

ATTRACTING NEW DENTAL PATIENTS



BOOMCLOUD

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Dentistry is changing and as a practice owner or an office manager, you have the advantage and all the benefit to gain when you create your own dental membership program. You will be able to attract the best types of patients with your membership plan and cut out those nasty PPOs once and for all, I am so excited that you have downloaded my ebook! Let's get started!



My name is Jordon Comstock. I am the founder and CEO of a company called BoomCloud. Recurring revenue is the lifeblood of your dental practice. BoomCloud's technology powers your dental membership program and helps create, automate, track and grow with our artificial intelligent revenue bots and strategic humans. We are the only platform that drives revenue growth and partners with your practice to ensure success.

BoomCloud was the first software solution to focus on building and growing dental membership programs. We have the most experience to ensure recurring revenue growth and easy to use tools to automate your membership program. Practices who use BoomCloud are 7x more successful than using

other solutions and members spend 3x more with your practice.

Schedule a demo with BoomCloud and launch your own successful dental membership program.

Dental membership programs provide a great opportunity to attract new dental patients, as well as build loyalty and grow recurring revenue. By offering discounted services or bundled care plans that are only available to members, dentists can create an incentive for people to join the program. This not only helps draw in more business but it also provides a direct source of recurring revenue.

Another benefit of creating a dental membership plan is that it helps to reduce the cost of insurance companies and PPOs. By offering memberships, dentists can provide more competitive services without compromising quality or care. This leads to

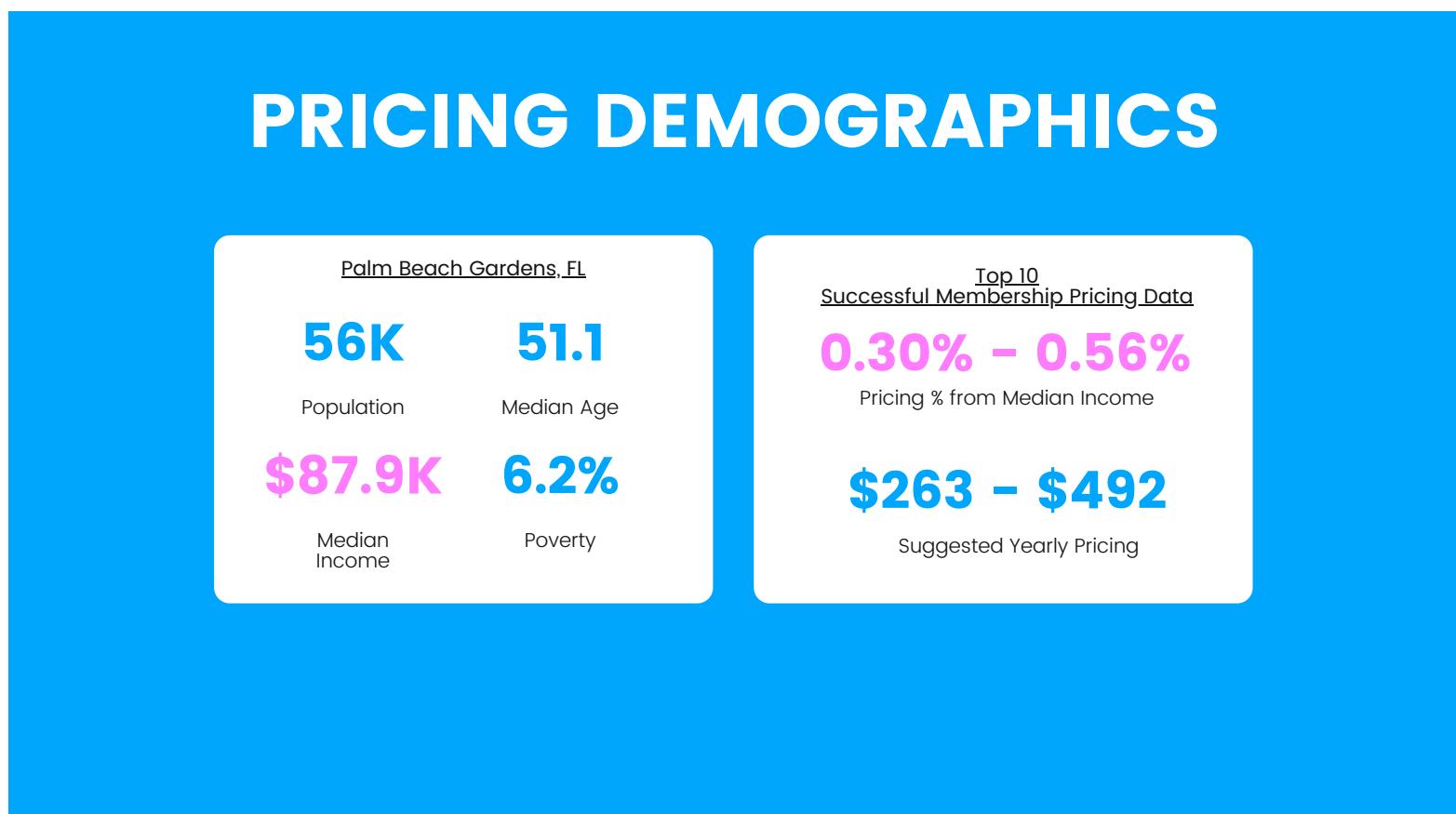
less paperwork, fewer administrative costs and ultimately more profits for the practice.

