



# Missing Patient Calls? It comes at a cost.

Answering calls creates a better patient experience and  
leads to more conversations and higher production.



## How much are missed calls costing your practice?

According to industry metrics, the average practice misses 30% of their inbound calls. Based on average call volumes, we can estimate, per week, a dozen new-patient calls hit voicemail. Conversion rates on answered calls come into play, but this realistically adds up to at least one lost new patient per day. If you're open 48 weeks, 5 days a week, that's 240 days with a lost new-patient

opportunity. With the average new dental patient contributing almost \$1,800 to the topline, that's a loss of \$9,000 per week, or over \$400k in first-year revenue – and in lifetime practice revenue, those lost patients are costing your practice a lot more. Not to mention practice security and improved valuation due to a growing patient base and positive revenue trends.

### **Is your dental office losing over \$400,000 in revenue ... or more?**

Slight business adjustments can reduce lost new-patient calls which means more conversion of precious dental marketing dollars, more new patients in your practice, and more money in your pocket. Knowing the volume, days, times, and reasons for missed calls can do wonders for your practice.

## Top Practices Pick Up The Phone

According to research, 78% of customers take their business to the first company that responds to their inquiry. So, whether your office is understaffed, undertrained, deterred by endless spam calls, or just plain busy, those voicemail-bound calls may be turning patients away, significantly impacting new-patient production.

Three times as many people contact businesses via phone versus social media, and it's not just boomers that like the phone – 66% of millennials are likely to contact a business by phone. Marketers report that answering inbound phone sales have a medium to big impact on the bottom line, which means call handling is having a big influence on your practice results – one way or the other – right now.

- 87% of people say talking on the phone to answer questions made them feel more confident in making a high-value purchase
- When making a healthcare purchase, almost 70% of consumers are likely to call (2nd highest industry after insurance)
- 68% of consumers prefer to communicate with businesses by phone.



Answering calls has a  
mid-big impact on profit

## Top Dental Offices Are Using Call Analytics To Improve The Patient Experience

If you've been wondering what's setting top dental offices apart, the simple fact is: top dental offices monitor their results and work to answer a higher percentage of calls. Data proves that the top 10% of dental offices answer over 98% of their calls in the moment.

So if you're one of the offices trending at or below average at around 70% of calls answered, the good news is that with a few simple strategies for picking up the phone, your revenue will increase dramatically, putting your practice among the top.

If your office scheduled 1 more new patient per day on a 6-day workweek, you stand to gain \$10,000 more revenue per week.  
That's \$40,000 more per month.

**Practice ZEBRA** is the dental marketer's software platform when it comes to improving call conversion related to new-patient campaigns.

- Calls answered live vs missed calls/voicemail
- Call conversion, lost production & reasons patients don't schedule
- Call scoring, practice & individual performance
- Industry average comparables & trends
- Call metrics, date, time, procedure interest
- Successful calls & appointments booked by campaign.

With these metrics, you can receive a wholistic picture of your practice's call handling and find opportunities to position yourself among the industries top practices – and gain a lot more patient bookings.



## **Aside From Profits, How Else Are Missed Calls Impacting Your Dental Practice?**

You've seen how missing calls can significantly impact your revenue, however, this reliance on voicemail may be impacting more than just your profit.

## **Protect Your Reputation And Pick-Up**

Like any customer, dental patients want to feel their time is respected and their needs are handled in a timely fashion. If patients – in particular, emergency patients – continually encounter voicemail, they may feel unappreciated and take their business elsewhere, or they might leave a negative online review.

90% of customers read at least one online review before deciding on visiting a business, and if the practice has lower than four stars, 57% of people will not visit at all. Online reviews are essential to maintaining practice integrity, and that positive reputation starts by picking up the phone. Don't let disappointed patients drive away potential new business through negative reviews because your focus wasn't on the phone line.

## **Increase Opportunity For Referrals**

According to research, referrals are one of the most valuable forms of dental marketing, as 60% of referrals convert to new-patient leads. Happy patients share their experiences with friends and family, and that positive encounter is facilitated through attentive care every step of the way, including on the phone. By picking up the phone and liaising with patients new and recurring, you're building a reputation worth sharing, and in turn, increasing interest and new-patient revenue.

## Why Are You Constantly Missing Calls?

There are a few reasons:

- **Understaffed office.** If your practice is constantly missing calls, there's the potential your team is insufficiently staffed to meet the demands in a typical workday.
- **Insufficiently trained.** On the flip side, you may have a plethora of hard-working staff who are simply uneducated on the cost of letting phone calls head to voicemail. Or they lack training in phone importance and the value of adding new patients. (It's not just more work, it's practice security, revenue growth, and therefore job security and income.) If they're not fully trained or brushed-up on the importance of phone etiquette and new-patient call handling, the likelihood is your team could be innocently feeling that everything is handled when voicemail is on.
- **Minimal investment in marketing and operation improvements.** Dental marketing goes beyond websites and newsletters and extends to the day-to-day operations. As many as 50% of new-patient opportunities are lost at the front desk. If you want to gain more top-value patients through your dental marketing campaigns, the critical ingredient is call handling. Through Practice ZEBRA you can:
  - Identify training & coaching needs
  - Implement scripts & guidelines for new-patient calls
  - Respond more quickly to new-patient inquiries & provide better customer service with AI (artificial intelligence) instant alerts for missed calls (voicemail) and lost quality new patients (who hang up without scheduling)
  - Make marketing, operational, & process improvements

Together, these small operational changes can drastically increase your new-patient business, help you capitalize on dental marketing efforts, and boost your profits.

