

BENEFITS OF MODELING FOR PROFITABILITY

Beyond the bottom line, the profitability approach has benefits for the entire practice. This includes the ability to upgrade equipment or make other investments that help to keep hygienists productive. Since patients spend so much time with hygienists, expanding the hygiene program can help to build relationships and improve patient retention. Taking on an expanded role where they spend more time with patients also provides hygienists with the opportunity to do a better

job as clinicians, promoting job satisfaction. If done “wisely and equitably,” the profitability model has economic and other long-term benefits for dentists, hygienists, and the practice – while also achieving the overall goal of improving patient health.

Bike W: Making hygiene profitable. *Inside Dent.* 16:18-26, 2020.

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MARKETING

How Are Dentists Marketing During the Pandemic?



BACKGROUND

As the COVID-19 pandemic wears on, dental practices face specific types of challenges in getting back to business. A marketing CEO shares four marketing strategies dentists are using during the pandemic.

POSTPANDEMIC MARKETING STRATEGIES

Prioritizing Emergencies

At the start of the pandemic, dentists were scheduling emergency procedures only. Since then, most dentists have been emphasizing emergency care in their marketing messages. One of the author’s dental clients reports performing \$20,000 worth of treatment in response to a single direct mail campaign.

Highlighting Safety Precautions

Patients are seeking reassurance that dentists will take proactive steps to prevent COVID-19 transmission. In their marketing efforts, many dentists are highlighting safety measures such as personal protective equipment, sanitization steps, and waiting room limits (Fig 2).

Teledentistry

Teledentistry consultations are fairly simple to arrange and carry out, with the potential to meet high patient demand at low cost. For example, teledentistry may be positioned as an alternative to avoid hospital or urgent care visits.

Targeting New Patients

Perhaps surprisingly, many dentists are using the pandemic as an opportunity to target prospective patients – for example, targeting higher-income households living in a certain radius around the practice. These dentists are taking advantage of an opportunity to increase their market share, at a time when people are spending more time at home and, perhaps, paying more attention to their mail.

Clinical Significance

A marketer shares her insights into the strategies dentists are using during the pandemic. Promoting patient safety and adapting to the unprecedented circumstances raised by the ongoing crisis are key messages. Patients may feel that keeping up with good dental care and prevention is a positive, proactive health step they can take during these uncertain times.

Gendusa J: Trending dental marketing strategies for the postpandemic era. *Dent Econ* 110(7):28-30, 2020.

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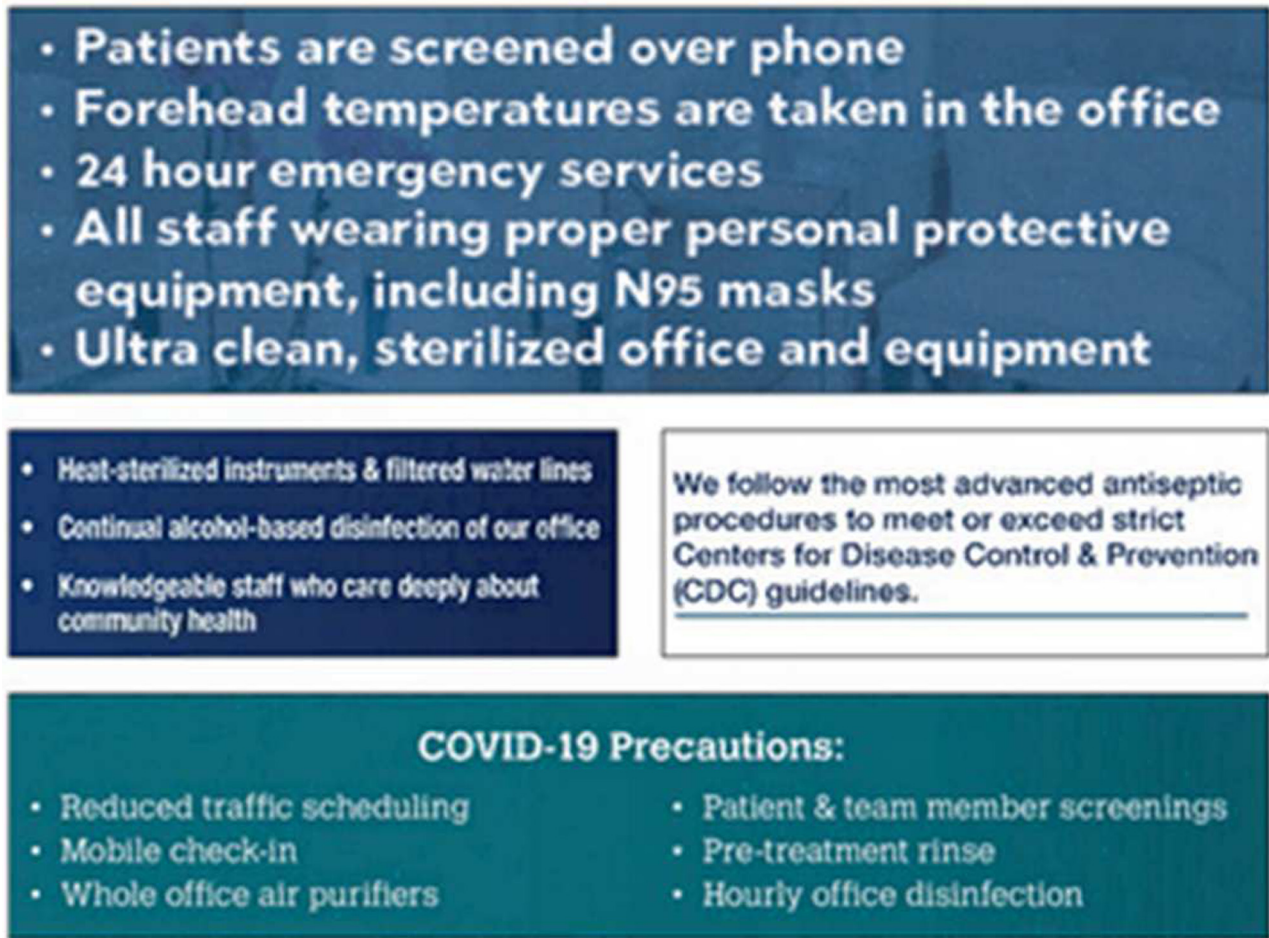


Figure 2. Marketing that highlights safety precautions (Courtesy of Gendusa J. Trending dental marketing strategies for the postpandemic era. *Dental Econ* 110(7):28-30, 2020).

MESSAGING

Keeping Your Practice on Message

 Check for updates

BACKGROUND

More than ever in the COVID-19 era, communicating a consistent message to patients can help to instill a sense of comfort and confidence. Consistent communication entails not only what you say and how you say it, but nearly every aspect of your appearance, your team, and your practice. From a holistic standpoint, consistent verbal and nonverbal communications can have an important impact on patient awareness and understanding. A practice management professional discusses the importance of developing and maintaining a consistent message to patients.

DEVELOPING AND COMMUNICATING YOUR CORE MESSAGE

What's your dental practice's core message? Ask yourself what's the one reason why patients should choose your practice, and the reason they would refer their friends and family. Ideally, the answer will be the same, and will clearly communicate your core values to patients.

Whatever message you decide on, it should be communicated "purposefully, consistently, and expertly." Every communication with patients should be aligned with that core message.