



**tips
for
successful
dental
practice**

Dr Neeraj Kaushik

Tips for Successful Dental Practice

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Google Project Management: Professional Certification

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Tip 1: CEO

You are CEO of an organization and not just a dental surgeon. As a CEO, you have to look after many functions of your clinic or hospital like clinical practice, marketing, finances, human resource management, operations. It is better to equip with other basic management skills to run a better and profitable clinic. Think not just like a doctor but as a CEO so that you can manage operations better with better marketing and public relations and good financial management. Invest in training of employees as they are your internal customers and they should be happy and satisfied first.

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Tip 2: 80:20 Rule

Always remember that 80% business comes from 20% customers. These are high value customers who gives you most of business revenue. Focus your efforts and promotional strategies keeping in mind the needs of these people.

Tip 3: Behavior matters

Research proves that 84% successful dentists are not the best in clinical skills but they are excellent in bringing patients to their door step with great behavioral skills. Understand your patient's needs in a way no other competitor can understand and offer them solutions, give them complete treatment plan and process so that they are already convinced before sitting down on the dental chair.

Tip 4: One winning strategy

There is only one winning strategy: it is cautiously defining a target market and pushing a superior offer towards this market". You can not cater to the whole market as a professional marketer. Define your target segment with complete customer persona and understanding and offer this segment which no other competitor is offering. As

an example, let us take a case. Suppose one is looking for mass practice which is highly price sensitive. Now offer services at a cost no other can match and make your marketing strategy keeping masses in mind.

Tip 5: Marketing is changing

During the past 60 years, marketing focused itself on the product centered itself on the consumer. Now we observe successful institutions are increasing their focus from products or services to consumers and the problems they are facing. Addressing these problems with innovative technologies, enhanced skills and minimum discomfort is the key.

Tip 6: Sell benefits not services

The intelligent marketers of today don't sell products, they sell benefits. Need to look good is the basic human need and if you can restore smile and confidence in a patient, tell this benefit to them better than any other person can do. Do not sell veneers, crown & bridges, implants but sell benefits. Design your promotional tools describing the benefits of dental treatment or the benefits of regular visits to dentist. Communicate to your target audience the benefits of membership of

your clinic. Remember people understand and are interested in benefits rather than your technical jargon.

Tip 7: Branding Matters

The key to branding, especially for small companies, is to focus on your target market which can also be a niche market and develop a superior expertise in this market. The most important reason why brand matters is that brand add value to your product or service and you can charge for premium services. People have special affinity and loyalty towards brands. If you successfully develop yourself as a brand in your segment, you will not only have a good patient footfall but they will be willing to pay premium for your services.

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Tip 8: Make your services obsolete

“Every organization should work hard to make their own line of products obsolete before their competition does”, says Philip Kotler, father of modern marketing.

In a new era of constant and speedy change, keep upgrading your skills which not only includes your clinical skills but marketing and management skills too. Offer new and customized offerings and solutions to your patients before your competitors does the same.

Tip 9: Marketing database is important

The future of successful marketing resides in target audience databases, through which we know enough about each client to make relevant and personalized offers to each one of them. In today's modern marketing, customer is king and has ample number of choices to make before finalizing the service provider. Try to get authentic database of your targeted audience and develop marketing programs catering to the need of this segment.

Tip 10: Good Brands are memorable and preferable

Strong brand provides immunity in challenging market place. Today's healthcare market provides ample challenges for businesses like increasing competition and commoditization. Healthcare companies have more than doctors to win over — they have to reach patients, providers, and payers too. The pressure is not on companies to perform — it's on the brands. People don't buy into a company and its set of products or services. They buy into the brand, and what it means to them. They buy into the security within the brand promise and they buy into the way that brand relates to their individual human journey.

