



## In-Office Marketing Guide

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There are many ways to inform your community that your practice now offers 3 levels of clear aligner treatment. When prioritizing efforts, go for the “low hanging fruit.” This means that the people that you already have a relationship with will be most likely to start treatment. Thus, informing every adult (and parent) that walks into your office about My Smile Choice™ is crucial. It also takes 5-12 touch-points to get a person to act. So there needs to be a plan in place to maximize the number of touch-points while a person is in the office. **This guide will assist your team in promoting My Smile Choice™.**

The following customized marketing materials will be provided (per location):

- 200 customized brochures & 2 holders
  - 100 customized pass-along cards & 2 holders
  - Customized My Smile Choice™ flyer
  - Customized Patient Intake Form
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### Front Desk - Appointment Arrival

Place one brochure holder and one pass-along card holder at the front desk so that they are front-and-center for everyone to see. It's good to have them visible when a potential patient walks into the office. The front desk placement of brochures and pass-along cards also comes into play as the parent checks out.

### New Patient Intake Forms

Include the customized [Patient Intake Form](#) with the new patient intake documents you request all patients or parents to fill out prior to a consultation. Although My Smile Choice™ is targeting adults, you want to give this form to ALL new patients. It informs parents of the My Smile Choice™ program and Tandem Treatment™ so that parents may begin treatment with their child(ren). Stick a My Smile Choice™ brochure behind all the intake forms so that if a potential patient is interested, they have the information right there. Remember, convenience is key to helping someone move forward with treatment.

## The Reception Area

Place the second brochure holder in the reception area so that potential patients (and their parents/guardians) can look at it while waiting to be seen or waiting for their child(ren). You may also want to display a flyer or two within the reception area.



## Consultation Room(s)

Keep a stack of brochures and pass-along cards in each consultation room. The goal is to inform everyone of your new program. The best way to do this is to naturally give all adults (especially parents or guardians) a brochure and/or pass-along card at the end of a consult.

### The discussion may sound something like this:

*"Did you hear about our new clear aligner program? We are telling everyone since it's new. If you've ever thought about treatment yourself or if you have any friends who have mentioned wanting to do something about their smile, this is making it unbelievably affordable and convenient. We have a brochure here that gives an overview or a little card you can pass along. We are trying to get the word out! Especially since we keep hearing more and more terrible stories of people trying those mail-order online aligners."*

Just keep it natural and simple. Not everyone will take a brochure or card, but the ones that will are most likely interested or have friends who are interested. Take note of who grabs them as you can follow up and continue the discussion the next time they are there.

### Potential follow-up:

*"Oh hey, did you ever take a look at that brochure of our new aligner program? What were your thoughts about it? Since it's new we are curious what you think."*

For **parents or guardians**, it is ideal if you have this mini-conversation before they leave the consultation room and check out. This could prompt the parent to start treatment with their child(ren) or set up a separate Smile Evaluation before they leave. This won't happen if they only receive the information as they walk out the door.

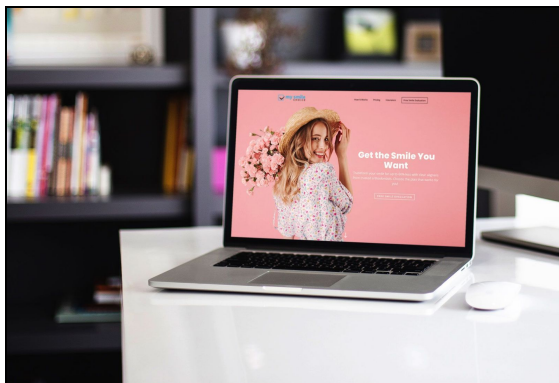
## Front Desk - Appointment Check-Out

Since not all individuals walking into your office are for new patient consults, we recommend the same approach (Consultation Room discussion) be taken at the front desk prior to checking out. This way all potential patients (especially parents or guardians) are covered.

If the individual was given a brochure or pass-along card in the consultation room, they'll most likely mention it. So this follow-up will simply reinforce My Smile Choice™ discussion.

**PARENT:** "Oh, I got a brochure from *Anna*" or "I got a card from *Anna*."

**YOU:** "Great! Let us know what you think!" or "Great! Let us know what your friend thinks!"



## Action Steps:

- ★ Place brochures in a holder at the front desk
- ★ Place pass-along cards in a holder at the front desk
- ★ Place brochures in a holder in the reception area
- ★ Place pass-along cards in a holder in the reception area
- ★ Keep a stack of brochures & pass-along cards in each consultation room
- ★ If desired, place flyers throughout the practice

## Coming Soon!

- ★ My Smile Choice™ video for the reception area
- ★ My Smile Choice™ poster
- ★ And more!