



PLAYING THE GAME: MARKETING DENTISTRY IN THE NEW CENTURY

BY NANCY LASHLEY, ATHENA MARKETING

In the past 10 years, your industry, marketplace and potential new patients have been evolving at a faster pace than was even conceivable 20 years ago. As the dental industry has grown in technology and possibilities, so has the rest of our society. Your job now is to keep pace with the evolution of your clients -- both your new patients and your favorite patients -- as you have with the quality of care you can provide. Your patients are now consumers to be informed, and your practice is now a small business to be marketed. Gone are the days of blanket marketing the "We'll-bill-your-insurance-for-you" and pain-based dental practice.

You have reached a level of expertise in dentistry, and you have the benefit of choosing which patients you would like to work with. The catch is informing those patients that you are ready for them. With your specialized training and the new options you are able to provide, your task in building an image awareness and sustainable patient flow is to get clear about who you are, what you provide, and most importantly, the benefits you offer to your patients. Providing accurate and accessible information about who you are and what you can provide to your patients is now the game you are playing, whether you realize it or not.

Experts have many different definitions of what marketing is in today's economy. It is safe to say that successfully translating your image and message to your targeted patient is what dental practice marketing is all about; and Athena Marketing can help you create and define your image, translate your image to your market and maintain your image in your market over an extended period of time.

Whether you are looking to build a practice from scratch, maintain your new patient flow, or simply update an outdated image, Nancy Lashley of Athena Marketing can put together a marketing package to suit your individual needs. With unparalleled dental practice management, consulting and design experience, Athena Marketing can help you move to the next level.