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Tip 11: Marketing & promotions matters the most

I come across many doctors and they just say why to waste money on promotions. I just ask them a simple question. There are thousands of mountains in Himalaya, two of them are Mt. Everest and Kanchanjaunga, can you name the third. There are hundreds of clinics around a patient, how will a patient decide where to go. If you have an attitude that promotion and marketing of your services is sheer waste of money and time then first change this attitude.

Tip 12: PLC

Every brand has a product life cycle or PLC. When you open a clinic, it is in nascent stage and requires lot of promotions, after sometime it enters growing stage where along with promotion you start getting some business. Finally it reaches cash cow stage where business is at peak. Promotions help you in reaching cash cow stage fast. Finally it declines and it's the time for brand extension strategy. Understanding marketing basics are crucial to your clinic commercial success.

Tip 13: Steps to successful practice strategy

- Gathering information & scanning the environment.
- Conducting marketing research & forecasting demand.
- Creating customer value, satisfaction & loyalty.
- Identifying market segments and target.
- Dealing with competition.
- Creating brand equity. Crafting brand positioning.
- Setting dental services strategy.
- Designing & managing services.
- Developing pricing strategy & programs.
- Designing & managing integrated marketing communications. Mass communication & personal communication.

Tip 14: Clinic promotion tools

- Advertising – outdoor and print
- Sales promotion
- Events and experiences
- Public relation, press, publicity campaign including celebrity endorsements.
- Direct marketing
- Interactive marketing
- Word of mouth marketing including buzz and viral marketing.
- Personal selling to professional references/individuals/institutions and corporate.
- Media – Print/electronic/E-campaign/social media/website promotion etc.
- Digital Marketing.

Tip 15 : Promote cosmetic dentistry

Expand your patient assessment from restorative/health issues to their aesthetic or cosmetic dental restorative needs. As you do, you

will find many patients looking for a non-invasive veneer solution to restore and revitalize their smile. Some dentists feel uncomfortable marketing cosmetic dentistry. Marketing is really not a dirty word. When done professionally and ethically, it will inform, educate and motivate patients about how they can benefit from advances in technology. There's no selling involved. Learn what your patients want to change and then provide your patients with the optimal cosmetic dentistry to have a brighter, more self-confident smile.

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Tip 16: For survival and profitable practice

Control Overhead expenditures & unproductive assets and Invest more in patient friendly technology, Continuing patient education, CDE, Practice Marketing and brand development. Overhead expenditure control is very important for running your business with minimum risk and with profitability.

Tip 17: The secrets to success

Get more, keep more, do more, learn more.

Get more new patients

Keep existing Patients

Do little more for patients

And keep yourself up-date on technology

Tip 18: Simple steps to win Patient's Loyalty

- Create personalized patient notes
- Show appreciation for referrals

- Give patients comfort level
- Courtesy calls
- Acknowledge any unsatisfactory experiences

Tip 19: Always Remember

Your only source of revenue is PATIENTS, everything else is expense. So focus all efforts in patients delight

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Tip 20: Patient Retention Tools

- Make sure that the Patients feel comfortable in waiting area.
- Describe treatment plan in mother tongue.
- Interact with patients, build loyalty and reduce anxiety.
- Use Video aid in waiting area and show how easily treatments are done.
- Engage and educate your patients.
- Develop comfort level for your patients. Create comfort level.
- Interact with low literacy level patients in their own local language.

Tip 21: Dental Myth: Selling dentistry is a dirty act.

If you won't sell as you are well respected by patients and Peer group or ego issues, 96 % chances are that your competitor will get this business which actually belong to you. As CEO, it is your topmost task to sell your services in the market to make your business profitable.

Tip 22: People are
emotional

People are emotional and they want recognition. Make a list of patients, wish them and their family a perfect smile. If possible offer them a free check-up for smile enhancement. Invite them to your clinic in the message.

