



# A Low Fee Model is Not Your Only Option

How to Grow Your Orthodontic Practice with Digital Marketing  
& High Conversion

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People & Practice

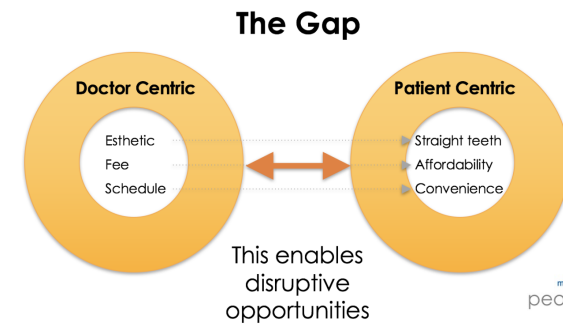
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University of Maryland Dental,  
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Lecturer at Harvard University on digital marketing for the modern practice

Founder of non-profit  
Smile Rescue Fund for Kids

## The Gap Between Doctor and Patient is Widening



## Others in our field are becoming more patient-centric:

**Pediatric Dentists & GPs** are closing the gap for patients looking for convenience

- More insurance accepted
- Existing relationship

**Dental Service Organizations** are closing the gap for cost-cutting patients

- Low fees
- Longer hours
- More locations

**Direct to Consumer** orthodontic companies are closing the gap for those that wouldn't have otherwise pursued orthodontic treatment.

- No appointments
- Low fees

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## The Perfect Formula to Grow Your Practice

### PART 1:

Market Directly to Patients to get educated leads.

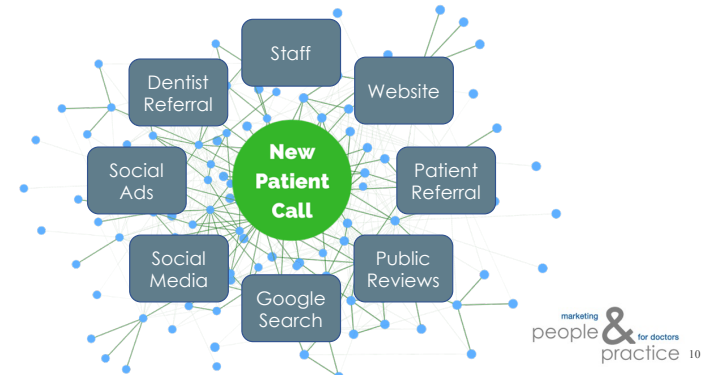
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## Educated Leads = Faster Starts

- Not just any patients but those that have read up about your practice in advance
- The medium has changed:
  - Digital marketing not newspaper, postcards or radio ads
  - Hypertarget your audience, don't waste time and \$ on irrelevant people
- The audience has changed:
  - Make sure you're mobile

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## Elements of The (Interconnected) Marketing Mix



## 5 Essential Components to Activate that Mix



Social proof



Targeted new patient education



Social media



Lead nurturing



Google visibility

1) Invite patients to share private feedback.

2) Follow up with patients who left positive feedback via a personal email.

3) Feedback with fewer than 4 stars triggers an alert to prevent a negative public review from happening.

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## Targeted New Patient Education



You identify your ideal new patient and communicate directly with them.

They're presented **educational, trust-building** content hosted on your website.

**Result** = move them from passively browsing social media over to **YOUR WEBSITE**



## Social Media & Engagement



Even if you build it, they may not come.

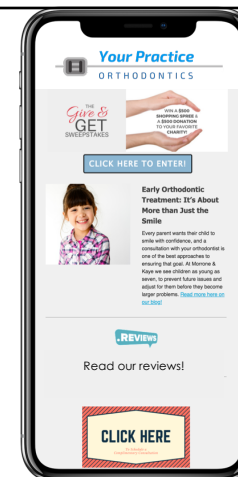
**You have to bring them there  
and give them a reason to like, comment & share!**



**Entry Form:**

**Collect email contact information for follow-up**

## Lead Nurturing



Now that you have their contact information, **give them what they need to make a decision to start.**



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## Google Visibility



Show up in targeted keyword searches  
with **your information and credible reviews** to help more people searching for an  
orthodontist reach **you**.

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## The Perfect Formula

### PART 2:

Convert as many of these leads as possible into new patients.

