DTC MARKETING
CURRENT AND FUTURE TRENDS IN ORTHODONTIC ADVERTISING
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OVERVIEW
- TRADITIONAL ORTHODONTIC MARKETING
- THE CHANGING LANDSCAPE
- DIRECT-TO-CONSUMER (DTC) MARKETING
- OWNING PEDO OFFICES

EDGAR “PAINLESS” PARKER
(1872-1952)

TRADITIONAL MARKETING MODEL

DOCTORS DON’T ADVERTISE
PEDOs, PCDs, & DSOs, OH MY!

PCDs are now doing more orthodontic and even braces, some are hiring their own orthodontic associates.

DSOs promote excessive use of orthodontics and MFAs, some hire PCDs. Now purchasing orthodontic and pediatric practices.

Pediatric dentists are now providing their own orthodontic services. Some are hiring their own orthodontic associates.

PCDs are now doing more orthodontics and even braces, some are hiring their own orthodontic associates.

DSOs promote excessive use of orthodontics and MFAs, some hire PCDs. Now purchasing orthodontic and pediatric practices.

POPULAR DSOs

DENTAL SERVICE ORGANIZATION (DSO)

Managed Group Practice in the Larger Market

Currently, dental service organizations have become a major force in the field of dental practice management.

DSO CLAIMS TO OPERATE AS A MANAGING CONSULTANT

BUT, DO THEY?

ADVANTAGES OF PRIVATE PRACTICE

Group Practice versus Solo Practice: Why It Pays to Remain Solo

Advantages of Working Solo

- Full administrative control
- Absolute freedom from those laws
- Ability to purchase in wholesale (bulk)
- Freedom to set fees and insurance carriers
- Control of your work
- Improved patient service

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DTC MARKETING: TIMELINE

1983
RUFEN
AIRED

1997
FDA LIGHTENS

1998
1 BILLION DTC

1999
INVISALIGN

2004
FACEBOOK

2006
6 MONTH SMILES

INTERNAL MARKETING

PROFESSIONAL PHOTOS
TYPODENTX
REFER-A-FRIEND
OFFICE DESIGN
PROMO GIVEAWAYS

EXTERNAL MARKETING

MAILERS
GROCERY CARTS
BRANDING
AGENDAS
COMMUNITY BANNERS
POSTERS
ADS
WEBSITE

PCD INDEPENDENCE

PCD
ORTHODONTICS
THE PUBLIC

HOW TO MARKET EXTERNALLY

OLD
CURRENT
PARTICIPATION IS THE KEY

CHALLENGES OF OWNING A PEDO
- NOT A MONEY MAKER
- WILL TAKE 4-YEARS TO GROW
- DEALING WITH A PEDO DOCTOR MENTALITY
- LIMITED TIME TO MANAGE

WHAT STEPS DO I TAKE TO BEGIN
- ONE OFFICE OR SEPARATE OFFICES
- SEEK GUIDANCE DURING OFFICE DESIGN
- PEDIATRIC RESIDENT
- BE PATIENT: ANTICIPATE A LOSS INITIALLY

PEDO ASSOCIATE CONTRACT
- $1000 PER DIEM (MAY WANT % OF RESTORATIVE COLL.)
- NO PTO + NO FREE MALPRACTICE INSURANCE
- 7-10 MILE RESTRICTIVE COVENANT
- ACCEPT IMMEDIATE RESIGNATION