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Tip 23: Doctor's reference

Make a list of local medical associations in your area, speak to the doctors of all medical specialties and ask them to refer you their patients for dental issues, you also do the same for them. Many diseases have oral manifestation and you should refer such patients to the doctors of relevant specialty. This network is very simple but extremely useful in increasing your patient inflow.

Tip 24: Efforts to get corporate business

Local business visit. Make a list of 25 companies within a 10 km radius of your Clinic. Personally deliver a lovely gift pack or a thank you card to the HR department of that company. Introduce yourself and thank the personnel manager. Present a dental benefit plan for the company offering them a special price. Remember that HR departments receive little recognition in their daily work. Wonder who they will think of dentist-wise when an individual employee asks or at the company level, if they know a great family dentist?

Tip 25: Pricing of your dental services

Pricing is a deciding factor in making or breaking the commercial health of your dental clinic or hospital. Before setting up the price consider following factors: your market segment and patient profile, competition offering, brand power of your dental clinic or hospital, and the capacity of your patient to pay.

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Tip 26: An Incident

An interesting Marketing experience of my life when I was studying management. One day during a marketing lecture, I asked my guru on marketing about smart pricing. It was a Sunday and he took me to second hand book bazaar on the streets of New Delhi and asked to observe a book seller. This gentleman was selling books. A customer who was a college student visits him and ask price of a book, he says Rs 75. After some time another customer who seems to be from a good financial background goes to him and ask price of the same book, the shopkeeper says Rs 350. So, different customers and different prices and this was the catch. This incident provided me a different definition of pricing which says: PRICING IS THE ABILITY OF THE CUSTOMER TO PAY AND DIFFERENT CUSTOMERS HAVE DIFFERENT ABILITY FOR THE SAME PRODUCT OR SERVICE. I have successfully used this pricing method in various marketing decisions. And its ethical and you can differentiate your services into economy and premium.

Tip 27: Social media in promoting dental services

Social media can be one of the major tool for clinic promotion but depending entirely on it can be bad for your practice. Only use it as one of the tool of your promotional mix and must be utilized in

synergy with the other promotional tools. If possible first define strategic role of social media in clinic promotion with a clear cut objective. Be very specific about what you wish to achieve and do some research which social media can be best utilized for optimization of resources.

Tip 28: Focus on Preventive dentistry

That's the only way to get more and more new patients. Preventive dentistry offers a great market potential as preventive market is more or less untapped.

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Tip 29: Expand your Market in economic slow down

The addition of sleep medicine to the practice of dentistry can be the most rewarding professional thing that a dental surgeon may include in his practice, it has been a wonderful cushion in a time of economic down-turn. If the absence of pain, bleeding or swelling, cosmetic dentistry, implants , a great deal of dental services are highly discretionary and can be delayed. However, people always need air and those people with sleep-breathing disorders have their air supply greatly reduced during the night as well as their quality of life during the day and their overall health. All they need is the proper information and a therapy that they can tolerate to accept treatment.

Tip 30: Make image of a busy doctor

Patients want to go to dentists and physicians who are popular, and popular means rich and famous and their practice must give the sense of being full and busy. Fully occupied and busy means successful, which translates into an outstanding provider giving patients outstanding service in a timely manner. PATIENTS DON'T MIND PAYING YOU PREMIUM IF YOU ARE FAMOUS, SO GO AND BECOME FAMOUS.

Tip 31: Come out of comfort zone

If you are looking ahead for a successful practice, come out of your Comfort Zone and take necessary action even if you do not like it.

Tip 32: Patient Retention

Make a complete updated list of all your existing and past patients, send them personalized greeting card wishing them good health and prove that you care. If possible offer them a free check-up for their loyalty and request them to recommend your services to their circle.

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Tip 33: Distinctive
Competitive Advantage

Give Patients 1 strong reason to visit your clinic in spite of 50 other dental clinics in the neighborhood. We call it Distinctive Competitive Advantage.

