

Dental Hygienists Role In Dental Marketing

Written By Dental Workers.com

Well, the lazy days of summer are coming to a close, so why not use this session in the Dentalworkers Chair to refocus on your dental practice? Vacation is over and its time to brainstorm ideas to finish the year strong!

Some of you may be trying to expand your patient database to increase your business. Perhaps you are new in the area, or losing patients due to increased competition. If this is the case, concentrate on spreading the name of your office throughout the community. Hygienists and support staff can really help in this area, especially if they have great people skills.

Find Dental Hygiene Jobs That Include Patient Marketing

For example: The school year has just started so it's an opportune time to contact your local school, and set up a Dental Health presentation for the students given by your Hygienist and support staff. There are many resources on the web that can help someone create a successful presentation, including outlines, activity sheets, craft ideas and even songs. Try these following sites for some ideas:

Dental Hygienists

American Dental Association

<http://www.ada.org/public/education/teachers/ideas.asp#hands>

<http://www.ada.org/public/news/ncdhm/index.asp#fun>

Association of American Hygienists <http://www.ms-flossy.com/ncdhm.html>

DLTK's Crafts http://www.dltk-kids.com/crafts/miscellaneous/dental_health_month.htm

Always bring literature and perhaps free toothbrushes or floss with your office name and contact information printed on them. Then, when the students go home, they can tell or show their parents who you are and what office you represent. The kids aren't going to make the appointment so it's vital that you find a way to reach their parents!

Of course, this is only one way to jumpstart your business. If you have any other suggestions or questions please email mail@dentalworkers.com

Tip of the Day: "Get your name out there! Whether you are looking for a job or looking for patients you will get the most results if you take the initiative and reach out to others first!"

Remember, October is National Dental Hygiene Month. We'll let you know how you can get involved next time in the Dentalworkers Chair.