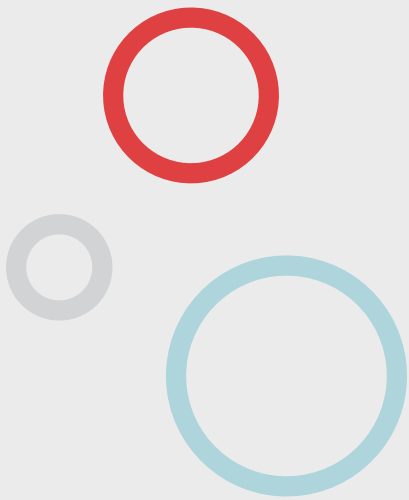


HOW TO BUILD YOUR **VIRTUAL BRAND**

& ONLINE WAITING ROOM



enox

The onset of COVID-19 was **a milestone in telemedicine** as it pushed health care professionals, including orthodontists, to incorporate virtual interactions and consultations with patients into their practice.

AS THINGS BEGIN TO NORMALIZE, it's important to not only consider the impact of virtual consultations within your practice, but the impact you have within your virtual waiting room - a.k.a. your online presence. Telemedicine is more than a temporary fix to a sudden problem, it's an opportunity to pivot the way you practice medicine and showcase your adaptability. If you plan to keep this modality of patient interaction, it's time to take a step back and shine up your virtual brand.

ADDED BONUS OR TRUE EXTENSION OF YOUR PRACTICE?

Adding virtual consultations to your online presence is more than a cool widget. It is a powerful lead generation tool that your potential patients are excited about- and taking seriously. For many, taking time off of work or school is challenging. Virtual consultations allow them to take an important first step in their orthodontic journey, without the inconvenience it may pose.

It's important to establish an accountability routine for your team, so that these leads stay hot and interested in you while in your virtual waiting room.

TAKE THE FOLLOWING ASSESSMENT TO SEE HOW YOUR PROCESS SIZES UP 



VIRTUAL WAITING ROOM ASSESSMENT

▶ **I'M RECEIVING AS MANY VIRTUAL CONSULT REQUESTS AS I THOUGHT I WOULD.**

If it is not as much as you anticipated, consider how your system was implemented. Did you update your website with clear call to actions? Did you post on social media? Did you update your online listings (such as Yelp and Google my Business) showing virtual consult availability?

<input type="checkbox"/>	<input type="checkbox"/>
YES	NO

▶ **MY AVERAGE RESPONSE TIME IS FEWER THAT 5 MINUTES.**

Are you responding to these inquiries within the first 5 minutes? The first hour? Or are you letting more than a day go by before responding? Studies show that longer than 5 minutes to contact a lead relates to means an 80% decrease in lead qualification.¹

<input type="checkbox"/>	<input type="checkbox"/>
YES	NO

▶ **I HAVE SPECIFIC TEAM MEMBERS ACCOUNTABLE FOR VIRTUAL REQUESTS.**

Having too many hands in the pot can lead to misunderstandings and missed opportunities. It's important to assign roles for the virtual patient process so that it is a high-quality, manageable extension of your practice.

<input type="checkbox"/>	<input type="checkbox"/>
YES	NO

▶ **MY RESPONSES ARE SCRIPTED AND MANAGED FOR QUALITY CONTROL.**

Many providers have a phone slip with proper scripting for new patient calls. Are your virtual patients receiving the same detail and experience?

<input type="checkbox"/>	<input type="checkbox"/>
YES	NO

▶ **I HAVE A STRATEGIC PLAN FOR FOLLOW UP WITH VIRTUAL REQUESTS.**

What are the next steps after someone has their virtual consultation, but doesn't schedule their appointment? How often are they being followed up with - and in what way? Or, what are the next steps if they request a virtual consult, but don't respond to the outreach from your team?

<input type="checkbox"/>	<input type="checkbox"/>
YES	NO

SO ARE VIRTUAL CONSULTATIONS A MANAGEABLE EXTENSION OF YOUR PRACTICE?