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Give Patients 1 strong reason to visit your clinic in spite of 50 other dental clinics in the neighborhood. We call it Distinctive Competitive Advantage. As Jack Welch says, "If you don't have a competitive advantage, don't compete."

Tip 35: 90% verses 10%

Always remember: 90% of the Market share is in the hands of 10 % and rest 10% of market share is in the hands of 90%. Now it's up to you to decide **YOU WISH TO ENTER THE ELITE OF 10% OR WANT TO REMAIN WITH THE 90% MAJORITY.**

Tip 36: Make your services visible

People don't do business with strangers. They do business whom they know and trust. Every time a patient comes to clinic, give him special treatment, know and address him personally. Develop credibility and trust and always remember” JO DIKHTA HAI ,WO BIKTA HAI’. Make your services visible.

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Tip 37: 4 A's in Practice Management

1. Access: make your clinic services easily accessible to your patients.
2. Affordability: Make your services affordable to your target audience.
3. Acceptability: Make your services acceptable to your target segment in terms of quality, & safety.
4. Accountability: make yourself and your staff accountable for their actions and patients.

Tip 38: The Five Things You DON'T Need to be Successful

A Big Infrastructure.

A super specialized degree.

Huge financial Investment.

Background

Cheap Advice-If you want to climb Mt. Everest, talk to someone who has already done it.

Tip 39: The Five Things You DO Need to be Successful

A Burning Desire & Passion to pursue dentistry as number one choice.

A Positive & Winning Attitude.

Aggressive Business Plan including practice promotion Plan.

Innovation & Up-gradation.

A mission to succeed with a clear vision.

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Tip 40: 10 P's of Clinic Marketing

For the marketing of dental care services there are nine elements of marketing mix which are used in a specific combination to achieve the desired marketing objectives. These elements of the marketing mix are :

- 1) **Product:** the product includes a complete mix of dental care treatments provided in your clinic e.g. RCTs, extractions, crown and bridges, dentures, implants, braces etc. In case of the dental care service a complete product portfolio should be there in order to provide a complete dental solution under one roof. The most important issue in the service product is to know what benefits and satisfaction a patient is seeking from the service. The marketing of services can be a success only if there is a match between the service product from the patient's point of view and the doctor's view point. As a professional you need to take decisions on the length and width of the range of services, the manner in which they compliment and support each other and how these services are placed better than the competitor's offerings. Your dental care services must be targeted at a specific market segment. The target market segment must have a definite need for your service. As an example you can customize your services as premium services, corporate services and economy services, targeted

at the premium class, the corporate people and the common masses.

2) Place: the most important decision element in the service marketing strategy is the issue of location of the dental clinic so as to attract the maximum number of patients. If your dental hospital is at a prominent place say situated near the main market or any other common place, patient will find it easy to come to your place for dental treatment. Place forms an integral part of your overall marketing mix strategy.

3) Promotion: it is the most crucial mix to achieve the success of your dental care services. Promotion is a part of your marketing communication. Marketing communications are the means by which you inform, persuade, and remind patients directly or indirectly about your services and brands. Marketing communication is the voice of your dental clinic or hospital and is a mean by which you can interact and build relationship with your patients and prospects. Marketing communication can contribute to brand equity by establishing your service brand in the perceptual space of your patient's or customer's mind. For making your practice successful you must design a promotional strategy which helps in positioning your services better than competitors. The promotion or marketing communication consists of the following modes of communication :

a) Public Relations: Public relation is the most crucial communication in your dental service marketing mix. The objective of every dental clinic

or hospital is to build and maintain positive image in front of its public. As perception is reality, a PR for your dental clinic or hospital can do wonders in promoting your services. The main objective of the PR exercise is to develop a strong patient base in the targeted market segment.

PR tools : press kit, community relations, speeches, seminars, charity, local press, free check-up camps, special services for poor, special discounts to the senior citizens etc.

b) Advertising: Any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor. Advertising in case of a dental hospital is limited to informing the local masses or target segment about your services.

