

HOSTING OPEN HOUSE & CONSULTATION EVENTS FOR DENTAL IMPLANTS

Hosting open house events at your dental practice is a great way to educate your patients about dental implants. These events build trust, engagement, and generate new business. **Here's why:**



EDUCATE YOUR PATIENTS

Offer clear information on dental implants, their benefits, and the process.



BUILDING TRUST

Show your commitment to transparency and patient education, making your practice a trusted choice.



INCREASING PATIENT ENGAGEMENT

Create opportunities for patients to connect with your team in a relaxed setting, boosting satisfaction and loyalty.



GENERATING NEW BUSINESS

Attract new patients, secure more appointments, and increase treatment acceptance.



DIFFERENTIATING YOUR PRACTICE

Stand out by being proactive in patient education and community involvement.



TIPS & TRICKS

PREPARING FOR YOUR OPEN HOUSE EVENT

■ SET CLEAR OBJECTIVES

Define what you aim to achieve with the event. Objectives could include increasing awareness about dental implants, generating new leads, or providing in-depth information to existing patients.

■ NOMINATE A CAPTAIN AND SELECT YOUR TEAM

- Who is in charge of planning and will oversee everything to make sure the event runs smoothly on the day?
- Who will be working at your event?
- What will be their role on the day?
- Who will be welcoming patients?
- Does anyone in the team need training about implant treatment?
Any refreshers on costs and finance options required?

■ PICK YOUR DATE!

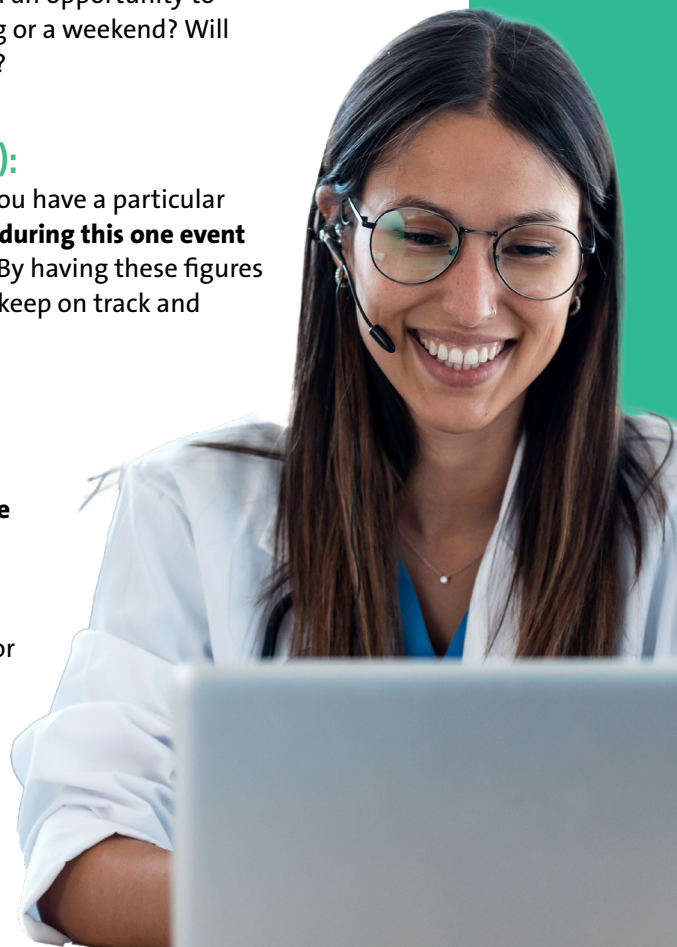
Choose a date around 6-8 weeks in the future to give you an opportunity to plan. **What will suit your patients best?** A day, an evening or a weekend? Will you have dedicated time slots or a first come first served?

■ DECIDE ON KPI'S (KEY PERFORMANCE INDICATORS):

What is it that you want to achieve from the event? Do you have a particular goal in mind? **How many patients are you hoping to see during this one event and out of these, how many are you hoping to convert?** By having these figures as a goal to work towards it can help you and your team keep on track and evaluate what "success" looks like to you.

■ FORMAT

Determine the structure of the event. **Many practices experience better results when they have patients secure their consultation slot ahead of time.** You may want to offer a short consultation at a special or reduced fee, which covers the basics of an implant consultation – enough to inform the patient if they would be suitable for treatment and potential associated costs and timelines.



PROMOTE THE EVENT

Ensure to use multiple channels to promote the event, always remembering to make the booking process as straightforward and simple as possible for patients.

- Email Marketing:** Send invitations to your existing patient database, especially those who have undergone an extraction or received a denture in the last 18 months to 2 years.
- In-Practice Promotions:** Display posters and hand out flyers to current patients. Ensure that your reception staff are confident enough to recommend the event to individuals.
- Direct invitation:** Call to invite patients who have shown an interest in implants previously but did not move forward with treatment.
- Social Media:** Leverage platforms like Facebook and Instagram to reach a broader audience – you may even want to advertise in Facebook Groups, and encourage your team members to like and share among their own networks.

