



NEW DIRECTIONS IN ORTHODONTIC MARKETING PART 2

When considering the importance of the various staff positions in your orthodontic practice, you shouldn't overlook the impact of your marketing coordinator. The marketing coordinator is often not seen as essential as other staff positions because it's a part-time role that doesn't directly participate in overall day-to-day operations. I fully understand and appreciate this viewpoint. Any orthodontist can rightly argue that a practice cannot function daily without full-time front desk staff, assistants, and treatment coordinators. But it's also important to evaluate team members based on how they contribute to your long-term orthodontic practice success. When viewed from this lens, it's not hard to see that the marketing coordinator is as integral to the success of the orthodontic practice as any other staff position.

Small Investment, Big Reward

I know of an orthodontist who was able to produce \$1.7 million in revenue in 24 months following his startup. How did he accomplish this success? Well, his very first hire was a marketing coordinator. Not only did this surprise his colleagues, but they thought he was out of his mind. However, he understood that referrals are the single most important factor in orthodontics success. He felt this so strongly in fact that if he could've only made one hire, he would have worked alone in the office and hired a marketing coordinator.

Still don't understand why a marketing coordinator is a big deal? The best way to evaluate a marketing coordinator's importance is to look at it from the perspective of your return on investment. With that in mind, it's helpful to consider the following questions:

- If you could purchase a stock today that would give you a 10% return in 12 months would you buy it?
- Would you buy the same stock if you could have a 25% return?
- Would you buy the stock if you could double your

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money in the same 12 months?

Most orthodontists would answer affirmatively and with excitement to all three of these questions. However they should know this: They will most likely never purchase a stock that will come anywhere near the return on investment of an effective marketing coordinator. Why not? Because the marketing coordinator is responsible for the single most important factor in orthodontic success—referrals. If there is an insufficient number of referrals, it doesn't matter how well skilled the orthodontist and team are, how much they care, or how hard they try.

FIVE FOCUS AREAS

In the past, a marketing coordinator could count on getting referrals by merely delivering food for referring offices or creating a few fun contests for young patients. Today that is a formula for declining referrals.

Marketing coordinators today must be well-trained in all facets of referral-based marketing, relationship development, customer service analysis, and interpersonal relations with referring offices. These facets are all found within FIVE FOCUS AREAS that are now essential to the success of any orthodontic referral marketing program. The five areas are:

1. The Branded Patient Rewards and Referral Program
2. The Parent Ambassador Program
3. The Social Media Interface
4. The Referring Doctor Driver
5. The Community Full Awareness Program

The five areas noted above are each critical to gaining and maintaining referrals and require clear and focused

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messaging around the brand. Whether it's creating a points-based rewards program, a social media campaign, or courting referring doctors, your marketing coordinator must employ well-thought-out strategy that is properly implemented.

Measuring the Marketing Coordinator

In some ways the marketing coordinator can be compared to an elite athlete. Elite athletes like to be measured in all facets of their performance and work toward continually improving and best results. This analogy can be applied to the marketing coordinator who should also be measured in several different areas in order to evaluate performance and identify directions for improvement. Marketing is a continually changing science and the results of each effort will reveal a great deal about the practice position, relationships, and future trends. You and your marketing coordinator will better be able to gauge referral marketing success by measuring these areas:

- **The Number of Referrals.** Measure these on a consistent basis whether it's monthly, quarterly, or annually.
- **Referral Sources.** Evaluate what type of referral sources (e.g. patients, parents, social media, or referring doctors) you are receiving regularly. This will help you identify which areas are performing at a strong level and which areas need to be improved.
- **Quality of referrals.** This can be evaluated based on referrals that make and keep appointments, and the number that accept treatment.

Summary

Orthodontic marketing is now a science and has a new level of sophistication. A marketing coordinator is an essential member of your team with the highest capacity to increase practice production and profit through referrals. When properly trained in the FIVE FOCUS AREAS outlined above, your coordinator will provide the single largest return on investment testament for your practice. ☺

About the Author



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