Advertising tools: print ads, brochures, and booklets, posters and leaflets, directories, display signs, audio visual material, symbols and logos, video tapes etc.

The other parts of the promotion mix includes sales promotion, events and experiences, direct marketing and personal selling but in case of a dental care service it is the Public relations which dominates the marketing communication strategy.

4) Pricing: Price is the fourth P of the service marketing and can be a deciding factor in making or breaking the commercial health of your dental clinic or hospital.

Setting up the price: the price of your dental service depends on many factors like your market segment, competitor's offering, the brand power of your dental clinic or hospital, the capacity of your customer to pay and the other P's of the service marketing. So before you fix up a price for a particular service, analyze all the above components so as to come out with the right kinds of pricing.

5). Physical evidence: It is the tangible part in your intangible dental service and contributes towards the image of your clinic as perceived by the patient. All physical, tangible and controllable aspects of a dental hospital constitute the physical evidence of the service. There may be two kinds of physical evidence of the service. There may be two kinds of physical evidence: peripheral evidence and essential evidence. Peripheral evidence is actually possessed as a part of the purchase or service but by itself is of no value e.g. a comfortable sofa in your waiting area, safe drinking water, light music, television, magazines and newspapers, dental health awareness brochures constitutes the peripheral evidence of your service and the other is the essential evidence which includes the hospital building, interiors, dental chairs and equipments, OBG, CAD/CAM Systems etc. the objective of physical evidence is to make your dental service more tangible.

6. Process: in a service organization like dental hospital the system by which you receive delivery of the dental service constitutes the process. In a hospital, some patients need only consultation,

other may need consultation as well as X-ray, some requires oral surgery and the others may require an endodontic procedure. As a patient enters your clinic especially if someone is entering for the first time your reception staff must be trained to help him getting the treatment in the minimum possible time.

7. People: People constitute an important dimension in the successful management of dental services. People include internal customers as well as external customers. Internal customers are your employees and they are the very important as a customer sees and organization through its employees. The employees represent the first line of contact with the customers. External customers are important not only because of the revenue but also they are the source of influencing other customers. In the case of dentists, one satisfied patient will lead to a chain reaction, bringing in his wake a number of other patients. The physical appearance of your organization, the looks and behavior of dental and para-dental staff, the delivery of the dental service have all to be turned into a desirable composite package.

8. Perception: perception is reality today. It is the perception of the customer about you and your dental services which is crucial. The focus of all marketing efforts is to create a positive perception in the mind of customers. In this era of globalization and stiff competition, positive image management has become the key to survival.

9. Pain control dental treatment: if you position yourself as a dentist who not only manages a patient's dental pain but completes his dental treatment with the minimum or no pain. This positioning can increase the patient's flow in your day to day practice at a significant rate.

10. Preventive treatment approach: In India, if we focus on a preventive treatment approach and through PR programs if we communicate to our public why it is necessary to visit dentist at least twice a year it can do wonders to our practice management.

Tip 41: Develop A Successful system

It is the system which works. Develop a system, and make it work. Put this system in place and let every member of the team work under this system. Established SYSTEMS can change the whole business in your favor.

Tip 42: Your prescription for success

Healthcare is one of the most highly regulated industries in the world. With so many sensitive issues, new laws and potential risks, it's important that you partner with an experienced healthcare marketing agency. You need a partner capable of delivering powerful marketing messages that connect with your target audience on an emotional and rational level without sacrificing accuracy or compliance.

Tip 43: Marketing is crucial in healthcare business

The difference between Mayo clinic, Apollo and other world known healthcare service providers is that they realized the importance of professional marketing in healthcare business and used professional service marketing tools to understand their patient's clinical, psychological and ego needs well and to delight them by offering something which exceeded their expectation. Always remember that the most important word in Health Care Marketing is "customer focus".