If you answered mostly "Yes" to the questions above then it's time to get out there and continue marketing your virtual options! If there are a few "No's" - don't worry, the following guide will help you spruce up your virtual brand and your online waiting room.



IT'S MORE THAN YOUR SITE - IT'S YOUR VIRTUAL WAITING ROOM

It's no secret that having a consistent brand is key. The majority of the time, the first touch point with prospective patients is your website. This online storefront is your virtual waiting room and it should reflect the same premiere value that awaits inside the office.

Do you feel that your vision and core values are translated onto your website? Waiting for the new patient appointment to wow them and seal the deal is no longer enough. The online space is more competitive than ever. Imagine if you could win the attention and loyalty of your virtual visitors straight from your homepage? There are a few ways how:

COLORS, CULTURE, & COHESION,

Are your brand colors properly reflected on your website? Does the esthetic of your office (or esthetic goal for your office) reflect within the entirety of the site? This may seem like a minimal factor, but visual language can greatly influence a consumer's opinion and reaction to your brand. A sleek, modern office paired with a dated website will be a disjointed customer experience.

Does your practice's culture shine through on your website? First impressions are important, and if your website does not accurately translate your brand and personality, you may have a harder time gaining trust and peaking interest.

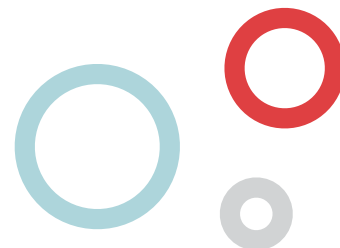
NAVIGATION

Keep things simple, time is of the essence! By the time someone has made the decision to invest in their smile, most of them already have an idea of what they want. When they are researching options, payment options and treatment type are at the forefront. It is important to make these pieces easily accessible while building interest to further explore your website.

THE RELIABILITY AND EXPERIENCE OF YOUR WEBSITE TRANSLATES TO WHAT IS TO BE EXPECTED IN YOUR OFFICE

Imagine going to a website where the information is dated, pages may not work and there are lists of services you no longer offer - or new services that aren't featured! This leads to new patient phone calls about services you no longer perform, or losing a potential call for a service that was not advertised.

Impressing viewers with an easy-to-use, engaging, and informative experience is key to building a strong brand relationship.



5 STEPS TO BUILDING A STRONG VIRTUAL BRAND

CONSULT REQUEST TO BRAND AMBASSADOR

If you have checked off the action items above, then you have all of the pieces in place to run a successful and thriving virtual patient experience. Your website is compelling, your brand is clear. Now it is time to extend that brand reputation to your virtual patients! With proper messaging and advertising, you now are beginning to receive virtual consultation requests. You have the opportunity to foster powerful brand relationships with virtual patients that will funnel new opportunities for you.

STEP 1 IMPLEMENT PROPER COMMUNICATION

Not only should the initial contact be timely, but it should convey the identity of your lead on a genuine level. The first phone call is going to distinguish a lot about your practice. You want to ensure that the message you delivered within your website is translated over the phone by your staff. Here are a few simple ways to ensure the success of your lead conversion for virtual patients:

- Have a powerful, automatic follow up email once a virtual consultation request has been sent. Let them know that they are acknowledged.
- Contact them as soon as possible - the first 5 minutes are key. When people choose to request a virtual consultation, it is likely because they are busy and value time.
- Depending on the size of your practice, assign a select number of team members to be your communications team. You want these people to have a warm and inviting tone, who are true representations of your brand. This will be the first voice /live representative that leads have when contacting you. Too many hands in the pot, or shy phone representatives, can lead to a dull, disengaging experience.
- Have a phone slip or communications sheet that highlights all of the valuable information your team needs to collect - while building a relationship with the patient at the same time. Responses to these questions should hone in on the main concerns of the lead and make them feel heard. By having a phone slip, you ensure that your message is consistent.
- Have a timely follow-up system. Make sure that you are keeping the lead warm, engaged and excited for the appointment. All follow up questions should be acknowledged and primed with a phone call or follow up email. You can track your lead metrics this way.



