

# SUBSCRIBER NEWS & INFORMATION

PATIENT NEWS  
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## PRACTICE TRANSITIONS

By Bobbi Anthony

Are you living the life you imagined? As a Practice Management Consultant, this is one of the first questions I ask new clients. Unfortunately, dental practitioners often confide that they are not – that instead, they are working too many hours, with too little reward. It's easy to confuse being "busy" with being successful. Bigger isn't necessarily better and high-volume practice usually requires high energy and high overhead – often with low reward. It doesn't matter how much you earn, only how much you keep and how much you enjoy your life along the way.

Much of my work consists of guiding dental practitioners through the process of change – and the opportunity for positive changes in UK dentistry has never been greater. High publicity regarding the deficiencies of the government's latest NHS Contract, as well as new information from medical research about possible links between periodontal disease and systemic health risks, provides dental practitioners a great opportunity for transitioning to all-private practice. And, with the success of reality television programmes like *Extreme Makeover* and *Ten Years Younger*, public awareness and desire for aesthetic dentistry is at a peak.

If it's not possible to offer high-quality comprehensive care for patients and stay within the parameters of NHS and capitation programmes, why not be honest and tell patients? If periodontal disease could possibly put patients at risk for heart attack, stroke, bacterial pneumonia, or premature births, why not make patients aware that they need longer, more comprehensive hygiene appointments? Why not make fees appropriate for the time, technology, and training required to treat patients ideally?

Obviously, these positive changes will also increase your profitability. However, I still believe that doing what's right for patients is an even more powerful motivation for change. Doing good feels good, and patients know when you care.

If you're considering transition to all-private practice, start with a plan. Begin educating patients about why private practice is in their best interest. Advise them of new procedures, materials, and technology that might enhance their appearance and/or their dental experiences. Create third-party credibility by citing medical or dental articles or organisations when introducing new information. A newsletter can create an opportunity to educate patients prior to change, thus preparing and paving the way for transition. So, go ahead – live the life you've imagined!

*With a passion for knowledge and a desire to enhance her profession, Bobbi Anthony has enjoyed over 40 years in the dental field and has been a Dental Consultant for over a decade in the UK, Canada, and the US. Bobbi is the founder and owner of Comprehensive Care Consulting, Inc. She is an international speaker and also writes a column for the AACD's Journal of Cosmetic Dentistry. Bobbi is a Team Instructor for "The Aesthetic Advantage", Dr. Larry Rosenthal's Hands-On Aesthetic Continuum in London, Palm Beach, and New York. Visit her web site at [www.bobbianthony.com](http://www.bobbianthony.com).*



## Your Content & List Are Due Soon!

### Happy New Year!

Your next newsletter is scheduled to be posted! Let's get things rolling! Please ring today!

**0800 096 1135**

## DIRECT MARKETING ASSOCIATION

Why are we members of the DMA? Because that's our job.

We constantly strive to stay abreast of the latest research and cutting-edge techniques. We continue to learn about the psychology of human behavior as it relates to response. We take advantage of networking and education opportunities, and ensure your marketing programme remains state-of-the-art. We ensure distribution methods and segmentation are optimum for engaging customers and generating response. We continue to develop tools and services that provide leading-edge opportunities for you to continue to build and strengthen your patient relationships. Karen Galley, President, and Joanne Bishop, VP, studied the latest in variable response marketing, attended sessions by leading marketing professionals, and scoured the exhibit floor at the *Annual DMA Session*, all in an effort to anticipate your needs and bring you the best practices and advice. We encourage your questions, and will address your needs immediately.

# PNP UPDATES

## Celebrations Abound!

PNP is proud to have been selected by *Mediacorp* – for the third year in a row – as one of Canada's *Top 100 Employers* for 2008. "This is such an honor," says company President Karen Galley. "The Top 100 competition provides us with a tremendous opportunity to examine our initiatives, assess our progress, and revisit important milestones."



Monica (L) & Connie (R) at the BDTA, Birmingham in November.



Account Manager Rachel Howell welcomes Dr. Mykleby (Wauwatosa, WI) to PNP HQ.