Creating a dental membership plan is not only good for business but it also shows your patients that you care about their wellbeing. Memberships provide a convenient and affordable option for preventing dental issues, ultimately reducing the cost of emergency or major treatments in the future.

Creating a dental membership program can benefit your practice, patients and bottom line. By providing access to discounted services, reducing the cost of insurance companies and PPOs, and helping to prevent dental issues in the future - dentists can build loyalty, attract new patients and generate recurring revenue with a membership plan.

How to Design Your Plan

The key to designing an effective dental membership plan is to understand the demographics in your area. By understanding the median income and what services are most important for residents of your area, you can create a subscription plan that caters specifically to them. For example, we looked at the top growing practices on the BoomCloud Platform and their pricing was roughly .35% to .56% of the yearly median income. Here is an example from a practice in Florida:



When pricing your subscription plans it is important to keep in mind the typical monthly and yearly subscription rates. According to the ADA, monthly plans range from \$25 to \$45/month and yearly plans range from \$250 to \$500/year. It is important to understand what competitors are offering in your area so you can offer competitive subscription packages that will help attract new patients.

It is also important to be clear about what benefits members will receive when signing up for the subscription plan. Will members receive discounts on certain services or procedures? Will there be free consultations or access to online resources and tools? What type of follow-up care is included in the membership plan? All of these details should be clear so that potential members know exactly what they are getting when signing up for your dental membership plan.

Ultimately, creating a dental membership plan is an excellent way to attract new patients, build loyalty and generate recurring revenue for your practice. By understanding the demographics in your area and designing a membership plan that caters to their needs, you can provide an incentive for people to join and benefit from discounted services or bundled care plans.

Setting up a Retainer Agreement

To ensure that members of your dental membership program are getting the best care, it is important to have a retainer agreement in place. A retainer agreement defines the expectations between you and your client and should include:

- Services included in the plan
- Payment details including billing periods and payment methods
- Terms for canceling the agreement
- Rights and responsibilities of both parties
- Information on dispute resolution
- Terms for updating or modifying the agreement.

Having a retainer agreement in place will protect your practice from any potential legal issues that may arise due to misunderstandings between you and your client. Additionally, it will help ensure that members of your dental membership program are getting the best care and that they understand their rights, responsibilities and payment obligations in the agreement.

By having a retainer agreement for your dental membership program, you can ensure that all of your clients receive the same level of care, that payments are collected on time, and that legal issues don't arise due to misunderstandings. This will help you attract new patients, build loyalty and generate recurring revenue for your practice.

