Breakthrough Ideas For Marketing to GP’s, Pediatric Dentists and Other Professionals

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Levin Group, Inc. – Brief Overview

2014 Dental Excellence Award

DrBicuspid.com
Editor-in-Chief Tony Edwards said he was pleased that their readership recognized continued excellence.

"It's an honor to present this 2014 Dental Excellence Award to Dr. Levin. Our readership overwhelmingly acknowledged his contributions to the industry in nominating, and choosing, him for this award."

The Changing Face of Orthodontics

The 8 Permanent Game Changers

1. GP’s doing more ortho
2. Increase in shoppers
3. Decreasing insurance reimbursements
4. Growth of DSO’s
The Changing Face of Orthodontics

The 8 Permanent Game Changers

5. Pediatric dentistry adding ortho
6. Increasing student loan debt
7. Fewer ortho associateships
8. Orthodontists working 10 years longer

The New Rules of Marketing

1. It’s not just QUALITY – It’s also QUANTITY
   • Ortho is Ortho…
   • Too little marketing can be ineffective
   • Touchpoints are critical

2. Referring doctors still count
   • GP’s are not doing all the ortho
   • One “A” level GP outweighs numerous patient referrals
   • GP’s can refer year after year

3. Patients are under-referring
   • Making patients happy is not the same as having patients refer
   • A happy patient may tell no one
   • Patients need motivation to refer

4. All Americans are overwhelmed
   • Marketing communication must be:
     a. Short
     b. Fast
     c. Frequent
The New Rules of Marketing

5. Multiple communication methods
   • Live 1:1
   • Traditional marketing vehicles
   • Digital and online marketing

Marketing Goals

Goal 1: Increase referrals from GP’s
Goal 2: Increase number of referral sources
Goal 3: Increase production per referral source

GOAL 1: Increase referrals from GP’s
   • Caring and compassion
   • Communication
   • Strategies
   • Point system
   • Staff involvement
   • Highly satisfied patients

Goal 4: Increase referrals from patients
Goal 5: Increase referrals from Pediatric dentists
Goal 6: Increase referrals from community

You are completely responsible for the relationships
GOAL 2: Increase number of referral sources

- Understanding contact points and relationship development
  - Shared patient
  - Sudden unexpected referral
  - Referral of a family member
  - Ask a referral for an introduction
  - Group Activities to meet new doctor

GOAL 2: Increase number of referral sources

- Understanding contact points and relationship development
  - At contact point set up next contact
  - Develop relationship
  - Look for commonalities
  - Build a ladder

GOAL 2: Referral Sources

- Referral Discussion
- 1:1 Activity
- MC Stop by
- Next activity – Group or 1:1
- MC drop off
- Email update
- Facebook contact
- Send educational material
- Set up lunch or dinner
- Stop by office for drop off
- Contact point

GOAL 3: Increase production per referral source

The Growth Quadrant Matrix

- Existing Customer
- New Customer
- Existing Services
- New Services

1 = easiest and least risky
2 = hardest and most risky
3
4

GOAL 4: Increase referrals from patients

- 40 – 60% of patients refer 1+ patients per year
- Brand
- Differentiation
- Motivation

GOAL 5: Increase referrals from Pediatric dentists

- Refer to them properly
- Establish and maintain strongest possible relationships
- Search for new sources
Marketing Goals

**GOAL 6: Increase referrals from community**
- Strong public relations exposure
- Strong online presence (far more than Facebook)
- Clever and creative

The Truth About Referrals

- We all believe we deserve referrals
- Referrals are not automatic
- Referrals within the same organization are not automatic
- Some GP’s refer to specialists outside of the organization based on relationships

- Relationships are the key to referrals
- Give them the “WHY”
- Assume it’s not your clinical skills
- It’s a one way street

GP’s do not refer to the best specialist
They refer to the best relationship

**Relationships include:**
- Education
- Personal Involvement
- Touch Points
- Support
- Feedback
- Mentoring
Feedback
• Ask for feedback
• Check-in regularly
• Ask for ways to improve
• Survey

Support
• Be the best possible support
• Let referral source know you will be best possible support
• Find new ways to be supportive
• Ask for feedback

Education
• Be an education resource
• Send updates, articles
• Send links for videos and podcasts
• Teach diagnostic information

Personal Involvement
• Make referral sources your friends
• Get to know them personally
• Start really caring

Touch Points
• People respect their mentors
• People appreciate their mentors
• People refer to their mentors

Mentoring
• Quantity counts
• Multiple vehicle for contact
• Make them all positive
It Starts With Targets…

• Targets set the direction for performance
• Targets set the goals for referrals
• Targets create accountability
• Targets allow for real measurements

What Gets Measured Gets Done!

