

Whitepaper

SELLING PATIENTS ON  
**CEREC, ZOOM,  
INVISALIGN**  
& OTHER TREATMENT  
TECHNOLOGIES

# WINNING OVER PATIENTS WITH YOUR TECHNOLOGY

**Dental patients don't know how good they have it today.** The reason? No one is telling them.

Thanks to innovative technologies like CEREC®, Invisalign®, BIOLASE®, VELscope®, Philips Zoom® and Schick®, dentists are now able to provide patients with a level of care and comfort that was unimaginable just a few years ago. Unfortunately, the typical dental patient has no idea that these remarkable tools exist, what they do, or where to find them. This is because most dentists don't feature technology in their practice marketing. As a result, **few practices are reaping the full benefit of their sizeable investments in new technology.**

To address this widespread problem, Futuredontics® has outlined some easy-to-implement marketing strategies to help dentists promote their advanced technology as a major benefit to new and existing patients. The first step is to look at technology from a different perspective...your patients'.

## THINK LIKE A PATIENT

**The #1 rule of successful technology marketing is to think like a patient.** This can be a real challenge. Dentists often feel like kids with a new toy when it comes to dental technology: they can get so excited by the clinical capabilities of a system like CEREC that they feel compelled to tell their patients about every little feature. Over-explaining the equipment is a frequent mistake. The simple fact is that patients don't care about technology for technology's sake. All they really want to know about is benefits (i.e. what's in it for them).

*Patients don't care about technology for technology's sake.*

**Keep clinical jargon to a minimum.** You need to translate the advantages your technology offers into language the average patient can appreciate. Generally speaking, the benefits with the broadest patient appeal are those that enhance their lifestyle with a minimum disruption to their day-to-day life. Patients want to hear about technologies that:

- Save time
- Increase comfort
- Reduce costs
- Eliminate return visits
- Improve cosmetic appearance
- Reduce risks
- Offer exceptional value
- Promote peace of mind

With CEREC, Zoom teeth whitening, Invisalign and the many other services you offer, you're capable of transforming your patients' lives. But it's up to you to get them to see you that way. Remember, **technology fails as a marketing tool if the patient doesn't know about it.** And it fails if you tell them just what it does, not how it makes their life better. Make sure they understand how it benefits them.

## EXPLAINING THE BENEFITS OF TECHNOLOGY

One of the keys to successfully using technology as a marketing tool is knowing which patient benefits to focus on in your advertising and treatment plan presentations. The following examples hone in on technology-specific advantages that really resonate with patients:

### **CEREC**

The chief benefit CEREC CAD/CAM restorations offer patients over traditional restorations is significant and easily explained. **CEREC eliminates a second visit to the dentist.** Today's busy patients appreciate the convenience of completing their treatment in a single visit. It's a message people respond to especially when you explain that CEREC also reduces the three things patients dislike most about dental treatments: drilling, shots and impressions.

Here are some examples of proven, patient-friendly language you can use in your marketing materials and treatment presentation to promote your CEREC:

- Same-day restorations (crowns, fillings, etc.)
- No temporaries or second appointment with CEREC`
- Porcelain restorations last longer than composite ones
- Beautiful porcelain restorations in a single visit
- More natural appearing restorations
- No need for gooey impressions

### **Invisalign**

The three major advantages of Invisalign clear plastic retainers have over traditional metal braces are easy to translate into terms patients appreciate. **Invisible braces are removable, feel more comfortable and work faster than metal braces.** That's a great message and it makes Invisalign a wonderful product to advertise. Following are some examples of how to best convey the advantages of Invisalign to your patients:

- Virtually invisible
- Faster than metal braces
- Eat whatever foods you enjoy
- Easily removable for special occasions
- No one needs to know you're straightening your teeth
- Brush and floss your teeth the way you normally do
- Less likely to irritate your cheeks and gums
- Requires fewer doctor visits

### **Dental Lasers**

Lasers from companies like BIOLASE and AMD Lasers have revolutionized dental surgery and teeth whitening by dramatically reducing pain and improving clinical results. However, the last thing most patients want to hear is a detailed explanation of laser technology's remarkable clinical benefits (e.g. tissue cuts more easily, cauterization reduces bleeding, etc.). When it comes to dental lasers, it's always best to **focus on comfort and convenience.** Here are some useful phrases to incorporate into your marketing and treatment presentations:

- Works fast so you'll spend less time in the chair
- More comfortable than old-fashioned drills
- Minimal need for anesthetic
- Pain-free dentistry
- Eliminates drills and scalpels
- Faster, less invasive teeth whitening
- Reduces chance of infection

## VELscope

Most patients are unaware that dentists are the first line of defense in the battle against oral cancer. Promoting your practice's VELscope screening tool helps you both **increase awareness of the importance of early cancer detection** and that your practice offers a state-of-the-art service that improves the likelihood of stopping a deadly disease while it's still relatively treatable. The patient benefits you should focus on include:

