

Marketing cosmetic dentistry: part one



In the first of two articles, **Nishan Dixit** discusses some internal marketing strategies for drumming up interest in cosmetic dentistry among patients

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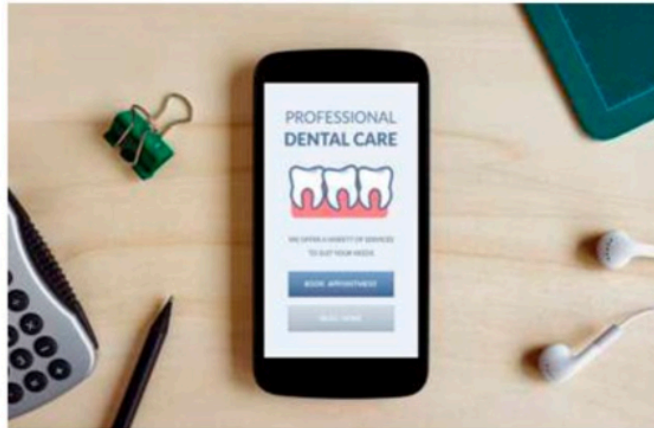


Cosmetic dentistry is growing in demand, but promoting and improving treatment acceptance for such services can be challenging in an already saturated market.

At our practice, we have a newsletter professionally produced and sent out via email to existing patients. This newsletter is also available to read in practice and online via our practice website.

It's a great way of keeping patients informed about what's happening at the practice, including any new services or promotions that we might be offering on treatments such as professional tooth whitening or orthodontics.

You can send out newsletters at specific times of the year as a way of appealing to patients who might be interested in improving the health and appearance of their smile before a major event like a wedding, for example.



We also display posters in our waiting room to highlight specific services that we provide.

In addition, we have a book of before and after photos of patients that have previously completed cosmetic dental treatment with us.

Other literature that is available for practice visitors to peruse are books that explain some of the processes behind cosmetic dental procedures. For instance, we have *Change Your Smile* by Ronald E Goldstein in our waiting room and this enables patients to explore the possibilities of cosmetic dentistry.

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Direct engagement

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Of course, with demands on time, this may not be possible for every dentist to do. However, other practice staff – including dental hygienists and therapists – are ideally positioned to initiate conversations with patients about the benefits of minimally invasive cosmetic dentistry.

You may have provided treatment to these members of your dental team before, who can act as advocates for your services.

Dental hygienists and therapists, in particular, are often perceived as more approachable, which can encourage patients to enquire about cosmetic dental procedures. **D**