STEP 2 KEEP THINGS AS UNIQUE AND PERSONALIZED AS THEIR SMILE

Are you remembering things about them for follow-up and communications? This is where having a trackable phone slip comes into play. By asking key personality questions, you are able to answer primary health questions, while addressing secondary personality questions that will make the virtual patient feel like family. Asking these key questions will tailor their virtual experience.

SOME OF THESE QUESTIONS AND ANSWERS COULD LOOK LIKE:

- Q: How did you hear about us? "I saw your ad in the high school parent newsletter"
A: Oh that's great! I used to go there myself, does your child play any sports? (If yes, write down their response for the Treatment Coordinator!)
- Q: Have you ever met any of our doctors? "No"
A: I am excited for you to meet him. He is a jokester you're going to love him.

- Q: What treatment are you most interested in? What is your primary concern? "I'm not too sure, but I have crowding issues."
A: Don't worry! Dr. Doe will help you decide on the best treatment option for you, I have been using Invisalign myself and I love it!

Take note of how this type of interaction can make someone feel. You want to create an initial experience that is more than collecting information and scheduling, but showcasing your brand.

Remember that people have a choice in who they choose, your communications will separate yourself from the competition. Use this as an opportunity to build trust and create value.

WHILE BUILDING A RELATIONSHIP VIRTUALLY MAY SEEM TOUGH, IT'S THE WAY OF THE FUTURE, AND IT'S IMPORTANT THAT YOU TAKE THE STEPS TO ADAPT AND DELIVER SO THAT YOUR EXPERIENCE STAYS CONSISTENT FOR EACH PATIENT.

STEP 3 KEEP THINGS TANGIBLE - STRONG ENGAGEMENT IS KEY

Try to think of ways which you can connect to your virtual patients in a tangible way. When people invest in orthodontics, they are investing in experience and expertise. A few things you can do to give your virtual patients a tangible, brand experience are:

- Offer to send them swag items (branded apparel, gifts, etc.) If you were having a booth at an event you would be giving these pieces away regardless - why not use them on someone you have already interacted with? You can offer to mail a shirt or tote bag to their house with some information about the office or let them

know that you will have a surprise waiting for them when they come in. This will show that you care and are excited to meet them!

- Incentivize them with social media / online contests so that they can be involved too. Lots of offices have in-house contests - bring this to the virtual space as well!
- Inform them of any current or ongoing specials you have going on, especially those that may apply to their key concerns (whitening for adults, family discounts if they reference multiple children etc.)



STEP 4 KEEP THE SEATS WARM - BUILD LOYALTY

Keeping the engagement going is key. People are willing to share more information with you when they feel that it is relevant to them. Try sending relevant blogs to your patients via email - Not too many! You won't want to blast your virtual patients with information, but you do want to stay relevant. If they mentioned that they were interested

in Invisalign, you could send them a story about a compelling case you completed with Before and Afters and the patients review. Some other ideas on content to send could be testimonial videos, or even a "What to expect at your first visit" video. This will keep them excited, engaged, and remembering your brand prior to their first visit.

STEP 5 ADVERTISE LOCALLY

The reason they found you online is not because they can't leave their homes. These people still go out and have ways of seeing you. One big factor to consider is that people are busy and will be sending in the virtual consultation to cross something off the list that they may not have time for. Taking off work for consultation appointments isn't something that's doable for everyone. They are busy moms looking

for a shortcut, college students with too much on their plate, the list goes on. Think about the impact it would have if these busy people could see you publicly. Imagine sending in a request for a virtual consultation and then being reminded of you through another touch point. If they can see you in public on a billboard, mailers, or supporting local schools, then that will solidify their choice and loyalty in you.

WANT MORE GUIDANCE? LET'S TALK!



Whether you're a team member looking for some guidance or a doctor trying to handle it all, we can help! Let's take some things off of your plate and empower you with modern, custom marketing strategies that bring you more starts.

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