**Quality Dental Plan Marketing Tips**

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. **Visit local businesses** around your office. Speak with owners, managers and employees if necessary. Always ask if they have a "dental plan"? If not, let them know about Quality Dental Plan. Great opportunity here. 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 businesses. Use the QDP “business outreach brochures” to assist with this.
3. Along the same lines as #2, **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. Also, use the QDP “business outreach brochures” to assist with this.
4. **"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.
5. **Use the press releases** (PR’s) included in the implementation packet. For example, February is "Children's dental health month". You should be able to get some attention with this. Be sure to include your contact information with the words **"Available for interview".** Many of our docs have had success getting local media attention this way. Also, we have found it to be the best way to get noticed in the community!
6. If you advertise for implants, ortho, cosmetic or any other perceived "high dollar" procedure **piggy back QDP** with it. Just *add "Concerned about the cost? Ask us about Quality Dental Plan"* and use the QDP logo with it. If you need the logo, templates, and/or copy, let us know.
7. Local service organizations (Rotary, Kiwanis, 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.
8. Hand out the **QDP enrollment cards** to each primary member. If you need more, we can provide them to you.
9. **Add QDP to your website** and use the QDP logo and web copy for it. We can provide this to you. If you do not have a website or want an enhanced redesigned website that is more in tune with today’s web savvy consumers, let us know. We can help!
10. Consider a **food drive in partnership with a local food bank**. Your office can be the drop off point for food items. Each time someone brings in a food 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 food bank contact the local media about it to get the word out about the event. Then at the end of the Food Drive, select the winner of the QDP plan, and announce it to the media and food bank! This is a fantastic way to help the community and spread the word about QDP.  
      
    Remember, **outflow equals inflow**. The more you keep putting 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 piggy back the QDP logo/message.

The Quality Dental Plan Admin Team

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