

External Marketing Assessment

External Marketing are those activities meant to raise the practice profile community-wide, enhance the reputation of excellence that the dental office carries, attract additional new patients to the office, and make current patients eager to recommend the practice to family and friends.

Review of the following assessment will help the dentist and team members evaluate current External marketing efforts and plan new ones.

List previous marketing efforts:

- Who coordinated these activities?
- What was the cost of each?
- Were the results measured? Successful or not?
- What is the average count of new patients per month for the last year? How does that number compare to the new-patient-per-month goal?
- Which marketing activities are to be continued? Which discontinued?

Profile your patients:

- Ages?
- Gender?
- Occupations?
- Zip codes?
- How long as a patient?
- Recare frequency?
- Treatment acceptance rate?
- Does the profile surprise you? Are you pleased?
- Are all ages represented? General Practice—from children to older adults? Pediatric Dental Practice—from infants to young adults? Orthodontics—a fair share of adults in addition to young patients?
- Do you have an excessive load of managed care or Medicaid?
- Are all neighborhoods in your city represented? Any areas where you have no patients and want some?
- Are leading businesses and industries represented among your patients?
- Is the acceptance rate around 90% of recommended treatment?
- Are 70% – 80% of your active patients enrolled in the Recare System?
- Are current patients referring new ones?

Study recent and projected growth for your city:

- Neighborhoods, schools and universities, industrial sites, daycare centers, health care facilities, military installations?
- Is your office conveniently located to serve residents, students, members, and employees of these facilities?

Make plans:

- Decide what type of patient is under-represented or missing from your practice.
- Decide which groups are to be reached:
 - By age?
 - By gender?
 - By address/zip code?
 - By employer/occupation?

- By approximate income level?
- By school attended?
- By membership in civic, social, religious, educational, military, etc. organization?

Decide places and ways to make contact:

- On your website and other online postings?
- Your patients—ask for referrals?
- Business and industry?
- Newborn nurseries and neonatal units?
- Preschools and day care centers?
- Schools—elementary through high school?
- Colleges and training institutions?
- Assisted living facilities?
- Health agencies and organizations?
- Other health care providers?
- Professional organizations, clubs, etc.?
- Religious, social, and civic organizations?
- News media—Print? Yellow pages? Radio? Television? Online?
- Business and industry?
- Military installations?
- Direct mail?

Who on staff will be responsible for coordinating the marketing activities?

Should the position of Marketing Coordinator be designated? Is Marketing Coordinator role to be filled by a current staff member or will a new team member be hired?

What is the budget for marketing activities for the next year?

What is the new goal for new patients per month?

How and when will we measure results of the External Marketing program?