

More Exactingly Target the Best Local Patients!

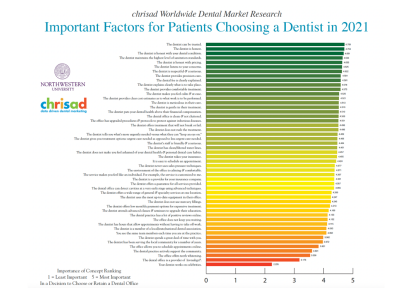
12-19-23 Hello! Multiple recent chrisad & Northwestern University consumer studies have suggested that a practice's BEST PATIENTS are those that have HOUSEHOLD INCOMES above appx. \$100,000 a year...with head of households around above 40 years old...with a couple of children...but are younger than approximately 70 years old.

These BEST Patients Are Up to 3x More Valuable

This group...around 50% of most markets...has a higher education, better insurance, greater maximums, higher amounts paid to the practice per procedure...& they on average see the hygienist closer to 2x per year. They are roughly 3x MORE VALUABLE. They have less time to hassle you...& more money to pay any co-pays! So they have the highest acceptance levels.

Isolating Triggering Benefits Causing Best Patients to Call, Return, Accept & Refer Others Like Them!

Over the past 4½ decades, chrisad has been using the same consumer research methodology to identify the always-evolving, hierarchically most important triggering communications we can use to stimulate referral, retention & acceptance. This research has focused on the need & want structure of the BROAD overall population. NOW our extensive NEW research will be isolating the specific triggering communications that are most likely to stimulate this LOCAL BEST PATIENT population segment...aside from less-employed, unemployed, retired folks & students.



Your Marketing Will Soon Be Upgraded & Re-Targeted

We are not necessarily excluding other patients...but SUPER FOCUSING on those that will give you the best return on investment for your hard work. While these wealthier BEST PATIENTS are increasingly reluctant to take off work for “just a cleaning”...the use of more optimal triggering language...both in the office & in marketing...will increase the likelihood more will come for all appointments. jc