

ENDO INC

ROOT CANAL SPECIALISTS

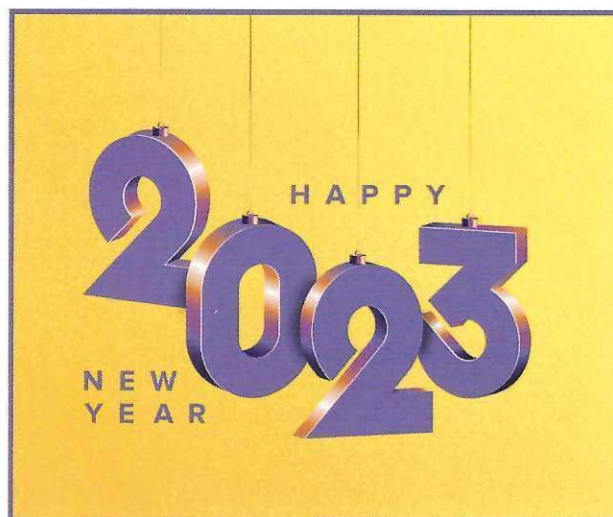
NORTH SHORE

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One of the great pleasures of the holidays is the opportunity to extend greetings to those whose friendship and goodwill we value so highly. We want to take the opportunity to express our appreciation for the relationship we share. We thank you for the confidence you place in us throughout the year. It is our pleasure to work with your office and provide the highest quality of care for your patients.

We wish you, your staff and your families a joyful, healthy holiday season and a peaceful New Year!

From all of us at Endo Inc. Root Canal Specialists North Shore
Drs. Maloff, Makkar, Tsai, Chiou, Yoon and Staff

FOUR WAYS TO INCREASE NEW PATIENTS WITH NO ADDITIONAL COSTS

by Wendy Briggs, RDH¹

Many dentists reach out to me seeking ideas to grow their new patient numbers. Some of these practices are strapped for cash, insurance companies are squeezing us and denying more claims than ever before.

Marketing has become more competitive, which means the cost of acquisition keeps rising, therefore more and more dentists are complaining of not getting a big enough return on what they are spending to attract patients.

We are also seeing more corporate practices with huge marketing budgets taking over in many cities across the United States. Practices often share that what they used to do successfully in years gone by, is no longer as effective.

If this sounds familiar to you, keep on reading! I will be sharing 4 strategies that will help you immediately increase new patient flow, without spending more money.

STRATEGY #1: ANSWER YOUR PHONES

This might seem like a ridiculous statement. Of course you answer your phones. Right? The average missed call rate in a dental practice is 32%. Let that sink in... that's 1/3 of all calls going unanswered.

Let me ask you a few quick questions:

- Do you know what your missed call rate is?
- What happens over lunch, early morning and late evening calls in your practice?
- Do you have anyone fielding calls over the week-end?
- What happens if your front desk personnel are checking patients out, or all on the phone?

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STOP FLUSHING TIME & MONEY DOWN THE DRAIN WITH "OLD" WEBSITE DENTAL SEO

by Greg Presti²

You've heard me say it before; the most important marketing you can do for your dental practice is to get your "Google house" in order. In other words, the best way to procure those ideal pay/stay/refer patients is to make your web presence as Google friendly as you can. Do it right, and your potential new patients will see your name at the coveted top of page 1.

However, you'll notice I said web "presence" ... not just your website. Why? Because these days, your website is pretty much a glorified brochure. Necessary, but not the most important part of the puzzle when it comes to attracting fresh and better new patients.

It hasn't always been that way, though. In fact... let's have a quick history lesson.

The (Very Brief) History of Search Engine Optimization, a.k.a. "SEO":

You may think that Google is just trying to mess with everybody and make it intentionally difficult to get your website ranked on their search engine. However, they aren't that masochistic. Instead, their true goal is provide the most relevant and useful results to each searcher's query.

Let's say your practice is located in Buffalo, New York, and you're trying to target new patients who are searching for the term "buffalo new york dentist."

Back in the "good Ol' days" of SEO, it was easy. Some "gray hat" (semi-ethical) web designers would simply code the words "buffalo new york dentist" into your website as many times as they could - 20 times into every blog post, 30 times on the front of your site, etc., and Google simply assumed you were the most relevant choice for new patients searching for that term.

However, two things happened. First, Google caught on that people were gaming the system. So they changed their algorithm so that what's called "on-page" (on your website) text became less important. You could still put whatever you wanted on your site, but it was less likely to garner top rankings.

