

New Jersey Dental School

Selective-Elective Program

COURSE#: A AFF9901
 [X] SELECTIVE
 [] ELECTIVE
TRIMESTER: Spring

DEPARTMENT: Office of Academic Affairs
COURSE TITLE: Professional Marketing for the New Graduate

MAIN PURPOSE OF THIS COURSE:

To provide the new graduate with the professional marketing information necessary to build a successful dental practice. The course curriculum is designed to clearly educate the doctor on the basics of the S.W.O.T. analysis: SITUATION Analysis; WEAPONS/RESOURCES Review; OBJECTIVES Development; and TACTICS creation. Key elements of the course will include actual examples of all topics and marketing tools discussed, as well as providing the doctor with an interactive resource to reach the Lecturer via his Doctor's Marketing Dot Com web site.

OBJECTIVES OF COURSE:

To educate the doctor on the latest marketing planning tools; to review various consumer/patient data gathering systems; to discuss developing goals and marketing objectives; educating the doctor on the newest methods of strategic planning and tactics creation – including samples of all topics and tools.

EVALUATION OF STUDENTS:

The course will be graded Pass/Fail. Students are expected to attend all sessions. Students will be assigned one project, which will be to develop a marketing plan for a dental practice, based on the instruction given in this course.

COURSE CONTENT:

Lesson 1 – INTRODUCTION

Time for a Makeover
Defining Marketing
Marketing Plans
The S.W.O.T. Planning Strategy

Lesson 2 –

SITUATION ANALYSIS

Investigating Your Practice
Research Techniques
Topics to Research
EXERCISES

Lesson 3 – WEAPONS

Strengths
Weaknesses
Opportunities
Threats
EXERCISES

Lesson 4 -

OBJECTIVES

Objective Process
Mission Statement
EXERCISES

Lesson 5 – STRATEGIC PLANNING

Professional Practice Marketing Mix
Part 1 – Attracting New Patients

Lesson 6 -

STRATEGIC PLANNING

Prof. Practice Marketing Mix
Part 2-Maximizing Revenue from Existing Patients

Lesson 7 – TACTICS

Funnel vs Tunnel Vision
Marketing Tactics Preparation

Lesson 8 -

MARKETING TACTIC REVIEW

Marketing tactics Worksheets

ADDITIONAL TOPICS COVERED DURING LESSONS:

- ◆ “The Background of Professional Marketing”
- ◆ “How to Successfully Market Your Practice with Newsletters”
- ◆ “Creating an Effective Practice Brochure”
- ◆ “Increasing Treatment Plan Acceptance”
- ◆ “Developing Effective Advertising”
- ◆ “The Concise Marketing Plan”
- ◆ “Effectively Using the Internet”
- ◆ “Networking for New Patients”
- ◆ “New Millennium Strategies for Success”

NOTE:

The ***Professional Marketing Course*** presentation is based upon the belief that there are two elements that are essential in building a successful professional practice:

- ◆ Consistently attracting new patients (Lesson 5 – Part 1)
- ◆ Maximizing the services presented to, and accepted by, existing patients (Lesson 6 – Part 2).

Marketing tools and materials are designed to assist doctors and their team members in maintaining a profitable balance between the two. The following services are provided:

Attracting New Patients (Part I)

- ◆ Directing Marketing – Particularly direct mail in the form of post cards and letters
- ◆ Networking programs within the community
- ◆ Print advertising campaigns in newspapers and yellow pages
- ◆ New patient promotional programs for attraction and conversion
- ◆ Referral programs for current patients and professionals in the community
- ◆ New resident programs
- ◆ Radio and cable TV commercials
- ◆ Message-on-hold telephone systems
- ◆ Web site development and maintenance
- ◆ Print/Video/D practice brochures
- ◆ New patient protocols (including office tour) for all team members
- ◆ Event management and sponsorship programs

Maximizing Revenue from Current Patients (Part II)

- ◆ Newsletters
- ◆ Direct mail booklets and letters announcing expanded procedures
- ◆ Birthday and anniversary (with the practice) cards
- ◆ Event management for clinical meetings and seminars
- ◆ Patient appreciation programs
- ◆ Mystery Patient research programs
- ◆ Designing and moderating Patient Focus Groups and Patient Panels
- ◆ Staff motivation and training programs
- ◆ Patient-centered script development for staff members
- ◆ Treatment plan acceptance programs
- ◆ In-office video/CD patient education systems

PROGRAM DESCRIPTION

Number of students:	Unlimited
Day/Time:	Tues. May 5 (5-7pm), Wed. May 6 (5-8pm), Thurs. May 7 (5-8pm)
Number of weeks of Program	1 week (8 hours)

COURSE DIRECTOR:

Mr. Joseph J. Lancellotti, Guest Lecturer