



The "Next Big Thing In Dentistry"

(Juvederm, Restylane) are commonly used to add volume to the face in the nasolabial folds, oral commissures, and marionette lines. As we age, collagen is lost in these facial areas and these lines start to deepen. These dermal fillers are injected right under the skin to plump up these areas so that these lines are much less noticeable. Botulinum toxin (Botox) relaxes the muscles in motion that cause wrinkles around the mouth and in the face. The face looks more youthful and esthetic and is the perfect complement to any esthetic dentistry. Why should your patient walk out of your office with these beautiful new composite or porcelain veneers and have wrinkles around their mouth and deep nasolabial folds? What is esthetic about that? It takes much more than teeth to make a great looking smile. Botox and dermal fillers is simply soft tissue esthetics to complement the dental esthetics that we perform every day. There is no healthcare professional better than the dentist to make sure this all fits together.

I have been trained and have had experience with these dermal fillers for a while and this is a very easy procedure to accomplish. We as dentists give injections all the time - this is just learning how to give another kind of injection that is outside the mouth but is in the same area of the face that we inject all the time. We also have a distinct advantage over dermatologists, plastic surgeons, medical estheticians, and nurses who commonly provide these procedures in that we can deliver profound anesthesia in these areas before accomplishing these filler procedures. I will never forget that during my training, my patients were completely comfortable during dermal filler and lip augmentation therapy because of my ability to deliver proper anesthesia to these areas. The patients treated by other health practitioners were quite uncomfortable and indeed this is one of the biggest patient complaint about dermal fillers.

by Dr. Lewis Malcmacher?

I am asked all of the time what the next big thing is going to be in dentistry. What new technology is going to change the dental practice? We certainly have made huge advancements in a number of areas, such as restorative therapy, implants, and esthetics.

I believe the direction of the next great thing in dentistry is actually going to take place in the oral-systemic connection. Most dentists are familiar with this connection as being how oral health affects systemic health. I'm going to look at the oral-systemic connection from a completely different angle - the oral-systemic esthetic perspective.

We all can do a magnificent job of making teeth look great and giving people a healthy and beautiful smile. Esthetic dentistry has been an absolute boom over the last 30 years when it comes to such innovative techniques as teeth whitening and minimally invasive veneers like Aurum Ceramic Cristal Veneers. Now that the teeth look good, what about the peri-oral areas around the mouth? If the teeth look good but we ignore the rest of the face, then we have really limited what we have done in esthetic dentistry.

It is time to seriously give serious consideration to extending the oralsystemic connection to the esthetic realms of the face which dentists are more familiar than any other healthcare practitioner. Dermal fillers, such as hyaluronic acid

Nearly 30 state dental boards are allowing general dentists to provide botulinum toxin and dermal fillers to patients. Is there a market for these services? In 2008, close to 5 billion dollars were spent on botulinum toxin and dermal filler therapy in the US. Think about this - that was money spent on non-surgical elective esthetic procedures that could have been spent on esthetic dentistry but the patient made a choice.

Interestingly, these procedures become more popular in an uncertain economy because patients want to do something to look better that is more affordable than surgical esthetic options.

Like anything else you do, this requires some training and the learning curve is incredibly short because you already know how to give comfortable injections. I often give training sessions in botulinum toxin and dermal fillers and dentists are amazed how easy these procedures are compared to everything else we do. Finding practice models is easy - start asking family and friends who will fight to have you practice on them. If you want further proof, ask women in your practice if they have had or would like dermal filler therapy. You will be overwhelmed at the positive response.

The next big thing in dentistry? It may come as we start expanding outside of the teeth and gums into the peri-oral tissues, which is within every dentist's skill set. All you need is knowledge and practice. Then, you will be able to deliver these new services to your patients and truly complement your esthetic dental practice.

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pensive as a \$1,500.00. A good website can be used to build credibility, create brand awareness, generate new patients and communicate with existing patient base. As a part of your website efforts, make sure to include some search engine optimization features. Coming up in the first few pages of a Google or other internet search is key to getting noticed and attracting customers. This can be as simple as making sure that your site is built on a system that is search friendly and that you are correctly registered with online directories such as Google Places. These are simple and inexpensive ways to get started on the right path for successful digital marketing.

Another low cost area to explore is pay-per click advertising. Pay-per click advertising is the practice of paying a search engine such as Google to make sure you come up when someone searches for a specific term ("dentist in Chicago"). The great thing about pay-per-click marketing is that it's very easy to get started (sign up is free), you can set your own budgets (as low as \$100 per month) and you can localize your results (I only want people searching for a dentist in my zip code.). Another easy and inexpensive way to market online is to make sure you are listed in any local or regional directories. Many of these are available for free (search on Google for "list of dentists" or "directory of dentists"). Leveraging these is simply a matter of finding a few that serve your area and submitting your information. Make sure to fill out the profiles as much as possible and include your own website address. This will help people find you and increase your results when people search in your area.

In addition to these simple ways to jump-start your online advertising, the area of social media and social couponing are worth consideration. Utilizing social media platforms like LinkedIn, Facebook and Twitter are a great, low-cost, way to engage current patients and reach new patients. It also helps your practice build a core of loyal followers that can refer others. Make sure that you link these efforts back to your website for the maximum efficiency and results. As your website receives more traffic, your ranking on search engines increases, which drives more traffic to your website, which increases your ranking... and so on.