Use BoomCloud to Attract, Manage and Grow your Membership Plan

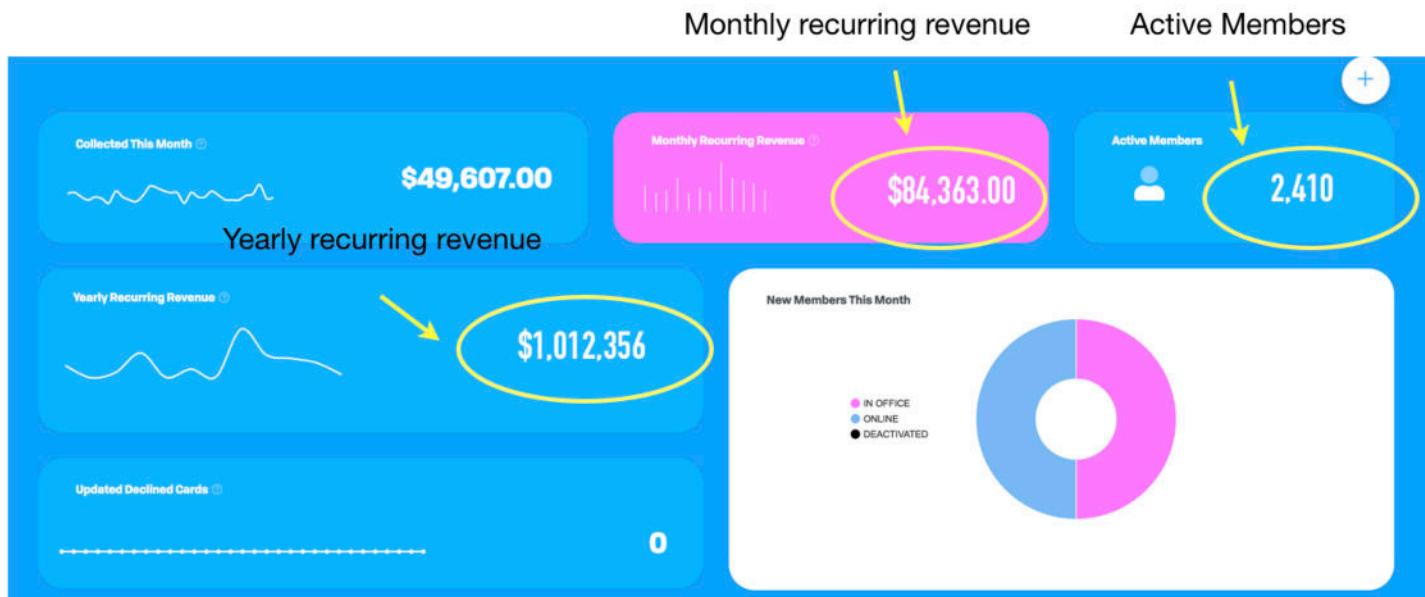
BoomCloud is a cloud-based platform that helps dental practices manage and grow their membership plans. We help dentists design, market and manage their subscription plans to attract new patients and generate recurring revenue for the practice. Our platform automates the process of collecting payments, tracking usage and managing memberships so you can focus on providing exceptional care to your patients.

With our platform, you can track how many patients have signed up for the membership plan and gain insights into their usage patterns so you can make data-driven decisions about how to improve the program and attract new members. We also offer a variety of marketing tools to help you get the word out about your subscription plans and build loyalty among existing members.

BoomCloud is the perfect partner to help you attract, manage and grow your dental membership program. With our technology, you can maximize the benefits of a subscription plan for both you and your patients. Attracting new patients and generating recurring revenue has never been easier!

BoomCloud's Dashboard

\$1M/yr Case Study



Our dashboard gives you the ability to view and analyze key performance metrics for your membership program. With our data-driven insights, you can track how many members have signed up for the plan, how much recurring revenue they are generating, and what services they are most interested in. This makes it easier to make strategic decisions about how to improve the program and optimize it for success.

Additionally, our dashboard allows you to manage your memberships quickly and easily. You can keep track of payments, update plans, send renewal emails, manage cancellations and more - all from one place. This makes it much easier to keep track of who is signed up for what membership plan and ensure that all of your members are getting the best care.

