What Your Dental Implant Patients FEEL They Need From You.  

... and what motivates them to book treatment?
Our Mission.
Your Benefit.

Let's GROW your dental practice(s) by proactively addressing the unspoken needs of your dental implant consults.

About Our Research
After assessing data from over 1,000 leads from landing page campaigns for dental implant specialists across the United States, our team unanimously agreed we have a responsibility to share this data with dental implant practitioners. Practice growth is what drives us. Understanding the unspoken needs of your community creates greater opportunities to meet their specific needs. Armed with this knowledge, you and your staff will close more high-value cases while giving patients the smiles they've only dreamt of.

Our Deep Understanding Of Patient Needs & The Dental Industry Has Helped Us Develop A Proven System To Drive 20+ Qualified Opportunities To Your Front Office Each Month.

. . . It's Our Pleasure To Present The Following . . .
Win More Business & Treat More Cases By Understanding The Motivations Of Your Dental Implant Leads

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What is your biggest dental challenge?

When asked "what is your biggest dental challenge", the majority of respondents reported that they are missing most of their teeth or that they are looking for a way to replace multiple teeth. Though there may be overlap with the 12.5% of people who reported denture issues, it is clear those seeking dental implants as a permanent option to missing teeth can be closed as high value treatments.

Let's do the math on your marketing ROI:

If you use a dental implant marketing company to compete against the big names you're looking to spend about $60,000/year*. With an average cost of $5,000 per tooth implant you would need to replace only 12 teeth before your patients begin to pay for your marketing costs. Being that most prospects report they are missing several teeth, it is highly like that we need to close 12 patients (or less) to turn a profit.

*IMPORTANT NOTE: Many dentists report that the added value of working with a dedicated dental implant marketing agency is that patients often times will request non-implant services; resulting in an aggregate reduction in prospecting & brand awareness costs for your dental practice.
How long have you been struggling with this?

When asked "How long have you been struggling with this?", an overwhelming 76.4% or respondents reported that they have in need of dental implants for more than a year. This may astound you because you probably wouldn’t let your mouth suffer for that long, but your patients are not dentists — they need you to guide them, educate them, and show them that you value their relationship so they are comfortable enough to work with your team.

Surprisingly, dental phobia is not the main inhibitor; rather that most prospects are not being presented with financing options in a way that is palatable. Cost conversations can be sensitive but a conversation build on relationship results in increased trust. This results in greater treatment acceptance at nearly any cost.

Empathy is Key to get you past the consultation!
Your prospect’s pain points are real. Imagine yourself in the situation your prospects are in. Imagine the awkward looks you would get as you smile at friends or family if you had missing teeth. As a dentist you have all the answers. You are fully versed in the damage that missing teeth causes to a person’s physical and social state. You also completely understand the payment options that are available for every level of income. Your patient may not and they need you to help them understand that you and your team are concerned about their well-being and have options available.
What's kept you from fixing your smile?

A life altering treatment should be an obvious priority. As a dental professional you know that there are serious consequences that result from not replacing lost teeth, but despite how educated your consults seem, they may never understand the value of treatment as well as your specialists do.

Our data reveals prospects aren’t having trouble finding implant providers; rather that the cost of treatment has not been presented to promote value thereby justifying cost. In other words, those in need of dental implants may not grasp the value of treatment compared to the total cost. Potential patients need to know financial options are available. Those numbers are best presented in low monthly payment options.

Changes in our approach to consultations could win more high-value cases. What would keep YOU from fixing your smile if you swapped seats with your patient?

- 69.4% Cost Of Procedures
- 21.1% Nothing! I'm Ready Now!
- 5.2% Fear Of Dental Procedures
- 3.4% Haven't Found The Right Dentist
- 0.9% Time Involved In Dental Work
If it was affordable how soon would you be ready to move forward with treatment?

“I’m Ready Now!” The majority (64.6%) of prospects report they are ready to pursue treatment once you’ve assured them they can fit it into their monthly budget. This number may not surprise you, but considering how few prospects report dental phobia or any other typical reason to avoid the dentist, you may want to review your available financing options and how they are presented. We find that people are not understanding that treatment is affordable — which is why they continue price shop. With Care Credit, United Medical Credit, (etc.) your consults will be amazed at the low fees they’ll incur if they choose to work with you.

If we segment our aggregate data down to only respondents currently ready to pursue treatment, we learn more about their preferred payment methods (typically dental insurance & cash), the inhibitors to pursuing treatment (mainly, costs that look unmanageable), and the motivators for pursuing treatment (largely for social and functional reasons).
**When is the best time of the day to contact you? When is the best day of the week to contact you?**

When is the best day of the week to contact you? Here at Driven Dental Implant Marketing, (drivendentalmarketing.com) we are happy to report after prospects find our clients online and fill out the quiz, 90.1% are ready to schedule a consultation. In other words, <10% of the leads generated via quiz submission are still in a “research phase”. This indicates they are unaware of the treatment needed and are not currently ready to speak with an implant dentist.

**Be prepared to schedule immediately after you get your leads!**

Once we are aware of patient readiness, we need to prepare our staff for immediate follow-up. If your leads do not hear from you quickly enough, they will schedule time with a more responsive dental practice. Ask yourself, “When should I schedule my staff to reach out to these leads?” The majority of leads prefer to be connected with early morning on Mondays, but you may want to think about after hours leads too. Though the percentage of “after 5pm” or “Saturday” leads is lower, this is a sign the lead is a working professional, may have dental benefits, and the ability to afford for high-value treatments.

