



Strategies, marketing, and
patient management for
international dental clinics

ABOUT US

We specialize in **DENTAL TOURISM**.

Our mission is to build strong partnerships between clinics and patients, combining international market expertise with **targeted marketing strategies**.

Our goal is to bring qualified patients to your clinic and create long-term value for your business.

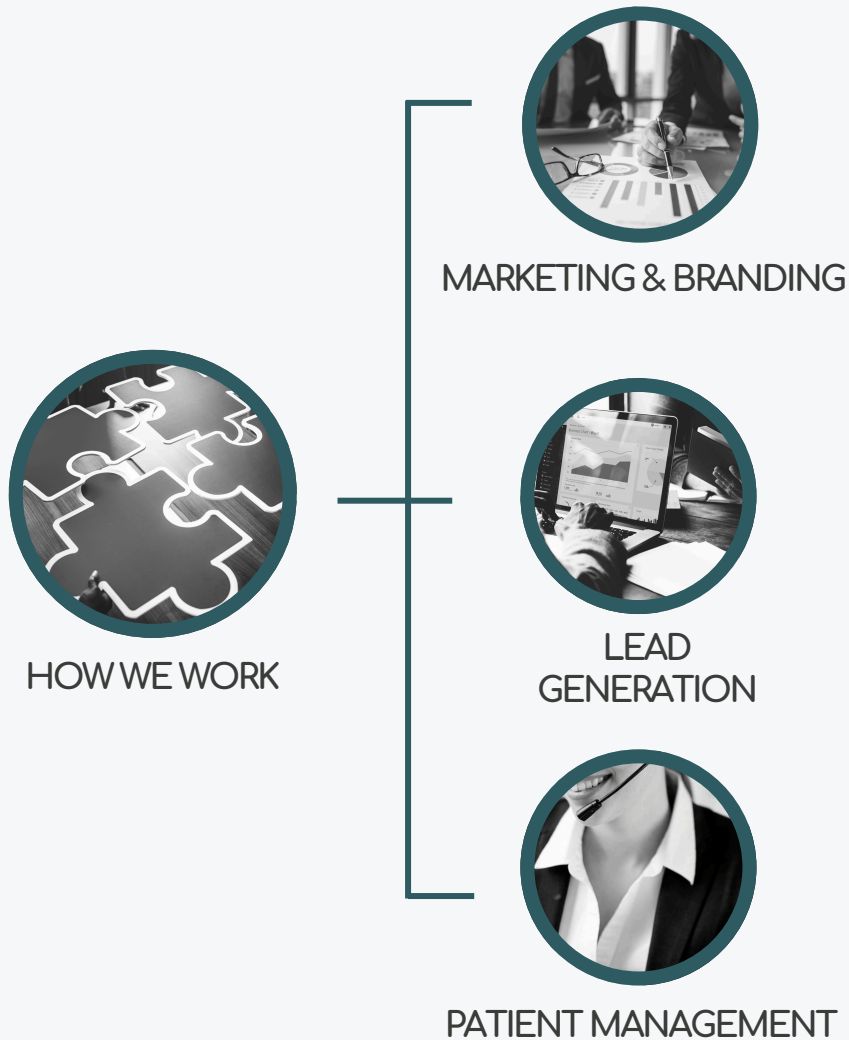


www.oldgentlemenltd.com

OUR RESULTS

76%	RESPONSE RATE	Replies generated from campaigns thanks to targeted contacts and timely follow-ups.
43%	PRODUCT INTEREST	Leads who show genuine interest in the clinic's services.
100%	QUALIFIED LEADS	Every contact provided is pre-screened and ready to be worked.





We design marketing strategies that highlight your clinic and make it stand out in the international market. Our work includes targeted campaigns, compelling content, and a clear positioning to strengthen and unify your brand identity.

We don't just collect contacts — we deliver pre-qualified leads who are genuinely interested in your services. By leveraging data and continuous analysis, we optimize campaigns to ensure measurable conversions and tangible results.

With our model, clinics can follow patients throughout the entire journey — from the first contact to their arrival at the clinic — supported by our team for logistics and coordination. We help turn the whole experience into a smooth and positive process for everyone.

DIGITAL SERVICES

Technology and integrated strategies to connect with patients quickly and effectively. From data management to targeted campaigns, we provide digital tools that make marketing simpler, measurable, and results-driven.

■ Proprietary CRM “Synapsy”

A system designed to manage and track every contact. It allows you to monitor performance and optimize processes, giving both the contact center and management full control over the data.

■ SMS marketing

Personalized campaigns to reach potential clients directly and instantly. Using real-time data, every message is relevant and targeted, boosting engagement and driving conversions.

■ E-mail marketing

Newsletters, follow-ups, and targeted communications to acquire new patients and strengthen loyalty with those who already know your clinic. Every send is an opportunity to reinforce the relationship with your audience.

■ WhatsApp marketing

Centralized management of chats and campaigns with the official WhatsApp API, fully GDPR-compliant. Newsletters, chatbots, and automated messages enable simple, effective communication with clients.

■ Qualified Telemarketing

With two in-house contact centers and over 90 trained operators across multiple sectors, we manage lead lists quickly and effectively. Using tailored sales scripts and AI support, we reach prospects while they're still warm, maximizing conversion opportunities.

OFFLINE SERVICES

Not just digital: we also cover the territory with traditional marketing activities. Local campaigns, events, and out-of-home advertising strengthen your clinic's presence and reach clients in a direct, tangible way.

■ Info Desks in Shopping Malls

Customizable info desks in major Italian shopping malls, fully managed by our team. Each space becomes a direct touchpoint with the public: brochures, one-to-one consultations, and immediate lead entry into the CRM. A team of hostesses and consultants specialized in dental care ensures professionalism and expertise, creating an itinerant model that drives visibility and generates new appointments.