"Call scoring helps me see where my front desk team is doing great or needs help."

– Dr. Steve Sokolovskiy



## A Successful Practice Starts With Picking Up The Phone

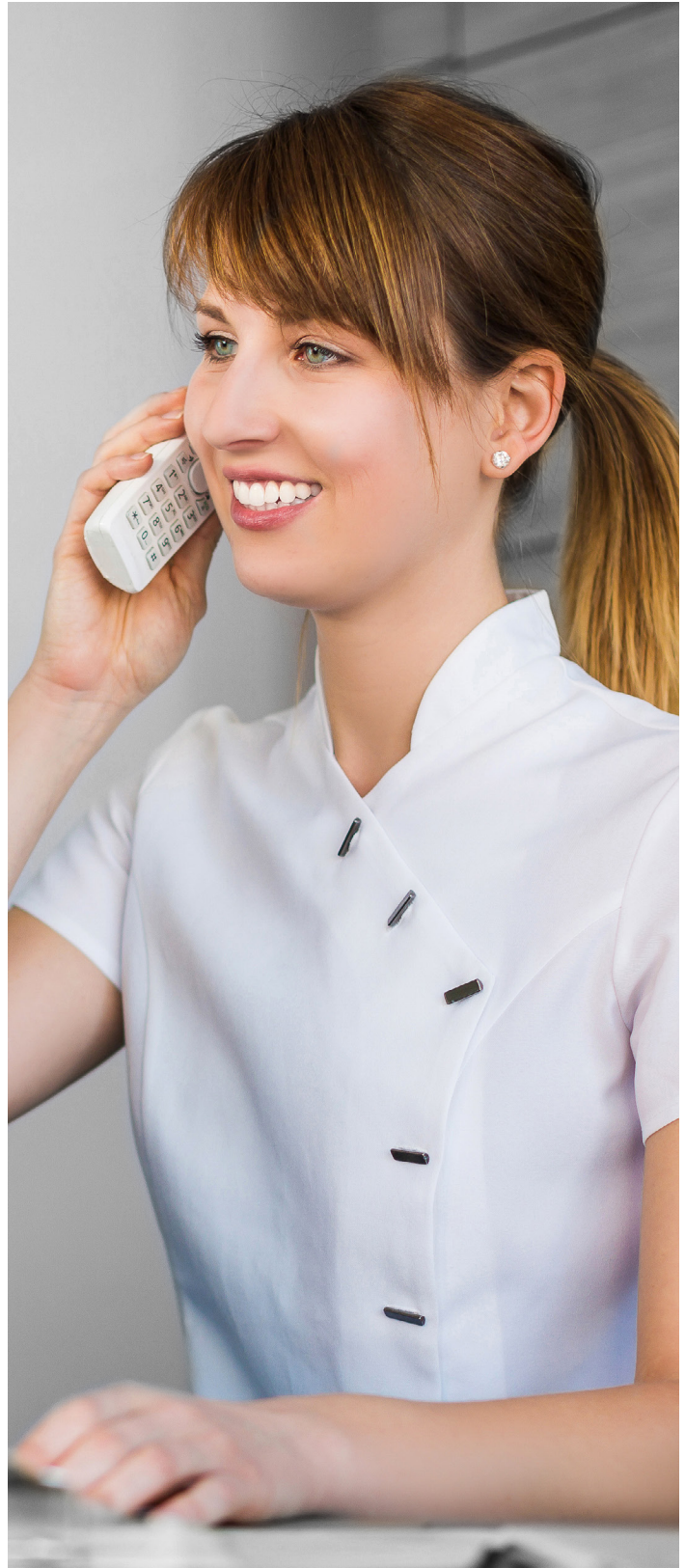
Roughly 85% of people whose calls aren't answered won't call back. And in this digital era of email, text, and social, it may surprise you that 80% of inquiries are still likely to be phone calls. Since the average dental office misses 30% of their inbound calls, that means that there are many dental offices doing even worse. You can differentiate your practice by providing a great first impression and great service by being there when patients call you. Not doing so is poor customer service and will cost your business big bucks.

Practice ZEBRA is the dental industry's first business intelligence tool that tracks, measures, and facilitates every step of the patient journey. It's truly the dental marketer's software platform. Call coaching with Phone Power helps turn every call handler into a new-patient superstar. Boost call handling, improve conversion rates, and achieve production targets with Practice ZEBRA.

In addition, its AI-powered attribution helps prove and improve actual ROI for your marketing campaigns.

**Call to schedule a FREE Practice ZEBRA demo!**

ZEBRA integrates seamlessly with the software you're already using, so you can immediately take advantage of all the amazing features to help you improve practice and marketing performance and production now. Improving your phone skills starts with understanding your baseline and how to improve.



# Dental Marketing That Works

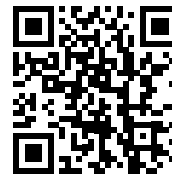
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Performance Dashboard



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