

## Marketing in dentistry

Shaik Ali Hassan<sup>1</sup>, Sumit Bhateja<sup>2</sup>, Geetika Arora<sup>3</sup>, Francis Prathusha<sup>4</sup>

<sup>1</sup>Dental Surgeon, <sup>2</sup>HOD, <sup>3</sup>Reader, <sup>4</sup>MDS,<sup>1,4</sup>Dept of Dentistry, <sup>1,4</sup>Francis Maxillofacial and Dental Clinic, India, <sup>2</sup>Manav Rachna Dental College, Haryana, India, <sup>3</sup>Inderprastha Dental College and Hospital, Uttar Pradesh, India

**\*Corresponding Author: Shaik Ali Hassan**

Email: [alishaikhassan@gmail.com](mailto:alishaikhassan@gmail.com)

### Abstract

The image of the dental offices and their promotion has acquired an important role in creating an identity and in developing the praxis. Along with the increasing dental services market also appeared a strong need for differentiation of dental offices/dental clinics. Marketing is key to the success of any business and dental practices are no exception. For a dental practice to grow, a single dentist should be seeing 24-50 new patients per month. And in order to attract new dental patients, a practice must offer a competitive product at competitive pricing, along with convenient quality services – all backed by a solid dental marketing plan. In this article we will see how can the marketing help in dental practice.

**Keywords:** Marketing, Social site, URL, Advertising, Video, Dental blog.

### Introduction

Marketing matters more than ever. It has been demonstrated that there is a decrease in the percentage of patients visiting the dentist. This resulted in practice be excess capacity. Therefore, marketing strategies can be utilized to bring new patients and it became common in almost all types of dental practices. Therefore, dental marketing is important and vital to open or buy a dental practice.<sup>1</sup>

The economists recognized the demand and supply side as the two essential elements in the provision of oral health care services. Demand side consists of several elements such as patients and patient demographics, financing of care, the need for dental care, and the economic means to buy care, etc. On the other hand, the supply side including dentists and dentists demographics, office and hours of treatment, and the practice of staffing. Marketing dental services is somewhat different compared to other health care marketing<sup>2</sup>.

In dentistry, it is important to change the general features of marketing to adopt to market conditions. One well-known demand model for dentistry known as the model of health production function. This model assumes that health is the end point of the end of the desires of the individual. Individuals choose the service because of the need for such services to maintain their oral health.<sup>3-5</sup> dental services have faced some problems due to the growth in dental health services for many years. The country's economy plays an important role in the delivery of oral health care. Therefore, a thorough understanding of the issues related to the dental care market is very important.<sup>6</sup> Since the introduction of the Internet, the way people communicate with each other has changed dramatically. In addition, the introduction of social media has changed the way people interact with one another. Social media is a computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests, and other forms of expression through virtual communities and networks.<sup>7</sup>

The dental specialist can utilize basic and economical techniques furthermore, procedures of dental showcasing to advance a dental office/dental center. Among them, we can

call attention to the institutional visual character, which incorporates all techniques furthermore, implies whose application permits a dental office/dental facility to stick out, in terms of visual rivalry.

Other than the differentiating factors, visual character is expected to pass on to expected patients/clients a visual presentation on the fundamental highlights of the dental office/dental facility and through which they are different from different contenders.<sup>8</sup>

Achieving the proper visual identity an apparatus dental and dental clinic must meet all the following requirements

1. To stand out,
2. Does not be confused with other visual identity of branches and allows clear the difference of the visual identity of the institution in collaboration with they may be related, in terms of their activities,
3. Ensure swift memorize,
4. Allows easy reproduction of visual components that make identity,
5. Free of excess, in terms of color and graphics,
6. Deliver rational benefits in a way that is understandable. Identity element represents the business card from the official dental / dental clinic that ensures easy identification and immediate recognition (Richard, 2009).<sup>9-11</sup> First determine the visual identity stability and also coherent and consistent medium and long-term development of images that are positive and honest officers dental / dental clinic concerned. This approach is significantly reflected in the picture dentist and also one important steps in promoting and establishing patient-dentist proper and successful relationship. Also, the image of private dental practice has a particular role in those patients with a range of services offered by status, type of care, professional conduct of the dentist and not least, for the cost / benefits ratio.<sup>12</sup>