Tip 44: Practice Marketing creates impact

Why got involved into the practice marketing?
Because practice marketing creates impact. It helps you to be different. It helps you to create your identity in clutter. It supports you in giving your patients a better understanding of your practice and to introduce them to your focus-dentistry. Practice marketing helps you to be economically more successful than others. Practice marketing is a profession in the United States and is coming to India too. It is the responsibility of a Dental Care Service provider to provide information with regard to services to people in order to enable them to decide to use these services. Patient need information and each person is a patient and the potential of Dental Care Services is immense and the demand far outstrips the supply. Even today we limit our marketing exercise to just image building and not to the holistic marketing approach. This is the right time that we change our basic attitude towards marketing dental care services. In India preventive Dental Care marketing is largely untapped as a patient visits to a dentist only after developing a complication which is beyond control we have a huge rural and semi urban population with a good purchasing power which has enormous untapped potential. Even the health care corporate giants like Apollo have set up clinics in rural and semi urban areas catering to this segment.

Tip 45: Restorative to cosmetic practice

One of the simplest ways to expand your cosmetic dentistry practice is to expand your patient assessment from restorative health issues to their aesthetic dental restorative needs. As you do, you will find many patients looking for a noninvasive veneer solution to restore and revitalize their smile.

Tip 46: Patient education material

Effective patient education materials are in stimulating interest in smile enhancement services. Will they motivate your patient to ask if he or she is a candidate for cosmetic dentistry? To a limited degree, yes, they will. However, in cosmetic dentistry, relying too heavily on patient education materials isn't the answer. Your team's knowledge, communication skills and sincere belief in your talents and artistic skills will be the most effective driving engine. A cosmetically trained team will be the locomotive to drive the train.

Tip 47: Create a Magazine on Seasonal Health & Wellness

Create an annual, quarterly or monthly print and online magazine about your facility, services, news and seasonal updates. A magazine is an important addition to your content strategy because of the frequency in which it is released. Readers will begin to expect it, much like TV programming, if it released consistently once a month, once a quarter or at whatever frequency the organization decides.

Tip 48: Use Video to Capture the Most Compelling Stories

Video is one of the most effective methods of telling a story to your audience that can help build instant credibility. Build a strategy of programming, similar to a weekly TV series, for your video marketing efforts by featuring your staff, patients, services, expertise and the data that is unique to your facility.

Tip 49: Tell the Story of Your Greatest Resource: Your Staff

Your staff is by far the most important asset to your facility and an effective source of telling your facility's story with a human face. Profile doctors, nurses, physician assistants and other caregivers on your facility's blog, newsletter, website and elsewhere to help paint a picture of who operates the organization.

Tip 50: Creating content for your healthcare practice

Creating content for your healthcare practice, hospital or primary care facility is a crucial method for marketing your services and unique offerings to the right audience online both locally and globally. Content marketing is the practice of creating truly valuable content for your target audience that comes in many forms like blog posts, articles, eBooks, white papers, images, videos and more. Once you've created this content, social media in the short term and the search engines in the long term can help bring this content to the attention of potential patients, partners, hires and anyone else that would be interested in your services or your expertise on the industry.

With traditional marketing slowly falling to the wayside, it is crucial to have a dialogue with your

audience and build loyalty with them overtime. According a media research, 90% of consumers find original content useful and 78% believe that organizations that provide original content are interested in building long-lasting relationships with them.

Tip 51: Develop and work on your website

There is no denying that the web has changed the way we do business. Your website doesn't have to be fancy, but it's important to have a site that clearly communicates your location, contact information, the services you offer, testimonials of happy and healthy patients, and your practice philosophy. Google rating is very effective in creating patient footfall.

