

REIXL

5 Common Myths about Dental Marketing

5 Common Myths About Dental Marketing... ... & We'll Let You in on a Secret



There are 185,000 dentists in North America, and patients are expecting more choice and better service from their dentists. Patients expect to understand the value that they will receive for investing in dental procedures, and dentists must reinforce the rationale that they be the provider of specialty procedures. Dentists that don't communicate their expertise and offerings risk losing highly profitable patients to specialty or cosmetic practitioners that invest heavily in advertising.

It doesn't help that dentists continue to face the significant challenge that practice production is directly linked to the time they personally spend providing services to patients, and practice profit is directly linked to a dentist's ability to see as many patients as they can in a day. Extended office hours, overlapping bookings in multiple chairs, and punishing schedules are longstanding, but terribly inefficient, methods that dentists have traditionally used to maximize the ratio of revenue to overhead in their practices.

What's the Solution? Dentists can take control of their practices and their time stress by increasing revenue per patient from their existing patient base, and conditioning new patients to expect to invest in specialty services. Strategic use of marketing is the secret - no patient wants their dentist or dental office staff to be high pressure salespeople. Instead, dentists need to efficiently and effectively connect and communicate with their patients, using techniques that appeal to the modern consumer and that drive patients to desire and request the products and services that their trusted health provider endorses.

In the information age, choosing to ignore the need to reach out to patients is a decision to lose patients and profits. And choosing to use common tools that have a low likelihood of working, or worse, just don't make sense in today's world, is a waste of time and money.

REIXL is a digital media company that helps businesses by helping them serve their customers better. We understand the communications challenges that modern dentists experience, and we are here to help.

Here are 5 Common Myths about Dental Marketing, and the secret that is currently transforming dentist-patient dialog and dramatically increasing case acceptance rates at leading dental practices. you'll wonder why it has taken so long for someone to provide something so sensible and intuitive.

Myth #1: I don't need to market my practice

It's a common attitude in times of change to believe that you're doing fine because you're doing what everyone else is doing.

Unfortunately, seismic changes are occurring in the consumer world. Patients have unparalleled access to information, internet search engines are making retail products a commodity and advertising a competition, and the expertise and brand of a trusted expert makes the difference between loyalty and shopping around.

There are 185,000 dentists in North America, and the variance in annual practice revenue and revenue per patient is considerable. Patients are becoming more health conscious, and the availability of products that make going to the dentist a better and more efficient experience, let alone a source of transformational esthetics, are becoming a reason to reconsider your choice of dentist.

Top producing practices actively invest in marketing their brand and growing their range of high margin services, and they partner with digital communication experts who provide the same level of excellence that they provide in dentistry.



Myth 2: My website is all I need to market my practice

It's a popular misconception that having a website "is" digital marketing, let alone that putting up a website will provide significant marketing benefit.

Most retail websites, even those for major retailers, are not effective at attracting and retaining consumer interest unless they are media-rich and updated continuously as an integrated component of consumer communication.

Typically Dentists don't have time to keep their websites

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current and don't want to afford the investment in a high end website. Data shows that the most dental websites are hardly visited, and the primary intention of visitors is to look up contact details for the practice, not to make purchase decisions.

A well maintained website is necessary as a component of your marketing, but it is no substitute for effective and frequent communication with your patients.

Myth 3: Direct Mail and Colorful Brochures stimulate Buying Behavior

It's a common sight. Stacks of brochures from vendors or the national dental association. Postcards with Tooth-like characters or announcing new dental practices opening in the neighborhood.

Patients typically aren't thinking dentistry when they open their household and business mail, and only read brochures for distraction. Truth is, direct mail and brochures have a very low conversion rate to sales, and >95% of them get thrown in the landfill.

Print media has become at best, "white noise" that consumers ignore. More commonly, print media is a negative influencer on business and a growing source of irritation as consumers embrace sustainable and environmentally friendly brands.

Today's patient embraces digital media and actively shun print communications - it's time to recognize this and go digital.



Myth 4: Newspaper ads will help build practice revenue

You see ads all the time in the local and national newspapers. Newspaper ads are simple to buy, but they are not inexpensive, especially given that you need to run them continuously if you want to guarantee that people will see them.

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Also, there's no really good way of knowing if newspaper ads work, as there's no measurable connection between a consumer seeing the ad and whether that consumer will become a loyal and profitable patient in your practice.

Worse still, newspaper ads generally announce specials and time-limited discounts - the last thing you want to do in dentistry is commoditize health services or suggest that dental patients should shop for "deals".

It's not just dentists that are coming to realize this. Most businesses are shifting their ad spend out of print media and into digital channels.



Myth 5: Dentists can't afford the best

The best marketing is compelling, engaging, and memorable entertainment that communicates strong messages and drives a consumer to take action.

The movie and television industry drive business with digital media. Movie trailers bring together the best content and marketing psychology: they efficiently capture attention, stimulate expectation, and convey the value that experiencing the movie will bring. Today's best television advertising uses the same approach to entertain the viewer while communicating the value of products and the values of the brand advertiser.

Movie studios and businesses with million-dollar product sales can afford to pay for movie-quality content creation and distribution over television networks in an attempt to create awareness in their target consumer markets.

Dentists don't have the budget or resources to employ engaging movie-quality programming to communicate their brand and their products and services to patients. They also don't have the infrastructure to distribute and broadcast this content.

That used to be true. Now, it's a myth! Dentists can afford the best.

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THE SECRET

Times are changing...Thanks to REIXL...As of today, DENTISTS CAN AFFORD THE BEST.

REIXL's CareVision HD technology has made it fast, affordable and easy to have your own personal in-office marketing channel that broadcasts your brand and the products you endorse to every patient at every visit. Every day dentists that have the CareVision HD system are getting more patient attention, selling more high-margin services, and creating online and word of mouth business.

Check out some samples at: www.carevisionhd.com then call 1-877-644-6343 and we'll have your personal HD television channel up & running in 4 weeks.

Finally. A world class product that you control that makes sense and that pays for itself. So you can relax, and focus on what you're good at - delivering world class dentistry.

You work hard. You deserve the best.

“CareVision HD displays helped us increase our patient’s Dental IQ. Patients come to my chair and ask specifically for high margin cosmetic procedures. We have seen a 20% sales lift as a result of our REIXL display.”

Dr. Florence Lockhart

“I don’t always have time to motivate my patients to take advantage of Invisalign, Whitening, and Botox. Getting my custom CareVision HD display was fast and painless. In my first month nearly every one of my patients asked me about one or more of the services on my display.”

Dr. Janet Thom



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