Launching our 15th year in 2008, our Client Services Team joined PNP's Crystal Celebration.



Employee of the Year Pamela Fletcher in Costa Rica. *Congratulations Pam!*



Our Sales Team is eager to welcome your referrals!

## How To Get £125 OFF Your Next Newsletter?

### Refer your colleagues!

For every colleague that you refer, you'll receive a special thank you from your Account Manager, and for each of those referrals that proceeds to a posting programme, you'll receive **£125 credited to your account**. The more you refer, the more you'll receive.

Just like you, we count on referrals to help grow our business. Continued growth allows us to finance ongoing improvements to your marketing programmes, new technologies, enhanced systems, increased support staff, CE, and training are all critical elements to improving service year over year.

And thank you very much to those of you who have referred your colleagues to us. We really appreciate your support. And don't forget, when you're at a trade show and PNP is exhibiting, bring your colleagues by our booth to collect your loyalty gift, and have them take advantage of our show special!

## CLIENT SURVEY: 35% RESPONSE! WOW!

**And a 10% response is considered a "home run"!**

Thank you to everyone who responded to our annual survey. Your participation is truly appreciated – you will receive extra practice copies of your next newsletter on us!

■ 93% of you said that you are satisfied to extremely satisfied with your newsletter programme, the product quality, and the service you receive.

■ 68% of you have requested that we prepare your first draft for each edition. (Editing can be easier than creating, so if you'd like to take advantage of this free service, just let your Account Manager know.)

■ Over 50% of you are helping our green effort, requesting your reminders by email only, BUT 40% of you still like to receive both an email and a fax. The choice is yours.

■ Interestingly, the most frequently used web designer by PNP clients is *Officite* with 75% of users rating it a positive experience, followed closely by *TNT*, with over 90% saying their experience was positive.

■ The best practice advice received? (1) Treat patients and staff the way you want to be treated, and (2) ASK FOR REFERRALS. We can help you with this in each newsletter edition by simply adding a trigger line at the bottom of page one, or we have a series of articles to choose from.

■ The funniest (and most profoundly true) piece of advice? "Don't screw people over!"

**Congratulations to Dr. Oscar Gonzalez, the winner of our Grand Prize of £500!**

# NEW ARTICLES

## EXCELLENT UPDATES & SUGGESTIONS FOR SPRING!

To get the full story, go to [www.patientnews.com/login.asp](http://www.patientnews.com/login.asp) where you'll find more timely seasonal suggestions. Please contact me for your Online Library Password. Not online? Simply ask me to fax articles directly to you.

### New Articles - General

**Article 1843 - NEW! Community Response Article for Area D**

**Dear Neighbour:**

Introduce yourself to your community

**Article 1842 - NEW! Ideal for both patient & community programmes Is Your Smile Spotted?**

Switching from amalgam to composite

**Article 1841 - NEW! Patient Newsletter Return Confidence To Your Smile**

Zirconia crowns (shorter version of #2871)

**Article 1839 - NEW! Ideal for both patient & community programmes Oral Health Matters**

Linking periodontal disease & heart disease

**Article 1838 - NEW! Patient Newsletter New Technologies, More Answers**

DNA diagnostic test for oral bacteria

**Article 2875 - NEW! Patient Newsletter Keeping You Informed**

Newsletter guidelines

### New Articles Cont'd

**Article 2874 - NEW! Patient Newsletter Spread Smiles! Share Rewards!**

Referral request perfect for Area D

**Article 2873 - NEW! for 1st Patient Newsletter Edition From The Dentist**

Introduction to the PNP newsletter from practice who used to produce their own newsletter

