Google Drive



The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success

ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association

Download now

Click here if your download doesn"t start automatically

The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success

ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association

The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association
Promoting your practice just got easier with the expert advice of the ADA.

With chapters devoted to cultivating referrals, developing practice newsletters and websites, and utilizing social networking profitably and responsibly, The ADA Practical Guide to Internal Marketing shoes you how to grow your practice using tried and true standbys, as well as the newest technological innovations.

A valuable resource for both dentists and the dental team, Internal Marketing will help develop relationship building and marketing skills that will take your practice to the next level.

Table of Contents

Chapter 1: Building Relationships – The Key to Internal Marketing

Learning Objectives
“Rx” for a Welcoming Office
Generating Referrals
The Value of the Dental Team
What Internal Marketing Can Do for You
Summary

Chapter 2: Your Role as a Dentist in Promoting Your Practice

Learning Objectives
Practice Atmosphere and Décor
Dental Office Design
Feng Shui 101
Demonstrating Quality of Care
It’s Not What You Say, But What You Do
Summary

Chapter 3: Your Dental Team as a Marketing Resource

Learning Objectives
The Power of Your Dental Team
Welcoming Patients to Your Practice – Telephone Skills
Greeting Patients in Person
What Front Office Staff Should Wear
Tips for Discussing Treatment Fees
Promoting Your Practice in the Community

Training Your Team
Motivating Your Team Through Incentive Programs
Summary

Chapter 4: Building Your Business Through Word-of-Mouth Referrals

Learning Objectives
Why Word-of-Mouth Promotion is Important
Enhancing Patient Relations to Generate Referrals
Identifying Your Referral Sources
Referrals from Other Dentists and Health Professionals
Asking for Referrals from Patients
How to Thank Patients Who Refer to Your Practice
Summary

SECTION II: ADVANCED TACTICS

Chapter 5: Measuring Patient Satisfaction

Learning Objectives
Why Measuring Patient Satisfaction is Important
Commonly Used Types of Surveys
Focus Groups and Personal Interviews
Professional Patient Studies
Creating Your Own Survey
The Role of Your Staff in this Process
What to Do with the Results
Summary

Chapter 6: Your Electronic Practice Newsletter

Learning Objectives
Why Do I Need a Practice Newsletter?
Electronic Newsletters
Print Newsletters
Design and Production Choices
Content Areas You Want to Address
How to Ensure an Ethical and Legal Approach
Use an Effective Writing Style
Distributing Your Newsletter
Summary

Chapter 7: Developing Your Practice Website

Learning Objectives
Benefits of a Website for Your Practice
Determining if a Website is Right for Your Practice
Information That Can Be on Your Website
The Structure of Your Website

Safety First: Legal FAQs
Website Privacy Policies
Website Accessibility
HIPAA
The Decision is Up to You
Optimizing Exposure to Your Website
Welcome to Blogging!
Summary

Chapter 8: Understanding the Basics of Social Media and Marketing Your Practice

Learning Objectives
What is Social Media?
How Social Media Can Help Market Your Dental Practice
Types of Social Media
Planning Your Social Media Strategy
Online, But Not on the Hook
Summary

Download The ADA Practical Guide to Internal Marketing: The ...pdf

Read Online The ADA Practical Guide to Internal Marketing: T ...pdf

Download and Read Free Online The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association

---

From reader reviews:

Evelyn Rodrigue:

In this 21st millennium, people become competitive in every single way. By being competitive at this point, people have do something to make them survives, being in the middle of the crowded place and notice by simply surrounding. One thing that oftentimes many people have underestimated that for a while is reading. Yep, by reading a publication your ability to survive improve then having chance to remain than other is high. For you who want to start reading a book, we give you that The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success book as beginner and daily reading guide. Why, because this book is usually more than just a book.

Frank Monroe:

Playing with family inside a park, coming to see the ocean world or hanging out with buddies is thing that usually you may have done when you have spare time, then why you don't try factor that really opposite from that. One particular activity that make you not experience tired but still relaxing, trilling like on roller coaster you already been ride on and with addition of information. Even you love The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success, it is possible to enjoy both. It is great combination right, you still need to miss it? What kind of hang-out type is it? Oh occur its mind hangout folks. What? Still don't get it, oh come on its referred to as reading friends.

Jodie Jennings:

Your reading sixth sense will not betray an individual, why because this The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success book written by well-known writer who knows well how to make book that could be understand by anyone who have read the book. Written throughout good manner for you, dripping every ideas and writing skill only for eliminate your current hunger then you still hesitation The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success as good book not merely by the cover but also with the content. This is one book that can break don't determine book by its handle, so do you still needing another sixth sense to pick that!? Oh come on your looking at sixth sense already told you so why you have to listening to an additional sixth sense.

Nancy Bowers:

The book untitled The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success contain a lot of information on the item. The writer explains the girl idea with easy technique. The language is very simple to implement all the people, so do not necessarily worry, you can easy to read the idea. The book was compiled by famous author. The author brings you in the new age of literary works. You can actually read this book because you can continue reading your smart phone, or gadget, so you can read the book throughout anywhere and anytime. If you want to buy the e-book, you can available their official web-

site along with order it. Have a nice go through.

Download and Read Online The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association #R4TLXWGMO71

Read The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success by ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association for online ebook

The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success by ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success by ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association books to read online.

Online The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success by ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association ebook PDF download

The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success by ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association Doc

The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success by ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association Mobipocket

The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success by ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association EPub