

QUICK TIPS

7 Habits of Highly Successful Practices

1-800-DENTIST's most successful members all share one thing in common: They know how to convert leads into patients. To help you get the maximum benefit from using PatientProducer®, we're sharing proven tips from our top practices so you can turn more of your new patient leads into lifetime patients.

1

Schedule a 15-minute initial exam RIGHT AWAY.

Visiting the dentist is a scary proposition for many people. So when you have patient leads on the phone, don't give them a chance to change their mind. Years of data show that show-up rates are exponentially higher for patients who are scheduled within 24 hours of speaking to your front desk.

2

Use the first visit to understand patient needs.

Let new patients know that it is far better to discuss payment and treatment AFTER you fully understand their needs and priorities. Once you help them see that you care about improving their dental health and addressing their concerns, dental care can become a financial priority.

3

Think about long-term production.

Remember leads are investments that pay dividends off over time. Although you may have individuals who accept huge treatment plans on their first visit, most patients create value for you over the long run through repeat visits and referrals.

4

Take our free call-handling Webinar.

1-800-DENTIST regularly hosts special, members-only Webinars on call handling best practices. Our live Webinars with Q&A help doctors and front desk staff establish excellent rapport with new patients during the first call. Call 1-877-783-7053 or email WebinarSignUp@1800dentist.com for times and days.

5

Use PatientActivator.

PatientActivator® is dentistry's most cost-effective online patient communication service. It does everything from increasing new patient show-up rates to gathering patient reviews to helping your practice grow via social media. 1-800-DENTIST members can get it now at an exclusive discount.

6

Take advantage of our free resources.

1-800-DENTIST's Member Services team is here for you every step of the way. We have an extensive library of free resources, including pre-recorded Webinars, whitepapers and reports, to help you make the most out of every lead.

7

Read *Everything is Marketing* by Fred Joyal.

Fred's bestseller is filled with decades of practical wisdom and innovative strategies you can use to improve your practice right away. Order your copy today. Call us for a special discount code.