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Tip 52: Acknowledge any unsatisfactory experiences

From time to time a patient may have had to wait for a prolonged period prior to receiving treatment or may have been sent an incorrect bill. It is important to acknowledge such mishaps to ensure patients understand you are aware of what has happened and that you have taken steps to ensure such experiences don't re-occur. Addressing issues promptly will communicate your desire to resolve any issues along with expressing your empathy and sincerity about the situation. These key internal marketing tips should provide a solid foundation for a successful marketing strategy. As with any long term marketing plan it really should involve input from all staff in your practice and each strategy needs to be constantly evaluated to ensure you are seeing results. I encourage you to implement these along with any new ideas you think will produce profitable outcomes unique to your practice.

Tip 53: Give patients comfort breaks when necessary

Although you may provide a comforting atmosphere for your patients in your practice having dental work done is not the most pleasant experience for anyone. Keep this in mind especially when you are performing more

time consuming work such as restorations. Offer your patient a couple of minutes break so they can rest their mouth .You can also take the opportunity to find out more about what's going on with them take their mind off the job at hand .If you haven't already throughout their treatment, explain what you have done, how much more you have to do and follow them to ask questions.

Tip 54: Courtesy calls

Patients receiving extensive treatment often need anesthesia and have spent a long time in dental chair. Making a courtesy call to them soon after (in the afternoon or the next day) will be greatly appreciated. Ensure they haven't experienced any unexpected side effects and just be there to answer any concerns they may have.

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Tip 55: Show appreciation for referrals

Most patients that have received a completely satisfying experience when visiting your practice will be inclined to think of you and then refer you to friends and family. Although your patients may see it as a small gesture to your practice, every referral is valuable so conveying your appreciation to your patient is vital. Sending a personalized thank you note will certainly represent your gratitude.

Tip 56: The marketing Plan

The marketing plan is key to success. If you open a brand new business, how will you attract clients/customers/patients? Do you need a logo? Signage? Business cards and forms? Remember that Internet marketing is the most cost effective and efficient marketing tool you have today. Don't waste time and money on print marketing until you have your Internet marketing strategy, complete with a solid SEO plan.

Tip 57: Identify target market

What character is the best potential client/customer/patient for your service or product? Where do these characters shop, eat, and play? Learn everything you can about your target market. If your market is local, go to local data to find demographic and population information.

Tip 58: Network in local professional groups

Sign up to become a member of your local Chamber of Commerce, and attend their networking events. Join a group like Rotary club. Become a part of a local volunteer organization and commit time and effort outside of your office to build recognition within the community.

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Tip 59: Write Blog

Your blog widens your presence on the Internet and will be indexed before a new website. Post blogs once a week, minimum. For optimal results, post daily. Every post must be original, contain keywords and links, and lead back to your website.

Tip 60: local listings to help patients find your practice

Once a patient has decided to schedule an appointment with your practice, he or she will need to know where to find you. This is where local listings come in. If you claim and verify your local listing in search engines like Google, Bing, and Yahoo, these search engines will display that information when patients in your area search for you. If your listing doesn't show up, or your listing information is incorrect, your new patients may have a hard time finding you and get frustrated.

Tip 61: Get patient testimonials to reinforce your marketing messages

Patient testimonials are a great addition for your website. Testimonials show the success stories of patients under your care, which can be reassuring to new patients. You can make it easy for patients to submit testimonials via a form on your website. We also recommend placing relevant quotes from your testimonials throughout your website and marketing materials to reinforce your marketing (just make sure you have the right permissions in place with your patients before doing so).

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Tip 62: Give out health tips
to show patients you care
about their health

By giving out health tips, you are reassuring patients that you care about their well-being, even when they don't need to come in to your office. This can be helpful in building trust with your patients and retaining your current patients. You can send out health tips in a number of places: on social media, in your newsletter, or in blog posts. Try sending out periodic emails with health tips as part of your email marketing plan. You could email a health tip every week to patients or try a "Health Tip of the Day" on social media.

