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Marketing and the Healthcare System

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**Introduction**

In the United States, the Dentists industry has promoted from favorable trends of demography, advances in technology along with mounting consciousness of oral hygiene over the previous 5 years. Furthermore, as a whole this industry at present is receiving more reimbursements of health insurer as compared to it has in the past. Consequently, over the previous few years, clinics profitability has enhanced for the reason that more patients visit the dentists. It is expected from the last few years that the industry revenue will grow further. For this paper, the selected healthcare provider is from the dental industry. The selected healthcare provider is Vision Dental.

**Background of Vision Dental**

Located near Century City and UCLA Campus, Vision Dental is an advanced dental facility. As a courtesy, vision Dental helps the patient’s bills in their PPO insurance carriers. Vision Dental specializes in Pediatric Dentist, Orthodontics, General, Family & Cosmetic Dentistry. The focus of Vision Dental’s practice is on providing an exclusive dental experience to the patients with a focus on the comfort of the patient while performing the dentistry’s highest quality. By offering dentistry with the help of using cutting-edge technology, the goal of Vision Dental is to lessen visits of needless appointment. Vision Dental strongly emphasizes on keeping environmentally responsible practices (Vision Dental, 2018).

**Impact of Marketing on Dental Vision**

For the success of any organization, small or big, a significant strategy is marketing that enables potential customers for being attentive and being aware of a service or product. A marketing strategy or plan’s effectiveness can break or make the success of a particular product. Having the right approach along with the plan of communication with consumers is important at a product’s launch during its phase of marketing. At the Vision Dental, the addition of several programs calls for particular needs of communication that target dissimilar demographics along with a wide range of consumers’ generations. The objective is to establish long-term relations with clients that will make trusting associations (Logan, 2011).

For dental practices, along with for most services and products, marketing has greatly transformed in the previous period as technology keeps on to moving the organization in the direction of receiving most of the information from the sources of the Internet. Currently, this is the period in which advertising of business is described by the revolution of internet marketing. Google, the multi-billion dollars organization, is known best for being a company for Internet search. Nevertheless, its unusual revenues are accumulated from ads. Therefore, it is actually an advertising organization. Website recognition and presence are imperious to the utmost success of the developing dental practice (Logan, 2011).  Proper positioning and site construction will conclude the failure or success of Vision Dental’s Internet campaign. Currently, over half of the new patients of Vision Dental come with the help of marketing by finding and searching the Vision Dental over the Internet.

**A Strategy for Vision Dental**

A number of treatments are combined by the product that practice customer service and the offers received by the patients from the staff and dentist. Resolutions regarding the treatments that will be offered by the practice reflect the experience and skill levels of the dentists, the practice type, and the population of the targeted patient. A dentist can be health motivated completely in service options or might target dynamics, for example, confidence and self-esteem when developing available treatments’ menu. It is important to understand that only satisfying clients are not sufficient for causing patients to refer their family or friends or creating relations that will not be changed by changes in their situation of the economy. For achieving that, a dentist needs to develop a service and treatment package that will surpass their patients’ expectations. Certain practices have been successful with services offerings that distinguish their practices along with falling into the categories of general practices, cosmetic specialty practices, and holistic practices with an emphasis on general practices, and preventive care with an emphasis on cosmetic dentistry. Usually, the practice atmosphere supports relaxation with the help of water features, soothing music, and soft lighting, and further offerings, for example, nutritional, reflexology, acupuncture, and homeopathy advice.

**A Marketing Strategy**

Even though the first priority of Vision Dental is to care for patients' dental needs; this cannot be accomplished when the patient numbers are inadequate. A dental office is a business as well as a healthcare facility. Marketing is a means of attracting and retaining patients who are satisfied with the practice. Every member of the dental team needs to be involved in marketing the practice. It can involve rewarding for the employees to attract patients to the practice, whether through external or internal methods. Even during off hours, a dental assistant is still associated with the dental practice where he is employed. When people ask about his occupation, it provides an opportunity to do external marketing for the practice. Other planned external activities can be done, such as dental health education in the community at schools and senior centers. Professionalism and enthusiasm enhance any marketing attempts (Phinney, & Halstead, 2012).

