

Mindset Change: An Essential Tool in Dental Marketing Success

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“My name is Dr. Romualdo Creag Broog, and I am the best dentists in the community. I am the only one that can perform that treatment plan, visit me. “You just can’t do that”.

First, I want you to have a #1 mindset change. This enable us to go ahead and start a level of understanding that when we do professional branding we have to look into a clinic as a business unit nothing else.

The application of dental marketing in the Philippines is just starting, I am proud that I am part of it. The dental marketing practices is not new in the dental world as a matter of fact the world is already on its 38th year of dental marketing conferences.

Second, #2 dental practice is a profession; dental clinic is a business. Why? I have read all the rules, sections, jurisprudence, practice management code of ethics, guidelines on dentistry and other profession and it is relatively correct that all businesses can proceed with their own set of marketing style but it is prohibited to promote your profession. A classic example is exemplified below:

- I appreciate or have high regard with private practitioner dentists and all the *associates who are contributing on giving the best smile possible according to the face structures: midline, central line, frontage and many more considerations. I am also a fan of government dentists.

History

Dentistry in the Philippines are divided into five (5) periods of dental practice. Using the timeline of Philippine history they are:

1. Pre-Spanish era (from the prehistoric period to the classical period)
2. Spanish era
3. American era
4. Japanese-occupation era (during world war II)
5. Independent Philippine-republics era.

What is dentistry?

Dentistry is a branch of medicine that consists of the study, diagnosis, prevention and treatment of diseases, disorders, and conditions of the oral cavity, commonly in the dentition but also the oral mucosa and of adjacent and related structures and tissues, particularly in the maxillofacial area.

Although primarily associated with teeth among the general public, the field of dentistry or dental medicine is not limited to teeth but includes other aspects of the craniofacial complex including the temporo-mandibular joint and other supporting, muscular, lymphatic, nervous, vascular, and anatomical structures.

What is marketing?

Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

Marketing is the study and management of exchange relationships. Marketing is the business process of creating relationships with and satisfying customers.

With its focus on the customer, marketing is one of the premier components of business management.

There are many definitions, but I believe your greatest mission of marketing is: "Profitability and sustainability".

Advanced definition of marketing is:

Marketing: It is a process of satisfying customer's target's needs and wants (30 years ago).

My definition of marketing is:

Marketing: Is a process of profitably identifying of target's needs and wants plus their expectations.

It is indeed a fact that your clinic is a business, and your practice is a clear understanding of your profession.

Don't you know that in practice management, marketing is also part of the 3M's which is #1 MASTERY of your skills, #2 MARKETING and #3 MANAGEMENT itself.

Now that we're able to define the two. Let us now create the perfect definition of dental marketing.

Dental marketing is new but old; new-because it was never actually mentioned in most of the dental seminars, lectures and other convention around the country as the most obvious considerations is the fact that most of our dentists would like to know and be educated more on their discipline or dental practice specialization, which is essential ideal too.

Old-because due to the fact that in other country such as Canada and Europe aside from the USA which was earlier mentioned, it is widely used and commonly considered before even starting their dental clinic, it is always part and parcel of the strategies vis-a-vis planning of dental business.

There are multiple companies offering different services for dental marketing - it is actually widely advertised.

I hope to see your dental clinic converted to a corporation to enjoy the same considerable benefit that we get as a corporation.

The main goal for dental marketing communication using advertising, promotion and customer service is that patients and prospects book an appointment - which is usually done by picking up the phone and calling the office. Click-to-call ads, FB ads, AI-chatbots are available through Facebook and Google Ads on mobile, desktop, and tablet.

So, let me remind all of you that for you to start your dental marketing campaign you need all of these tools.

Basic tools in dental marketing:

1. Mind set change
2. Basic marketing know-how
3. Dental photography
4. Marketing team or simply just you.
5. Management apps - mobile apps
6. Digital marketing (social media)
 - Customer service
7. Budget and indicators

Your soft skills management. It is important!

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