

DENTAL MARKETING

Using video to enhance marketing approaches



BACKGROUND

The ability to use video content well involves both reaching patients where they're at and keeping them engaged. Skillful use of video marketing requires planning, selecting the best platforms, using various video types, and ensuring that people will find news, information, and lifestyle stories that will engage them regularly.

PLANNING

Although impromptu videos can be effective, the dentist should develop a video marketing plan that sets forth the objectives to be accomplished. Objectives should identify what questions are being answered with the video, what services are being advertised, what information can be conveyed, and what techniques can be demonstrated.

Shooting a short video on the phone can be useful for social media, but a more professional approach will produce higher quality video that can be used on more platforms. Often hiring a freelance videographer will be the best choice for the video campaign.

SELECTING THE PLATFORM

If the practice has already established a social media following, videos should be targeted to that existing audience. Adding video ads to this already existing presence is likely to reach people in the same demographic strata.

If the practice has yet to establish a social media presence, a well-planned video campaign can increase visibility and recognition. Both existing and potential patients can be reached with content designed to achieve maximum impact. The greatest potential for social media video content is achieved by using Facebook and Instagram. The dentist should pay close attention to the length, style, and presentation of the video to ensure the type of content being presented resonates with the audience of each platform.

TYPES OF VIDEOS

The different types of videos available are geared to specific uses and audiences. A *practice overview video* can introduce viewers to the practice and the dental care team. It can include a quick tour of the facility and outline the practice's mission and values.

Doctor videos allow the dentist to speak directly to the patients or potential patients. In these spots, the dentist can share news about events that are upcoming, demonstrate a new technique, or show off a new tool. Team member videos also fall into this category.

Testimonial videos are basically text-based testimonials captured on film. The dental practice can reach out to patients on social media to solicit user-generated content (UGC) that discusses what they like best about the practice, how their smile has improved, etc.

FAQ videos should be developed to answer the 10 to 20 questions that patients ask most often. A brainstorming session with the staff can be used to generate a list of these questions. Each week one of the topics can be selected for creation of a video answer that engages the viewer. This allows the practice to submit video content regularly and maintains digital momentum while entertaining the viewer.

Funny videos allow dentists to dispel the often-quoted line about dentists being anxiety-ridden and unhappy. Content should present the practice and the dental team as warm, inviting, and friendly, with great compassion for patients.

Shared videos from other sources can also be used. The dentist should vet everything that is to be shared, as well as the content creator, to ensure that these videos conform to practice beliefs and values.

HAVING AN IMPACT

Generally, long informational videos are best shared on the practice website and on YouTube. Short, shareable content is better viewed on Facebook for organic reach and in video ads. Instagram is best for extremely short content. It's important to carefully edit long videos to create a small series that can be posted on YouTube or added to the practice's video library on its website. Blog posts and e-mails can also be enhanced by adding a video component.

Videos that don't hold the viewer's attention to the end of the presentation should be revised to deliver a "hook" that engages the viewer. Retooling may also be needed for videos that receive a lot of likes but aren't shared much. If the video results in clicks, it should be redeveloped for use on other platforms, such as landing pages. Landing pages with video can

generate up to 34% more new patient conversions than those without this component.

Tips to create videos that can convert a viewer to a patient include the following:

- Keep it short, fewer than 60 seconds, so that it's more likely to be watched.
- Create a hook in the first few seconds of the video, then add introductions to staff and the practice.
- Provide value by offering information patients want to know so that they can schedule an appointment.
- Use subtitles so that the video is useable in mobile settings, the most common way Facebook videos are consumed in public.

Clinical Significance

Using videos to enhance social media content can give a dental practice a greater presence and may lead to more new patients. Make video a part of your marketing plan.

Nation K: Is your dental practice leveraging the power of video content? *Dent Econ* 109:34-36, 2019

Reprints not available

ESTATE PLANNING

Protecting your assets



BACKGROUND

Dentists should ensure that they have plans in place that will protect their assets and ensure the security of their estate. Because the laws governing these issues are complex and vary from state to state, the best course of action is to engage asset protection lawyers and financial advisors who will be able to take the proper steps. Several topics to be considered when setting up protective barriers deal with the practice entity, insurance, estate planning, exemptions and marital planning, liability-protected entities, and modular planning with asset protection trusts.

PRACTICE ENTITY CONSIDERATIONS

To reduce the likelihood of a personal claim interrupting the ability to practice, it's wise for dentists to take on the role of independent contractor rather than employee. Incorporating as a professional medical corporation can result in income tax savings, limit medical malpractice exposure, and protect against creditor risks.

The practice assets should be owned by separate business entities and leased back to the practice. Any outside activities such as speaking engagements should be owned by entities separate from the dentist's other income sources. This diverse ownership of assets limits exposure to the practice only, leaving any equity the dentist may have in the building and equipment less exposed.

INSURANCE AND ESTATE PLANS

Insurance

Because personal and business insurance constitutes the first line of defense against creditors, the dentist should max out his or her auto insurance limits, ensure there is sufficient homeowner's

insurance, purchase an umbrella policy, and invest in professional liability insurance. A financial professional can help the dentist optimize insurance coverage.

Estate Planning

It's critical to do well-considered estate planning. The minimum requirements for an estate plan are a will, trusts, beneficiary designations, powers of attorney, health care directives, gifts, and special provisions for minors and family members who have special needs. Life insurance is required any time the plan must address dependents or debt, such as dental school loans. A buy-sell agreement is needed if the dentist has a partner in the practice or if he or she considers selling the practice an option for future consideration. In the case of individuals with a high net worth, the financial advisor should be able to help set up grantor retained annuity trusts, intentionally defective irrevocable trusts, irrevocable life insurance trusts, and gifting of family LLCs.

The best financial advisor is an estate planning attorney, preferably one with experience in asset protection. It's important to consider estate planning reviews at regular intervals and whenever a significant change in assets or the family occurs. Dentists should avoid advisors who promote the products they sell and instead select a wealth manager who charges a percent fee of assets being managed and who is both competent and an individual of good character.

OTHER CONSIDERATIONS

Exemptions and Marital Planning

Exemptions vary from state to state, but are essentially designed to protect against creditor attacks and bankruptcies. Some