The Truth About Referrals

Targets…

1. How many referrals per month? _____
2. How many referrals per year? _____
3. What type of referrals? _____
4. How many referral sources? _____
5. How many new referral sources? _____

6. Total production for 2016? _____
7. Average production per referral? _____
8. How many patient referrals? _____
9. How many kids in OBS program? _____

The Successful Specialist Practice

- Continually Increasing Production
- Continually Increasing Profit
- Continually Increasing Referrals
- Low Stress Environment
- Fun and Enjoyable Office
- Financial Independence

Top Five Concerns of Orthodontists
Top Five Concerns Quarterly Survey*

1. Practice production below goals
2. Decreased doctor compensation and long-term ability to retire
3. Fewer new patients
4. Reduced case acceptance
5. Referrals not increasing

*Levin Group Data Center

Practice Analysis

Increasing practice production through proven business systems.

Practice Analysis – The Starting Point of All Change

The Key Takeaway

One of the biggest mistakes doctors make is making changes to the practice before analyzing the current practice situation.

The Inflection Point Curve

Wake Up Call

Critical Point to Implement New Marketing

Production & Referrals

Any decrease in referrals is an inflection point

Inflection Point Identification

An inflection point can be defined by 4% growth per year or less.

Proven repeatable systems are the only solution.
Specialty Practice Plateaus

Three Career Production Plateaus

- 5 years
- 9 – 10 years
- 15 – 17 years

Early decline

Practice Career Cycle

The Law of Business

Practice Success Analysis

Three Results of Best Model Systems

1. Production potential increase of 30% - 50%
2. Revenue increase of $8 - 10M over twenty years
3. Retire 10 years earlier

Marketing Growth

- Decline = practices that grow less than 4% per year
- Add new marketing ASAP!

Practice Profile

- Dr. Kent Sterner in practice 19 years
- Solo practice
- Annual production – Dropped to $770,000 from $1,200,000
- Six staff members
- Five chairs
- Four day per week schedule

Levin Group Client Case Study

Increasing practice production through proven business systems
Doctor's Chief Concern

There were only two other ortho practices when the Dr. Sterner opened from scratch 19 years ago – now there are seven with one more coming. Practice production has plateaued and they need guidance to grow. Production had declined 13.3%

Situation

1. Initial growth of the practice was fairly easy and pretty fast.
2. Marketing was generally not looked at positively by the staff.
3. Outreach to referring doctors was holiday gifts.

4. A new practice will be opening within the next six months.
5. The staff has not been trained to build relationships with referring offices.
6. New patient numbers were down.

7. Case acceptance was down and one specialist was advertising discounted fees.
8. The staff had not received any sales training.

Situation

Doctor Quote:

"I had a very successful practice on autopilot. Life was great. Then, everything started changing and I did not have the knowledge or business experience to turn my practice around. My mistake was thinking that the situation would improve as the economy got better. Instead it kept getting worse."

Implementation

1. The MC worked with their Levin Group consultant to develop an annual marketing calendar using multiple categories and strategies.
2. Comprehensive evaluation of A, B, C, & D, doctors was conducted and analyzed.
Implementation

3. Implemented new marketing strategies and measured results.

4. Identified 14 key targets to achieve.

5. Involved the team in marketing activities.

6. Retrained the staff with modern and advanced selling skills based on Fortune 500 pharmaceutical rep training.

7. Hired an MC with crystal clear goals.

8. The practice began a multi-faceted networking program.

9. A comprehensive step-by-step consistent patient referral marketing program was implemented.

10. The practice set a goal to increase referrals by 33% and achieved it.

Results

- **Start:** Production $770,000, Increase N/A
- **Year 1:** Production $1,024,100, Increase 33%
- **Year 2:** Production $1,234,040, Increase 20.5%

Total two-year growth = 60.3%

Thank you

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