

Do You Know Your

ABC's



Dear Doctor – Dentistry & Oral Health
A unique marketing program for specialists that:

- **Increases Referrals**
- **Increases Patient Acceptance**
- **Increases Referring Doctor Loyalty**

Dear Doctor – Dentistry & Oral Health
Professional Marketing – with Patient Education

Increasing Referrals from A, B & C Level Referring Doctors

Competing for referrals is part of a specialist's life. Set your practice apart from other specialists by providing your referring doctors with *Dear Doctor* magazines customized with your magazine brochure. Magazines featuring you as the specialist of choice become your personalized calling card. The referring doctor program is designed to enhance the relationship you already have with your main referring doctors. B and C level referrers often choose to refer to more than one specialist. Giving referring doctors your magazine featuring your magazine brochure, an introduction to your staff, credentials and services provides you with a huge advantage over your competition.

Increases Patient Acceptance by Eliminating "New Doctor" Objections

Specialists are aware that patients often dislike going to see a new doctor. Request that your referring doctors give a *Dear Doctor* magazine containing your magazine brochure to patients they refer to your office. We have found that this personal introduction often helps overcome the fear and anxiety of going to an unknown office by familiarizing patients with your practice and your philosophy of care. The personal introduction patients receive from their own dentist to your specialty practice establishes the trusting relationship you share with that dentist. This helps patients feel more comfortable with the decision to follow through with recommended treatment.

Increases Referrer Loyalty by Increasing Referrer Productivity

Acknowledge and thank your referring doctors for their continuing support and confidence by providing as your gift to them their own complementary *Dear Doctor* magazines.

Encourage them to place the non-customized version of the magazine in their reception area and operatories. These magazines feature all of the same articles, consults, pictures and graphics as in your customized magazine. Helping to stimulate awareness and generating conversations about dentistry, *Dear Doctor* magazine can help assist the growth of your referring doctors' practices.



For more information call **866-429-8188** or visit www.DearDoctorMarketing.com