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Exercise 1: Discover How Dentists are Using Ready-Made Templates to Handle Objections.

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Example of treatment cost in three different Dental Practices business model

Dental practice Business Model :1 Maximum Services & Good Quality with HIGH Prices
Dental practice Business Model :2 Minimum Services but High Quality with LESS Prices
Dental practice Business Model :3 Maximum Services & Poor Quality with LESS Prices

DENTAL PROCEDURES	ALL CHARGES (in INR)	APPROXIMATE CHARGES (in USD)	DENTAL CLINIC MODEL-2	DENTAL CLINIC MODEL-3
Consultation+RVG Xray (Single Film)	₹800/-	\$10	500/-	100-300/-
Consultation+OPG Xray (Full Mouth)	₹1500/-	\$18	1000/-	-

DENTAL IMPLANTS, CROWNS & BRIDGES	Price in INR	Price in USD	DENTAL CLINIC MODEL-2	DENTAL CLINIC MODEL-3
Nobel Biocare-(Sweden)-Replace Select- (with Straight abutment)	₹35000/- Per Implant	\$421 Per Implant	20000/(Israel)	15000/(Korean)

Exercise 1

Market Layout Access to Analysis your product

Question	Dental Aligners or Braces Cases	Full Mouth Rehabilitation Cases	Dental Implants	Advanced Oral Treatment
What is your product?				
What does your product do? Does the product meet an unfilled need or provide a novel experience?				
Who is your product's target audience?				
How is your product different from what others offer?				
What is the price range of your product's competitors?				
What is the price range of your target audience?				
What price is too high for your audience?				
What price is too low?				
What price best fits your target market?				

Exercise 3

Template for soliciting video testimonials and reviews from your loyal patients

Subject: Share Your Positive Experience with Us
Dear [Patient's Name],

I hope this message finds you well. We truly value your trust and loyalty as a patient at [Your Dental Practice Name]. Your positive experiences and feedback have been a great source of motivation for us to continually improve and provide the best dental care possible. We are reaching out to you with a special request. We would be immensely grateful if you could take a few minutes to share your thoughts on our services in a video testimonial or a written review.

In your testimonial or review, you could include:

1. Your overall experience with our dental practice.
2. How our team has made a difference in your dental health.
3. Any specific treatment or service you found exceptional.
4. Why you believe we stand out from other dental practices.
5. How you would recommend us to friends and family.

Feel free to record a short video on your smartphone or write a review on platforms like Google, Yelp, or our website. Your words will help others in our community make informed decisions about their dental care. If you choose to record a video, please send it to [your email address]. We would love to feature your testimonial on our website and social media to increase the positive impact we have on our patients.

Thank you for your time and your trust in us.

Your support means the world to us.

Warm regards,

[Your Name] [Your Dental Practice Name]

[Contact Information]

Discover How Dentists are Using Ready-Made Templates to Handle Objections.

OBJECTION - 1

(When patient is not ready for Dental Xrays.)



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OBJECTION -4

When patient is not willing for surgery etc.



Find Out Your RCM of Top 5 Dental Treatment

Compare your current RCM of top 5 treatment options that you offered and your dream RCM of that treatment.

Top	Treatment	Current RCM	Dream RCM
1	Dental Implants		
2	Dental Bridges		
3	Full Mouth Implants		
4	Root Canal Treatment		
5	Dental X-ray		
6	Dental Filling		
7	Dental Extraction		
8	Pediatric Dentistry Treatment		

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Revenue Analysis

Revenue Growth + Patient Acquisition

ROI - Financial Health

• AI help you to get your USP & Price strategy

Exercise: 1

Take Control of Your Patient's Dental Clinic Experience- Mapping Strategy?

Steps	Patient journey	Score (out of 10)	What problem are you facing ?
Steps-1	<ul style="list-style-type: none"> • Signboard • Advertisements -online -Offline) • Referrals 		
Steps-2	<ul style="list-style-type: none"> • Make an appointment -By Call -Walking -Online • Direct Visit to Clinic 		
Steps-3	<ul style="list-style-type: none"> • Front desk officer • Receptionist • Reception area • Waiting area • Toilet & Duster-bin • Your certificate • T.v. adds, Magazine, etc; • Staff dress code • Your Clinic identity (visiting card, registration card & prescription paper) 		
Steps-4	<ul style="list-style-type: none"> • Front-line dentist • Consultation room • Patient educational models & video • Dental equipment • Investigation Process • Pain & Emergency management 		
Steps-5	<ul style="list-style-type: none"> • The cost of treatment • Negotiations • Price comparisons • Camp & Free Dental checkup calendar 		
Steps-6	<ul style="list-style-type: none"> • Treatment process • Senior Doctors 		
Steps-7	<ul style="list-style-type: none"> • Payment process • Follow-up 		
Steps-8	<ul style="list-style-type: none"> • The last appointment • Follow-up 		

Opportunity in 2024 for Social Practitioners

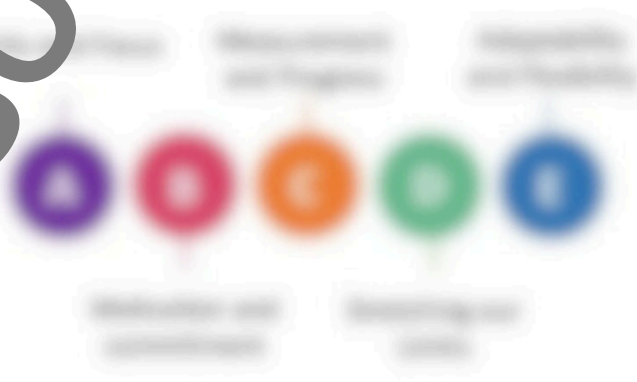
Opportunity Type	Key Skills/Qualifications	Estimated Salary
Healthcare Support	Healthcare diploma	₹15,000 - ₹25,000
Marketing and Sales	Marketing diploma	₹12,000 - ₹20,000
Business Administration	Business diploma	₹10,000 - ₹18,000
IT and Software	IT diploma	₹18,000 - ₹30,000

How to Utilize Your Skills for Social Practice?

