

JULY

Enlisting your overdue recall report, send out a reminder to parents of children who have not been seen in the prior six months to schedule appointments before the school year begins. Send out a newsletter containing an article reminding patients to schedule their appointments before the end of summer. Use Google Places, Facebook and Twitter to remind current and new patients to schedule their summer appointments before the back to school season rush.

Consider offering a referral incentive of a prepaid gas card during these busy summer travel months. A “Ladies’ Month” promotion could prove helpful during this mid-summer month. Many women find it difficult to maintain personal appointments during the summer. A promise of pampering and special treatment and an enticing offer of free whitening might encourage your female patients to appoint. Consider sending postcards to female patients overdue for recalls inviting them to your Ladies’ Month promotion. Social media outlets provide free and quick avenues for updating the public about these events.

Perform a second quarter assessment of ROI for each of your individual marketing efforts. Make concrete plans to continue and enhance what is working and eliminate the marketing efforts that are not proving worthwhile.

AUGUST

As summer draws to an end, remember that moving season is still at its peak. Families are pressing to get settled into their new homes before the school year begins. Continue to send out new resident mailings to everyone who has relocated to your area this summer. If your city has a professional football team, consider sending out magnets outlining the season schedule and listing your contact information. Keep in mind that contact information should always include a web address if your practice has a website.

At the very beginning of the month, run a quick audit of your pediatric patient base to send out email reminders to patients who may want to schedule before school begins. If your dental practice management software allows you to track employers, search for teachers with overdue recall appointments as well.

September often proves to be the worst month of production for many dentists so take time in August to brainstorm steps to avoid a slowdown before it begins. Just as you did in January, run an overdue recall report, send out reminder postcards and follow them up with reminder phone calls.