

HOSTING OPEN EVENTS/ CONSULTATION EVENTS FOR DENTAL IMPLANTS



Hosting open events for patients at your dental practice is a highly effective way to educate the community about the availability and benefits of dental implants. These events serve multiple purposes, from building awareness and trust to increasing patient engagement and generating new business. Here's why hosting such events is important:



EDUCATING THE COMMUNITY

Open events provide an excellent platform to educate the community about dental implants. Many patients may not be aware of this option or might have misconceptions about the procedure.

An open event can offer:

- Informative presentations about what dental implants are and how they work this will help to demystify the treatment.
- Discussions on the benefits of dental implants compared to other dental solutions.
- Clarification on the process, cost, and aftercare of dental implants.



INCREASING PATIENT ENGAGEMENT

Open events are a great way to engage with current and prospective patients.

They provide an opportunity for patients to meet the dental team, ask questions in a relaxed setting, and see the facility firsthand.

This personal interaction can significantly increase patient satisfaction and loyalty.



BUILDING TRUST AND CREDIBILITY

By hosting an open event, you demonstrate transparency and a commitment to patient education. This helps in building trust and establishing your practice as a credible and reliable source for dental care.

Potential patients are more likely to choose a practice where they feel informed and valued.



GENERATING NEW BUSINESS

An open event can be an effective marketing tool. By showcasing your expertise in dental implants, you can attract new patients who are specifically looking for this service.

Providing special offers or discounts during the event can also incentivize attendees to book appointments there and then.



DIFFERENTIATING YOUR PRACTICE

In a competitive market, hosting open events can differentiate your practice from others.

It shows that you are proactive in patient education and community involvement, which can be a deciding factor for patients when choosing a dental provider.

STEPS TO ARRANGE A DENTAL PRACTICE OPEN EVENT FOR DENTAL IMPLANTS

Planning and executing a successful open event requires careful organization and attention to detail. Here are the steps involved:



1 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.

2 PLAN THE EVENT LOGISTICS



Date and Time: Choose a date and time that is convenient for most of your target audience. Evenings or weekends might be ideal – be sure to give yourself enough time (at least 8 weeks) to make arrangements and confirm patient attendance



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. Some practices offer this initial consultation at a small fee but will deduct that fee from the treatment cost if they choose to go ahead.



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 gauge what “success” looks like to you.

3 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 some waiting room videos, small presentations, before-and-after photos of patients who have received similar treatments in a nicely arranged coffee table style book – all of these small elements go a long way to helping patients feel they are making a well-informed decision.

You can find Straumann branded waiting room videos, imagery, logos and implant images through Patient Pro – you can gain access to this through your eshop login.

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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:



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.



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.



Local Advertising: Use local newspapers, community boards, and radio stations to advertise the event.



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, having a full practice approach will help to ensure the success of these events.

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SET CLEAR OBJECTIVES



Setup: 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.



Staffing: Ensure you have enough staff to welcome and process patients so that no one is waiting for service.



Refreshments: Offer light refreshments to create a welcoming atmosphere

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FOLLOW-UP

After the event, follow up with attendees to maintain engagement:



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.



Assess your KPI's (key performance indicators): Has the event been successful? What could you do differently next time? How much money did the event cost vs. what extra revenue has been generated as a result? It is important to create a culture of constant improvement of your processes until you are happy with the setup you have created.

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