

NEW PATIENT FUNNEL

YOUR PRACTICE GOALS

- Keep the top of your funnel FULL.
- Optimize all sections of the funnel.
- Geometric Growth:

High quality referral business happens when each stage of the funnel is executed correctly.

*This funnel has been designed specifically for dental practices.



The New Patient Funnel

The New Patient Funnel is a way to view how your practice gains and keeps patients. Improvements in the funnel will lead to greater cash flow and natural geometric growth from referrals. From start to finish, the funnel is designed to highlight the logical path of the patient's interaction that eventually leads to a financial transaction. If the funnel is weak in one area, or out of order, you will lose patients and miss opportunities for future income. A funnel that is broken for a long period of time will ultimately lead to a practice closing its doors.



Your Practice Goals

1) Keep the top of your funnel full

You must always drive new patients into the top of your funnel. From organic referrals to paid advertising, new interactions/contacts with your practice should be measured on a weekly basis. This ensures the top of your funnel stays full.

2) Optimize your funnel from top to bottom

Every section of the funnel can be measured and monitored. This is important because it will highlight exactly where you are weak. This is your greatest opportunity for financial improvement. Monitoring the funnel metrics will show you where your practice is today and, from there, determine where you want to be.

3) Geometric growth from high quality referral business

To thrive and grow, quality referrals from existing patients is integral to your practice. Marketing to gain new patients is important but once you get a new patient they need to produce more patients for you. Referral generated patients buy quicker, in greater frequency, and more often. Compounding referrals will cause your practice to grow immensely quicker.

BRANDING

Your practice's brand is your identity, your reputation, and how you are perceived in the marketplace. This is how people think and feel about your practice. You want clients to use these words and phrases when describing your practice:

- Professional, high standard of care, knowledgeable
- Clean, well kept, aesthetically pleasing
- Modern, cutting-edge, up-to-date
- Fun, pleasant, enjoyable, helpful
- High-end, luxurious, exclusive

Over time, your brand image is developed through marketing with a consistent theme and the confirmed through the patient's direct experience in your practice. Your brand image needs to be considered in all advertising, all patient interactions, appearance of staff, print materials, online (social media, business listings, etc.) signage, and company culture.

MARKETING & REFERRALS

Marketing, in today's world, is one of the most misunderstood business functions by dental professionals. It is misunderstood because the marketing landscape changes constantly.

As a business owner, this is what you need to understand: sales are made IN THE PRACTICE. If you are trying to sell your service with advertising, you are speaking the wrong language to potential new patients.

You need to provide new patients with a reason to do business with you. Marketing is all about getting new patients to come through your doors for the first time. Every dentist in your area is competing for your patient's money, time, and attention. You need to give them a reason to choose your practice over another. This is WHY they should do business with you.

Next, you need to understand where is your potential patient's attention located? Distribution channels are HOW you reach your customers. This is something that always changes and is well worth your understanding.

With more data than ever, and some common sense, you can test and measure where your patient's attention is located. When you want to try something new, what is the first thing you do? What is the second thing you do? Where do you spend most of your attention in any given day? What mobile Apps do you spend time on? What websites? What social media?

It is VITAL to understand that how YOU do something is not how every patient does something. Objective numbers and data are important. If the average 18 to 55 year old wants to learn about something or find a business, they Google it. The average 18 to 55 year old spends aggressive amounts of time, EVERYDAY, on Instagram, Facebook, YouTube and Snapchat. In the future, this may all change, but right now, this is where your patient's attention is located.

MARKETING & REFERRALS(cont)

All marketing works in some capacity, it is a matter of finding out what works best, and what is most cost effective for your practice.

(1st) 1st Impression

For the most part, your external marketing will be the first time new patients experience your brand. This very first impression needs to represent your practice in the best possible light and lead them to the next section of the funnel.

ONLINE EXPERIENCE

90% + of your patients will research you online BEFORE they consider doing business with you. They will Google your practice, visit your website, visit your Facebook page, visit your Yelp page, and so on.

All marketing, word of mouth, and referrals will lead people to your online presence. It is absolutely vital to dot all the i's and cross all the t's when it comes to looking your very best online. (Website, Google, Yelp, Facebook, LinkedIn, Instagram, etc.)

This is important because if you ignore this section of the funnel, some patients will never even call your practice because people believe Low Quality Online = Low Quality In-Person.

Signal disconnect like this will lead to wasted advertising dollars and lost future revenue. Your online presence can be updated and optimized very quickly. Make sure this section of the funnel converts potential patients into actual patients

On average, 75+% of your website visitors are new. This means almost all pages of your website should be designed with new patient conversion in mind.

(2nd) 1st Impression

This is the first in-depth experience your patients will have with your practice. This is where they learn about who you are and what you do. This is where they become familiar with your brand and your practice. When you successfully complete this step, your new patients take action and will decide to do business with you.

IN - PRACTICE EXPERIENCE

All branding, marketing, and online efforts lead to this moment. You have invested time and money to get people into your practice and the first in-person experience for new patients must be OUTSTANDING.

The patient experience must be consistent with all previous branding the client has seen and interacted with. Brand consistency builds trust and familiarity with your new patient. Staff members must be trained on how to provide a special experience for first-time patients. This is the beginning of the business relationship and it needs to start off with a GREAT experience.

(3rd) 1st Impression

This first in-practice experience largely determines if you will be gaining a valuable patient or if your marketing dollars have been wasted for a small, one time transaction. *You never get a second chance at making a first impression.* This is like a first date with your practice and it needs to lead to a second.

EDUCATION & RELATIONSHIPS

The success of your practice depends heavily on the quality of your patients. Quality patients allow you to make intelligent decisions while minimizing risk of sudden cash flow deficiencies if they were to go elsewhere. Quality patients are loyal and their cash flow is more predictable.

Adding value and providing benefits to patients makes it illogical for them to look for another dentist. Creating a great experience for patients is an art and a science. Your patients need to be educated with visual support materials to aid in their decision making process. Frequently distribute education materials, digitally or in person, to inform your patients- remind them you are the expert and have their best interests in mind. The more you educate and build trust in a patient, the stronger the relationship.

RETENTION

Once your new patient has had an outstanding first experience in your practice, your job is to create a long term patient. Because of the Magic Of 3, you need to focus on creating at least 2 more outstanding experiences in the beginning of your professional relationship.

When you provide 3 great experiences for a patient, you have formed a habit and mindset about your practice. The patient now expects to have great experiences. Patients will have a positive expectation about your practice every visit because they have such a strong opinion about your practice from their first 3 interactions.

Rebooking systems and processes are key to retention. You need to provide them with a reason to return for a 2nd visit. This is sometimes natural if there is more work to be done, if not, a special effort/offer needs to be made.

The New Patient Funnel is one model of how to create a successful practice. This model has been proven over and over again to work in the current marketing/economic landscape. The sections of the funnel may change, but the principles will stay the same.