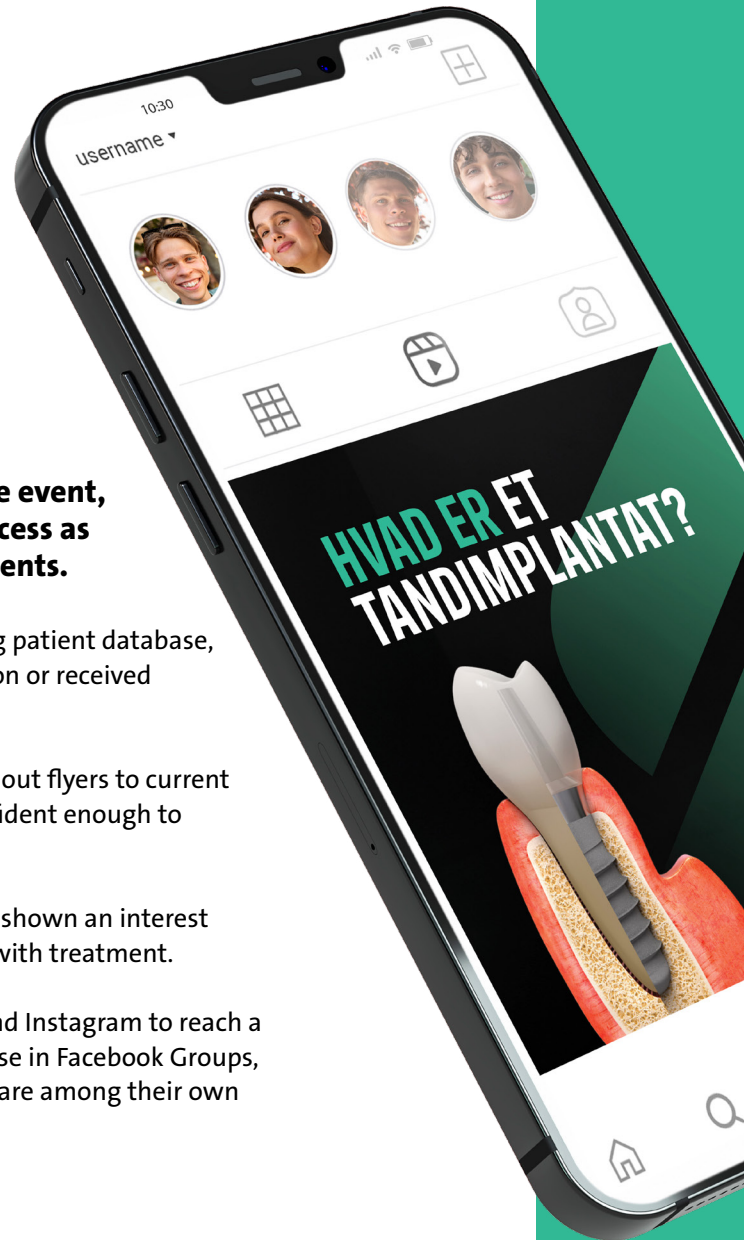
MAKE IT SPECIAL

- Will you have a special offer for your patients that attend?
- Will you be offering refreshments that needs to be ordered?
- Are you going to decorate your practice?

ARRANGE PATIENT PACKS

Will you be sending your patients away with anything from the event? You may wish to send them off with some leaflets or small practice branded giveaways – especially if they have decided to go ahead and book treatment straight after their consultation.

You may also want to prepare yourself with a good stock of Straumann Patient Brochure, waiting room video, small presentation and before-and-after photos of patients who have received similar treatments.



TIPS & TRICKS

ON THE DAY OF THE OPEN HOUSE EVENT

SET CLEAR OBJECTIVES

Clinic: Ensure that the practice is clean and inviting, projecting an image of premium quality and a calming experience, remembering to prepare any videos, demonstration models, images or presentations that you have.

Team: Have a quick team meeting to make sure everyone is ready for the event.

Documentation: Take and post photos to your practice's social media. Ensure that you have the consent from the ones in the pictures before you publish in social media.

FOLLOW UP, AFTER THE EVENT

Thank You Emails: Send personalised thank-you email to all attendees, whether they decided to sign up to treatment on the day or not – this is an opportunity for you to follow up with them and answer any questions that might remain which is stopping them for proceeding with treatment.

Call: The best way to follow up is to give your patient a call. Ask if they have any further questions and how they felt about the consultation at the event. Hopefully, this will encourage more patients to follow through with the treatment process.

KPIs: Has the event been successful? Keep track of attendee numbers, total sales generated, dates, and what discounts were given, so you can report on the return of the event and optimize further for your next event!



By following these steps, you can ensure that your open house event for dental implants is **well-organized, informative, and beneficial** for both your practice and potential patients.