

## **The 5 Point Plan for New Patient Growth**

Date and Venue:  
**Thursday 2<sup>nd</sup> October, 2014**  
**Alverton Hotel, Truro**

Course Organiser:  
Carrie Bradburn, Dental Postgraduate Tutor

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

### **Programme**

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

**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