The goal is to use your skills in a way that is socially responsible, ethical, and sustainable. This means finding ways to use your skills that benefit the community and the environment. Consider the following factors when making your decision:

- Community Impact:** How will your work contribute to the well-being of the community?
- Environmental Sustainability:** How will your work impact the environment?
- Ethical Considerations:** Are there any ethical concerns associated with your work?

Understanding the Power of Good working



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keep this diamond strategic model visible on the dental clinic office wall.



Every dental practice has its own unique diamond strategic model, and it is recommended to keep this model visible on the wall of the dental clinic office. All decisions, such as treatment prices, offline marketing schedules, online marketing budgets, purchasing new equipment, and investing in skills and upgrades, must go through this diamond strategic model. If any decisions go beyond this model, it is highly recommended to review and double-check, as it can potentially alter the success roadmap of the practice.

E.g. of Diamond: Nayaka VS sugar both have different diamonds in same segment, and both success.

A-1 DSO

Built by dentists, for dentists.



Those who can do, do
Those who can't do will consult
Then those who can neither do nor Consult will go for preaching.

A-1 DSO is a dental support organization that empowers dentists and their teams to elevate the quality of care and assist them in reaching their professional objectives. Dentists gain more than just a single practice, joint venture, or partnership; they acquire access to exemplary compensation from practices, the most superior payor relations team in dentistry, and the newest technology, lab, and supplies.

By joining the A-1 DSO 'dentsena', supported doctors will have the chance to provide their patients with the highest quality of care and create new opportunities for themselves. This is the power of the A-1 DSO, where doctors can be their best by helping each other in the support and development of their practice. The access to the latest technology and resources, as well as the support of a non-clinical team, will enable doctors to have a better work-life balance while their practice is growing.

The Benefits of A-1 DSO

1) More Time: A-1 DSO, Dental's non-clinical support teams are committed to helping you achieve a better work-life balance. With their help, you can reduce your stress levels when away from the office and have more time to spend with friends and family.

2) Non-Clinical Support: they provide comprehensive non-clinical administrative relief, so you can focus on caring for your patients.

3) Growth with us: Grow with us and benefit from our comprehensive range of services. With our help, you can develop your practice to reach its potential. Our team is dedicated to providing you with marketing assistance, office support and a wealth of continuing education opportunities.

4) Professional Guidance: Tap into the power of a network of over 1,400 experienced dental professionals and receive personalized guidance from a veteran dental surgeon-mentor. This service offers advice and assistance no matter where you are in your career.

5) Your Future: Prepare for success with A-1 DSO's transition strategies. Whether you're expanding your practice or taking a step back, A-1 DSO's world-class support and guidance will help you make a smooth transition to joining A-1 DSO, Dental supported practice.

A-1 DSO Has You Covered

A-1 DSO's culture and business model, led by doctors, afford supported doctors the opportunity to focus on dentistry while we take care of the non-clinical, administrative aspects of the workflow. With our advanced systems and procedures, supported doctors can deliver top-notch oral care to their

patients and maximize their clinical and economic growth both in the present and in the future.

1) Human Resources: We offer comprehensive human resources solutions to aid in the seamless management of personnel. Our experienced HR experts are available to assist with the recruitment of qualified personnel, address any inquiries relating to benefits and regulations, and resolve any employment-related matters.

2) Patient Support: Our Patient Support Center is dedicated to providing an efficient, seamless patient scheduling experience. We can handle overflow calls and queue any call back to your system, ensuring that no patient is left without assistance.

3) Accounting: Our accounting team can assist you with bill payment, collections, credentialing, reporting, tracking, insurance claims, and administration, while the bookkeepers will manage the books.

4) Payroll: Make managing your payroll easier. PC guarantees salary, benefits, administrative support, and secure and precise bookkeeping services to all employees, giving you peace of mind.

5) Supplies & Labs: A-1 DSO provides supported doctors with access to state-of-the-art products and technologies at competitive prices through Diamond Trusted Supplies and Labs.



6) Development: Gain support for your practice's expansion. Our development team can assist you in maximizing your practice's growth through real estate negotiations, construction, design, maintenance, and upkeep. Moreover, you will have the opportunity to be part of A-1 DSO's future development.

EDUCATION: Education

Ongoing training to grow your career. A-1 DSO Dental supported dentists may participate in the Chair Side Program, which can help build clinical, business, communication, and leadership skills.

7) Marketing: Our marketing team is here to help you grow your practice, so that you can focus on providing the best care for your patients. We will help you create marketing campaigns, purchase media, measure the return on investment, and use data to draw in new patients.

8) Community Support: A-1 DSO and its supported offices prioritize giving back to the community. Our programs such as FIX Battisi, Make My Smile Free, and One Day Dentistry Free are designed to make a positive difference. Additionally, we collaborate with the A-1 DSO Foundation to support A-1 DSO team members who are in need in India.



9) Dental tourism: Dental Tourism India, in collaboration with our travel associates, is equipped to provide you with

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exciting tour packages accompanied by exceptional dental treatment. Our team can manage flight arrangements, car rentals, and accommodation with reliable hoteliers close to the clinic at competitive rates for international patients.

"Dentsena" your virtual dental assistant.

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www.a1dso.com

www.dentsena.com

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