

9 ways

to Grow Your Dental Implant Practice



Building a successful dental implant practice or growing your dental implant business can be challenging. With so much competition out there, it's not always easy to stand out.

We understand how challenging it can be, which is why we put together a few tips to help you grow your practice by attracting new patients and keeping the ones you have satisfied.



1

Position yourself
as an expert in
your field





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Diversify your service and treatment offering

Make sure you're always positioned as an expert in your field and keep learning and developing so that your patients get the best possible solution for their clinical needs. In addition, make sure to showcase your credentials so that they're visible to your patients. Your credentials are the "seal of approval" your patients need to see in order to really trust you.

So make sure to highlight them in your clinic and in your marketing materials so your patients never have the opportunity to doubt you. You can also strengthen your reputation as a thought leader in the field to further enhance your brand loyalty.

Patients are looking for a place they can go for all of their dental needs. If you're looking to grow your business, consider expanding your existing service portfolio to include specialized dental care treatments such as implant solutions for varying clinical needs. By doing this, you'll be able to build a reputation in the field, expand your patient base, offer additional treatments to existing patients, and increase your revenue. Also, make sure to market and promote your new services to your patients so they know what's available at your clinic (tip no 8).

3

Study your patient demographics

If you're looking to grow your business and enhance the profitability of your clinic, it's important to take some time to research and understand your patients' demographics. Look out for aspects such as their age, gender, marital status, socioeconomic status, education level, occupation, and more. Remember that knowledge is worth its weight in gold, and by taking the time to learn about your potential and existing patients, you can adjust your service offering, marketing, and messaging to attract new patients, keep your existing patients coming back, and increase overall profitability. You can also use this information to build trust with your patients (tip no 3) and enhance your patients' experience (tip no 4).





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Build trust amongst your patients

"If people like you they will listen to you, but if they trust you, they'll do business with you." – Zig Ziglar

Always remember that the most important aspect of your clinic (business) is your patients, so everything you do should be in their best interest. At the end of the day, your success will be measured by your patient's wellbeing. Building trust amongst your patients can be achieved using a consolidated approach with the following elements:

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Build trust amongst your patients



Make sure your offering is great – This one may seem trivial, but in a world where quick fixes and less-than-professional treatments are common, it really shouldn't be taken for granted. Remember, your patients have come to you because they trust you with their dental needs, so it's really important to provide them with reliable and effective treatments that answer their specific clinical needs, using proven and safe technologies and materials from suppliers you know you can trust. At the end of the day, no matter what is going on in the market or economy, it's the businesses with good offerings that really succeed in the long term.

Give them all the information they need – This is a really important element in building trust amongst patients, and one that is often overlooked. Your patients need to have access to information about your treatments and the treatment they are undergoing in order to feel comfortable and at ease in your clinic. So if they ask questions, take the time to explain this to them and it will make all the difference in the world.

Once your patients feel safe and trust you, loyalty will follow. This, in turn, will help them feel confident that you will deliver the desired results in the agreed-upon time period and cost range. It will also lead them to seek additional treatments if required, return to you when in the future, and recommend your services to others.



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Make sure your patients feel special

As mentioned above, your patients need to come first, and making them feel special in your clinic – even through small gestures – goes along way. So if you're committed to growing your business, superior customer service is a major piece of the puzzle and this also means making sure your staff is onboard.

Remember that it's the little things that make all the difference. From the response your patients get when they call, to the way they are welcomed when they come to your clinic, to the services, treatments, and aftercare you provide – so make sure it all comes together into an excellent experience for your patients. That way they'll have the confidence to keep coming back to you in the future.

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Clearly define and communicate your pricing

Take the time to clearly define the pricing of your treatments and what they entail to your patients. It can be challenging to find the right balance between professional and safe dental implant treatments that use high-end materials, and meeting the needs of your patients for cost-effective treatments. As there is a wide range of dental implant technologies on the market, do your research and source proven technologies that answer your patients' needs, without compromising on the quality. Once you've done this, it will be easier to clearly define and communicate the pricing of your services to your patients.

