



The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success

ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association

[Download now](#)

[Click here](#) if your download doesn't start automatically

The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success

ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association

The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association
Promoting your practice just got easier with the expert advice of the ADA.

With chapters devoted to cultivating referrals, developing practice newsletters and websites, and utilizing social networking profitably and responsibly, *The ADA Practical Guide to Internal Marketing* shows you how to grow your practice using tried and true standbys, as well as the newest technological innovations.

A valuable resource for both dentists and the dental team, Internal Marketing will help develop relationship building and marketing skills that will take your practice to the next level.

Table of Contents

Chapter 1: Building Relationships – The Key to Internal Marketing

Learning Objectives

“Rx” for a Welcoming Office

Generating Referrals

The Value of the Dental Team

What Internal Marketing Can Do for You

Summary

Chapter 2: Your Role as a Dentist in Promoting Your Practice

Learning Objectives

Practice Atmosphere and Décor

Dental Office Design

Feng Shui 101

Demonstrating Quality of Care

It’s Not What You Say, But What You Do

Summary

Chapter 3: Your Dental Team as a Marketing Resource

Learning Objectives

The Power of Your Dental Team

Welcoming Patients to Your Practice – Telephone Skills

Greeting Patients in Person

What Front Office Staff Should Wear

Tips for Discussing Treatment Fees

Promoting Your Practice in the Community

Training Your Team
Motivating Your Team Through Incentive Programs
Summary

Chapter 4: Building Your Business Through Word-of-Mouth Referrals

Learning Objectives
Why Word-of-Mouth Promotion is Important
Enhancing Patient Relations to Generate Referrals
Identifying Your Referral Sources
Referrals from Other Dentists and Health Professionals
Asking for Referrals from Patients
How to Thank Patients Who Refer to Your Practice
Summary

SECTION II: ADVANCED TACTICS

Chapter 5: Measuring Patient Satisfaction

Learning Objectives
Why Measuring Patient Satisfaction is Important
Commonly Used Types of Surveys
Focus Groups and Personal Interviews
Professional Patient Studies
Creating Your Own Survey
The Role of Your Staff in this Process
What to Do with the Results
Summary

Chapter 6: Your Electronic Practice Newsletter

Learning Objectives
Why Do I Need a Practice Newsletter?
Electronic Newsletters
Print Newsletters
Design and Production Choices
Content Areas You Want to Address
How to Ensure an Ethical and Legal Approach
Use an Effective Writing Style
Distributing Your Newsletter
Summary

Chapter 7: Developing Your Practice Website

Learning Objectives
Benefits of a Website for Your Practice
Determining if a Website is Right for Your Practice
Information That Can Be on Your Website
The Structure of Your Website

Safety First: Legal FAQs
Website Privacy Policies
Website Accessibility
HIPAA
The Decision is Up to You
Optimizing Exposure to Your Website
Welcome to Blogging!
Summary

Chapter 8: Understanding the Basics of Social Media and Marketing Your Practice

Learning Objectives
What is Social Media?
How Social Media Can Help Market Your Dental Practice
Types of Social Media
Planning Your Social Media Strategy
Online, But Not on the Hook
Summary

 [Download The ADA Practical Guide to Internal Marketing: The ...pdf](#)

 [Read Online The ADA Practical Guide to Internal Marketing: T ...pdf](#)

Download and Read Free Online The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association

From reader reviews:

Nicholas Hess:

Why don't make it to become your habit? Right now, try to prepare your time to do the important action, like looking for your favorite guide and reading a book. Beside you can solve your trouble; you can add your knowledge by the publication entitled The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success. Try to stumble through book The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success as your buddy. It means that it can for being your friend when you really feel alone and beside those of course make you smarter than previously. Yeah, it is very fortunated for yourself. The book makes you more confidence because you can know everything by the book. So , we should make new experience in addition to knowledge with this book.

Nathaniel Gonzalez:

Do you one of people who can't read enjoyable if the sentence chained inside the straightway, hold on guys this particular aren't like that. This The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success book is readable by you who hate the perfect word style. You will find the facts here are arrange for enjoyable reading experience without leaving perhaps decrease the knowledge that want to give to you. The writer regarding The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success content conveys objective easily to understand by many people. The printed and e-book are not different in the written content but it just different by means of it. So , do you even now thinking The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success is not loveable to be your top record reading book?

Irene Gwyn:

Reading a book tends to be new life style within this era globalization. With examining you can get a lot of information that will give you benefit in your life. Having book everyone in this world may share their idea. Guides can also inspire a lot of people. Plenty of author can inspire all their reader with their story or perhaps their experience. Not only situation that share in the guides. But also they write about advantage about something that you need example of this. How to get the good score toefl, or how to teach children, there are many kinds of book that you can get now. The authors on earth always try to improve their skill in writing, they also doing some exploration before they write with their book. One of them is this The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success.

Charles Felton:

Don't be worry in case you are afraid that this book will probably filled the space in your house, you could have it in e-book method, more simple and reachable. That The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success can give you a lot of good friends because by you investigating this one

book you have thing that they don't and make an individual more like an interesting person. That book can be one of a step for you to get success. This reserve offer you information that perhaps your friend doesn't realize, by knowing more than additional make you to be great people. So , why hesitate? Let me have The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success.

Download and Read Online The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association #NWDYISCOHTA

Read The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success by ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association for online ebook

The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success by ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success by ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association books to read online.

Online The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success by ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association ebook PDF download

The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success by ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association Doc

The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success by ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association Mobipocket

The ADA Practical Guide to Internal Marketing: The Key To Dental Practice Success by ADA Council on Dental Practice, ADA Department of Product Development and Sales, American Dental Association EPub