**Article 2872 - NEW! Patient Newsletter Who Is Amazing?**

Introduce your CDA to your patients

**Article 2870 - NEW! Patient Newsletter Cavity Clear!**

CariFree™ rinses & spray

**Article 2869 - NEW! Ideal for both patient & community programmes Give Back A Smile**

AACD-sponsored programme to restore smiles broken & damaged by domestic violence

### Upcoming Shows!

Seattle Study Club, Booth 4  
January 14 - 19, 2008

Yankee Dental Congress  
Booth 2450

January 31 - February 2, 2008

Chicago Mid-Winter  
Booth 2817

February 21 - 24, 2008

Toronto Academy of  
Cosmetic Dentistry

February 8, 2008

Pacific Dental  
Booth 2322

March 6 & 7, 2008

Hinman - Booth 2716  
March 13-15, 2008

Ontario Dental Association  
Booth 413

April 10-12, 2008

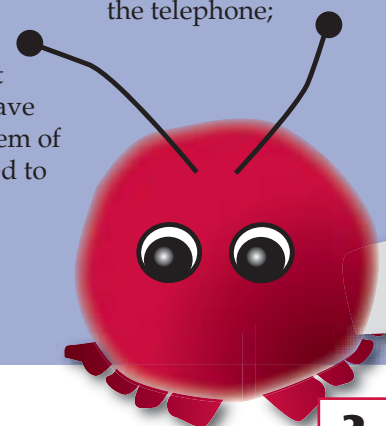
Thank you very much for sending  
your referrals to our booth!  
Drop by for your special gift!

## SMILE! YOU'RE ON THE PHONE!

Yes, that's right. People can hear your smile (or lack of one) when you answer the telephone. And first impressions are so important. The telephone is still a primary point of contact for most businesses, and using it effectively is critical. At Patient News Publishing we have invested in a live person to answer your phone calls because we believe that is much more welcoming than an automated attendant (in fact studies show that 75% of people prefer a "live" receptionist). Here are some basic tips that we use at Patient News Publishing.

(1) Answer the phone call before the third ring. (2) Smile! (3) Say "Thank You" at the start of your answer. (4) Include the person's name in your answer script. For example, at Patient News Publishing you'll hear, "Thank you for calling Patient News Publishing. This is Louise. How may I direct your call?" (5) When you answer, be happy, warm, energetic, enthusiastic ... whatever it is, set the tone for your practice. We've had clients say that they'd like to come to work at Patient News because it sounds like so much fun when they phone us. That's the impression we want to make. What impression do you want to make on your patients? (6) Speak clearly and not too fast so that the person phoning can understand what is being said. Watch language when you're on the telephone; avoid slang or jargon. For example, instead of saying "Just a sec" or "One second please", say "One moment please." (7) Train everyone who answers the phone to do it the same way. Watch intonation and make sure that you sound confident. (8) If you have to put someone on hold, ask them first. Then make sure that you check in to advise them of further wait time and offer to take a message - then make sure the message is delivered to the recipient!

We've included "Penelope," our little red fuzzy creature, in your *Quarterly Update* envelope. Stick her on your telephone to remind everyone to smile when they answer your phone ... and, of course, when the next edition of your newsletter arrives!



# PROFILES IN NEWSLETTER SUCCESS

## Patient Programme



**Dr. Jannie Tromp,  
Chippenham, Wiltshire**

**What are your newsletter goals?** We have seven of them. (1) To **keep in touch** with our **present** customers. (2) To let them know **we care** about our commitment through educational and health information. (3) To keep them **informed** of what is happening in the world of dentistry. We inform them about CPD ... we **strengthen relationships**. (4)

To **raise our practice's profile**. (5) To offer a **free service** to our patients. (6) To personalise our newsletter and **make our patients a part of our newsletter** ... including using their own photos. (7) **EDUCATION! EDUCATION! EDUCATION!!**

**How does PNP facilitate your programme, helping you achieve goals?** PNP plays a significant role with their professional approach on time response and with the standard of their products. The quality information available – both photos and articles – is outstanding. Most of all, the *flexibility!* In one word, "OUTSTANDING!" Thank you!

**What attracts the most attention?** We're not too sure yet. We have not done a patient survey, but plan to do that in 2008 after our next newsletter edition. We do find that our practice is transitioning into performing more cosmetic and cosmetic-restorative treatments, and our potential customer will be inclined to shop around. To receive the latest state-of-the-art news through our newsletter must have something to do with the way our practice is moving and growing.