## Ways to improve the marketing

### Improve your web presence and web consistency

If you're ready to improve your dental marketing and get more patients into your practice, claim your listing in the directory is an important step. Sites such as Google My Business, Facebook, Yelp and Bing automatically create a profile place for business, so it's important to claim your listing dental practices. Claiming ownership puts you in control of the content of the page, allowing you to add and update important areas such as contact information, hours of operation and your website URL.<sup>13</sup>

### Ask the patient to look for you online

Potential patients are in the market for a new dental practice for a variety of reasons including, recently moved, changing relationships, additional insurance and even dental problems with their current practices. When they choose a new dentist, these users have become increasingly aware of when doing their homework. After the first areas that they would check when running a search for "dentist near me" is a dental practice review have. Make sure that you ask the patient to review the online business is crucial to the success of your marketing 2020 strategy. In addition to asking patients to review, respond to negative reviews are just as important.<sup>14</sup>

### Ask the patient to look for you online

Create or improve SEO optimized, dental practice website mobile-first Statista reported in Q3 2019 that 64% of Google organic traffic comes from mobile devices. If your website is now in need of content, optimized solely for desktop and lack of detailed information about your services, appealing to a new dental patient will be very challenging. Reported officially by Google, the first phone to come to the site indexing small businesses in 2018 and all new website in July 2019.<sup>15</sup>

### Invest your dental practice in paid advertising

Get in front of new dental patients is the only way to grow. Tips listed above is for users who land on your website, local search and reputation management. All of them were great, however, if you do not get in front of a large number of online search then you are giving your competitors a golden ticket to go beyond your growth objectives. Statista reported by 77% of the 293 million US Internet users use the Internet every day, it is very important that you communicate the benefits of dental practice at the time when one is looking for a new dentist. Dental advertising strategy using Google Ads (paid search), Facebook advertising and retargeting is an effective way to communicate the benefits and services offered by your dental practice.<sup>16-18</sup>

### Using social media to be social

Knowing that 80% of Americans have at least one social profile and social applications has been the # 1 app used on mobile devices, dental practice you cannot afford to not be active on social media sites such as Facebook, Instagram and LinkedIn. Many dentists ask us how to use social media and this tip cannot be called better, use social media to be social.

Engage with users on oral health tips and be a part of your community. Join groups such as local dental area groups to connect with the local community.<sup>19</sup>

### Start dental practice blog

Being a dentist, you have proven that you are an expert in oral health. Converting your wealth of knowledge for health, dental and mouth end of the article will confirm the new dental patients that you are an expert in the field. Creating pieces of unique content will not only allow you to stand out from the dentist's office the other local, but also will increase your rankings in the SERPs (search engine results pages) such as Google and Bing search you, but also will enhance the marketing strategy of your teeth. You need to write content related gear right at your website regularly that either weekly or bi-weekly.<sup>20,21</sup>

### Create a video more about your dental practice

Google has reported that 55% of Internet users use online video before deciding about their health in 2019. Knowing that many small dental practice gear has not added a video to their digital marketing mix, this is a great opportunity to stand out and attract new dental patients. Currently, modern mobile phones such as Apple iPhone, Samsung Galaxy and Google Pixel has camera capabilities as before. Creating video content through the actual video or even a collage of photos that can be uploaded to YouTube, embedded onto your website and more important in growing your dental practice.<sup>22,23</sup>

### Conclusion

To turn into an effective specialist, dental experts need to comprehend the hypothesis and practice of advertising methodologies. The different purposes of administration showcasing can be adequately used for effective advertising of the dental practice. Online life advertising can be an expected device for promoting dental administrations through the Internet arriving at the objective gatherings

### Source of Funding

None.

### Conflict of Interest

None.

