

[chairside essentials]



**WORKING
CLASS ADULTS**

Get to know dentistry's greatest potential for growth

WE ARE THE U.S. [WORKING CLASS ADULTS] AGES 19-64

OUT OF 185 MILLION PEOPLE
118 MILLION OF US DON'T GO
TO THE DENTIST



The ADA recently conducted a 10 year study on dental usage rates in the US. The study showed that dental usage rates among working class adults (ages 19-64) have steadily declined from 43% in 2003 to 36.1% in 2011. The conclusions drawn from these “trends” stated that the dental profession can expect zero growth in dental usage rates for the next 10 years. These conclusions are based on the social trends observed in the study. The trend indicates a lessening of perceived value for oral health among working class adults.



During the same time period other societal trends tied to areas of personal care have grown significantly. The tattoo industry has grown from 15% of adults having tattoos in

2000 to 40% of adults having tattoos in 2012. What once was considered “taboo” in our society is now an accepted societal norm referred to as “body art.” \$1.65 billion was spent on tattoos in 2012.

“We can be motivated through effective communication and education.”

Professional hair and nail care services have also dramatically increased. In this rapidly growing service industry, nail and hair salons are going up all over. In 2012 approximately \$34 billion was spent on these services.

Working class adults can be motivated to shift their thinking.



WE ARE MOTIVATED BY [SOCIETAL TRENDS] WE [SPEND MONEY] IN AREAS WE VALUE MOST

Last year WE SPENT:



\$1.65 billion on tattoos



\$34 billion on hair and nail care



\$157.5 billion on monthly cell phone bills

Most of us do not know the effects of these oral conditions or that they are transferrable.



Many of us accept these oral health issues as normal.

[MARKETING YOUR PRACTICE] TO WORKING CLASS ADULTS: AGES 19-64 THAT [DON'T GO TO THE DENTIST]

NDI's customers are dental professionals that offer a valuable, highly skilled healthcare service to the general public.

Marketing is nothing more than educating the general public of:

1. The value of the service provided.
2. The quality of the environment in which the service is provided.
3. The benefit that one can receive from choosing to invest in oral health over other areas where they choose to spend their money.

Every practice has the same types of patients to provide their services to:

- **Ideal Patients:** "I value oral health and believe that regular visits to my dentist for maintenance and repair is best for my overall health and self esteem."
- **Typical Patients:** "I came in because I have an issue. My tooth/teeth hurt. Please fix it."
- **Cosmetic Patients:** "I want to look good and realize that my smile is essential to my look. My teeth are in good health, I just want them to look better. Please help me to have a beautiful smile."
- **The Avider:** "I don't come to the dentist for various reasons. I have not been educated on what a modern dental visit can be like and believe any trip to the dentist will be equal to past bad experiences."

Connectors:

A connector is someone who connects friends and colleagues to their positive experiences in products and services. Each person that visits your practice is a potential connector (positive or negative.) The patient experience for a connector should be fabulous. This is the least expensive, most effective means of marketing a dental practice.

It is a great practice to regularly review your strategy for the "patient experience" for each type of patient. The experience will vary based on the patient's purpose and goal for their visit.

If this is a challenge for you, your NDI rep can walk your team through the following exercise for each patient type. As a team, half of you play the role of the patient and half the office team.

Pose the following questions:

EMPATHY: As a patient, what concerns me about being here and what experience would help me to feel understood and more at ease? Write down your answers for each type of patient.

IDENTIFY STRENGTHS: What technologies in your practice would be most appealing to me? Think from "MY" perspective. Write down the strengths of the practice that would be most appealing to each patient type. Then practice presenting them to one another as though you were talking about them with each type of patient.

FIRST/SECOND IMPRESSIONS: Put yourself in the mind of each type of patient. Then walk into and through the practice as a patient would. Write down what would be important to each type of patient at each area of the practice and identify areas that you should improve on.

FINAL IMPRESSIONS: When I'm leaving the practice after having had a good experience, what conversation with the treatment coordinator would be appealing to me? Practice it. Then write down the optimal post visit connection strategy from the patients' perspective. What would make me say Wow! and tell my friends and colleagues?



If a dental avoider makes an appointment, make a great impression and make sure they leave with a "smile".



WE ARE THE [118 MILLION ADULTS THAT DON'T GO TO THE DENTIST] THESE ARE THINGS YOU SHOULD KNOW ABOUT US:

We need some type of motivation to get us into your practice.

For many of us it will be the encouragement of a girlfriend, boyfriend, spouse or colleague.

We enjoy our relationships and most of us enjoy kissing. We may not associate kissing with our oral health or the health of the one we are kissing. But knowing it would probably be a motivator for us.

Most of us do not know that gum disease and caries are transferrable or the overall health effects they cause.

If we believe in something, we will get others on board as well, you just have to teach us with the right message.

1. We are consumers.
2. We have hectic schedules.
3. Traditional dental office hours don't meet our needs like they used to.
4. If we are motivated to come to the dentist, we may seek somewhere that offers hours that meet our needs.
5. Lots of us have anxiety about coming to the dentist.
6. We don't know what your practice does to make the visit easy.
7. We like technology.
8. We communicate through technology and social media.
9. If we have a great experience at your office, we are willing to tell others if you ask.
10. Not all of us can afford dental care, but many of us can.
11. We will spend money on things that make us feel better about ourselves.