BoomCloud's Patient Sign up Portal

The screenshot shows a landing page for BoomCloud's Patient Sign up Portal. At the top, it says "Check Out Our Plans!" with a "Monthly" toggle switch next to a "Yearly" option. Below are three cards for different membership levels:

- Gold Membership**: Includes 2 Doctors Exams, 2 Hygiene Cleanings, 1 Emergency Exam, 2 Fluoride Treatments, 2 Oral cancer Screenings, 2 Periodontal Screenings, Full Set of X-Rays, 50% Off Periodontal maintenance, and More additional benefits. Priced at \$384.00 per year. [View all details](#). [GET STARTED](#).
- Platinum Membership**: Includes 2 Doctors Exams, 2 Hygiene Cleanings, 1 Emergency Exam, 2 Fluoride Treatments, 2 Oral cancer Screenings, 2 Periodontal Screenings, Full Set of X-Rays, 50% Off Periodontal maintenance, and More additional benefits. Priced at \$600.00 per year. [View all details](#). [GET STARTED](#).
- Silver Membership**: Includes 2 Doctors Exams, 2 Hygiene Cleanings, 1 Emergency Exam, 2 Fluoride Treatments, 2 Oral cancer Screenings, 2 Periodontal Screenings, Full Set of X-Rays, 50% Off Periodontal Maintenance, and More additional benefits. Priced at \$252.00 per year. [View all details](#). [GET STARTED](#).

*This is not insurance.

In addition to the dashboard, BoomCloud offers a patient sign up portal that makes it easy for your patients to join and manage their membership program. Our self-service portal allows them to easily view their plan details, make payments and update their information - all from one easy-to-use platform. This helps to streamline the process and make it as easy as possible for your patients to join and manage their membership program.

BoomCloud's Opportunities Dashboard

The screenshot shows the BoomCloud Opportunities Dashboard. It includes the following sections:

- Revenue Forecaster**: A section to select a membership plan, currently set to "Adventure Dental Savings Plan - Monthly (Old)".
- Uninsured Patients**: Shows a count of 8603.
- Monthly Revenue**: Shows a value of \$232,281.00.
- Yearly Revenue**: Shows a value of \$2,787,372.00.

BoomCloud's opportunities dashboard allows you to integrate your practice management system with BoomCloud. We collect all uninsured patients, inactive patients and send them text messages to join your membership plan, we also have the PPO reducer report that helps you target patients on certain PPO plans and allows you to convert them to membership patients as you are cutting certain PPO contracts.

Schedule a demo and learn how BoomCloud can benefit your practice!

Attract Existing Uninsured & Inactive Patients

Start with the low hanging fruit! Attracting new dental patients is an important part of any practice's success. Start with attracting existing uninsured or inactive patients to join your dental membership plan can be easily accomplished with the right tactics.

One effective way to get the word out about your practice's membership plan is by creating promotional materials like emails, text messages and signage in your practice. Distribute them to your existing patients and educate them on the benefits of joining your membership plan.

For example, a practice can create flyers or posters with details about their plan and place them in high-traffic areas such as supermarkets, pharmacies and 55 and up communities. This is an inexpensive way to get the word out to many potential new patients.

It's also important to take advantage of digital marketing strategies. Social media platforms like Facebook, Twitter and Instagram are great places to post promotional

materials and reach new potential members. Paid advertising on these platforms can also be beneficial, as you can target your ads specifically to people who live in the same area as your practice.

Finally, staying active in organizations like local chamber of commerce or business associations is a great way to network with other professionals and potential patients. Attending meetings, sponsoring events and speaking at conferences are all great ways to get the word out about your membership plan and attract new dental patients.

By using these strategies, practices can effectively promote their membership plans and increase patient enrollment over time. Attracting existing uninsured or inactive patients to join your practice's dental membership plan is key to driving practice success. Utilizing these methods will help get your practice on the path towards a successful future.

