Successful communication in your daily practice

Part III: Millennial patients

Dr Anna Maria Yiannikos, Germany & Cyprus

Welcome to the 3rd part of the series “Successful communication in your daily practice”. The series that includes the most popular and challenging scenarios that might occur in your dental practice and teaches you, how to deal with them so that your patients always leave your practice feeling: “My dentist is THE BEST!”

Each individual article of this series will teach you a new specialised protocol that you can easily use, customise and adapt from the same day on to your own dental clinic’s requirements and needs.

Millennial patients

Let’s start with today’s challenging topic which is... how to attract, communicate and retain millennial patients, who are our present and future patients! I will show you 7 crucial steps to always have in mind when dealing with millennial patients.

First, who are the millennials? Millennials are those patients that were born between 1980 and 2000, in fact, the patients that are from 17 to 37 years old. Because patients that belong to this age group are our present and future clients, let's start examining how to attract them to come to our dental offices!

7 steps to attract millennials

In the following, I will teach you 7 steps of how to attract millennials to come to your dental practice.

Step 1: Have a unique and intense online presence

The world wide web is an essential part of the millennials’ life. With this in mind, you should spend some time in creating a unique and attracting website and actively serve your social media channels. The millennial patients are highly attracted by promo actions, they love to check
reviews, read about your CSR (Corporate Social Responsibility) and your philanthropic activities. Also be aware to have a clear differentiation point and description of your services—they pay a huge attention to all these tools and points!

Step 2: Have a service-fighter
A service-fighter is a treatment, like for example home bleaching, which is offered at the lowest price in the market. This will help you to attract the interest of those for whom price is very essential.

Millennials want to identify themselves with their surroundings. This affects above all their health suppliers, amongst them you as their dentist! With loyalty programmes you can offer them the possibility to specially connect with your practice.

Step 3: Be honest and keep it short
While treating a millennial patient always remember to be honest, informative and brief! Millennials hate it when you fool around with them. Also be as informative as possible while in the same time keep it short. Millennials are used to getting concentrated information and thus they will double check what you are telling them. They may have already googled it before they came to you!

It is also helpful to use some trigger words like flexible, community, dynamic, friendly, stimulating, environment. For example, you can say: “Our clinic is environmentally friendly.” They will respect and appreciate that because they are highly environmentally conscious themselves!

Step 4: Have a millennial employee
If you do not belong to the millennials’ age group, it is of advantage to have at least one employee of your team who does. You will see: Your millennial patients will feel more comfortable to ask him or her possible questions instead of you—and this is a fact!

Step 5: Use loyalty programmes
Millennials want to identify themselves with their surroundings. This affects above all their health suppliers, amongst them you as their dentist! With loyalty programmes you can offer them the possibility to specially connect with your practice. Thereby, it is a good idea to add your clinic’s loyalty programme to your clinic’s mobile application (if you have one). They will just love it as their mobile phones are their whole life and something they always carry with them!

Step 6: No face-to-face communication to follow-up
After a successful treatment, avoid to make a lot of follow-up appointments with face-to-face-communication. Millennials rather love it short and simple, as we have already learnt above. So better send them an e-mail, SMS, WhatsApp or messenger with a brief but at the same time detailed message about their current health status and further treatment options.

Step 7: Be fast
When you respond to your millennial patients, be fast! Since they have grown up in a world where information is available in only short time, being fast is notable and very important for them!

Just do it!
Imagine working for the next years and still have a “full house” clinic because you know how to deal with your millennial patients! Isn’t this just fabulous?

In the next issue of roots magazine, I will present to you the fourth part of this unique new series of communication concepts that will teach you how to promote a service and/or technology before you apply it in practice—6 unique steps that will guarantee the increase of your patients’ interest!

Until then, remember that you are not only the dentist of your clinic, but also the manager and leader. You can always send me your questions and request for more information and guidance at dba@yiannikosdental.com or via our website www.dbamastership.com. Looking forward to our next trip of business growth and educational development!

contact

Dr Anna Maria Yiannikos
Adjunct Faculty Member of AALZ at RWTH Aachen
University Campus, Germany
DDS, LSO, MSc, MBA
dba@yiannikosdental.com
www.dbamastership.com