**Any marketing, practice, or newsletter tips for our readers?** Quality and design should convey an impression ... they're important elements in the "show window" you present. Your newsletter is "investment marketing" – it keeps your **existing patients** informed about new treatments and developments ... for the long term! With your newsletter, you buy RESULTS, not space! Remember to **monitor, evaluate, and evolve**. Good marketing should be paying for itself!

**Any overall comments or thoughts you would like to share?** Communication in our newsletter is superior customer service and customer care for your existing customers. This can help put you on the map, attract more of the high-quality customers you are looking for, and connect you with your target audience.

## Community Programme



**H. R. Makarita, DDS, MAGD,  
FAACD – Oakton, VA**

*Dr. Makarita is one of forty accredited Fellows of the American Academy of Cosmetic Dentistry (AACD) worldwide, and is a Master in the Academy of General Dentistry. He is the recipient of the Peoples' Choice Award at the 2003 annual AACD Smile Gallery Competition. He is a Fellow in the International Academy for Dental Facial Aesthetics, as well as a Fellow in the International College of Oral Implantology. Dr. Makarita received Mastership Status from the Las Vegas Institute for Advanced Dental Studies, one of only a few dental practitioners worldwide to achieve this status. He is currently a clinical instructor at LVI, and has recently started lecturing on aesthetic dentistry and occlusion. Dr. Makarita has been recognised internationally for his smile design talents and we are very fortunate to be able to share his beautiful work with you and your patients via before-&-after images featured in your newsletter versions and our libraries. All this plus he's the nicest person you'd ever want to meet. Thank you, Dr. Makarita, for your ongoing support and loyalty. Our very best to you!*

**What are your newsletter goals?** To educate our patients. Our newsletters increase awareness about procedures as well as new technology. It's the perfect vehicle to keep in touch with our patients between visits. We also distribute our newsletter to network with other dental specialists and health professionals.

**How does PNP facilitate your programme, helping you achieve goals?** PNP is instrumental in creating a newsletter from start to finish. The Account Managers ensure you are on schedule and will even create your newsletter based on your history and preferences. They will even write free custom articles just for you. PNP really has streamlined the procedure into one that does not require much doctor or staff time. What could be easier?

**What content attracts the most attention, generating the best results?** Articles on new procedures and technology, especially implants, but cosmetics generates the most interest. Patients call and enquire, referring to a specific article. The B&A pictures are of very high quality and really demonstrate how cosmetic dentistry can enhance appearance. Our patients take notice when we have attended CE and have implemented new technologies.

**Any marketing, practice, or newsletter tips for our readers?** Place your current issue at your front desk. Ensure new patients receive it and previous newsletters in a professional-looking folder. Carry copies of newsletters – you never know who will be a potential patient. In your newsletter, reference your website, and offer a complimentary smile evaluation which is invaluable as it encourages readers to ask how procedures might help them.

**Any overall comments or thoughts you would like to share with our readers?** Since implementing our newsletter programme, patients have a greater respect for our practice. They're now aware of our commitment to CE, and are informed regularly about the implementation of new procedures and technologies. They appreciate our accomplishments and our desire to remain abreast of modern dentistry. My community newsletter programme reaches out to potential patients and brands my practice. I am educating and keeping in touch with existing and potential patients, and both programmes have generated a considerable increase to my bottom line!

As always the Academy's cutting-edge CE program will take center stage. Esthetic implant tracks, interdisciplinary tracks, restorative presentations, customer service, lifestyle and business courses, power sessions and panels on occlusion, lasers, hygiene, marketing, case acceptance, accreditation, photography, hands-on demonstrations... First-class social events, inspiring keynote speakers... Plus Patient News Publishing in the exhibit hall!

**Have You Booked Your Spot At The 24th Annual AACD Scientific Session?**

It's a "don't miss" event! May 6<sup>th</sup>-10<sup>th</sup> in The Big Easy – New Orleans!

Register NOW at [www.aacd.com](http://www.aacd.com)

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OF COSMETIC DENTISTRY