### References

1. Marketing Your Dental Practice. Available from: [https://www.success.ada.org/en/practice-management/guidelines-for-practice-success/managing-marketing/01\\_marketingdentalpractice\\_whatitmeans](https://www.success.ada.org/en/practice-management/guidelines-for-practice-success/managing-marketing/01_marketingdentalpractice_whatitmeans). [Last accessed on 2018 Aug 17].
2. Nash KD, Brown LJ. The market for dental services. *J Dent Educ*. 2012;76:973-86.
3. Becker GS. A theory of the allocation of time. *Econ J* 1965;75:493-517.
4. Ay JW, Bailit H, Chiriboga DA. The demand for dental health. *Soc Sci Med*. 1982;16:1285-9.
5. Eklund SA. Trends in dental treatment, 1992 to 2007. *J Am Dent Assoc* 2010;141:391-9.

6. Grembowski D, Conrad D, Weaver M, Milgrom P. The structure and function of dental-care markets. A review and agenda for research. *Med Care*. 1988;26:132-47.
7. Kietzmann JH, Kristopher H. Social media? Get serious! Understanding the functional building blocks of social media. *Bus Horiz* 2011;54:241-51.
8. Clarkson E, Bhatia S. Management and marketing for the general practice dental office. *Dent Clin North Am*. 2008;52(3):495-505.
9. College of Dentists. Decision 15/15 May 2010 of College of Dentists in Romania on a new Code of Dentists, published in Official Gazette no. 408/18 June 2010.
10. Fox S, Duggan M. Health Online 2013. Pew Research Internet Project Website. Retrieved on July 2017 <http://www.pewinternet.org/2013/01/15/healthonline-2013/2012>
11. Keckley P, Hoff man M. Social networks in health care: communication, collaboration and insights. Deloitte Center for Health Solutions, Deloitte Development LLC. 2010.
12. Kent ND, Jackson BL. The Market for Dental Services. *J Dent Educ*. 2012;76(8):973-86.
13. Lovelock CH, Wirtz J. Services Marketing: People, Technology, Strategy. 6<sup>th</sup>ed. Singapore: Prentice Hall; 2007.
14. Kotler P, Armstrong G. Principle of Marketing. 11<sup>th</sup> ed. Toledo, USA: Prentice Hall; 2006.
15. Social Media Reports – Social Stats. Available from: <https://www.internetworldstats.com/social.htm#world>. [Last accessed on 2018 Aug 13].
16. Hamm MP, Chisholm A, Shulhan J, Milne A, Scott SD, Given LM, et al. Social media use among patients and caregivers: A scoping review. *BMJ Open* 2013;3.pii: e002819.
17. Markham MJ, Gentile D, Graham DL. Social media for networking, professional development, and patient engagement. *Am Soc Clin Oncol Educ Book* 2017;37:782-7.
18. Sharma P, Kaur PD. Effectiveness of web-based social sensing in health information dissemination – A review. *Telemat Inform* 2017;34:194-219.
19. Joglekar S, Sastry N, Coulson NS, Taylor SJ, Patel A, Duschinsky R, et al. How online communities of people with long-term conditions function and evolve: Network analysis of the structure and dynamics of the asthma UK and British lung foundation online communities. *J Med Int Res* 2018;20:e238.
20. Schwab AK, Sagioglou C, Greitemeyer T. Getting connected: Intergroup contact on Facebook. *J Soc Psychol*. 2018. DOI: 10.1080/00224545.2018.148936.
21. Strelakova YA, Hawkins KE, Drusbosky LM, Cogle CR. Using social media to assess care coordination goals and plans for leukemia patients and survivors. *Transl Behav Med* 2018;8:481-91.
22. Dwards DT, Shroff B, Lindauer SJ, Fowler CE, Tufekci E. Media advertising effects on consumer perception of orthodontic treatment quality. *Angle Orthod* 2008;78:771-7.
23. Larsen MK, Thygesen TH. Orthognathic surgery: Outcome in a Facebook group. *Craniofac Surg* 2016;27:350-5.

**How to cite:** Hassan SA, Bhateja S, Arora G, Prathusha F. Marketing in dentistry. *J Manag Res Anal*. 2020;7(3):98-100.