A background image of two female dental professionals, a white woman on the left and an Asian woman on the right, both wearing white lab coats with blue buttons and giving a thumbs-up gesture. They are standing in a bright, clinical setting with large windows in the background.

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Minimize patient downtime

We all live in an extremely fast-paced environment, and your patients are no different. For better or for worse, they have almost zero tolerance for downtime.

As a result, it's important that you offer them effective treatments that minimize the amount of time they need to take off from their daily routine. This is an important factor to consider when building your service and treatment portfolio, and choosing the technologies and devices you use for these treatments.

For example, you can use one-piece dental implants to perform the implant procedure in one stage instead of two, shortening the treatment time and downtime required for patient recovery.

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Define a brand promise and clear messaging

Your dental implant clinic is a business, and as is the case for any business, defining what you offer and how you want to be perceived is key to success.

For example, is your clinic a high-end boutique practice that only specializes in specific procedures such as dental implants, or is it an end-to-end dental clinic that meets all the dental needs of patients?

Once you've defined your unique offering, brand promise, and related messaging, you'll need to start getting the word out so that patients can easily find you. In addition, once they do find you; make sure everything in your practice and the patient experience you offer reinforces your brand and message.

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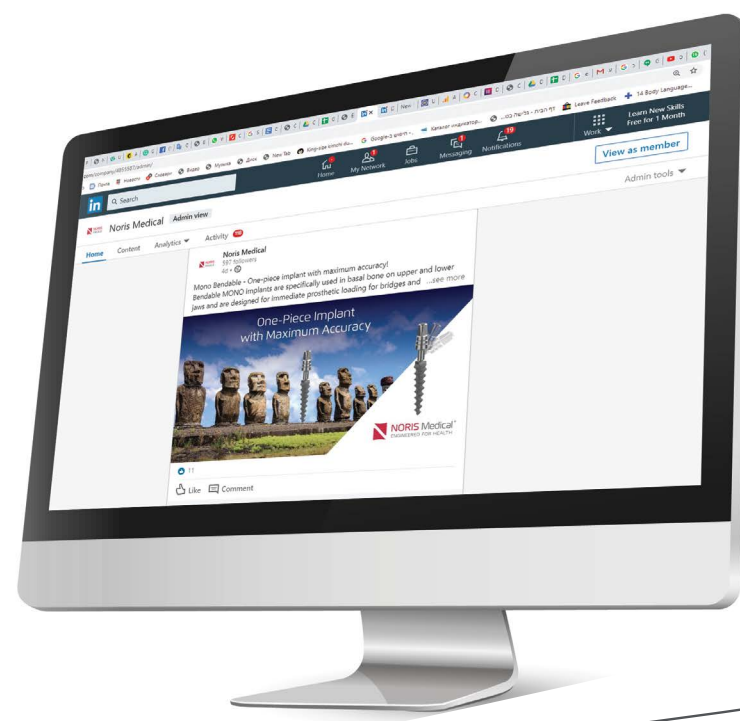
Use digital marketing to establish yourself as a thought leader in the field

Yes, we know you're probably asking yourself what digital marketing has to do with dentistry. But the truth is that because we're living in a digital era, dental patients are also using digital media to research treatments and providers before they make the decision who to turn to.

That's why it's really important you have a digital presence, and create and distribute content with added value for your patients using social media and digital marketing.

By doing this, you will attract prospective patients looking for dental solutions and treatments. This doesn't mean you need to sit down and create long articles or text-heavy content.

You can also use other tools such as videos, infographics, or podcasts to keep potential and existing patients engaged and interested in what you have to say and what you have to offer.



We hope you found our tips for growing your dental implant practice valuable

Remember that as a dental specialist, you have the responsibility to offer your patients safe and effective treatments. At the same time, you also need to balance this with the principles of retail and a consumer-driven economy.

But most importantly, you need to ensure your services and treatment methods are aligned with the highest quality standards, that you offer a consistently exceptional patient experience, and that you do whatever you can to earn the trust of your patients so that they keep coming back to you and refer you to other potential patients.