



# 5 Ways to Turn First-Time Visits into Lifetime Patients

While you may get only one chance to make a great first impression, we've discovered five easy but effective ways to make any prospect your next best lifelong patient.

## 1. Make a Great First Impression

### Online

Your website and online profiles should be welcoming, comprehensive and professional. Be sure to include photos of you and your practice, as well as information such as office hours, types of insurance you accept, and special services offered. And don't forget about using an online booking feature to make it easy for patients to schedule their own appointments.

### On the Phone

Ask your front office members to introduce themselves by name and learn the callers' as well. Let callers know "new patients are always welcome." And once they've made an appointment, don't forget to ask, "Is there anyone else you'd like to make an appointment for today?" Because, why wouldn't you want their whole family as part of your practice as well?

### On the First Visit

Have your team greet each new patient with a handshake and call them by name. Then take them on a short tour of the office, giving them the opportunity to highlight 4 or 5 of the special skills, experience, and services your practice has to offer.

## 2. Train New Patients to Keep Their Appointments

Let patients know what they can expect from your practice (great customer service, advanced technology, etc.) and the one thing you expect from them: a promise to show up for their appointment, or 24-hours' notice if they cannot.

## 3. Create a Patient-Centric Culture

Foster a culture where the patients' needs always come first. In addition to a helpful and friendly team, consider what else patients might be looking for. It can be as simple as extending your office hours, making your location more accessible, or even updating your office for a more soothing and comfortable environment. Additionally, make sure you offer a wide range of services and up-to-date technology to make treatments more comfortable and convenient.

## 4. Meet Patients Where They Live

Put your practice front and center and accessible—online, on social media, on self-appointing websites, or wherever patients might be when they are ready and willing to choose a dentist.

## 5. See Your Patients as Lifetime Patients

Adjust your mindset to think of every patient as not just a one-time appointment, but a long-term patient. Doing so makes it easier to actually build a lasting relationship that will increase their loyalty, your overall return on investment, and the likelihood that they will suggest your practice to their friends.

And, of course, keeping patients is only half the story when it comes to a successful practice.

If you'd like a little extra help in finding new patients, look to the leader in qualified new patient referrals, 1-800-DENTIST®. Find out more by calling (888) 619-1739, or by visiting [marketing.1800dentist.com](http://marketing.1800dentist.com) for more information.