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## Great marketing only solves half the problem

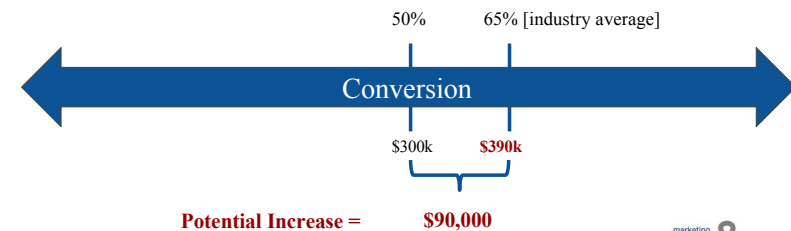
**65%** is the average conversion rate.

➔ You **don't** have to **lower fees**,  
but you **do** have to make it **affordable**.

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## Let's do the Math

Example: 100 consultations at \$6,000 per case

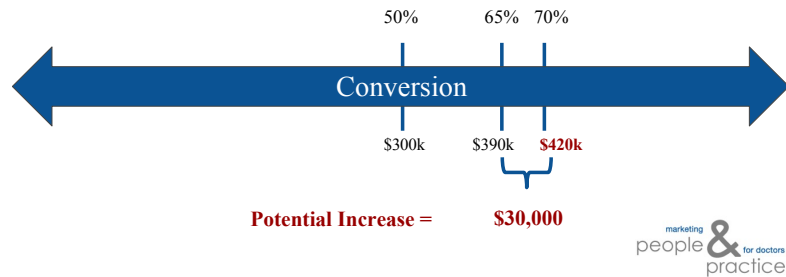


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## Let's do the Math

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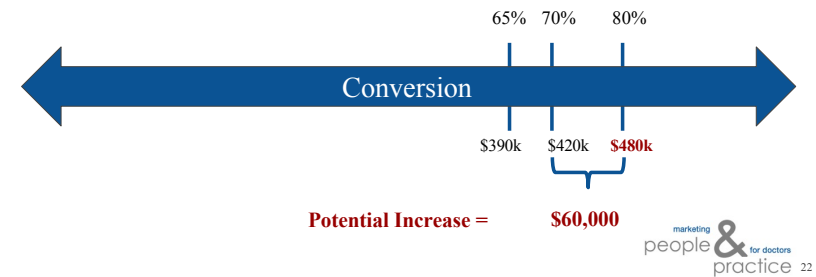
Example: 100 consults at \$6,000 per case



## Let's do the Math

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Example: 100 consults at \$6,000 per case



## Best Practices for Increased Conversion

### Go All In, Early.

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**For routine cases, present the treatment plan and finances in the first visit.**

- Consumers demand instant feedback
- They don't have time for multiple visits
- They value upfront and clear communication

## Affordable is not a 4-letter word

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**Don't let money be an obstacle to starting treatment.**

- **Don't** lower fees, **do** but be flexible

## Reduce the down payment

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**Lower the initial payment to somewhere between \$500 and \$750.**

If you set your barrier to entry too high then your conversion rate is going to suffer.

## Be flexible with monthly payments

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- \$200/month is palatable
- Extend the payment beyond treatment time by 6 months
- Require autopay from a credit card or checking account



**The orthodontic industry delinquency rate is often less than 3%, so you're not likely to get stuck!**

## Accept insurance payments as partial payment

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- Find out their benefits before the initial consultation
- Work directly with the insurance company so the patient doesn't have to



**This will make it easier for patients to agree to your financial arrangements and start treatment right away.**

## Make it a Conversation

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### Pro Tip

Invite the patient or parent to suggest what they might be able to put down or pay monthly.

**It's often higher than you'd expect.**

## No more banker's hours

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- Your office should be open when it's convenient for the patient and their parents
- Consider \*some\* evening and weekend availability

## Expand Communication

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- Website appointment request, Facebook messenger communication, Email communication
- Text reminders
- Explore new concepts like Dental Monitoring:
  - Allows you to remotely monitor progress
  - Leverages technology to help you make treatment decisions
  - Reduces overall treatment time

## Move from Brackets to Plastic

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- Offer the treatment options they're looking for.
- It's a segment of the industry that's not going away.



## Staff for Success

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- Choose wisely
- You can teach skills but not personality
- Be direct about your expectations

**Reviews by patients are written not only about the doctor but also about staff.**

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## The Bottom Line

- They came to you because you had the right mix of marketing to build trust online
- By making it affordable and convenient can convert at a higher rate
- If you're not converting, think through what barriers you might be putting up

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Competitive exclusivity. Smarter marketing.  
Complimentary marketing analysis for AAO members

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