

Optimal strategies for marketing dental clinics.

Introduction

Dental clinics face many difficulties in the marketing process. On the one hand, they represent the most annoying nightmare for young people, and on the one hand, the elderly avoid going to them except for the most severe things; Despite its importance, the societal culture still deals with dentistry. Either seeing it as a terrifying monster that causes terror to everyone, and as a side field that is not given enough attention, and being a dentist and at the beginning of your medical career, you will encounter many obstacles at the beginning of your path, the first of which is how to build A positive image of your clinic, and the second is how to effectively manage the dental clinic with the necessary steps to prepare a marketing plan

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What is marketing in dentistry

Marketing is defined as a set of processes and activities that discover the desires of target customers, and satisfy them through the services and products provided. By providing appropriate services, such as discovering the need of young people to have a whiter smile, creating the so-called

Hollywood smile, or the need for the elderly to clean the continuous tartar from the teeth, with low-priced cleaning sessions or high demands for dental implants in a specific age group, by providing offers Attractive price and so on
Some steps that will help you to be distinguished in your work
Discover what sets you apart from others
Create a strong bond with your patients
Expand your medical services
Create a distinct culture for your clinic
Make it easy to communicate with you
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Effective methods used in marketing dental clinics

As a result of what was mentioned in the previous paragraph, we will explain in detail each step mentioned above
First, find out what sets you apart from others
The competition in dentistry is fierce and no one is denying that especially if you are targeting a residential area teeming with older and more experienced competitors; However, to come out victorious with the largest share of the target patients is not difficult, all you have to do is create a competitive advantage that makes you the best among them. The feature may be limited to reducing the price of the examination, it may be free cleaning sessions, it may be a number of additional consultations, it may be joining a private group and following up live with patients firsthand, such as Facebook or WhatsApp groups, it may be in the same way of dealing with Patients and the comfort they feel with you compared to other doctors. Creating your own competitive advantage, making the comparison that the patient makes when searching for a dentist tends mostly to you, you may be interested in seeing how to market through influencers

Second, create a strong bond between you and patients
Your relationship with patients, especially patients in dental clinics, is an essential pillar for the continuation of your work; The common fear of patients from this type of doctor, is easy to overcome if the patient feels confident and comfortable when entering your clinic, so I make sure to
Starting a friendly conversation with your patient that breaks their fear barrier
Inform him of the steps that you will take and their importance so that you

make him participate in what you are doing and prepare for it, however, do not exaggerate the matter in a way that makes him afraid of the experience and nervous about completing the session
If the patient is constantly visiting your clinic, share some of the details he mentioned in the previous sessions so that you assure him that you are well aware of his condition and take care of every complaint issued by him and the nature of his suffering into your consideration.
Say your patients' names well when you meet them, either by remembering them directly or by looking at the name rolls
Dedicate an hour a day or a specific day a week to communicate with your patients and answer their phone questions or follow up with them through a live broadcast on social media platforms
Create specialized content that answers the questions of your customers and strengthens your relationship with them in terms of service knowledge, not just commercial

Third: Expand your medical services
Patients always suffer from multiple trips that they take in one treatment trip. In the case of dealing with the dental clinic, there is the examination stage with the specialized doctor, then dealing with dental laboratories in different installation cases, or dealing with physiotherapists in cases of jaw treatment and then dealing with With pharmacies and the search for the appropriate treatment and other processes interrelated in the treatment journey; If you can help your patient’s comfort by having all these services in one place, you will have contributed to reducing the effort he spends on the treatment journey, and you will win for yourself a new competitive advantage.

Fourth: Create a distinct culture for your clinic
Culture means the image that patients have of the environment surrounding your clinic, as well as the way you deal with it. If your work team receives customers with a rigid face, and you deal with them with stress and fatigue; The view formed around the culture of your clinic is that the work environment in it is exhausting and tiring for everyone, so there is a percentage of error from you or those working under your command. But if the patients are interviewed with a cheerful face by the staff, and all age groups are taken into consideration with respect and organization, in addition to your professional handling with them, it will make them see the clinic as a safe environment to deal with, in addition to drawing a professional image of its workers, [you may be interested in viewing online marketing Social media]

Fifth: Make it easy to communicate with you
When patients are looking for a good dentist, all they want to do is book ASAP. If at this step the patient encounters one of the following obstacles:
No phone number to contact
Unclear title
There is no link to the site on the electronic map
The line of communication is always up from the service
Difficult to get to the place
Difficulty booking through different medical applications
Difficulty finding the clinic page or the treating doctor

Sixth: Motivate patients and make them feel special because they chose you
Your loyal customers are always the biggest treasure of your activity, the better their experience with you, the more they will recommend you to other patients; And these experience-based self-referrals are always more effective in getting more customers with you than any other marketing effort. Caring for these patients in particular and flooding them with a set of special offers and discounts will make them always deal with you and nominate you to other patients besides defending you against any competing marketing propaganda

Seven: Manage your clinic professionally
This point represents the most important marketing points used in dental clinics; If you apply the rest of the previous strategies and surprise your customers that the management method in your clinic is random and there is no organization in it, all your efforts will be wasted without achieving any financial or moral profit from it. Social media or any of the marketing methods used



The best way to run your clinic professionally

The methods of managing dental clinics professionally vary, but they all revolve around one structure of the program used, so that most programs are concerned with providing the following options for the dentist
Organizing patients' data from: their names, age, date of detection, the disease they complain about, as well as their patient history
The ability to search for patients by their names or by recorded history, you may be interested in seeing what the promotion is

Dividing clients into existing patients and new patients, insurance company patients...
Organizing reservations and statements, as well as visits and consultations
Organizing prescriptions and available medication schedules and organizing the automatic editing process for similar conditions
Organizing separate files for each patient with his medical history attached
Organizing treatment plans and indexing them in time according to the patient's patient development status
Organizing dealing with medical laboratories and sending and receiving reports on cases dealt with
Easily add, edit and delete data
Add, send, receive or print rumor reports
Knowing the total number of patients at any time, as well as the number of examinations, reservations or consultations
Know the total revenues and expenses
Know the profits and losses
Designing, sending and receiving medical reports, as well as printing them
Organizing the work of the medical team, distributing and monitoring tasks, and extracting adequate reports on the performance of each employee
Establish a backup copy of the registered clinic data and work to maintain and restore it at any time

How can a doctor increase the number of visitors to his private clinic

It is necessary to build any successful brand to build a positive and strong mental perception of customers and potential customers about that brand, not only that, but it is important to maintain this perception by always staying in front of their eyes and constantly reminding them of you, and herein lies the

power of social networking sites that help you stay connected In your own community and keep your brand in front of their eyes and in their minds constantly, you may be interested in pricing policy and its types

We now review with you some of the most important requirements for managing your social pages for use in marketing for the dental clinic
Determine the desired goal
Study competitors
Define target groups
Select the appropriate platforms
Set your budget
Content Marketing Plan for Your Clinic

Conclusion

If you want to use any of the professional e-marketing and social media advertising companies, you can contact the digitsmark team, where we offer you a group of specialists in professional web design services, social media services and many diverse digital marketing services, hurry up to contact us through our digital platforms different types, or visit the digitsmark website

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