Second, the rise and proliferation of social media entered into the fray. This became very important. Google started taking into account what people were saying about you on sites like Facebook, Twitter and YouTube (not a coincidence that Google owns YouTube), as well as how much you were participating in the conversation by responding to reviews and posting your own content. Google's own review system (that five-star rating deal that shows up whenever you search for your website) became a HUGE part of it, as well.

Now, all of this is far from arbitrary. It's a simple matter of trust and believability. In his landmark book *Influence*, author Robert Cialdini asserts that one key factor in influencing the behavior of

others is through a concept called "social proof." In other words, when somebody vouches for and recommends somebody else for something, you are more inclined to believe them than if they were to brag or boast about themselves. Therefore, the more mentions and reviews you receive, the more Google believes you are a trusted, liked and valued service provider in the community, as the community has actually gushed on how great you are.

Ergo, higher ran kings on Google's search engine pages.

Now, this is a drastic simplification of the changes we've seen over the course of the last two or three decades. In fact, Google's algorithm changes SO frequently, companies like mine devote our entire business to staying on top of it so we can provide the best service to our clients. I've hired some of the top data engineers in the country to do just that. We study thousands of data points and ranking mechanisms every single day.

So, proper SEO is not an easy endeavor, nor can you "set it and forget it." Whether you hire a company like ours or another industry expert to get and keep your site ranked well on Google, you owe it to your business, your staff and yourself to do it right.

Takeaways:

1. The old rules of Dental SEO have changed. What you were doing a few years ago doesn't work anymore. The focus is now on "social proof"; in other words, you need positive reviews and mentions from your patients in order to show you are trustworthy to potential new patients.
2. This results in higher ran kings and more organic referrals, which turn into those coveted pay/stay/refer patients.
3. Google now wants to see you participating in community conversations on forums like Facebook, Twitter, YouTube and their own review/comment mechanism on Google.
4. Even if you are staying on top of social commenting and responses, Google's algorithm still measures thousands of complicated data points.

Even if you have a marketing person on staff, that person probably doesn't, have the time nor inclination to stay on top of all the granular adjustments that Google makes. So, my recommendation is to go with a team that does just SEO ... and only SEO. It might cost a little more, but the result will be real and lasting search engine rankings for your practice, and a potential flood of the patients you need.

Graig Presti is founder and CEO of four-time Inc. 500/5000 recognized company Local Search For Dentists™ (LSFD) located in the heart of the tech mecca, Austin, Texas. Local Search For Dentists™ is a full service dental marketing agency that has helped thousands of dental practices just like yours gain dominance in their local markets and attract new patients with proprietary online marketing systems that have helped thousands of dentists achieve more freedom, greater new patient numbers, and the ability to reach their income goals. Local Search For Dentists™ (LSFD) has ranked on the national Inc. Magazine Top 500/5000 fastest growing companies list for the fourth year in a row!

NO ADDITIONAL COST\$... CONTINUED FROM PAGE 1

Myself and my team call dentists every day. It is shocking how often our calls go unanswered. It's not your team's fault, there are times when they just can't get to the phone.

Let's say they miss the opportunity to schedule 2.5 patients a week, which adds up to 10 new patients a month. A survey conducted by The Wealthy Dentist found that of the 68 survey respondents, only one-fourth had calculated the value of a new patient to his or her dental practice. Overall, respondents estimated the value of new patients to be between \$200 and \$3,000, with an average of \$900 to \$1,200 per dental patient. Conservative estimates indicate that the lifetime value of a new patient is roughly \$4,500. Using these figures, missing those 10 new patients a month is costing you \$540,000.

What to do? Find out what your missed call rate is. Expand capacity to answer phones more hours of the day, more days of the week, and reduce those missed calls. Even if you need to hire help, or outsource some of the calls, do whatever it takes to improve this statistic! Some of our champions have reduced their missed call rate to below 5%. It has fueled their growth. Be sure you have systems in place to convert those calls into scheduled appointments.

Another stunning fact, many offices don't track or measure their conversion rates. This again, is not the team's fault. Despite best intentions, we find the team doesn't take control of the call, and convert the patient to an appointment. Do you have systems in place, or monitor this in your practice?

Bonus strategy: Ask every patient who is scheduling if they have any other family members they would like to schedule at this time.

STRATEGY #2: OPTIMIZE HYGIENE

You know that this is my passion. Every week I review practice analysis reports from Henry Schein. I see practices that are doing well, that have built a solid foundation. However, there are so many opportunities that they aren't maximizing in patient care.

Many patients of today are high risk, and they don't know it. Patients say things like bad teeth run in my family ... no matter what I do: I brush and floss and I always have a problem. They share frustrations with us every day. The

challenges that I see is that many hygienists don't know how to take those concerns, and turn it into patient care.

