



## Practice Growth

# CASE STUDY.

How marketing can drive patient demand.

## OVERVIEW.

Following the COVID-19 mandated dental office closures, a dental office was ready to reopen their doors with new safety protocols in place. The dental office was worried about the mindset and perceptions of their patients related to returning to the dental office. As a result, the practice wanted a way to communicate all the precautions and protocols they were putting in place to provide patient safety to drive patient demand back to the office.

In order to avoid developing and managing the program themselves, the practice hired the Practice Growth Marketing team to manage the program. A one hour kick off meeting was held with the office for a better understand of the practice and to determine key messaging specific to the practice's re-opening and provide the necessary information to build a customized communication plan. Key potential areas for communications were;

- Waiting Room Changes
- PPE Protocol
- Health and Safety Changes
- Online Booking
- Special Financing
- Hours of operation
- Welcome back messages
- Unique promotional offers
- Online statements and bill pay

## OBJECTIVES.

The objective of the 90-day patient re-engagement plan was to implement a program that provides the office's patients with key information they need to feel comfortable with returning to the dental office and motivate them to schedule an appointment. This was done by delivering an empathetic, consistent, and unified message through email and social media.

## STRATEGY.

The result of the kick-off meeting was a communication plan that consists of integrated messages via 6 unique customized email campaigns and 24 social media posts. Each email was timed with corresponding social media to provide the highest level of impact and potential patient action. Once the customized plan was approved by the practice, the Practice Growth marketing team managed all aspects of the email and social media posts for the practice. This allowed the office to focus their attention on patient care.

# RESULTS.

The overall results of the program are based on examining how three primary components:

## AWARENESS.

The overall program had over 33,705 impressions\*

- 6,700 impressions on Facebook
- 27,005 impressions via email campaigns

## ACTION.

The actions of patients showed the messages were very well received.

- 659 Engagements/468 likes/98 loves
- 25% open rate of emails- patients opened the emails over 6,854 times
- 373 patients acted and linked to key locations on the practice website and 314 went to the scheduling form online to inquire about an appointment.

## FINANCIAL IMPACT.

The Practice Growth Marketing team worked closely with the practice to track the results of the program. This included examining patient response to the marketing activities to patient scheduling and then the actual amount of revenue generated by those patients.

Direct Revenue Generated by matching patient activities to production resulted in \$27,500 in patient services from May 18-August 3rd.

Return on Investment	
Return on Investment	\$ 27,500
Estimated Expenses	\$ 13,750
Profit from Patients	\$ 13,750
Marketing Services Fee	\$ 897
ROI	1433%

The success of the program is also gauged by the anecdotal information provided by the practice.

# TESTIMONIAL.

“The Patient Engagement has been really successful, and after the first email alone, we had 30 appointment requests!”



Practice Growth

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\*From 8/2020 Facebook and email campaign, each impression is equivalent to one person the advertisement reached.