

Who is it for?

Our practice growth package is for ambitious owners and prinicipals who are looking to grow their business – whether by increasing surgery occupancy, increasing the mix of high value patients, expanding their existing practice or buying a new practice.

How does it work?

STEP 1 Research & Analysis STEP 2 Strategy Development STEP 3 Marketing Planning

Getting under the skin

Analyse your patient database

- How recent?
- How frequent?
- What value?

Patient Mapping Analysis

- •Where do your patients live?
- •Where are there gaps locally?

Competitor Analysis

Full review of your brand

Review your current and past marketing

Review treatment sales

Audit your team structure and their skills

Setting the direction

Agreeing the vision for your practice

Setting the business objectives

Develop marketing strategies that:

- •build a stronger practice brand
- •raise the profile of your practice
- •increase the number of new patients
- •build referrals
- •increase revenue from your existing patient base

Create unique selling points & messaging for your practice

Planning for practice growth

Explore all the local media opportunities

Uncover 'outside the box' patient acquisition ideas

Agree your marketing budget

Develop your 12 month marketing plan

Negotiate your media spend

Create an initial 90 day 'Action Plan' to kick start your marketing

What do I get?

- · A greater understanding of your business and how to grow it
- Deeper insight into your patient base and where the hidden value is
- The vision, strategy and action plan to achieve your growth ambitions

How long does it take?

My investment?

1 - 2 months

£5,950 incl. VAT



What do people say about us?

"It's great to work with them. They are professional people who know the dental market well and are very helpful. I would definitely recommend them to anyone who needs to improve their marketing or get more patients."

Dr Olga Palmer Gold's Place Dental

■■■ Gold's Place■

DENTAL

About Consultancy4Dentists

We are a specialist marketing agency with our feet firmly set within the dental industry. For almost 10 years, we have delivered sparkling results for dental practices up and down the UK – from Scotland to the Channel Isles – supporting over 125 dental practices, and spanning all types of treatment.



Let's get started - call 01626 897 713 or email steve@consultancy4dentists.co.uk