Have your patients changed?

People have more disposable income than ever before, and as a result, are choosing to spend it improving their smiles.

Dr Bhavna Doshi explains how to recognise this new consumer market to make sure you don’t lose them as potential customers.

ost patients will get used to the way you do things, and eventually, see you in that fashion. So, when they notice or read about something new in dentistry e.g. cosmetic smile makeovers or whitening treatments, they will assume you are not providing this treatment and go elsewhere. Or they will assume that you are not dedicated to that area of dentistry. Patient assumptions can be very costly to you.

If you know and understand how your patients are approaching the subject of dentistry and are ‘in touch’ with the ever changing biases to various treatments, then you will be able to respond to these changes faster and be quick to enjoy the opportunities they present.

True patient awareness will enable you to position yourself in the market so you are more noticed. It will allow you to tell your patients of treatments you can provide them, which they are seeking out information on. This will provide invaluable information on how you need to change.

Before attempting to go out there and send messages to these new-age patients, it is important to understand them. By knowing your patients you are going to be in a better state to be able to help them and provide the type of treatments they are looking for.

There are five basics steps to take in order to assess and plan your strategies to evolve with the market:

- Research your existing database.
- Gather information on the market you want to attract.
- Put the information together and ‘diagnose’ the ‘new age’ patient.
- Create a supercharged marketing plan guaranteed to hit the target.
- Execute the plan efficiently for optimum results.

Look at your database

The people already in your practice are a small representation of the bigger picture. They will be able to give you an idea of the new consumer personalities and purchasing behaviours are changing. This will provide valuable information on how you need to change.

Very often dentists go about the business of dentistry without ever realising that their patients are constantly changing viewpoints and opinions about various aspects of dentistry. They continue to provide the service of dentistry in exactly the same manner as they did when they first entered the profession.

Most patients will get used to the way you do things, and eventually, see you in that fashion. So, when they notice or read about something new in dentistry e.g. cosmetic smile makeovers or whitening treatments, they will assume you are not providing this treatment and go elsewhere. Or they will assume that you are not dedicated to that area of dentistry. Patient assumptions can be very costly to you.

If you know and understand how your patients are approaching the subject of dentistry and are ‘in touch’ with the ever changing biases to various treatments, then you will be able to respond to these changes faster and be quick to enjoy the opportunities they present.

True patient awareness will enable you to position yourself in the market so you are more noticed. It will allow you to tell your patients of treatments you can provide them, which they are seeking out information on. This will provide invaluable information on how you need to change.

Before attempting to go out there and send messages to these new-age patients, it is important to understand them. By knowing your patients you are going to be in a better state to be able to help them and provide the type of treatments they are looking for.

There are five basics steps to take in order to assess and plan your strategies to evolve with the market:

- Research your existing database.
- Gather information on the market you want to attract.
- Put the information together and ‘diagnose’ the ‘new age’ patient.
- Create a supercharged marketing plan guaranteed to hit the target.
- Execute the plan efficiently for optimum results.

Look at your database

The people already in your practice are a small representation of the bigger picture. They will be able to give you an idea of the new consumer personalities and purchasing behaviours are changing. This will provide valuable information on how you need to change.

Very often dentists go about the business of dentistry without ever realising that their patients are constantly changing viewpoints and opinions about various aspects of dentistry. They continue to provide the service of dentistry in exactly the same manner as they did when they first entered the profession.

Most patients will get used to the way you do things, and eventually, see you in that fashion. So, when they notice or read about something new in dentistry e.g. cosmetic smile makeovers or whitening treatments, they will assume you are not providing this treatment and go elsewhere. Or they will assume that you are not dedicated to that area of dentistry. Patient assumptions can be very costly to you.

If you know and understand how your patients are approaching the subject of dentistry and are ‘in touch’ with the ever changing biases to various treatments, then you will be able to respond to these changes faster and be quick to enjoy the opportunities they present.

True patient awareness will enable you to position yourself in the market so you are more noticed. It will allow you to tell your patients of treatments you can provide them, which they are seeking out information on. This will provide invaluable information on how you need to change.

Before attempting to go out there and send messages to these new-age patients, it is important to understand them. By knowing your patients you are going to be in a better state to be able to help them and provide the type of treatments they are looking for.

There are five basics steps to take in order to assess and plan your strategies to evolve with the market:

- Research your existing database.
- Gather information on the market you want to attract.
- Put the information together and ‘diagnose’ the ‘new age’ patient.
- Create a supercharged marketing plan guaranteed to hit the target.
- Execute the plan efficiently for optimum results.

Look at your database

The people already in your practice are a small representation of the bigger picture. They will be able to give you an idea of the new consumer personalities and purchasing behaviours are changing. This will provide valuable information on how you need to change.

Very often dentists go about the business of dentistry without ever realising that their patients are constantly changing viewpoints and opinions about various aspects of dentistry. They continue to provide the service of dentistry in exactly the same manner as they did when they first entered the profession.