing and patient engagement solutions into one connected management system to help you improve every aspect of your business—and your dental practice. When your practice technology works as one, your team can work smarter and faster while improving each step of the patient experience. To learn more, visit us at www.HenryScheinOne.com.

¹ Online Dentist Reviews Survey, DentaVox, <https://dentavox.dentacoin.com/en/dental-survey-stats/online-dentist-reviews/>

² <https://getreferralmd.com/2017/01/30-facts-statistics-on-social-media-and-healthcare/>



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