Financial relief for the holidays
Get them what they want, give them what they need.

By Tamara Hobbs
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In order to reach out and meet the needs of your potential patients during the upcoming holiday season, we suggest meeting them where they are — which is getting ready to deal with the expense of gift giving and having to make wise financial decisions to make every dollar stretch in this tough economy.

So let's get outside the box and help them find relief. With our innovative approach to the difficult task of marketing during the holidays, we have developed a win-win program for the orthodontist and patient alike.

Here’s how it works: Utilizing Yourtown Direct’s postcard mailing program for as low as 45 cents a piece, you can reach your target market with a holiday message unlike any other.

Instead of a coupon-style discount that usually ranges from $500-$1,000 per new start, give them a gift card that will help ease the burden of their holiday shopping.

Taking into consideration that a typical discount simply means not charging as much for your time, this new approach will require you to decide to do business differently. And in this economy, deciding to do business differently is key to your practice’s financial stability and growth.

You have to decide how much you can afford to invest in each new start (be as generous as possible), then select a company with mass appeal, such as Target. After the contract has been signed and the treatment process has begun, purchase a gift card as your gift to each start to help ease holiday shopping.

This display of goodwill and understanding will cause word-of-mouth advertising to spread. Not only will your new patients not have to pick between getting what they want versus what they need (braces!), but instead of orthodontics being seen as an expense, you will be seen as a solution to holiday gift-giving problems.

Headlines to consider:
• We’ll make you both smile this holiday season with a $500 gift card to Target.
• Get a $500 gift card to Target. Get them what they want — give them what they need.
• Ease the financial holiday burden with a $500 (or fill in your amount) gift card from Target (or store of your choice).

You don’t have to choose! You can have BOTH this holiday season!
• Get a FREE Wii Game System (“or a $250 gift card to the store of your choice”).

Using YTD’s postcard mailing program, we will work with you to pick an item that has cross-market appeal based on the demographics of your mailing list, along with images that promote a holiday tradition you’d like those people to see. The possibilities are endless.

So don’t let the tough economy and holiday season make you feel like going underground with your marketing efforts. It’s not Groundhog’s Day, it’s the greatest season of all, and you can take this opportunity to really reach out and connect with perspective new patients, ease their holiday burden and, yes, build your practice.

Give us a call or go online to our Holiday Ortho Sample Gallery and see what we can do for you.

And to kick off the holiday spirit, we’re giving gifts too: You get your choice of 1,000 business cards or appointment reminder cards, 1,000 4-by-6 handout cards or even a fresh new logo design.

Go to YourtownDirect.com or YourOrthoPostcards.com, or give us a call at (858) 780-2899, and we’ll get the holiday gift giving started.

Opal Seal

Opal® Seal is a revolutionary 58 percent filled primer that releases and recharges fluoride throughout the orthodontic treatment. Filled with nano and glass ionomer particles, Opal Seal offers strong, long-lasting coverage and excellent mechanical retention.

Opal Seal contains a drying agent to chase moisture and draw fluoride-containing resin into etched enamel for enhanced bonds and recharging fluoride uptake. The unique tip employs a spiral canal to deliver resin in a thin, uniform layer.

Opal Orthodontics
(888) 863-5833
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Contra-Angle Hand Driver

DENTALRUM USA announces a new Contra-Angle Hand Driver for its market-leading tomas® system. This new driver is specially designed to provide much greater access, stability and efficiency during the placement of TADs in hard-to-reach areas such as the palate or the posterior mandible and maxilla.

The pre-molar region of the palate is quickly becoming the No. 1 preferred area for all TAD placements in the maxilla because of the easy access to the entire maxilla from one central location and due to the absence of roots that are to be avoided. In hard-to-reach areas, it is common to see rocking and movement during placement of TADs, and this can be a key factor in widening the insertion path and causing higher failure rates. By using the Contra-Angle Hand Driver, you are able to maintain constant and stable pressure on the TAD with one finger, while turning the knob slowly and consistently with the other hand.

Increase your success rates and efficiency with TADs with the tomas Contra-Angle Hand Driver. The driver has been designed to accept any latch-head attachment, so it can be used with other TAD systems on the market, if needed. Activation and use of this Contra-Angle Hand Driver is very easy — simply turn the knob at the bottom of the handle.

Mention this product announcement and receive a $100 discount off your purchase of this driver, or you can get the driver completely free of charge with the purchase of only 25 tomas pins.

Call (800) 525-3946 for more information or to order this product.

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