Tip 63: Your SWOT analysis

SWOT means your strength, weaknesses, opportunities and threats. SWOT analysis is an important measure which can help you make important decisions related to your business. List all your strengths and weaknesses, analyze the opportunities available for you and threats like competition, government regulations. This will help you in taking strategic decision making related to your business. SWOT analysis must be part of your business as well as marketing plan.

Tip 64: Innovative Technologies

Innovative technologies for better patient care is crucial for clinical success. This is especially important if you are into the profession of cosmetic dentistry. Use of veneers, laminate, implants, and constant technological up gradation is the key. Use of technology is also important in your marketing strategy. Now traditional marketing is shrinking and digital marketing is taking prime position in your overall marketing plan. Digital marketing offers numerous technologies to reach out to customers in the most cost effective way.

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Tip 65: Focus on clinic interiors & well trained staff

Your clinic interiors forms an important aspect of practice as friendly and smiling receptionist and other staff members instill confidence and trust in the patient and also help in reducing the dental anxiety.

Tip 66: Cater to immediate problem first

A patient comes to you for a current health issue like dental pain or infection. First of all resolve this issue even if patient requires some other procedures. Once the patient get relief, then only suggest something else.

Tip 67: Explain the treatment plan along with financials

After diagnosis, prepare a treatment plan, explain this plan to patient along with reasons why the treatment is required and never forget to tell the financials. If patient is not convinced specially on financial issue, tell the patient an alternative plan.

Tip 68: Thinking Points for the Small Business Start-Up

Dentists are professionals with doctorate degrees who have invested significant time and money into their education. They are smart as a whip and know dentistry inside and out. Unfortunately, like a great number of entrepreneurs across various industries, dentists don't know business, and business is an essential element in entrepreneurial success. While the idea of starting, or expanding, a dental practice is exciting, taking time to create a comprehensive business plan, not just to submit for a loan or seed money, but to set a course and define a purpose, will eliminate many potential storms along your journey toward success. First, however, think about whether you have what it takes to find success as an entrepreneur.

Many would-be entrepreneurs become overwhelmed thinking about the philosophical, physical, and/or practical aspects of starting a business. As a result, they either skip important considerations, saving them for a later date that never comes; become lodged in the mire and never move forward; or they give up their dream of owning a business and go to work for someone else. Wise entrepreneurs think their ideas all the way through before they begin the adventure of starting a new business. Wise entrepreneurs conduct the research and gather the data they need for a complete business plan, then press

onward to achieve their dreams based on the information they've assembled and goals they've defined. They cement the foundation of their future in facts and logic, then allow their dreams to grow on reliable footing.

Tip 69: Get the Word Out

You just wrote an amazing post, now how do you share it with the world? Great part about technology is it has made promoting so much easier, and less expensive than a few years ago. I personally love using LinkedIn to reach out to my potential clients. Another very important promotional activity for doctors is e mail and sms marketing.

Tip 70: Role of Information Technology

Information technology can play a crucial role in management of a dental clinic or a dental hospital. In our day to day practice we come across many problems and for managing these problems in the best possible way. Many software are available today. One of the recently launched software is Practice Bee from Australia. This software is useful in managing Appointments/Recalls, Patient

Management, Treatment Plan, Imaging,
Accounts/Billing, Reports, Inventory Management,
Finance & accounting etc.

Tip 71: Tell your success
story to the target audience

If you do some rare and difficult dental procedure
in your clinic successfully, do not keep it as a secret
to yourself. Rather communicate this to the whole
world especially your target audience.

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Tip 72: Give your patient a chance to say wow

Actual public relation is when your patient say you are the best to others and not when you say yourself. Create a system, an environment and a practice with highest standards of patient care and let your patient enjoy the treatment without anxiety and say you are the best.

Tip 73: To Summarize

It's the strategy which matters the most. You are not only a dentist but CEO of your clinic who is responsible for managing the clinic profitably. Start thinking that way and see the outcome in the time to come.

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