Attracting New Patients to Your Dental Practice

In today’s crowded marketplace, one of the keys to success is being able to differentiate yourself from the competition, not only to solidify a good first impression, but also to continue to impress your patients with each succeeding encounter. Attracting and retaining patients is about creating value for them — as a medical professional, a business owner and a friend.

Strategies to create a welcoming environment for new and returning patients:

- Create a professional-looking website that contains detailed content about your practice, including dental team bios, a list of services, patient financing information and a map to your office.
- Design a comfortable waiting room that doesn’t look or smell like a dental office.
- Identify the patient’s chief concern as it relates to his or her oral health.
- Be respectful of your patient’s budget limitations and consider offering flexible financing when discussing all treatment plan options.
- After their first appointment, send your patients a personal letter welcoming them to your practice (and directing them to the resources available on your website).
- On your website and in your other advertising and marketing materials, make sure the writing is clear and compelling and the photography is of high quality.

Another way to attract new patients is to become involved in your community. Volunteer at your children’s school, become a member of the library board or participate in health fairs. Just being out and about in your community will create awareness of your practice and bring new patients to your office.

For additional resources on how to grow your practice, visit ADA’s Center for Professional Success at www.success.ada.org.

Bringing Smiles Home
A Campaign to help Oklahomans Find an ODA Dentist

The ODA unveiled a statewide public awareness campaign in the January/February ODA Journal. This is a high priority within the ODA’s three-year strategic plan and on March 1 that campaign, Bringing Smiles Home, officially launches with advertisements in Tulsa and Oklahoma City on the digital radio station, Pandora. This is the first element of the multifaceted campaign that encourages Oklahomans to visit a dentist and to establish a dental home. The audio and digital ads will run during the month of March.

The target audience for the Pandora advertisements is women aged 25-44. Those listeners will hear, “Hey Pandora Listener! Your smile is one of the first things people notice about you. So you SHOULD be taking care of it. If you don’t have a dentist, click the ad now or visit okda.org to find an Oklahoma Dental Association member dentist. They are – Ethical, Informed and Dedicated. Protect Your Smile.” Those who click on the advertisement (shown right) will be sent directly to a specific page on the ODA’s website (www.okda.org/oda-member-dentist). That page will provide more information including the ODA’s 30-second commercial and easy access to the ADA’s MouthHealthy online member directory where they can search for dentists within their zip code.

These digital advertisements will be followed by billboards placed around the state for three months (April to June). When you travel to the ODA Annual Meeting in April, keep your eyes open for these billboards. Throughout the year, the ODA will also purchase promoted posts on Facebook, directing the public to the specific ODA webpage. Our general message will stay consistent throughout all communication avenues in order for the public to continually hear and recognize our mission for this campaign – helping them establish a dental home.

The ODA strongly encourages each ODA member to fully complete their profile on the ADA’s MouthHealthy online member directory. It only takes a few minutes to do. Watch a short video at www.okda.org/member-only to learn more. If you have any questions or ideas to contribute, please contact Dr. David Wong (david@tulsagums.com) or Tina Evans, ODA Director of Communications and Education, (tevans@okda.org).

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