



Visit Countrywide on the web at www.ddsbrokers.com for more valuable information and exclusive practice listings.

Copyright © Countrywide Practice Brokerage, Inc.

Contact us

1.800.222.7848
1.877.269.1291 fax

www.ddsbrokers.com
info@ddsbrokers.com

319 E. 24th Street
Suite 23-G
New York, NY 10010

11 Cottontail Road
Greenwich, CT 06807

YOUR NEW PRACTICE

By Risé and Martin Mattler

It's finally yours. You've just purchased the perfect practice and now the responsibility for its daily running is all yours. One of the keys to making it grow is to develop marketing goals for your practice and then implement a plan to achieve them.

Building solid patient relationships should be your top objective, since satisfied, happy patients are pleased to refer their friends and colleagues. We assume that the retiring doctor has already sent a letter introducing and recommending you to his patients. The following are a number of marketing suggestions that we've seen at work in successful practices. Pick the ones that work best with your personal style and then develop them into a first-year plan for expanding your practice.

EXTERNAL MARKETING

1. **Place an announcement ad** in the local community newspaper and run it consecutively for the first three to four weeks in your new practice. Advertise your practice in the Yellow Pages. Also send printed announcements to friends, family, and area dental professional organizations.

2. **Take the time to personally introduce yourself** to your business neighbors, especially other medical professionals. Call and introduce yourself to local dental specialists and invite them to meet you for a get acquainted breakfast or lunch. Provide business cards.

3. **Get involved in your community.**

Join professional and civic groups and participate in community activities. Introduce yourself at these events. If you treat children in your practice, offer to make presentations on dental health and preventive care at local schools.

Provide the children with a take home promotional item that has your name and the phone number of your practice imprinted on it.

4. **Consider expanding your hours** to early morning, evening and/or weekend hours to accommodate your patients' schedules. Send a letter to your patients announcing this new benefit.

5. **Tell the community.** If you or a staff member has done something unusual or newsworthy, it might merit coverage in your local newspaper. Submit a letter to the appropriate editor (many newspapers have editors assigned to cover health topics) with your story idea and follow it up with a phone call.

NEXT PAGE: INTERNAL MARKETING



Marketing Your New Dental Practice: A Dozen Free Tips for Success

Sign Up for our Free Email Newsletter

Visit Countrywide on the web at www.ddsbrokers.com where you can sign up for **free** and informative email newsletters.

For questions or to learn more, call Countrywide at 800.222.7848.

INTERNAL MARKETING

1. **Welcome patients into a neat and open environment.** Keep business cards and brochures prominently displayed and available. Stock your waiting room with a variety of general and special interest magazines that will appeal to a range of patients.

2. **Be sure that your staff is well groomed, professional in appearance and personable with patients.** Treat employees with respect and if criticism is necessary, do it in private. Create a comfortable, relaxed atmosphere for your staff and patients.

3. **Be on time for your patients.** If you are unavoidably running late, have your receptionist call the next patient as soon as possible.

4. **Acknowledge patients' important dates and events** with cards or handwritten notes. Send a personal note of thanks to patients or other professionals who refer new patients to you.

5. In your new patient questionnaire, **ask what the patient liked most and least** about his or her last dentist and the office. Review the answers before the visit so that you can repeat the positives and hopefully, avoid the negatives. Make new patients comfortable by taking them on an office tour. Demonstrate the equipment, show how you sterilize instruments, introduce staff members.

6. **After a procedure, check back with patients later that day** to see how they're doing. A personal call takes only a few minutes and patients will appreciate your concern.

7. **Thank patients for their business by providing personalized** (with practice name and number imprinted) take home incentives, such as toothbrushes or dental floss holders. Implement incentive programs to reward patients for referrals of friends and colleagues. Involve your staff in brainstorming and reward them for good suggestions.

Copyright © Countrywide Practice Brokerage, Inc.

Contact us

1.800.222.7848
1.877.269.1291 fax

www.ddsbrokers.com
info@ddsbrokers.com

319 E. 24th Street
Suite 23-G
New York, NY 10010

11 Cottontail Road
Greenwich, CT 06807

Martin and Risè Mattler are principals of Countrywide Practice Brokerage, a full service practice sales and appraisal firm headquartered in Manhattan.

Contact them at 800-222-7848 or visit their website: www.ddsbrokers.com.

