

Internal Marketing Assessment

Internal marketing is aimed at current patients. Various aspects of Internal Marketing include: (1) preventive education which teaches patients how to maintain their oral health for a lifetime; (2) case presentations that succinctly alert the patient to his/her problems and give them every confidence that the dentist can provide the care needed to bring the patient back to full oral health; (3) on-going efforts to survey patients to understand what they expect in a top-quality dental office and how your practice can meet their wants and needs; (4) a comfortable, clean, attractive office environment that tells patients you care about their comfort as well as their dental care; and (5) focus on the entire staff with ways to enhance professional development, continuing education, and coaching to assure solid teamwork that shows to patients and results in top-notch performance by the entire team.

Internal Marketing should accomplish six things for current patients:

- Make them feel warm and welcome every time they enter your attractive, up-to-date, impeccably clean office.
- Make them feel like friends being cared for by friends.
- Let them know they are appreciated; everything in the office focuses on them.
- Add to their sense of dignity and their feeling of security with assurance that they are being cared for in the best office in the area.
- Give them a sense of responsibility by making them partners in their own oral health care, partners who understand the importance of accepting diagnosed treatment, receiving regular hygiene care, and keeping all appointments.
- Remind them to refer family and friends.

Answer the following questions with your staff to assess how Internal Marketing is currently handled in your office and what can be done to make the efforts more effective:

How do our patients and prospective patients define quality in a dental office? What do they want?

Are we using internet postings to our greatest advantage? What else can we do with online marketing, social media, etc.

The initial contact with most patients is by telephone. How can we utilize our telephone to better serve patients?

What would you expect if you came to our office as a new patient?

Are we meeting those expectations? Surpassing them?

If you were coming into our practice as a new patient, how would you grade the service, care, feelings, perceptions, and overall experience of that first appointment?

10 = excellent; down to 1 = poor.

If the practice scored less than 8, 9, or 10 in your assessment, please comment about opportunities you see for improvement.

What can we do that we are not doing now to attract more new patients?

What can we do better, more, or different to encourage current patients to:

- Have confidence that we are caring, thorough professionals delivering the latest and best in dental care?
- Accept recommended treatment?
- Feel more satisfied with their entire experience in our office?
- Tell others about us?

How can we better survey our patients to find out:

- How are we doing?
- How can we improve?