

What Do EVOLVED Patients Want From Dentistry in 2023?

What Are Their Concerns? What Do They Know?

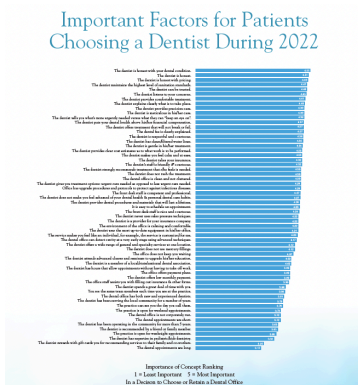
All news, concepts, views & other information is intended for chrisad client practice owners/managers & is copyright © 2023 chrisad, inc. marin county, california all rights reserved

6-13-23 Hello! We must know EXACTLY what the EVOLVING consumer is thinking & WANTS from DENTISTRY...& give them what THEY WANT NOW! We cannot hope to effectively market to a local marketplace in the absence of decades of OBJECTIVE, SCIENTIFIC consumer **research** into the patient's always evolving want, sensitivity & awareness structure. Many have been proven to be **FATALLY wrong** when relying on **intuition** or guesswork! Since 1980...& in recent decades...in conjunction with **Northwestern University**...we've passionately worked to quantify the **HEART of THE TRUTH** by regularly taking what amounts to an objective & scientific **x-ray** of the **public's mind!** Based on these findings...& the **TRENDS** they suggest...we've configured optimally powerful advertising & other integrated patient communications to optimally touch **NEW** "**triggering points**" of BOTH potential new & returning patients. In mid-2023 & beyond we are going to be pushing even further ahead! jc

Our NEW chrisad-Northwestern University Study of the 2023 Patient's NEW Wants & Awareness:



NORTHWESTERN UNIVERSITY



Our most recent study uncovered shocking & radical changes in the mindset of the patient public. What will we uncover in 2023?

- Does Insurance Ownership of Practices Matter?
- What's Your Biggest Concern With Dentists or Dentistry? Why Do You Refer? Why Do You Accept?
- Why Do You NOT Return for Your Cleaning Visit?
- Do You Feel There Is a Large Difference in the Skill Levels of Various Local Dentists?
- How Does Your Insurance Affect the Dentist You Choose? Refer Others? Your Likelihood to Accept?
- Would You Go to a Dentist on Sundays? Saturdays?

Let Us Know What Questions YOU Want to Have Answered in Our Upcoming Patient Research!

Email Michael Cruz at mcruz@chrisad.com