

The 5 Point Plan for New Patient Growth

Date and Venue:
**Thursday 2nd October, 2014
Alverton Hotel, Truro**

Course Organiser:
Carrie Bradburn, Dental Postgraduate Tutor

Course Lecturer:
**Jonathan Fine
Chairman, The Peloton
Luc Wade
Marketing Director, The Peloton**

Programme

18.00 - 18.30	Registration / Tea / Coffee / Sandwiches
18.30 -20.15	The 5 point plan for new patient growth
20.15	Questions & Close

Aim: To provide an overview of dental marketing

Objectives: By the end of the course delegates should have a clearer view of:

1. Understanding your current situation - your catchment, the profile of your patients and your competitive set.
2. Understanding and building your proposition. What it is you are actually selling- Family Dentistry, Saga set Dentistry, High end Cosmetic Dentistry etc.
3. How appealing are you to look at? Does your image support your proposition? Will your target market feel comfortable with it?
4. Communications; Patient Referral, Kerb Appeal, Website and Effective Campaigns
5. Engagement - How to optimise and convert all new patients enquires