

C A S E   S T U D Y

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# DR. LISA GRANT

HOMewood, illinois



DUSTIN BURLESON SEMINARS

**"Before starting with Burleson Seminars** my conversion hovered between 50 and 60%. And after implementing all of the things that I've learned from Burleson Seminars, I'm now near in between 85 and 90% conversion rate. **I'm able to spend more time with my family** because I finally have a business that works when I'm not there."

—Dr. Lisa Grant



*Dustin Burleson*

## NEW PATIENTS ARE THE LIFELINE

of an orthodontic practice. According to a recent survey, most orthodontists (88.3%) specified that referrals from current patients are their most successful marketing technique. This is good for the cash-strapped practices that must get more new patients but simply cannot meet the expense of external marketing in the form of direct mail, newspaper, radio, television, or phone book ads.

However, for those practices that are now maximizing their word-of-mouth referrals but are not getting as many new patients

as they require, Dustin Burleson looked at how orthodontists and their teams handle new patients and researched how effective they are at convincing them to hire them. This process can be referred to as the "new patient experience", and it consists of three very vital phases: the first phone call, the orientation, and the exam. Dustin discovered that orthodontists and their teams can do more with scripting and better office tours in order to welcome new patients and deliver the kind of customer service that solidifies the practice/patient relationship. Let's take a look at some statistics for attracting prospective patients.

**Prior to relating with new patients**, you have to either get them on the phone or in your door. Many orthodontics over time have been surveyed to determine the marketing methods that have worked best for them in attracting new patients. After word of mouth, studies have determined that online sources play a substantial role in getting potential patients interested. According to 40% of orthodontists surveyed, your company website effectively attracts patients, and 17.5% stated that new patients found them through online search engines, like Google. Approximately 10% of orthodontists revealed that new patients found them through social media, including Facebook and Twitter.

But, irrespective of where your new patients are attained from, how many is really enough? Surveys also indicated that each month, almost a quarter (23.77%) of practices meet with at least 41 or more new patients, 27.88% meet with 21 to 40, and 22.95% meet with 11 to 20. This means that a quarter (25.41%) of practices meet with 10 or fewer new patients a month. Your practice should rightly be bringing in at least 25 to 30 new patients every month if you are a smaller office. Burleson Seminars shoots for way higher than that. If your practice is not at least meeting that target, Burleson Seminars would be a great step in the right direction successfully enlisting new patients and to learning where you might be overlooking a marketing opportunity.

**"It's common for physicians, particularly those with long-standing patients, to significantly underestimate 'ramp-up time' – how long it takes to get new people enrolled,"** Helen Hadley, Founder and CEO of VantagePoint Healthcare Advisors in Hamden, CT.

## TAKING A CALL FROM A NEW PATIENT

The obligation for making a fantastic first impression regularly falls on the office staff who answer the phone. Even if it requires scripting, he/she should express a warm welcome, be sure to give significance to the doctor and practice, and give an appointment to the new patient within 7 to 10 days.

Survey results indicate that around a third of orthodontic practices are missing the opportunity to convert more callers into appointments. Nowadays, with increased competition, conversion is a vital opportunity for practice growth. A small majority of practices (58.2%) do not use scripts for key new patient phone calls. If these practices integrated scripting into their team training, they would significantly grow the number of potential clients who schedule a visit.

Of the new clients who do schedule, 76.23% of them do it in the 7 to 10 business day window. It is necessary to make appointments for new clients within this window while the individual's enthusiasm to obtain treatment is high.



# ORIENTING THE NEW PATIENT

During the orientation of the new client and their family, relationship building continues as the new client and family is introduced and welcomed to your office team, the office and its features, the orthodontist, and the numerous services provided by you and your staff. Believe it or not, about a two thirds of all practices do not even provide new clients with a tour/orientation. Not doing this is a massive missed opportunity to indulge new clients by making their initial visit a memorable one.

**“THE SECRET OF CHANGE IS TO FOCUS ALL OF YOUR ENERGY, NOT ON FIGHTING THE OLD, BUT ON BUILDING THE NEW.”**

—SOCRATES



## THE NEW CLIENT EXAM

A complete exam not only allows the orthodontist assess a new client's orthodontic needs, but it also offers the groundwork for a prioritized, long-term treatment plan. It is extremely important to make a good impression at this time.

**“EVEN IF YOU ARE ON THE RIGHT TRACK, YOU’LL GET RUN OVER IF YOU JUST SIT THERE.”**

—WILL ROGERS



## EDUCATE POTENTIAL CLIENTS

Always have educational information available that will be of interest to potential clients. Provide them with tips and ideas that they can benefit from right now instead of just having a list of your services and/or credentials. Tell potential clients what to look for when choosing an orthodontist. Education-based promotion will guarantee that your marketing is perceived as valuable rather than as just more annoying advertising.

## CONSIDER PACKAGED INFORMATION OFFERS

The correct offer can increase your response rate up to 300%. Nevertheless, few businesses ever go further than a symbolic effort to make “some type of offer.” Most folks incorrectly assume that their potential clients already know it all, or really are just not interested in reading lots of information. Truthfully, your potentials want as much information as possible so that they can make a knowledgeable decision.

By packaging your capabilities into a special booklet or report and presenting it as an incentive to get your potentials to contact you, you can ultimately bring potentials out of the woodwork while at the same time establishing your expertise and at the same time educating and enlightening the very individuals who are most interested in hiring, which then escalates the likelihood that you will get the client. Just be sure that the booklet or report is written professionally as it is a first impression, and could be a last if not done right.

## KEEP TRACK OF YOUR RESULTS

It's pretty important to put a system in place to track your results so that you know precisely which marketing portions are generating the highest response rate.

## BE CONSISTENT IN MARKETING TO POTENTIAL PATIENTS

The average everyday potential customer will not buy in usually until after the seventh contact with any given business, therefore it is critical that you market consistently and regularly to the same audience. If, for instance, you are initiating a direct mail campaign, commit to doing it at least once a month for 10 months. Research shows that response rates go up exponentially when you speak to potentials unfailingly over time.





## PLAN YOUR MEETING AGENDA ACCORDINGLY

A planned agenda for meetings with your potentials or even current clients is one of the most effective, yet under-utilized, tools of selling yourself. It offers a number of important benefits.

1. It makes your meetings more fruitful, effective and gratifying.
2. It shows your clients that you have taken the time and effort to plan the meeting which produces a positive impact right from the start.
3. It allows you to take control of the meeting and stay with the allotted time.
4. It increases your conversion rate by giving the correct expectation from the get go.
5. It will make you look and act more professionally, hence enhancing your reputation and increasing the chance that you will win the sale.

The bottom line is this. Dr. Lisa Grant said, "**I'm able to spend more time with my family because I finally have a business that works when I'm not there.**" Dr. Grant's business works when she's not there because not only is her patient conversion flowing freely now but also because she is following the invaluable advice of Dr. Dustin Burleson after attending his seminar.



# IS YOUR PRACTICE A GOOD FIT FOR **BURLESON SEMINARS**?

TAKE THE **FREE PRACTICE GROWTH ASSESSMENT**  
AT [DUSTINLOVESRESULTS.COM](http://DUSTINLOVESRESULTS.COM)



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