5000 Fans & Counting
Creating, Managing and Building Your 5 Star Practice on and off line
by Beth Leach
President, PracticeMarketer.com

Today’s Agenda
Marketing - the “recipe for success” in orthodontics
Marketing in 2013
- Off-line marketing
- Building your social fan base
- Incorporating Instagram and Pinterest
- Adding “real” fans to your social media
- Getting rave reviews on google plus, facebook, yelp and local listings that convert new patients
- Monitoring your practice reviews
- Responding to bad reviews
- Video testimonials to build your patient base
- Keeping the fun in your practice

Some Stats to Digest
Facts about Orthodontic Practices
The current mean age of an orthodontist is 54, and has been practicing for 23 years. Both of these statistics are 30-year highs.
Caseload decreased from an average of 220 in 2009 to 200 in the 2011 study.
First decrease since 1983
4,058,000 children born in 2000, the highest number of births since 1992.
Total U.S. population growth is predicted at 8.7 percent through 2020 and 8.3 percent from 2020–2030

Referrals are changing
Decrease in GP Referrals, Increase in Patient Referrals

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<tbody>
<tr>
<td>Patient Refs</td>
<td>50.0</td>
<td>37.5</td>
<td>25.0</td>
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<tr>
<td>Dr Refs</td>
<td>0.0</td>
<td>12.5</td>
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Practice Representative
The most consistently effective doctor referral strategy in orthodontics today

- 1 employee 7-10 hours per week
- 8 week revolving intervals
goodies, parties, education, lunch
- 93% of dentists would rather have you interact with their staff than have lunch etc with them
  - Hygiene Night
  - Staff specialty nights (feature experts on billing, marketing)
  - Lunch and Learns
  - Dental Ed

Some Examples...you may want to avoid
Our referral program comes with special rewards and a few simple rules:
- You’ll qualify for the program once the person you refer begins treatment with us. In order to qualify, the new patient must put you down as a reference during the initial consultation or state that you referred them when they call to schedule an appointment.
- The payments on your orthodontics contract must be up to date and you must either be a current or former patient or the responsible party of a current or former patient to qualify for the referral program.
- These rules are subject to change at any time.

Let us know if you think you qualify for our referral program. We’re glad to know that you value and endorse our services.
Patient Referrals

Asking For Referrals is Tough
At the initial visit – "If you have friends or family that are as nice as you, we would love to have them as patients too!"
After their initial visit – Handwrite a card after their initial visit. Include a "P.S." “We hope you’ll tell your friends and family about our office. We would love to have more patients just like you.”
When patients compliment your practice – “We are glad that you had such a positive experience in our practice. We would love for your friends, family, co-workers, and relatives to have the same positive experience and would welcome them as new patients.”
At treatment completion

Frequent Referral Program

First Referral – Referring patient gets hand-written “thank you” note and a $25-50 gift certificate to the local coffee bar/target, etc.
Second Referral – note and $25-50 gift certificate
Third Referral –note and $100 gift certificate to a Day Spa or restaurant.
Fourth Referral – Gift could be hand selected for the referring patient, based on their interests. Value range from $100 - $200.
Fifth Referral – Referring patient gifts rotate back to level one, the note and $25 certificate.

Improving patient relations

• Add games and fun to the practice
• 6 games/contests per year - integrate facebook, instagram, website, & youtube as possible
• 1 patient party
• Rewards for Hygiene, Brackets intact and more
• Wooden Nickels/Bucks
• Practice Genius

What Do We Do With Yellow Pages?

• Newspaper/Magazines
• Small town papers rule
• Top right hand reader
• Ads on Monday, Sunday, and food day
• Parent magazines/ specialty mags

Print Marketing

• Retain-it
• Retainer cases
• Digiclean
• Sticky wipe for the back of your phone
Community Relations

- Patient/Student Advertising
- Yearbooks
- Sports books
- Community Marketing
- Taste of...
- Walks/runs
- Charity

Congratulations Class of 2012!

Your car will probably only last a few years, but your smile should last a lifetime! You deserve the most attractive smile possible with orthodontics from Dr. Fender and Dr. Goggans.

Fender-Goggans Orthodontics offers state-of-the-art techniques including Invisalign®, Invisalign teen®, Incognito (behind the teeth braces) & hi-tech braces.

Dr. Fender  Dr. Goggans

Postcards and Direct Mail
- Manage expectations
- Understand how to do it right
- Offer is key

Direct Mail
- Postcards and Direct Mail
  - Manage expectations
  - Understand how to do it right
  - Offer is key

Creating beautiful smiles is what we do best. Dr. Soni has helped hundreds of people obtain the smile of their dreams with orthodontic treatment using the Damon System braces. We offer both clear and metal braces for teens and adults in two state-of-the-art offices. We know that this time of the year many of you are starting to think about the holidays. We are offering a way to get started on a new smile and save at the same time. If you start your orthodontic treatment before December 15th, we would like to give you an early holiday gift: you can choose between $300 off treatment, or win a iPad, iPod Touch or X-Box Kinect* (everyone wins something). This is our way of giving back to you and creating even more beautiful smiles.

