



CASE STUDY

Breaking the no-show cycle: How an innovative campaign transformed patient acquisition and added billable capacity for a dental practice.

A multi-office dental practice faced a recurring challenge in acquiring new patients, particularly during the months of September and February.

These crucial months posed challenges with the staff scheduling and other factors, hindering the practice's ability to attract new patients.

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In response to this situation, Brandie Rezac, Fractional CMO (Chief Marketing Officer) and her team, designed an innovative campaign known as "Slump-tember" and implemented a multifaceted approach that included email, geofencing, and direct mail.

THE APPROACH

Confronting the challenge head-on, the team crafted the "Slump-tember" campaign, specifically targeting existing patients who had not scheduled a follow-up appointment after their last visit.

This strategic initiative involved employing a combination of email outreach, and direct mail campaigns. With meticulous planning and evaluation, the team fine tuned the campaign over subsequent years, enhancing its effectiveness and impact.

As a result, they developed an ongoing program that ensured a consistent flow of appointments during these traditionally slower months, ultimately leading to a more predictable and stable business environment.

In fact, the program was so successful that patient demand exceeded the offices' dental hygiene capacity.

The team quickly pivoted and used the new patient budget dollars to focus on hiring dental hygienists.

They decided that using known dental hygienist demographics plus "geo-fencing" to deliver targeted ads only to individuals near dental colleges and other dental offices. The resulting increase in hygienist headcount allowed the offices to continue to add new patients.



The implementation of the campaign yielded exceptional outcomes, surpassing expectations, and paving the way for a more scalable business model.

During the month of September, across the practice's three locations, the campaign generated a staggering 70 appointments—a remarkable achievement compared to the initial goal of 45 appointments.

This significant increase in patient acquisition, coupled with hiring additional dental hygienists, during a historically challenging period was a testament to the campaign's effectiveness.

The dental practice's struggles with new patient acquisition during critical months was skillfully addressed through the implementation of the "Slump-tember" campaign.

BRANDIE REZAC

Brandie has over 30 years' experience in corporate marketing working at both Fortune 500 and small businesses. She has helped B2B organizations with all aspects of marketing, including branding, digital and traditional marketing strategy.

Learn how Brandie can help your business:
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By adopting a multifaceted approach and leveraging various communication channels, the team successfully generated a substantial number of appointments during the slow months of February and September.

