

DENTAL Mind Map™:

Clever brand communication, and creating an impressive association in the minds of patients, establishes loyalty and in turn boosts profitability. Dental offices that exhibit sound understanding of how to influence patients' perceptions, and continuously strive to build a perfect patient experience stand as winners.

- What memory or association do current patients have with your office?

- How do you want patients to remember your office?

- What are the 3 steps you intend to take in order to build brand communication with your patients?

1.

2.

3.

- Can you implement this in the next 30-90 days?

- Resources needed?

Notes:

1. Fun theme
2. It's all about patient care
3. Dental specific: specialization (implants, cosmetic, emergency, pediatric)
4. Modern and tech
5. Community based- history of local community, connecting with local farmer's market, schools
6. Virtual appointment: Patients are looking to communicate via available tech and analyze before they schedule a visit.