HTTP://WWW.YOUTUBE.COM/WATCH?V=Z5FW7QLSQ44
MARKETING
RECRUITING AND RETENTION OF NEW PATIENTS

VCU School of Dentistry
WHY DOES A DENTAL SCHOOL NEED TO MARKET?

• Need a more diverse population
• Need more patients
• Need to keep/retain patients
VCU’S JOURNEY

• 2005 – Realization or acknowledgement that patient relations could be better
• 2006 – 2007 – Faculty and staff seminars and workshops
• 2008 – Hired an Assistant Dean for Patient Care and Staff Development
• 2008-2009 – Process and flow weaknesses identified
• 2009-2010 – No changes/ no one was listening
• 2010-2012 – Faculty salary incentives implemented based on “Surplus”
• 2012-2013 – Improvements lead to re-branding
DENTISTRY @ VCU

Re-Branding Project
Objectives for new Dentistry @ VCU brand

• Convey it has cosmetic and specialty services in addition to the training/academic clinic
• Resonates with patients interested in basic dental services
• Provides a singular framework that accommodates unique messaging to a wide range of constituents
Brand Platform Building Blocks

- Vision
- Positioning
- Promise & Naming
- Personality
- ID
Discovery and Research

- Interviewed 3 diverse groups of Dentistry@VCU stakeholders
- Reviewed existing communication tools
- Reviewed patient surveys from spring 2013
- Toured facilities and compared to competitors
- Researched local competitors branding
- Researched other universities dental practices branding
- Produced report with findings
Brand Vision

The long-term strategic vision on how a brand will live internally, in the market and in the consumer’s mind.

We are the dentistry experts. As the only dental school in Virginia, we have taught generations of dentists and continue to apply our constantly evolving knowledge and techniques to our own practice.

As part of a university, we are held to higher standards – and we thrive on meeting and exceeding them. But we offer more than our expertise; we provide personalized one-on-one attention, so that every patient receives top-notch dental care in a caring, supportive environment.

And with every specialty related to oral health under one roof, you never have to go far for specialized services, all offered at competitive prices.
Brand Positioning

The distinctive position that a brand adopts in its competitive environment to ensure its target market can tell the brand apart from others and create preference.

A well-crafted brand positioning statement includes:

- Definition
- Differentiation
- Benefits

A good positioning should be:

- Credible
- Relevant
- Unique
- Durable
- Inspiring
Brand Positioning

To: Patients in the Richmond area, the VCU dental practice

Is a: Primary option for comprehensive oral health care and cosmetic dentistry services

That: Offers unrivaled expertise and quality of personalized care

Because: Our dentists utilize the same state-of-the-art techniques and technology that we teach at our top 50 public research university

So that: You can receive expert, competitively priced care for all your oral health needs
Brand Promise

“A brand promise is the statement that you make to customers that identifies what they should expect for all interactions with your people, products, services and company.

“Expectations – Performance = Satisfaction”
Brand Promise Examples: Universities

Bright Minds of Dental Medicine
Collaborating on Your Care

The Smile Specialists

We practice what we teach.

Exceptional dentists. State-of-the-art care. Patient-centered environment. Open to all.

For Quality Care in a Unique, Private-Practice Setting

Leading the Way in Oral Health Care

UCLA cares about your smile!

Your Partners in Oral Health

Where academics meets clinical excellence.

A Private Practice with the Academic Difference
Discovery findings: Messaging Claims

The practice is the only full-range oral care provider in Virginia for the entire family

*We can truly be your one provider for all dental and oral care*

We have 10 of the top 50 dentists in Virginia and we’re affiliated with a top 50 public research university and Virginia’s #1 hospital

*Our expertise is unequaled*

Our fees are on par with private practices including high-end providers

*Our services are competitively priced commensurate with your needs*
Discovery findings: Challenges

Our No. 1 challenge is overcoming parking and navigating to our location

_We cannot message convenience as a benefit_

Our office _environment_ is not upscale and our ambiance is not a plus

_We cannot promise an elite or luxurious spa-like experience_

We still need to cater to our student-served and basic dental care patients

_We cannot brand with an overly upscale identity_
Brand Promise Territories

**VALUE**
Cost/Expectations

**EXPERTISE**
Level
Range

**THE EXPERIENCE**
Personal Care
Environmental
Dentistry @ VCU Name: Considerations

• Leverage VCU brand

• Incorporate “dental” or “dentistry” to define services

• Avoid connotation of corporate dentistry, i.e. Smile Keepers

• Keep it simple
Name and promise recommendation

VCU Dental Care

Comprehensive expertise with personalized care. *That’s the difference.*
Comprehensive expertise with personalized care. *That’s the difference.*
Dentistry @ VCU
Next Steps

- Develop logo options
- Create standards and logo package
- Develop and execute internal brand rollout plan
STEPS TAKEN
VETTED WORK DONE

- Met with Executive Committee
- Met with Administrative Committee
- Met with Faculty at All Faculty Meeting
- Presented to Dean’s Advisory Board
- Presented at Staff Update Meeting
AFTER DESIGN IS DETERMINED

- Corporate Name Change
- Customer Service Training Program Roll-out
- Internal Marketing Materials Changed/Developed
- External Marketing Strategy Implemented
IN THE MEANTIME....

• D-3 Students Marketing Plan/Strategy
• Tracking new patient by student
• Tracking patient retention by student
• Tracking patient no-show or cancellation rate by student
• Sharing data with group leaders, staff and students
MARKETING AND SOCIAL MEDIA
HTTP://WWW.YOUTUBE.COM/WATCH?V=QUCCFFCCHW1W
• Facebook
• Twitter
• Company Blog
• LinkedIn
• Other Blogs

• Other Social Networks
• Google Alerts
• Google Analytics
• You Tube
REBECCA POUSSON
RLPOUSSON@VCU.EDU
804-828-7978