- Safe, painless, non-invasive exam
- Detects oral cancers that might otherwise not be found
- 2-minute exam can detect oral cancer in its earliest stage
- More than 25-million scans performed
- Requires no special rinses or stains

## Zoom Teeth Whitening

**Consumer demand for teeth whitening is at an all-time high** and so is the number of places offering treatments. Not only are you competing with other dentists, you're going up against retailers, online companies and, in some markets, beauty spas and kiosks at malls. Dentists enjoy a distinct advantage when they promote recognized professional teeth whitening treatments like Zoom. The key is to focus on those benefits which are superior in both quality and safety to consumer-quality whitening treatments. Here a few of the benefits that will help set your practice apart from its competition.

- Your teeth will be visibly whiter in one day
- Works better, lasts longer than over-the-counter whitening
- Whiten teeth up to eight shades in one 45-minute visit
- Get the whiter, healthier smile you've always wanted
- Safely whiten your teeth in the office or at home
- Safe, professional-strength teeth whitening
- Over 10 million patients have used Zoom
- Zoom is customized to your needs
- Safe for teeth and gums

## Digital Radiography

This is an excellent time to promote your practice's digital radiography capabilities. Many patients are becoming increasingly concerned about the potential side effects of traditional dental x-rays. Using safer digital radiography technology from companies like DEXIS shows patients that you're as committed to protecting their health as they are. Following are some good phrases to use:

- More comfortable procedure
- Less wait time
- Shorter dental appointments
- Higher quality images
- Reduced exposure to radiation
- Environmentally friendly

## MARKETING STRATEGIES FOR DENTAL TECHNOLOGIES

**Dentists using the latest dental technologies enjoy a distinct marketing advantage** that — when properly leveraged — has great patient appeal. The good news from a marketing standpoint is that any dental practice sophisticated enough to have invested in cutting-edge technology will likely already have all the marketing tools needed to successfully promote it to patients.

The real challenge of marketing the benefits of dental technology is making sure you're using all the tools at your disposal to their maximum effectiveness. Here are the top 7 ways to spread the word, helping you grow your patient-base and get the best return from your investment in dental technology.

### #1 WEBSITE

**It's important to prominently feature your technological capabilities on your website.**

According to a recent nationwide survey, 30% of dental patients say their choice of dentist is greatly influenced by the practice's website<sup>1</sup>. Your website is the perfect place to showcase your practice's technological capabilities to both new and existing patients. Use callouts or headlines to promote the specific benefits your technology offers, (e.g. "same-day restorations" or "safely whiten teeth up to eight shades," and "state-of-the-art-oral cancer screening in 5 minutes").

You should also consider adding separate pages dedicated to popular treatments like CEREC, Invisalign and implants. These pages should include a brief – not overly technical – explanation of what the treatment does and a detailed breakdown of the many ways this amazing technology benefits patients (e.g. comfort, cost, appearance, time-saving, etc.).

Ideally, your website will have a video that explains why so many patients today are choosing specific, technology-based treatments over more traditional methods or a video testimonial from a satisfied patient.

### #2 NEW PATIENT PHONE CALLS

It's important to distinguish your practice as the high-tech, comfort-conscious office when speaking with new patients on the telephone. That's why it's crucial that your whole staff is well versed in the benefits of specific technologies like CAD/CAM systems, dental lasers and digital x-ray imaging equipment to name a few. **Mentioning your technological capabilities offers the perfect opportunity to assure callers that you're ready to provide state-of-the-art care** in a manner they'll appreciate: efficiently, economically and comfortably.

*It's crucial that your staff understands the benefits dental technology offers patients.*

### #3 PRACTICE BROCHURES

Be sure to **display promotional brochures for CEREC, Zoom, Invisalign, VELscope, etc. in your waiting room and operatories.** Your product sales representative may be able to supply you with preprinted marketing materials or you can create your own brochure. If you opt to develop your own custom brochure, make sure it's professionally written and designed. Depending upon the quantity you need, beautiful 4-color, 8 ½" x 11" two-fold brochures can be printed for just pennies apiece at your local digital printer.

### #4 OFFICE TOURS

**Office tours offer a unique opportunity to wow patients with your practice's technical capabilities.** They're also the ideal time to explain the advantages of specific technologies and treatments. Come up with a simple script you and your staff can use to explain your technology to interested patients on their first visit. Here are a few examples:

#### **CEREC**

"We have an amazing new technology called CEREC that allows us to do restorations in a single visit. Very few practices have this, but because we appreciate how important your time is, the doctor chose to make the investment in this state-of-the-art machine. When we use CEREC, we create restorations right here in the office instead of sending them to a lab. That means you don't need to wear a temporary while you wait for it to be made. Even better, we can now do any type of filling with real porcelain – which lasts much longer and matches your teeth perfectly."

