



5 WAYS ONLINE MARKETING CAN BOOST DENTAL PRACTICE VALUATION BEFORE YOU SELL



Why Prevention?

“We cannot drill, fill, and extract our way to better oral and overall health. We need a fundamentally different approach, one that accentuates disease prevention and health management using a multidisciplinary, integrated, and patient-centric approach to overall health.”

-Dr. Bruce Donoff, former dean, Harvard School of Dental Medicine

Profitable Prevention



For a practice with 2,000 adult patients, applying fluoride varnish + prescribing 5,000 ppm fluoride toothpaste for at-risk patients...

01

55.8% of 2,000 patients = 1,115 patients

02

Combination therapy at \$45, less cost of product = ~\$31 net profit per patient

03

1,115 patients X ~\$31 per patient twice annually = \$69,130 extra gross revenue

BEST FOR THE PATIENT, BEST FOR THE BOTTOM LINE

- In a Colgate study, patients prescribed 5,000 ppm fluoride toothpaste were **48% less likely to require restorative dentistry**
- The same study found that those patients prescribed 5,000 ppm fluoride toothpaste were **20% more likely to refer others to the practice**



The Value Proposition

Why prevention matters for patients and practices



FOR PATIENTS

- Avoidance of pain and discomfort
- Long-term cost savings
- Confidence in oral health and overall well-being



FOR PRACTICES

- Building long-term patient relationships
- Reduction in emergency treatments
- Consistent and predictable revenue streams

STRATEGIES FOR CRAFTING THE NARRATIVE

01

PERSONALIZE THE MESSAGE

Share real-life success stories

02

EMPHASIZE THE ORAL-SYSTEMIC CONNECTION

Strengthen your case with data

03

FOCUS ON LONG-TERM COST SAVINGS

Help them calculate the potential impact

04

HIGHLIGHT TECHNOLOGY & TECHNIQUES

Position your practice as cutting-edge

05

BE AUTHENTIC

Explain your commitment to prevention in your own words

Online Marketing Channels

- There is no “one-size-fits-all” marketing mix
- Specific channels should be determined based on the unique characteristics of your patient population

01 Website “core” content

02 Blog content

03 Social media

04 Email campaigns

05 SMS text campaigns

WEBSITE “CORE” CONTENT

- Prevention should be emphasized **throughout** your website
- Don't isolate prevention-focused content; **integrate** it throughout your sites “core” pages

HOMEPAGE

- Include prevention in your tagline
- Highlight prevention with prominent testimonials



“ABOUT US” PAGE

- Lead with prevention in describing your practice
- Include your core values, emphasizing prevention



“PRACTICE PHILOSOPHY” PAGE

- This is your opportunity to differentiate — how does your practice's focus on prevention set you apart?





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About Us

Our mission and core purpose is
**to empower our patients and
comprehensively enhance their lives
through education and exceptional care.**

We strive to embody this purpose and our core values of **health, growth mindset, efficiency, and teamwork** each day by prioritizing prevention and excellent restorative work.

BLOG CONTENT

- Your blog is an opportunity to **reinforce your practice's commitment** to prevention
- This is a place to emphasize recent **news and research, special offers, CE participation, etc.**

HIGHLIGHT THE LATEST RESEARCH

- Position your practice as “in the know” re: the latest evidence about prevention
- Summarize in your own words



PROMOTE SPECIAL OFFERS

- Share time-sensitive practice news and special offers



EMPHASIZE CE

- Don't overlook the importance of sharing your focus on continuing education
- Share photos and videos of conference participation





616.201.2904 APPOINTMENTS PAY ONLINE



GRANDVILLE
DENTAL

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4 WAYS PREVENTIVE DENTISTRY CAN SAVE YOUR SMILE

ALL ABOUT FLUORIDE TREATMENTS FROM YOUR FAMILY DENTIST



A natural mineral found in teeth, fluoride is a treatment frequently recommended by a [family dentist](#). Fluoride helps prevent cavities, keeps teeth strong, and has been part of healthy oral hygiene for many years. This mineral has an incredible impact on the enamel of the teeth, the hard protective layer around the nerves. It also helps reduce the harmful bacteria that accumulate on the teeth and gums. Although fluoride is an active ingredient in most toothpastes, many people can benefit from the concentrated dose in a fluoride treatment at a dental appointment.

FLUORIDE TREATMENT FACTS

Understanding the facts about fluoride can prepare you to respond appropriately when asked whether you would like a fluoride treatment.

THE APPLICATION PROCESS

There are several ways a fluoride treatment can be administered. Some dentists put foam or gel in a tray that sits in the mouth for a few minutes. Other offices use a brush or swab to apply a varnish that remains on the teeth throughout the day. A **family dentist** may also provide a rinse or mouthwash of highly concentrated fluoride that can be swished around and promptly spit out. If one of these methods

SOCIAL MEDIA

- Social media is a “low-intent” channel — don’t be pushy! Focus on **education and entertainment**.
- Every post should include a **photo or video and/or link** back to your website.

“EXPLAINER” VIDEOS

- 30-60 second videos explaining preventive care concepts
- Share your commitment to prevention in your own words



FUN FACTS

- Share fun facts regarding the impact of prevention on oral and overall health
- Don’t forget to emphasize potential cost savings



PATIENT TESTIMONIALS

- Highlight the real-life impact of prevention on your patients
- Don’t forget to get consent!



EMAIL CAMPAIGNS

- Leverage a **monthly newsletter** to keep your practice's focus on prevention top-of-mind
- Use **automated email sequences** to educate and nurture long-term relationships

SEND A MONTHLY NEWSLETTER

- Include a recurring section focused specifically on prevention
- Share your prevention-focused blog posts and link to social media



SET UP AUTOMATED SEQUENCES

- Guide patients on a 30-day "challenge" w/ daily emails w/ instructions and encouragement
- Run long-term nurturing campaigns to keep prevention top-of-mind



ASK FOR REFERRALS

- Remind patients that a referral is the best compliment you can receive
- Don't forget to send a personalized thank-you



SMS TEXT CAMPAIGNS

- Stay top-of-mind with **automated SMS text sequences**
- Use **one-time campaigns** to promote special offers
- Meet patients where they are and **encourage conversation**

SET UP STAGE-SPECIFIC SEQUENCES

- Provide education and relevant resources at each stage of the patient lifecycle
- Make it diagnosis / treatment-specific



PROMOTE SPECIAL OFFERS

- Share time-sensitive practice news and special offers with one-off campaigns



MONITOR AND ENGAGE

- Encourage patient engagement with 1:1 communication via text
- Set up auto-responders for after-hours inquiries



Complementary Strategies

- Think beyond online marketing and get creative!
- The ultimate state of storytelling is omnipresence

01

Co-marketing opportunities with other businesses

02

Loyalty / membership programs and special offers

03

Referral partner outreach

04

Special events