Healthgrades: where prospective patients go to find a dentist in 2014

By Sesame Communications Staff

When consumers fire up their web browsers, the vast majority of them start at a search engine. According to research from Pew Internet, 93 percent of online activities begin with a search. Health is a popular topic: 72 percent of Internet users looked online for health information within the past year.

Today, the No. 1 source for new patients searching and scheduling appointments with health care providers in the U.S. is Healthgrades.

Each year, more than 225 million visitors use the www.healthgrades.com website to search, evaluate and connect with health care providers that best meet their treatment needs. Healthgrades visitors represent the ideal demographic for dentistry. They are overwhelmingly female (72 percent), highly educated (84 percent have some post-secondary education) and affluent (52 percent have annual household incomes greater than $75,000).

Healthgrades offers dental practices a large, highly focused audience of prospective patients. During the past 12 months, Healthgrades tracked more than 20 million searches for dental care providers. Most importantly, Healthgrades users don’t just search — they schedule appointments. More than half (54 percent) of Healthgrades visitors will schedule an appointment.

Any way you slice it, Healthgrades visitors are an ideal target audience for growth-minded dental care providers. So what should your practice do to harness this traffic and fill your schedule?

Healthgrades has established a partnership with Sesame Communications, and dentists

Every year, more than 225 million visitors go to www.healthgrades.com to find health care providers. Photo/Provided by Sesame Communications

See HEALTHGRADES, page A18
Program offers fast track to ownership

By Aspen Dental Staff

Many dentists aspire to owning their own practice. And sooner rather than later. The Aspen Dental Practice Ownership Program prepares you and gets you there quicker. While serving as a managing dentist, you’ll have access to various training resources — from online education to a leadership retreat. Within two years, you’ll likely be ready. You can own as many offices as you wish and, in certain cases, gain access to capital. Some managing dentists partner with the owners where they work, while others open new offices in new locations. Whichever route you take, Aspen Dental will support you all the way. As an Aspen Dental practice owner, you’ll enjoy the benefits of being a successful business owner without worrying about the day-to-day details of running the business. Aspen Dental takes care of the paperwork, billing, hiring and marketing to ensure a continuous flow of new patients. That way, you can focus on treating those patients. Doesn’t that sound like the practice of your dreams? To learn more about how you could become a practice owner in two years or less, visit Aspen Dental online at www.AspenDentaljobs.com.