When we have a risk assessment conversation with patients, and they understand why they are having these problems the solutions make so much more sense.

Our clients' hygienists take what we teach and double their production overnight. Their patients are happier, the hygienists are more fulfilled, and the practice is providing world-class care to their patients. Patients deserve better, and the production goes up. Everyone wins.

Check out this text we recently received from a doctor who hired us to help optimize hygiene: "Jenna wants to show off her production, she did 57 sealants today! Numbers today were better than yesterday. Great day here!"

Getting new patients in the door is only the first step. Once they're in the chair, we have a responsibility to serve them at the highest possible level. Providing same-day preventative services can dramatically increase revenue, and it's the right thing to do.

You might be thinking, this is great, but how does this increase new patients? These patients are delighted, and become raving fans for the practice. This leads to new patients in multiple ways!

STRATEGY #3: SYSTEMS TO DRIVE ONLINE REVIEWS

When patients say thank you, or give us a compliment, we can capture an online review. Higher and better online reviews more new patients.

STRATEGY #4: WE ASK FOR REFERRALS

New dental patients are powerful potential sources of additional future referrals. In the survey conducted by The Wealthy Dentist, it was estimated an average patient will bring in one or two additional referrals during their period of service with the dentist. Delighted patients will refer their friends and family at a much higher rate. This is by far the most efficient way to increase new patients.

Wendy Briggs, RDH is the author of "The Ultimate Guide to Doubling & Tripling Dental Practice Production" and "The Business of Dental Hygiene." A registered Dental Hygienist with more than 25+ years of experience. She has consulted with more than 3,718 dental practices in 12 countries. Hygiene is her passion... and exploding hygiene productivity, case acceptance, and profits are her areas of expertise. You can contact Wendy at 877-732-2124.

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QUALITY DIODE LASER APPLICATIONS TRANSFORMING PRACTICES

- PART 2 -

by Dr. Jim King³

- **Hyperplasia Reduction** - What about consideration of the patient with embarrassing, bacterial-trapping, medically-induced Hyperplasia. Let the transplant surgeons in your area know this procedure will improve their patients' happiness with their appearance and health. (Remove tissue and reduce bacteria, without adding antibiotics or pain medications.)
- **Orthodontics** - Save chair time with tissue removal for excess and cosmetic contouring, with biostimulation, plus discomfort and bacterial reduction benefits. Finishing orthodontic treatment with great occlusion and straight teeth is more than complemented with esthetically pleasing, symmetrical and healthy gums!
- **Frenectomies** - Your patient's frenum, tight enough to be exposing the CEJ, needs to be addressed early and - not at a grafting appointment. Tongue-tied and lip-tied babies are often misdiagnosed with colic, or they fail to thrive and are provided with the past option of sedation surgery. Provide them frenotomies, free of post-operative pain or the need for pain medications or antibiotics.

Babies that aren't treated as infants retain their ramifications of being tongue-tied or lip-tied throughout their life... until it's properly addressed.

- **Pediatric** - In addition to frenotomies and frenectomies, kindly treating pulpomies and bacterial and viral issues is so accommodating.
- **Endodontics** - Decontaminate canals, including accessory canals.
- **Prosthodontics** - Create saddle preps to improve emergence profile, improve access for cleaning under bridges.
- **Implants** - Not all diode lasers are recommended around implants (Current research-based exception is the 980 nm wavelength - this is due to its greater absorption in water, resulting in less thermal interaction!)

A general practice doesn't need to spend an absurd amount of money to incorporate lasers into their practice. Reliable lasers are now more affordable. Clinical training and support can allow you to recoup your investment in just a few weeks. If you're new to lasers you don't need

to jump in with both feet. A quality diode laser will come in handy every day, even if you decide on other types of lasers down the road. My counsel is to start with a quality diode, use the revenue and experience to fund additional or more complicated lasers, as desired.

You might notice the repeated referral to the "quality" laser. Lasers are not created equal. Resist the hype that insists they are. Check the, seemingly, lower-priced purchase options. Usually, expensive proprietary servicing or parts - especially, disposable fiber-tips, are lurking ready to diminish performance and profitability. Accuracy of calibration is critical for consistent, reliable, and durable performance; customer service record and guarantees are also musts to compare. Wavelength and power make a difference. Training at purchase, and beyond, with on-going clinical support, and a reasonable period of right-to-return, will help you verify the laser's value to your practice.

Leave back any non-performing, unsupported, lesser unit as that Door Stop lead your practice into the future with quality lasers and a well-trained force using the many researched-based applications.