

## NEW ONE DAY COACHING PROGRAMS

### Transitions: Image & Design: Marketing Your Practice

One of the core staples of marketing is branding. Too often, people assume that branding is just choosing a logo and colours and applying that consistently to marketing materials. And sure, that's part of what branding is but it's also much, much more than that.

Branding represents the "whole picture" of your practice. Your brand tells patients who you are and what you do while promoting your strengths and increasing awareness. Your brand is your entire service – how a patient perceives your practice, the experiences they have, your dentistry.

Our marketing expert, LeeAnn Shipowick will work with you and your team to develop an internal and external marketing program using a brand based approach – we're going to find out "who you are!" We can help you to create a professional image and focus on generating patient referrals and increasing new patient numbers.

Optionally, we can also work with you to develop print materials for your practice as well as a professional web presence. A website is an excellent marketing tool for your dental services and allows potential new patients to find you online. A professional dental website can also present a confident, up to date, successful image. We can work with you to design a website consistent with your practice philosophy and image and help bring patients to you.

Benefits of the Image & Design Program: How we work!

- We will send you questionnaires to fill out before our visit and then complete an in-office review of your current practice marketing plan
- We will observe for half a day and the other half will be spent in a team meeting based on our observation and analysis of returned questionnaires.
- We will help you to design and implement new marketing and image ideas to increase new patient numbers and increase case acceptance levels.
- Tracking and follow-up with team members to ensure measurable results
- Consultation report including applicable sample forms and letters
- Defined duties for the team as required

She will give you a report of the things you should consider to develop a image that is congruent with your visions from colors to simple suggestions of how to create the image and feel you have been trying to attain.