At Soni Orthodontics
You Are Our First Priority.

1209 W. Walnut Ave., Suite 1
Dalton, GA 30720
706.226.2200

1877 Battlefield Pkwy.
Fort Ogelthorpe, GA 30742
706.996.2350

Learn more at SoniOrtho.com
Visit one of our two locations

Web - the mega media
- Internet as information source
  - Replacing newspapers
  - Replaced printed yellow page directories
- Internet as entertainment/social networking source
  - YouTube
  - Hulu
  - Facebook
  - Instagram
  - Pinterest
  - Google Plus
  - Linked In
  - TV networks & radio stations
- Consumer behavior on the web is different
  - If you put it up there - they’ll watch it
  - Online patient testimonial & professional referrals

Effective web presence = Dollars in your practice

Local Reviews and Reputation

Practices used to have a small suggestion box near the door that few used. Rarely would anyone look at it. Now patients can post from an iPhone or BlackBerry while sitting in your waiting room.
Yahoo has reviews too.

**Yahoo**

**Other review options**

- Judys book
- Angies list
- Insider pages
- Kudzu
- Bing
- Yellowbook
- MSN etc.

**How do you improve your reviews**

- Hire a company to ask for reviews after initial appt, 4 months in and at end of treatment
- When you get a positive review email a response that asks for the patient to post on facebook, google plus etc.
  - Offer the patient an incentive ($5 Subway, $10 Starbucks, etc)
  - Incentivize the team to ask for reviews
  - Contests with monthly/quarterly prizes

**Responding to a negative review**

- Contact the patient immediately and try to resolve the issue
- Ask them to rewrite or retract once the issue is resolved
- Write a rebuttal to the review
- Be gentle, take the upper hand
- Write with the knowledge that everyone of your new patients may read it

**Marketing your website**

**Search Engine Marketing**

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Search marketing

- Pay Per Click - google, bing, facebook, mobile
- Retargeting
- Think before you buy:
  - Many companies charge up to 25% of your budget
  - Do not set this up yourself - unless you’re a google expert
  - $300 per month is minimum
  - Most practices spend $500-$2500 per month

Social media

Social networking stats

- Almost 80% of Americans interact with companies on social media web sites
- One in every nine people on Earth is on Facebook
- Each Facebook user spends an average 15 hours and 33 minutes a month on the site
- 47% of Facebook users say that it has the greatest impact on purchase behavior
- 54% of Facebookers access via mobile
- More than 2.5 million websites have integrated with Facebook
- 30 billion pieces of content is shared on Facebook each month
- People on Facebook install 20 million “Apps” every day
- YouTube has 490 million unique users who visit every month
- YouTube generates 92 billion page views per month
- Users on YouTube spend a total of 2.9 billion hours per month
- Twitter is handling 1.6 billion queries per day
- Twitter is adding nearly 500,000 users a day
- Google+ has more than 400 million users
- Google+ was the fastest social network to reach 10 million users at 16 days (Twitter took 780 days and Facebook 852 days)
- Instagram has more than 100 million users

Facebook

- Constantly changing
- Need APPS
- Integration of all Social
- Schedule Appointments
- Contests-like gating
- Services
Video

- Pro or DIY
- Pay a great team and DIY
- Video Testimonials - kids and adults
  Make sure you get consents
- Contests and fun

YouTube

- 24 hours of video are uploaded per minute to youtube
- 2nd Largest Search Engine
- Great for SEO
- Have fun with your videos!
- Don't worry about being perfect
- Don't expect your vids to go viral

Types of video

- Welcome/Professional
- Testimonial - Vision Trust and Orthomedia are great
- Informational - Orthomedia has some new branded ones
- Deband/New Smile
- Fun

Optimizing your videos

If you don’t optimize your videos they will not be found
- Name your video (use prime keywords)
- Add a link in the description to:
  * your name,
  * keyword,
  * location/address (NAP)
  * website
- Add transcript of your video

Google Offerings
If You’re Not On Google+, You’re Not A Suggestion

Mobile

Mobile is a necessity

You must have a mobile capable site
• 2 types - app and mobile site
• Things to have on your site
  • Ability to schedule appointments
  • Ability to find you and call you
  • Play your videos

In Summary

Create a solid marketing plan
Implement strategies that fit your budget and plan
Your patients are your most valuable assets… use them
Develop strong relationships with referral sources
Utilize marketing and especially the web in as many ways possible
Go Mobile

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