**When To Call Your Leads...**

- 49.4% Early Morning
- 19.3% In The Afternoon
- 16.8% Around Noon
- 14.6% After 5 P.M.

**Are You Missing This Business?**

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Are You Educating Patients About Their Payment Options?

How Do You Plan To Pay For Dental Implant Treatment?

The most preferred payment options are dental insurance and cash, though multiple payment options are generally selected.

Patients seek to painless application processes and dental offices who offer an array of payment options.
As we learned from previous patient responses, most people put off treatment due to costs, but there is definitive correlation that explains people do expect out of pocket fees. Additional data review reveals credit card payment as the least preferred payment method. This supports the evidence that dental implant patients need solutions that are not going to negatively impact their financial health and we can see clearly that Care Credit (and the like) have significant market adoption (10.3%). In other words, patients are going to go with the dentist who presents monthly terms and financing options; not total costs.

Use This Information In Your Consultation Process To Book More Treatment
Another useful way to interpret these stats is to think about how it fits into your consultation process. Knowing that patients seek easy application processes where they can be pre-qualified is a great way to win more business. The good news is that many financing companies, like Care Credit, will work with credit-challenged individuals.

Did You Know That Care Credit will consider treatment up to $60,000? There is a separate process for this type of approval. If you’re interested, then contact your rep.
HOW SHOULD YOU DEAL WITH PRICE SHOPPERS?

Have You Talked With Another Dentist About Dental Implants?

Though this statistic may differ when split into treatment types, in aggregate the majority (61%) of prospects reported this is their first consultation. At a high-level, this statistic tells us patients of ALL income levels are price shopping — which isn’t necessarily a bad thing.

As dental practice growth coach, Dr. Paul Homoly, points out: "You have to ask yourself this as a dentist — Do you want shoppers or do you want no shoppers? I know I want them." In other words, you should expect price shoppers, and be prepared to offer flexible financing options once you have established good communications and demonstrated you value the relationship.

Motivators and Hinderance for those seeking their 1st consults or 2nd opinions

It probably comes as no surprise that any way we slice the data we continually find the main reason people have not booked treatment is due to their perceptions of the treatment costs. This is also true for people seeking an initial consultation. Additionally, the data shows that responses to "What is most important about selecting an implant dentist" shifts in a way that shows prospects put more emphasis on price and less emphasis on the doctor’s education when seeking second opinions.

61% No, This Is My First Consultation.
39% Yes, I'm Seeking A Second Opinion.
WHAT DO PATIENTS LOOK FOR IN A DENTAL IMPLANT SPECIALIST?

What’s MOST Important To You About Your Implant Dentist?

You may be relieved to discover that there are many patients who see tremendous value in treatment by a highly educated and skilled dentist (14.2%), and in dental practices focused on providing a comfortable atmosphere (10.4%). Additionally, with your past and ongoing education comes a quality of care that a major portion of your potential implant patients (10.5%) value and respect. From a marketing and branding perspective, those traits go a long way in encouraging those dental patients to select a dentist.

Beyond those three traits, the key motivators for patients seeking treatment (65%) are lowest costs and affordable monthly payments. This is not to suggest they do not have the ability to pay. This is merely stating those in need of dental implants are aware of their dental issues and recognize that dentists are well educated, but patients requiring high-cost treatment do not know how to navigate the myriad of payment and financing options available. In other words, most potential patients care less about the accreditations a dentist should have by nature of the industry and more about the cost-benefit analysis associated with their personal situation.

As you integrate the concept of how flexible and affordable treatment can be you will be amazed at the acceptance rates your practice will achieve.
How have dental issues impacted your life? Why are you motivated to get dental implants now?

Why are you motivated to get dental implants now? When compiling the sentiments of over 1,000 potential respondents, our research revealed there are seven key factors that motivate an individual to seek treatment. Each expresses the need in different ways and present a variety of expectations, but in total each motivation is certainly moving and range from people are seeking treatment because they are so upset with their condition that they have thoughts of suicide -to- people seek treatment because their children are embarrassed -to- even some people even realizing that their health is at risk because of their needs for dental implants or understand that a beautiful smile is essential for their careers. The key take-away from this is that you can integrate the personal motivations into your process as a way to continue to educate your future patients.

In any case, their sentiments uncover the true value of your work as a dentist — a hero who enriches the lives & well being of their community.

“I want a permanent fix, & not something that’s removable or awkward”

“I’m fed up with it and want something that’s going to work well.”

“Tired of being depressed and never enjoying life with my kids.”

“Needs to eat & function properly”

“More than one tooth missing & it’s not a good situation”

“Losing it’s my family”

“Biting into food, chewing, and drinking is a challenge”

“Wanting a smile that’s not missing teeth”

“Want a smile, that’s permanent, that’s mine, that I can smile long term with”

“Wanting to look good”

“Being able to chew comfortably & eat anything I want”

“Wanting to be healthy again”

“Well being of their community.”

13.6% Traditional Denture Issues
10.1% Health Reasons
22% Function & Bit Issues
6.7% Pain & Discomfort

34.6% Social Needs
5.1% Professional Reasons
8.3% Aesthetic Reasons

Physical / Medical

Personal / Psychological

“High ROI Dental Practice Marketing & Sales Support
www.DrivenDentalMarketing.com”