■ Television Advertising

Commercial spots across all Mediaset channels, targeted by geography and audience. A high-impact solution to strengthen your clinic's brand awareness and reach a broad, qualified audience.

■ Street advertising

Billboard trucks and posters placed in strategic city locations. A high-impact solution to boost visibility and strengthen brand presence.

■ Door to door distribution

Capillary distribution of leaflets in the most populated areas. A service managed by qualified teams to reach clients directly and effectively within their territory.

“SYNAPSY” OUR IN-HOUSE CRM

Our “Synapsy” CRM is the operational core of our work. It manages every contact in real time, tracks interactions, and monitors campaign results.

With an intuitive interface and constantly updated reports, clinics maintain full control of their data — from the first lead to the patient’s arrival at the clinic.

It’s a strategic asset that makes the entire process safer, simpler, and measurable, ensuring continuity and efficiency at every stage.



Everything you need to manage and monitor leads in a single platform, seamlessly integrated with the tools already used by the clinic. An essential support designed primarily for the contact center and management, ensuring control, efficiency, and continuity.



- 01 TAILORED**
Complete customization: the software is built from the ground up, integrating the required features and adapting to the company's workflows.
- 02 LOW COSTS**
No per-user license fees: being custom-built, there are no recurring user costs as with standard software.
- 03 FLEXIBILITY**
Scalable and flexible: the CRM can be easily updated and expanded over time to match the company's growth and evolving needs.
- 04 INTEGRATION**
Seamless with other systems: a custom CRM can be integrated with existing management tools already used by the company.
- 05 WORKFLOW**
Process-focused: the tailored CRM optimizes the company's specific workflows, improving efficiency, monitoring, and productivity.
- 06 AUTONOMY**
Full control and independence: the company has complete ownership of its CRM, without relying on third parties for changes or customizations.

MODULES AND INTEGRATIONS



LEAD MANAGEMENT

Keep all leads organized within the CRM by profiling their level of interest, adding notes, and attaching documents.



WHATSAPP CHAT

Connect your WhatsApp profile and chat directly with clients from within their CRM record.



QUOTES

Quickly create and send quotes via email, SMS, or WhatsApp.



STATISTICS

View sales or lead performance statistics with a single click. Assessing lead quality is quick and intuitive.



META INTEGRATIONS

Connect your Meta Business profile to automatically import leads from Facebook and Instagram campaigns, including contacts generated from post comments.



LEAD IMPORT

Easily import leads from your databases through CSV files or web service connections.



OPERATOR MONITORING

Track your team's activity in real time: logins, number of leads processed, and idle time.



LEAD ASSIGNMENT

Assign leads manually to collaborators or set up automated workflows, typically managed by the Team Leader.



PBX INTEGRATIONS

Integrate your call center system to make calls to leads directly from the CRM.



CALENDAR AND REMINDERS

Schedule events, tasks, and appointments to ensure nothing is overlooked.



CLICK-TO-CALL

Place calls directly from the CRM by clicking on a lead's phone number.



INVENTORY MANAGEMENT

Connect your inventory to the CRM and Quotes module, with automatic alerts to keep stock levels under control.



AFFILIATE MARKETING

The Strategy

Through structured affiliate programs, we build digital networks of referrers and influencers. These figures promote the clinic's services across multiple online channels in a trackable, measurable way, ensuring transparency and return on investment.

The Operating Model

Recruitment takes place through dedicated campaigns across multiple countries, supported by targeted databases and localized outreach strategies. Once engaged, ambassadors and influencers activate word of mouth, social content, and blogs to generate qualified leads. In this way, the clinic expands its visibility and multiplies touchpoints with potential patients, paying only for results.



“REFER A FRIEND” PROGRAM

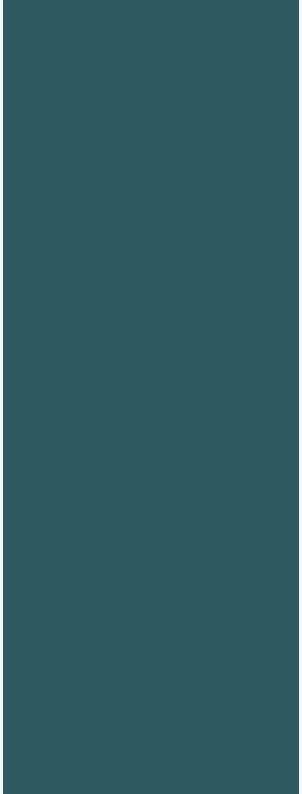
A loyalty initiative that values existing patients while generating **new opportunities**.

Each patient receives a personalized kit with a letter, voucher, and unique code: by referring a friend, they gain exclusive benefits, while the new patient enjoys dedicated discounts. A simple, concrete initiative that builds trust, encourages word of mouth, and turns patients into true ambassadors for the clinic.

TRUSTED BY DENTAL CLINICS

More and more clinics rely on us to develop marketing, lead generation, and patient management projects.

Our active collaborations with several dental clinics demonstrate the strength of our model and the trust we earn every day.





OUR ADDED VALUE

- We understand the real needs of patients
- We communicate in the language of clinics
- We deliver pre-qualified leads ready for engagement
- We build long-term, trust-based relationships
- We know the local dynamics of the countries where we source patients
- We act as strategic partners, not just suppliers



EVERY PROJECT IS A COLLABORATION
EVERY RESULT IS SHARED





LET'S TALK

✉ info@oldgentlemenltd.com

🌐 www.oldgentlemenltd.com

📍 Old Gentlemen Ltd , 41 Devonshire Street
London W1G 7AJ – United Kingdom