Another area worth considering is social couponing or group buying platforms. These venues are a cost effective way to market your practice. Groupon and Living Social are the 800 pound gorillas in the medium, but there are also various smaller regional platforms that can target your local audience. The upside is that you can expose your practice to the hundreds of thousands of subscribers they have in your city. The perceived downside is that you will have to run a promotion; however, in today's world, that isn't the negative that it once was.

Consumers are looking for value, and many want to try before they buy. Promotions run over social couponing allow you to minimize costs, maximize results and control the flow of customers. And although there is a perception that these customers have low dental IQ's and might be one time patients that won't accept treatment, experience shows that this is a misconception. Many of the subscribers to these services have a high propensity to turn into loyal customers (i.e., patients of record). Admittedly, these consumers are looking for low barrier to entry and sampling opportunities, but they are pre-qualified and if serviced well, have a high propensity to convert. The key is to treat them well and take full advantage of the opportunity to create a long-term relationship.

Obviously, you will never receive 100% conversion from any type of marketing, but investing in short term demand is still beneficial if a certain percentage returns. BIA/Kelsey estimates that group buying platforms will generate \$3.9 billion in revenue by 2015. Business Week reports that Groupon alone has 142.9 million subscribers and has had 29.5 million people that have purchased an offer as of the end of September, 2011. The Internet Retailer reports that Groupon attracted 10 million unique visitors in November, up 54% from October. All very significant for a channel that didn't exist 2 years ago and isn't going away anytime soon. Group buying platforms are here to stay and are evolving how people make their purchases for goods and services. If utilized correctly, these platforms can be an advantageous way to market your practice. Beyond generating new patients, an additional benefit of advertising through these platforms is exposure. Your practice name is broadcast to hundreds of thousands of consumers (depending on what city you are in) for a minimum of 24 hours. It's like buying air time for a 24 hour period. The consumers can watch the commercial on demand and if they like what they see, they can purchase instantaneously. Group buying platforms may work for some and not for others but, at the very least, are worth considering. Right Dental Group launches campaigns on behalf of 400 dentist members nationwide utilizing digital platforms such as Groupon, Living Social, Amazon Local, Gilt and numerous other regional platforms. On average, our members receive 15-20 new patients per month and convert about 40% with no fees to participate and no long term contracts. It is numbers like these that truly make online marketing, and social couponing, worth a look.

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IS YOUR WEBSITE MOBILE FRIENDLY?



These days, smart phones are constantly in the palm of our hands and used for gathering information in a quick fashion. As a patient searches for your business via a search engine, what happens when they click through to your website? Is your website mobile-friendly and formatted correctly for someone to view properly?

A great way to find out is to use the Google Developers Mobile-Friendly Test. Just type in your web address and the tool will quickly relay whether your website is

mobile-friendly or not. Once your website is converted to mobile-friendly, this not only helps with your user's sanity but also increases your search engine ranking. Check it out!

EMERGENCY SLOT:

Please feel free to call our office if you have a patient who needs urgent care. With our emergency slot towards the end of the day, we can almost always accommodate the patient and do our best to see them. If you have any questions, please call and speak with Rachel or Tara.

EMPLOYEE ANNIVERSARIES!



ASHLINN



ALLIE

Congratulations to two of our great employees, Ashlinn and Allie, on their work anniversaries with CROMFS! Ashlinn celebrated four years in October and Allie celebrated her third anniversary. We look forward to many more years of their expertise!



Diversifying Your Marketing Efforts

by Gena Kim

them to increase your business. The fact is, in today's world, there are many new marketing tools that can be just as, or more, effective than the old standbys and you are missing opportunities if you don't at least consider them.

For many successful dental practices, online marketing has become the primary way to acquire new customers. Smart consumers do their research online before making most decisions, from which camera to purchase to which car to buy to which dentist to visit. Searching for more information on Google, looking at your website, asking friends through social media and checking review sites have all become a very important part of the consideration process for consumers, regardless of income, age or product category. And because there is so much information online, and it's so easy to access, this trend is only going to continue. Your job is to make sure that your practice is accessible to these patients when they go online. If you are not out there, they will not find you. An extra added benefit to online advertising is that it will support all of your other marketing efforts. Let's say that a potential patient receives a new patient postcard your practice sends out. A majority of these prospects will most likely go onto the internet to attain additional information as a part of their decision making process. If you want to capture their attention, and their business, you need to be online so they can find you.

One of the simplest things you can do in this area is to invest in a website and some basic online marketing. An attractive and fully functional website can be as inex-

Successful dentistry in today's hyper-competitive business environment is about much more than just opening an office and providing excellent care. It also requires knowledge and effort in branding, marketing, technology and business operations. And although we can't all be experts in everything, there are some simple ways to leverage your limited time and resources to successfully drive your business in these areas.

In the area of marketing, the old standbys are still an effective means to reactivate existing patients and attract new patients—print ads, mailers and postcards are all good options that should be considered and used when appropriate. However, if you are limiting your marketing to just these, you are missing an excellent opportunity. Your customers, and your potential customers, are spending more and more time online, on their smartphones, and on social networking sites than ever before. Reaching them with your marketing and advertising messages means understanding a little about these channels and partnering with experts that can help you use

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