

Marketing Needs Assessment



**You Are A Dentist and You Need A
Consistent Flow of New Dental Patients
Each Month...Without Spending A Lot of
Money on Marketing and Advertising**

**I Am A Dental Marketing Consultant And I
Can Help You Grow Your Dental Practice
Consistently In The Most Professional
Manner Possible...Without Spending a Ton
of Money on Marketing and Advertising**

Let's Talk...Phone 801-953-4364

Marketing Needs Assessment

What Is Most Important to You? Why?

The Average Dentist Retires After 35 Years of Practicing Dentistry with a Net Worth of Just 1.2 to 3 Million Dollars

We Can Show You How to Put An Additional 1 to 3 Million Dollars in the Bank in the Next 3 to 5 Years.

What is Your Financial Goal?

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Dental Practice Marketing Needs Assessment:

Dentist's Name _____

Name of Practice

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ URL _____

Discovering The Future of Dentistry

What will dentistry be like in 5 years? 10 years? 20 Years? Where will you be in 5 years, 10 years, or 20 years from now? Where do you want to be in the next 5, 10 or 20 years? This marketing needs assessment is a comprehensive examination of not only the dental practice, but of the practitioner, the competition, and the industry, and above all the dental consumer. Written responses are welcome but not a requirement. The important thing is that you ask yourself these questions---and more importantly---that you know the answers. The purpose of this marketing needs assessment is to help you see the potential (possibility thinking) about the future of dentistry and your place in that future.

Motivation

What made you decide to become a dentist?

What do you like most about being a dentist?

What do you like least about being a dentist?

What are you most passionate about in life?

Goals—Aspirations

What are your short-term goals? Personal? Business?

What are your long-term goals? Personal? Business?

Why are these goals important to you?

When will you achieve these goals? Date?

The History of Your Practice: Marketing & Advertising

What are your views on dental advertising and marketing?

What types of marketing have you done in the past?

What marketing are you doing currently?

How much do you currently spend per month on marketing?

How many new patients do you average each month?

How many from advertising?

How many from referrals?

What is your new-patient acquisition cost?

What is a new patient worth to you? Initial treatment? Life-time value?

Do you have a marketing budget? Do you have a marketing plan?

Do you have a marketing calendar?

What has worked best?

In your opinion, what type of new-patient generating methods work best.

What do you need to do to improve your marketing and advertising?

The Staff

How many staff?

Names & Positions:

What can they do to help promote dentistry and your practice?

What information, training, tools, or help does your staff need to better accomplish their responsibilities?

What are your staff members' dreams, desires, and goals? Personal? Professional?

What motivates them?

What help do they need to meet their goals?

The Patients

How many active patients do you have?

How did they choose your dental practice?

What are their needs?

How can you fill their needs?

What are their hidden needs? How can you discover them and help meet them?

Who do they know?

How many new patients did they refer to your practice this year? Last year? The year before?

What tools, information or training do they need to promote dentistry?

Potential New Patients

What type of new patient do you want?

What type of dental services do they need?

Who has influence over them?

How can you meet and influence these people?

What businesses cater to your target audience?

How can you meet influential business owners?

The Numbers

What was your production yesterday? Last week? Last month? Last Year?

How many patients of record do you have?

How many active patients?

How many days of hygiene do you have?

What are you producing currently per month?

What are you capable of producing per month?

How many new patients per month do you need in order to reach production goals?

The Opportunities

What are the problems facing dentistry today, in your opinion?

What are the problems facing your dental practice, in your opinion?

Describe them in detail.

What can be done to begin to solve these problems?

What are the main reasons that people do not like going to the dentist?

Why do people generally avoid going to the dentist?

Why do many people not accept recommended dentistry?

How can you help more people accept dentistry?

If you were the president of the ADA, what would you do differently to begin to solve these problems?

Commitment

What are you willing to do to reach your goals in your dental practice?

What are you willing to give up to reach you objectives?

How many hours per week are you willing to commit to growing your dental practice?

Relationship Marketing

Most well educated, above average income homeowners rely upon a referral network when choosing personal, professional, and health care services.

Make a list of all of your business, civic, and personal acquaintances.

How could these contacts help grow your business?

What do these contacts need?

How can you help fill their needs?

Image & Reputation--Name Recognition/Brand Awareness

Does the general population know or even have an opinion about your dental practice?

What kind of a reputation does your practice have?

What would you like your image or reputation to be like?

What is your current image or reputation?

What are you doing to shape your image and reputation?

What do you need to do to change or enhance your image or reputation?

Media Relations

Who do you know that is influential in the media in your area?

What do you need to do to meet and develop a relationship with these people?

What are their needs, concerns, hopes, and fears?

How can you help them?

If you had a way to communicate to every person in your marketing area for just one minute, what would you want to tell them?

How important is your message?

Civic Relations

Which Elected officials in your city or county do you personally know?

Who can introduce you to more elected officials?

What are some of the problems facing your community?

What can you do to help fill those needs?

Business Relationships

How many different businesses do you personally patronize? Your spouse?

How many of these business owners or managers do you personally know?

What do these businesses need or want? What motivates them?

How could they help fill your new patient needs?

How could you influence them to recommend dental services to their clients?

Health Care Relationships

How many physicians and other health care professionals do you know?

How can physicians and other health care professionals help promote dentistry to their patients?

What tools, resources, or training do they need in order to be able to educate their patients?

How can you meet other health care professionals?

Opinion Leader Relationships

Who is the most influential person that you know?

Who is the most influential person that you don't know?

How could you meet them?

Who could introduce you to them?

Personal Goals

What is your future desire?

If you are married, what is your spouse's future desire?

What are your hobbies, interests, causes, or other activities that you are passionate about?

How would you most like to be remembered?

If for some reason you could not practice dentistry or chose to get out of wet-fingered dentistry, what would you do?

Bonus Extra Credit Question:

What is there about your profession that seems impossible today, but if it were possible would revolutionize the way you do business?

Differentiation

Consumers assume that all dentists are generally about the same. What is your practice doing that differentiates your dental practice from all other dental practices in your area?

Mission Statement

Do you have a mission statement?

Does your staff know what your mission statement is?

Do your patients know what your mission is?

Marketing Materials Assessment

Logo

Stationery

Signage (external & internal)

Ads

Brochures

Web Site

Please assemble a package of everything or anything that you have ever produced related to marketing or advertising. Include photos of your practice, inside and outside.

Send them to:

Preferred Dental Marketing, 574 S. Willow Crossing, Lehi, UT 84043