#### **Invisalign**

"Did you know that we offer Invisalign? It's one of our specialties. Invisalign is a great way to straighten your teeth without letting anyone know. The wonderful thing about Invisalign is that it uses clear, plastic retainers instead of old-fashioned metal braces. The retainers are removable, feel more comfortable and work faster than metal braces. Best of all, they are virtually invisible. Lots of adults who thought they were 'too old for braces' are getting the smiles they always wanted thanks to Invisalign."

#### **Whitening (Zoom, etc.).**

"If you've ever considered brightening your smile, you'll be glad to know we offer Zoom. It's the leading professional whitening treatment. Zoom is a safe, proven way to whiten your teeth up to eight shades. We offer both in-office whitening and easy-to-use take-home kits. Zoom is only available at certified dentist practices like ours. While other whitening products can harm teeth and gums, using Zoom not only brightens your smile, it also protects your dental enamel."

#### **Digital Radiography**

"You'll be happy to know that our practice uses digital x-ray technology. There are many advantages to this over traditional x-rays. It's more comfortable for you, safer for the environment and it greatly reduces your exposure to radiation. The images are higher quality, too. Best of all, there's less wait time with digital x-rays so your appointment will be shorter."

## #5 EXISTING PATIENTS

Your practice's existing patients are your best candidates for new treatments. That's because it is much easier explaining the benefits to a patient whose trust you've earned than folding it into the conversation when you're trying to bring on a new patient.

### **Talk about the benefits of technology during treatment.**

Remind patients that you invested in this technology to make their experience better – and make sure they understand how specific high-tech treatment options are better than other methods. For example, the patients who are most receptive to CEREC restorations are those who have already had a traditional crown. The benefits are much more obvious to them. Once these patients have their first CEREC experience, they typically become word-of-mouth evangelists singing the praises of your practice's same-day restorations.

*Remind patients that you invested in technology to make their experience better.*

## #6 SOCIAL MEDIA

Social media sites like Twitter, Facebook, YouTube, Instagram and Google+ are ideal for promoting your technology. You can post articles, coupon promotions, and before and after photos to generate interest in the benefits of CEREC same-day restorations, Zoom teeth whitening, etc. NOTE: Always get a signed release before posting any photos or videos of patients.

## #7 PATIENT COMMUNICATIONS

Patient communications (e.g. newsletters, social media, emails, special offers, post cards, etc.) are among the most cost-effective ways to let patients know that your practice offers a variety of advanced treatment options. For example, use e-newsletter articles with before-and-after pictures to promote the advantages of technologies like Zoom teeth whitening. Facebook posts of patients showing-off their new smiles are great for spreading the word about Invisalign and CEREC. Email coupons are perfect for promoting limited-time specials, like discounts on VELscope screenings during Oral Cancer Awareness month.

The smartest way to market your practice's technology through patient communications is with an automated system like **PatientActivator®: Our award-winning communication and online marketing service does it all for you — it even features pre-written CEREC, Invisalign and Zoom communications** that make it easy to promote those services in customizable e-newsletters, email campaigns and social media promotions. Call 1-855-230-1313 for a behind-the-scenes look.

## SUMMARY

You invested in technology – now make sure to feature it prominently in your marketing so both you and your patients enjoy its maximum benefits. It's important to use every tool at your disposal (e.g. website, brochures, office tours, new patient calls, one-on-one conversations, social media and patient communications) to remind patients of the many benefits your practice's unique mix of technology and treatments offer them. Repetition and clarity are important as with any marketing plan. And, remember always focus on promoting these benefits in clear, jargon-free ways that your patients can easily understand. Do this and you are sure to enjoy profitable production for years to come.

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## ABOUT FUTURE DONTICS

FutureDontics®, parent company of **1-800-DENTIST®** and **Patient Activator®**, is the nation's leading provider of dental marketing services. Since 1986, the Los Angeles-based company has dedicated itself to developing powerful products that help dental practices thrive.

Recognized as dentistry's premier new patient leads program, the company's flagship 1-800-DENTIST service has helped over 9 million dental patients nationwide connect with member dentists. Every day, thousands of patients get personally matched to dentists through their 24/7 call center or via 1800dentist.com.

PatientActivator — FutureDontics' communications, social and online reputation solution — increases production and boosts the practice's online presence with automated appointment confirmations and tools for marketing, social media, reviews and much more.

FutureDontics also offer an extensive library of dental marketing resources – including whitepapers, webinars and videos. With unlimited live customer support, dentistry's best marketing products and North America's largest dental referral website, FutureDontics is the proven way for dental practices to grow their patient base and increase production year after year.

For more information about our dental marketing services visit us at **[www.futuredontics.com](http://www.futuredontics.com)**

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<sup>1</sup> FutureDontics, What Dental Patients Want, April 2013

Disclaimer: This whitepaper provides general marketing advice. Please consult your legal professional to ensure compliance with applicable laws in your jurisdiction.