

# The Marketing Toolbox: Empower your team to attract and retain more patients

Kevin Coyle, marketing manager at DPAS, describes and explains a new marketing toolbox



*Marketing Toolbox, an interactive website*



*'The website is for exclusive use by the practices for whom we administer dental plans'*

A growing number of dental practices are embracing marketing and involving their entire team in the process. Yet a higher number of practices are starting to feel slightly left behind in an area that they have neither the resources nor experience to deal with. It is the latter of these two groups that will benefit most from the 'Marketing Toolbox', which is an interactive website to help you and your team market your practice.

Some of the resources in the toolbox include advice on marketing, PR and advertising. You will also find everything from information on partner companies to template referral letters, alongside tools for you to build your own marketing plan and carry out a SWOT analysis. The ultimate aim is to empower your team members, enabling them to attract and retain patients.

The website has been launched by DPAS and is exclusively for use by the practices for whom

we administer dental plans. As the most cost-effective major dental plan provider since 1996, we are experts at setting-up and running your dental plans. We keep our costs low by not offering 'extra' services you may not need. If you are a practice with large patient numbers you can make a considerable saving by transferring to DPAS and can spend a portion of those savings hiring a marketing 'guru' to visit your practice. A practice with lower patient numbers can use the advice on the site to revise and reinvigorate their message, focus the team and plan how to grow their patient numbers. Practices at both ends of this spectrum will benefit hugely from the toolbox.

Exclusive content has been written by experts including Sheila Scott, who focuses on patient retention, and Ashley Latter, who discusses how every member of the practice is effectively in sales. Various members of the DPAS team also offer their vast expertise, with

Andrew Warren, sales director, using his 40 years of dental industry experience to offer advice on meeting and exceeding patient expectations. Richard George, CEO, also covers practice finance and profitability, while I focus on E-marketing.

Indeed, E-marketing can be one of the most daunting disciplines for any practice to get to grips with, which is why we have negotiated exclusive deals with a variety of providers, including a web design company who will offer a basic site from as little as £1,000. The partner page also includes digital services, multi-media companies and even accountants and finance companies. The ultimate aim is for the 'Marketing Toolbox' to be an online one-stop knowledge hub.

One of the best ways for any team to learn the successful day-to-day techniques of selling dental plans is to discuss such methods with other practices. The discussion boards contained in the website offer the opportunity to

do just that, with the team accessing and sharing information with other practices, learning essential 'pearls of wisdom' that have proved successful for other teams.

In the current economic climate, people are carefully considering every penny spent. One of the most effective ways for people to be financially prudent is to have a dental plan, with monthly Direct Debits and an inclusive supplementary insurance policy for protection in the event of a dental emergency. This message seems like a simple one, however for a practice team who don't have any sales or marketing training it can be quite daunting to deliver. Our aim at DPAS is to help, initially with an assigned Business Development Manager, followed by an Account Manager who delivers the practice training. The 'Marketing Toolbox' now provides a further support and resource for DPAS practices to use and benefit from.

It would be easy to

think that I am biased, as Marketing Manager at DPAS. However, the 'Marketing Toolbox' truly is one of the most informative, unique and forward thinking websites I have seen in recent years. I shall be offering breakout sessions demonstrating the site at the upcoming 'Further Growing Your Practice' seminars and am looking forward to seeing the results when practices use these

resources to help attract and retain patients, ultimately growing their practice.



Kevin Coyle is Marketing Manager at DPAS. The 'Marketing Toolbox' is exclusively for the practices in which DPAS administer dental plans. If you would like to discuss DPAS and the services that they offer call 01747 870910 or email [kcoyle@dpas.co.uk](mailto:kcoyle@dpas.co.uk).

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