

SOME MARKETING- A CHRISTMAS BONUS

Hi All,

I thought I would share this with you. I think it is a good way to market your tooth whitening if you haven't saturated your patient base already. For all those on SOE this is the sort of letter you can mail merge, followed by instructions on how to do it. Set up correctly, it will personalise the message from yourselves, or possibly the practice staff reception or hygienist. Look forward to seeing you all for the Xmas Peer review meeting,
Tony

Dear Mr Trump,

*Are you interested in teeth whitening?
Click the link for an explanation of the process:*

<https://youtu.be/5VVtzd0guas>

The next link demonstrates the tooth whitening procedure which, in my opinion, is the safest and most effective.

<https://youtu.be/ybnHciKnE6E>

We take impressions of your teeth, similar to those taken for a brace retainer, from which individual, bespoke whitening trays are constructed. These act as reservoirs for the whitening gel. Two separate 15 minute appointments are required. Please note that existing crowns and fillings are not affected by the whitening process; they do not change colour but could be replaced to match following the procedure. Please phone or call in reception if you would like to make an appointment or would like further information. The cost is £299 or £269 if you are on a Dental Hygiene plan.

Regards

Dr Antony Smith B.D.S D.P.D.S

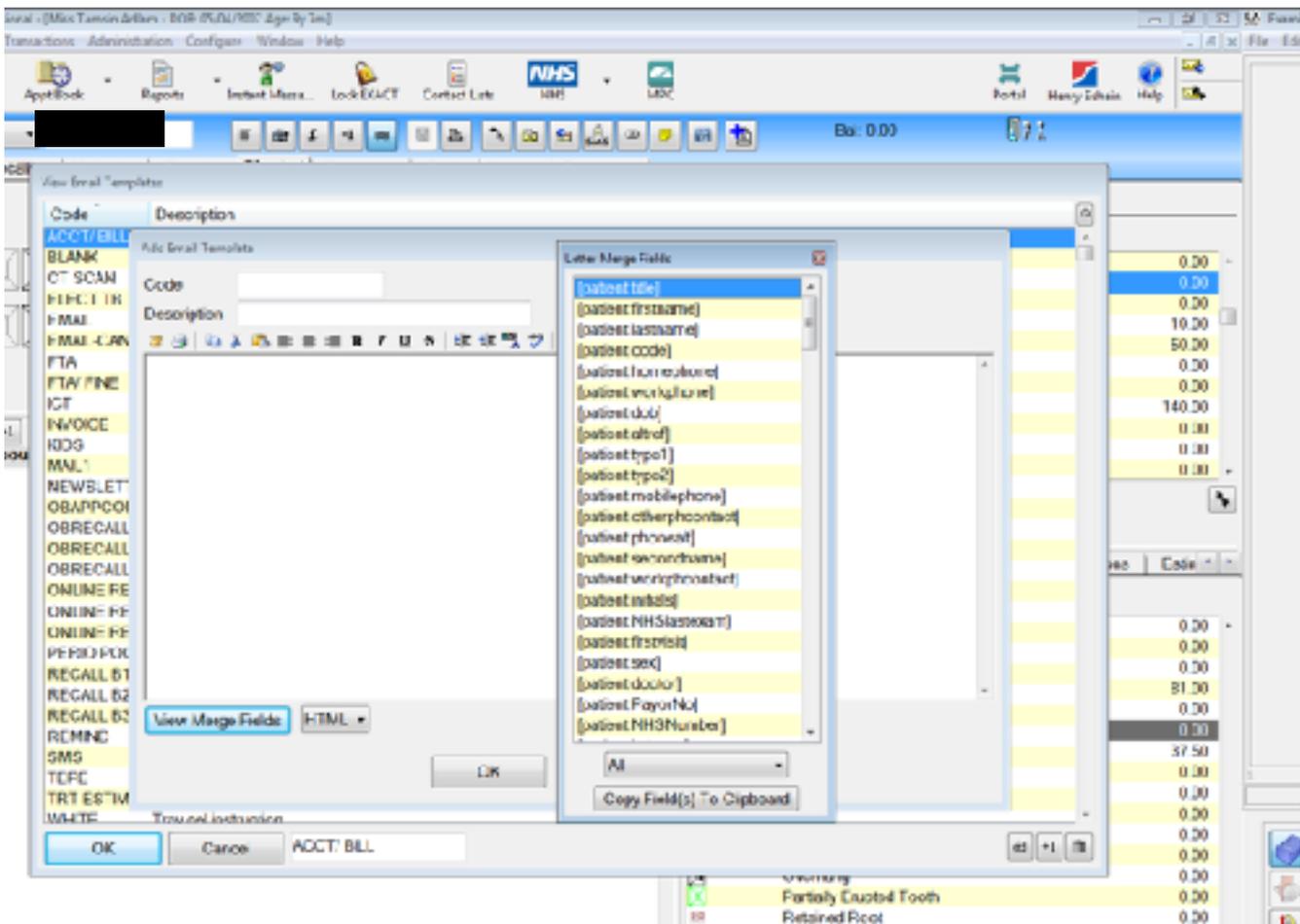
*your practice
your address*

your phone number

From the patient record Open up email box the little blue symbol. And it will bring up the Email details box as shown. It will default to the provider who will appear in the marketing email.

Click on the email template box and it will open a drop down box the right from where you can amend and add new templates. In this instance a tooth whitening template.

Once you press the +1 button it will open the template below. Initially paste in the text you have copied from the accompanying email. Then click on the Mail merge fields and it will open that the letter merge fields box as shown. You can move this box in the usual manner like clicking and dragging the top bar to enable easy editing.



If you make any mistakes you can always change them by opening up your new template and pressing the edit button. Clearly if it's useless put it in the bin on the bottom right and start again. Once you've started your template there is a section on the bottom left. Its called view merged fields. In this instance you would click and hold on the first three items and copy them to the clipboard move the cursor to the top of the text cursor and paste it in. Lower down in the letter merge fields you will find the performer details to include. Also include the practice details including phone number using the same copy to clipboard and pasting them in at the end of your text. You need to put a space between each bracketed item for it to look correct in your letter.

In the top left for code use Whitening.

In the description "tooth whitening "procedure"

Add yourself to your database including your email. Once you have completed the template and closed the window by pressing OK, restart the procedure opening up your new whitening template and email yourself. You can check the email prior to pressing send. So you can amend the patients details according to how you would address them in your surgery.

If you are unhappy with the layout open up the template and press the edit button on the bottom right. Make the necessary amendments and resend to yourself. Once you are happy with the layout then you use it for patients.

IMPLEMENTING-MOTIVATING YOUR STAFF

Check your monthly average for whitening procedures record this base figure. In order to see if the marketing above is successful, you need to measure results. It may be visible in your SOE reports only if it has been set in and the data entered correctly.

Engage your staff in a manner that motivates them. Generally its money, such as M&S vouchers on a pro rata basis. Have an initial practice meeting and show all the staff where the whitening template is, tell them how you can monitor the number of whitening procedures, and your incentive for them. If you to ask the patient if they want information on tooth whitening your receptionist may remember especially if she is incentivised. Get before and after photos of one of the staff to show it works, as the patient often ask. Have it easily accessible on your surgery screen.

Personalise the email template, don't send it out as spam. They will never give you their email again.

Put a note on screen to remind you to ask the patient at there next recall if they viewed the link, and do they want to proceed.

Finally you may have noticed the Alzheimers Society logo on the top. If agreeable I will set up a Just Giving page, and for every whitening prompted by this free simple email perhaps you could donate £10 monthly? If that eats into your profits, I have already explained how to change the fees.