Internal marketing can be accomplished in a number of ways. One person or the whole staff can participate. The ideas are limitless, but the following are suggestions:

* Monthly newsletters with tips for dental health,
* Referral contests for patients allowing them the chance to win prizes for recommending the office to friends and family,
* Flowers sent to patients as a referral thank you,
* Birthday greetings or cards for special occasions, for example, a new baby, an anniversary, or graduation,
* Special dental services coupons, such as discounts on services like whitening,
* Refrigerator magnets noting the dental office and phone number.

A dental practice can set up a website using one of the many templates available, but offices can also use a professional website developer to assist them in the design to create a unique appearance. Once the website is online, it must be maintained. Someone in the office needs to check to make sure that the links work so that patients and future patients can obtain information. New and updated material needs to be added to keep the website current. Finding fun facts and news can involve everyone in practice. The practice's online presence must be HIPAA compliant (Phinney, & Halstead, 2012).

**Three Separate Ways**

It’s vital in the companies’ process to be conscious of the effective approaches for designing and using inventive efforts bearing the situations of these current markets in mind. A business must think of that every served product the marketplace represents its name. It is vital that how the services or products are perceived by the customers. Majority of customers often select such services or products that are attractive. Factors, such as packaging of the product, POS system design, and design of the product are also included. Additional factors include the ideas and messages that are conveyed to the customers by the product. These factors determine the market share and brand image (Gunter & Herrmann, 2004). In the case of Vision Dental, the organization can select three innovative ways with the help of which it can change the buying decision of the customers. These three ways are discussed below:

**Social Media**

Facebook, Twitter, and LinkedIn are social media sites. There are currently more than twice the number of residents of the United States on Facebook worldwide, and before the next edition of this text, Facebook will have more users than China, the world's largest nation! People are not on Facebook to get information on veterinary dentistry, but rather to express themselves and connect with others. The goal of the marketer on Facebook is to build relationships with clients and potential clients and gain visibility, which drives the client to the veterinary dental practice and other services. The whole idea of social media is to make friends and get those friends to become clients. There are many good books on social media marketing; the reader is encouraged to read them (Holmstrom, 2012).

## Responsiveness

Responsiveness is the enthusiasm for helping clients along with providing prompt services. Responsiveness is related to the promptly and attentively dealing with the complaints, questions, and requests of the customers. An organization is considered as being responsive when it interconnects to its clients how long it would take for getting the answers or having their issues dealt with. With the intention of being successful, companies must explore sensitivity from the customer’s viewpoint instead of the perspective of the company. In dental department for the dental doctor appointment get full, demand is very high most of the days. Some patients request reception ask to doctor if he/she can attend beyond the appointment. If the doctor says yes most of the time but if say no receptionist have to handle the patient very cleverly if they scold also reception people have to listen there word if there is nothing receptionist can about it.

**Tangibles**

For service quality, one dimension has to deal with the service’ tangibles, which are the physical features of the services that are offered by the dental clinic. These comprise the building appearance, facilities’ cleanliness, and the personnel’s appearance. In dental department waiting rooms, dental chair, dental instruments, tools, the memo provides by the counter, etc. are the tangibles that can assist in changing the buying decision of the customers.

**Conclusion**

In the United States, the Dentists industry has promoted from favorable trends of demography, advances in technology along with mounting consciousness of oral hygiene over the previous 5 years. For the success of any organization, small or big, a significant strategy is marketing that enables potential customers for being attentive and being aware of a service or product. For dental practices, along with for most services and products, marketing has greatly transformed in the previous period as technology keeps on to moving the organization in the direction of receiving most of the information from the sources of the Internet. Even though the first priority of Vision Dental is to care for patients' dental needs; this cannot be accomplished when the patient numbers are inadequate. A dental practice can set up a website using one of the many templates available, but offices can also use a professional website developer to assist them in the design to create a unique appearance. It’s vital in the companies’ process to be conscious of the effective approaches for designing and using inventive efforts bearing the situations of these current markets in mind.

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