Cut Out PPOs and Increase Subscription Revenue

Cutting out PPO plans can be a difficult but necessary step for practices that want to boost their subscription revenue via dental membership programs. In recent years, PPOs have had a significant impact on the profitability of dental practices. They limit reimbursement rates and place restrictions on what services can be provided and how much they are willing to pay for them. This reduces a practice's overall revenue and profits. PPOs attack your profit margins, kill your cash flow and jeopardize your patient experience. They are bad partners!

By reducing or cutting out PPO participation altogether, a practice can increase subscription revenue from membership plans by converting PPO patients to membership patients that can be reinvested in marketing strategies for attracting new

members to their plan. In addition, by eliminating PPO contracts, your practice will no longer have to deal with the paperwork and hassles associated with them.

By reducing PPO participation, your practice can focus more of its energy on developing and marketing its membership plans rather than worrying about getting paid by insurance companies. This can be a great way to increase cash flow, improve patient experience and open up opportunities for growth in the future.

With the help of BoomCloud, practices can create and manage their own dental membership plans, while tracking and optimizing subscription revenue in real-time. By taking control of the process and utilizing the right tools, your practice can start increasing subscription revenue today! Attracting more patients to join your plan is key to driving success for your practice. With the right strategies in place, you can start growing your practice's revenues and profits in no time!

By cutting out PPOs, practices can increase their subscription revenue from membership plans. Attracting more patients to join your plan is key to driving success for your practice. With the help of the right tools and strategies, you can start growing your practice's revenues and profits in no time!

Attract Small Business and Their Employees to Your Dental Membership Plan

Attracting small businesses and their employees to your dental membership plan is a great way to drive new patients and production for your practice. Small business owners are looking for ways to reduce healthcare costs while still providing quality care for their employees, and offering them a competitively priced dental membership plan can be a great solution.

The first step is educating small business owners and their employees about what your dental membership plan offers. This can be done through direct mail, email campaigns, social media, webinars and other marketing tactics. You can also engage with them at trade shows or events in the community. By providing detailed information about why joining your dental membership plan makes sense for them financially, you will be able to reach more potential members and create a positive return on your marketing investment.

Once you have attracted small business owners and their employees to join your plan, the next step is to provide them with exceptional patient service & a fantastic experience. Regular communication about their membership benefits, patient education materials, reminder emails about upcoming appointments and other services will help them make the most of their membership and ensure they remain engaged with your practice.

By reaching out to small business owners in your area and educating them on the benefits of joining your dental membership plan, you can create a steady stream of new patients and increase production for your practice over time. Attracting more members to join your plan is key to driving success for your practice. With the right strategies in place, you can start growing your dental practice's revenues and profits in no time!

By taking control of the process and utilizing the right tools, your practice can start increasing subscription revenue today! Attracting more members to join your plan is key to driving success for your practice. With the help of the right tools and strategies, you can start growing your dental practice's revenues and profits in no time! Attracting small business owners and their employees to join your plan is a great way to drive new patients and production for your practice. Start taking advantage of this opportunity today by educating small businesses near you and building a strong, long-term relationship with them.

Example of Success

One practice using BoomCloud created relationships with restaurant owners and their employees and grew their membership plan to 1,500 active membership patients which resulted in \$52,000/mo in recurring revenue.

Local Networking and Attending Chamber of Commerce Events

Another great way to attract new patients is by networking with local business owners and attending Chamber of Commerce events. Building relationships in the community will help you get the word out about your practice, build trust and gain referrals from other businesses. Attending these events gives you an opportunity to meet people face-to-face, network and build relationships that can help drive new patient growth for your practice.

By taking the time to invest in your local community and building relationships with other businesses, you will be able to attract more people to become members of your dental membership plan. Attending Chamber of Commerce events is a great way to showcase the benefits of joining your plan and to demonstrate your commitment to patient care. This can help you attract more patients, drive more referrals and increase production for your practice over time.

By attending Chamber of Commerce events, networking with other local businesses, and communicating the benefits of joining your dental membership plan to small business owners, you can create a steady stream of new patients and increase production for your practice. With the right strategies in place, you can start growing your dental practice's revenues and profits in no time! Start taking advantage of these opportunities today to build relationships, attract more members to join your plan, and drive success for your practice.

