**Internal Marketing Strategies**

1. Ask current patients for referrals and to let others know about Quality Dental Plan. If you hold a morning huddle before the start of your day, identify 5-7 people on the schedule that specific team members will ask for referrals from and then review it the next day to make sure it was done. **Do this each day.**
2. Along the same lines as #1, **identify any current patients that are business owners or HR managers**. Approach them and introduce them to Quality Dental Plan and how they can provide low cost, high value benefits to their employees. Contact us if you are interested in business to business packets you can hand out to businesses. These are professionally designed and provide a great overview of QDP benefits for business.
3. **"Lost patient"** list. Anyone who has missed recalls, existing treatment plans, and those who have not visited the office in a while, send them the letter in the implementation guide with a EOB and sign up form. Many times these “lost” patients will become ‘found” patients. This is also a great way to purge your old charts.
4. Local service organizations (Rotary, Kiwanis, schools, churches) many times these organizations know who could benefit from QDP and they also hold **charity auctions** that you can donate a QDP plan to. Auctions are a great way to get people hearing about QDP, do some good in the community, and the person that usually wins it will sign up their entire family as well.
5. Hand out the **QDP enrollment cards** to each primary member. If you need more, we can provide them to you.
6. Consider a **food drive or school supply drive in partnership with a local food bank or service organization**. Your office can be the drop off point for items. Each time someone brings in an item they are entered into a drawing for a QDP plan at your office (only 1 entry per person). Do this for one month. Be sure and have the local organization contact the local media about it to get the word out about the event. You can also do this. Then at the end of the event, select the winner of the QDP plan, and announce it to the media and service organization! This is a fantastic way to help the community and spread the word about QDP.

Remember, **outflow equals inflow**. The more you keep putting the QDP message out there the more will come back to you. In any area consistency is the key, especially in saturated areas. Keep doing it. There are no magic bullets. Make sure you track your successes and see what is working best. Also, our PR team is working behind the scenes and when opportunities become available, you will be notified ASAP. Getting PR is an interesting game, opportunities are out there but it comes down to consistency. Don’t just consider larger media outlets. Many times there are smaller weekly or monthly newspapers that are looking for this type of local story. Any outlet you have, that you are already getting external exposure be sure and piggyback the QDP logo/message. The best way to market QDP however, is to use your current patient base and charts. Referred patients come to your office with a built in trust because of the referral relationship.

Consistency is the key to any good marketing effort whether it is internal or external. Your team will be key in this effort. The best part is QDP really presents itself and is a win-win for both you and your patients. When you and your team begin to see your patients’ elated responses, presenting QDP will become easier for everyone because we all love to see happy patients who refer others. Be sure to follow-up with your team on a regular basis. We recommend daily to start and then move toward weekly once you begin to see consistent results.