**QDP Tips**

**-Share these tips with your team members**

**Be sure to offer Quality Dental Plan to every patient that walks through your door**

The Quality Dental Plan program provides incredibly unique benefits to patients that they can only get through your local dental office. When was the last time you saw a Costco (BJ's, Sam's Club, etc) advertise memberships? Hard to remember, right? That's because Costco does little or no advertising for their membership programs. They spread the "benefits" of membership by word of mouth.  Benefits of Costco membership are so clear and special the members themselves are Costco's advertising. So even if your patients have insurance, present them with QDP and its benefits. Not only can they use QDP if their benefits are maxed but they also might know someone else who can benefit from QDP. They might even opt to not participate in their high cost insurance plan and join QDP.

Even if the patients you present QDP to don't join initially you will have planted the seeds for a future sign up.

The most powerful marketing is "word of mouth" marketing (think Costco). Your office now offers a membership-like program with benefits. Go ahead and let every patient that comes into your office know about the QDP program. The easiest way to do this is with the EOB and a brief explanation by one of your team members. People love to save money and love a great deal even more. The QDP program provides both to your patients.

Some patients want to think about it and that is ok. Be sure and mention that they can save on their appointment today by signing up. Go ahead and show them the savings. If they still aren't convinced be sure to send them home with the EOB form and patient registration form.  Use the rule, "Outflow equals Inflow". The more you talk about the program, the more you send patients home with materials, the more patients that will join the QDP program at your office.

A recent study by the Colloquoy Group (they study membership/reward programs) shows people that belong to a membership program are 70% more likely than non-mebers to refer others to the business they have a membership at .

By following the simple tip of offering QDP to every patient (and potential patient) you will grow your QDP program faster than ever! Taking the time to get the word out initially will save you on advertising later..think like Costco.