By utilizing a combination of effective advertising campaigns, attending Chamber of Commerce events, and networking with local businesses, owners of dental practices can attract more new patients to their practice. Attracting more members to join the plan is key to driving success for your practice. With the right strategies in place, you can start growing your dental practice's revenues and profits quickly!

Target 55 and up Communities

Over 50% of the U.S.A doesn't have dental insurance! This creates an amazing opportunities for your practice to attract these types of patients. It's best to start with the 55+ communities in your local areas as they most likely have lost their dental benefits and will need extra help.

When targeting 55 and up communities, it is important to ensure that your message resonates with them. Attracting seniors to join a dental membership plan can be challenging as many of them will have already lost their dental benefits due to retirement or age restrictions. To get their attention, you will need to emphasize the value of joining your plan. Show them the affordability of your plan as well as the discounts or special offers that you provide. You can also emphasize how easy it is to join your plan and explain in detail all the services that they will be getting with their membership.

Reaching out directly to seniors and businesses in this demographic can help you increase patient flow and production for your practice. Attracting more members to join the plan is key to driving success for your practice, and targeting seniors and businesses in this demographic can help you achieve just that. Start taking advantage of these opportunities today to build relationships, attract more members, and drive success for your dental practice.

Here are a few ways you can utilize to attract these types of patients:

- Create a unique marketing campaign specifically targeting seniors.
- Offer discounts or special offers for seniors and businesses in this demographic.
- Network with local businesses that are catering to the 55+ community.
- Attending Chamber of Commerce events and engaging in conversations about your plan.
- Use direct mail campaigns in the 55+ communities
- Ask for referrals once they join your membership plan

By utilizing these strategies, you can increase your patient flow and production for your practice. Attracting new patients to join the plan is key to driving success for your practice, and implementing these strategies can help you achieve just that! Start taking advantage of these opportunities today to build relationships, attract more members, and drive success for your dental practice.

How to Use Direct Mail and Social Media to Attract Uninsured Patients

Direct mail campaigns and social media marketing can be incredibly powerful tools to get the word out about your practice's membership plans. Direct mail campaigns should focus on targeted messaging that will resonate with potential patients. You should also include a call-to-action that encourages them to reach out or visit your website for more information and join your dental membership program online. Utilizing social media platforms can also be incredibly effective for gaining more patients. Create a presence on popular social networks and make sure to share content that will engage potential members, such as patient testimonials or before/after photos of dental procedures. You should also create campaigns with specific goals in mind, such as growing your customer base or driving more traffic to your website.

Utilizing social media platforms is also a great way to drive more online reviews, as this can help you build trust with potential patients and encourage them to join your membership program.

By utilizing direct mail campaigns and social media marketing, you can attract new uninsured patients to your practice. Attracting more members to join the plan is key to driving success for your practice, and utilizing these strategies can help you achieve just that. Start taking advantage of these opportunities today to build relationships, attract more members, and drive success for your dental office.

Examples of Success

A dental practice using the BoomCloud platform to manage and scale their dental membership program focused on direct mail marketing to the 55 and up communities in their local area and generated 2,000 active membership patients which resulted in \$70,000/mo in recurring revenue or \$840,000/yr whether the practice does dentistry or not. How would this type of strategy help your own dental practice?

Thank you for downloading this ebook!

Thanks so much for downloading this ebook! I hope it brought some value to you and has given you some ideas on attracting new patients to your dental office through membership plans. Attracting new patients to join the plan is key to driving success for your practice, but utilizing these strategies can help you achieve just that. Start taking advantage of these opportunities today to build relationships, attract more members, and drive success for your dental office. Good luck!

Key Takeaways:

- Attracting new dental patients to join the membership plan is key to driving success for your practice.
- Attracting members can be achieved by utilizing direct mail campaigns, social media marketing, and networking with local businesses catering to the 55+ community.
- Examples of successful practices showcase how powerful a strategy like this can be for gaining more patients and driving success for your practice.
- Taking advantage of these opportunities today can help you build relationships, attract more members, and drive success for your dental office.

Schedule a demo with the BoomCloud team to see if our platform is a fit for your practice!