

Practices That Market More at End of the Year Prosper More!

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11-7-23 *Hello!* The rapidly approaching end-of-year marketing period has been long documented to be **BY FAR the most financially rewarding** of the entire year. Patients are more often off from work & school (on holiday)...& thus can easily fill more likely to be available holiday mid-day, mid-week hygiene & restorative appointments.

Patients want to **use up their dental insurance before the end of the year**...before it disappears! For **larger cases**, patients can take advantage of their **remaining 2022 maximums**...potentially carrying treatment over & using their **NEW 2023 MAXIMUMS!**

All clients should be **MORE** aggressively mail marketing & reactivating **NOW** through early January. The rewards are uniquely extraordinary for both you & your patients. Mid-day hygiene will more abundantly fill as well. jc

Invite in **MORE** BEST PATIENTS End of 2023!

1. The wealthiest & working new/returning **BEST patients**...can **ONLY** come in for hygiene when off work & school...**MOST RUSH in for hygiene/EXAM visits & to use up their insurance by year's end.**
2. This is why December & January have been long documented to be our **clients' HIGHEST production months of the year!!**
3. Wealthier & working patients will tend to maximize their 2023 benefits & combine care with new 2024 maximums for **BIGGER CASES!!!!**
4. It pays to invite wealthier & working patients (& students) in & back while they are on winter vacation & flexible...before the end of the year.
5. "Pent-up" demand: Patients **traditionally postpone major restorative** until their holiday time off!
6. **New Year's Resolutions:** Patients commit to a holiday & get major cosmetic & restorative upgrades!
7. Many of our **LARGEST** clients **stay open CHRISTMAS & NEW YEAR'S** with better patients! Mid-day hygiene fills faster!
8. Invite your **BEST patients**...who soon will be on holiday...to flood into your usually open mid-day, mid-week hygiene for EXAMS!