








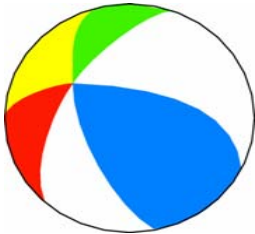
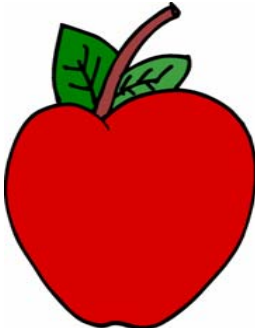
2004 Sample Internal Marketing Calendar

Month	Patient	Referring Office	Community	Staff	Notes
<p>January</p> 	<p>Create a "Coming Soon" calendar to let patients know about upcoming events. List contests, parties and so forth.</p> <p>Supreme Super Bowl Package: hold a raffle for a football prep set. Include snacks, decorations, pom-poms and a jersey.</p>	<p>Take each of your top referring doctors to a New Years lunch.</p>	<p>Start contacting schools to schedule visits for Children's Dental Health Month in February. Call the Marketing Department for your free copy of "The ABC's of Planning Successful School Visits."</p>	<p>Start the year off right with a team meeting. Discuss goals for the year, write a mission statement and so forth. Motivate the staff and boost morale. Include lunch and treats for extra happy employees.</p>	
<p>February</p>  <p>National Children's Dental Health Month</p>	<p>Let patients make their own valentines in the waiting room.</p> <p>Hold a patient referral contest called "Special Sweethearts." Patients who refer others in Jan or Feb are entered to win special V-Day basket.</p>	<p>Send top referring offices thank you notes with candy hearts.</p> <p>Send reminders to dentists about Dental Health Month. Include practice poster, referral cards, business cards and so forth.</p>	<p>School visits for Dental Health Month.</p>		
<p>March</p> 	<p>Hold a patient contest for St. Patrick's Day. Winners get to grab a prize out of the Pot of Gold. Adult patients get lotto tickets for extra good luck.</p> <p>Give out Find the Four Leaf clover sheets to younger patients.</p>	<p>Celebrate Dentist's Day on March 6. Visit referring offices armed with goodies, business cards and referral cards. Plan topics for discussion such as new procedures, equipment, office goals and so forth. Tour their facility and invite them to visit your own office.</p>	<p>Consider hosting an Open House for your office.</p>	<p>Select one staff member as the point person for all of the office's internal marketing efforts. This person can help coordinate efforts and follow through on ideas.</p>	




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<p>April</p> 	<p>Hold an Earth Day Contest this month. Decorate with globes, maps and posters. Let patients submit pictures, drawings, cut-outs or essays about their favorite nature settings. Winners receive zoo passes or gift certificates.</p>	<p>Host a lunch-and-learn at the office and invite any interested oral health professionals in the area. Make sure to book a guest speaker to help educate on a current topic of interest.</p>	<p>Research health fairs, festivals or outdoor community events for future promotional opportunities.</p>		
<p>May</p> 	<p>Throw a patient appreciation party. Rent out a bowling alley, movie theater or skating rink. Encourage patients to bring one guest each. Promote the event in the office and let each new consult know. Bring promo items to give away.</p>	<p>Send a spring flower delivery to your top referring offices.</p>	<p>Donate time to a charitable cause. Contact local non-profit organizations to find out how you can participate. Build a house, clean up a neighborhood or volunteer at a soup kitchen. Let the local media know about it.</p>	<p>Know what your patient's motivating factor is. Write down treatment goals. Is there a common goal among your patients? The Marketing Department can develop ads, flyers or posters centered around this theme.</p>	
<p>June</p> 	<p>Jump start your OrthoBucks program with flyers and posters. Promote all of the ways patients can earn OrthoBucks and all of the cool prizes they can win.</p>	<p>Have a get together with staffs from your office and a top referring office's staff. This will be a great networking opportunity and will help establish connections between the two offices.</p>	<p>Health fairs are a great way to meet potential patients face to face and to get your name out there. Give away promo items with your office's information on it. Raffle off a free set of braces.</p>		

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July 	<p>Host an "I Love America Because...Contest." Accept drawings, collages or essays from patients. Award winners with prizes.</p> <p>Serve up a soft treat for patriotic patients: red and blue Jell-O topped with whipped cream.</p>	<p>Send a patriotic package to your top referring offices. Include star-shaped cookies, mini-flags and a thank you note.</p>	<p>Show appreciation for those in military service by offering a discount for them and their family. Advertise the discount in local newspapers or publications.</p>		
August 	<p>Set your office apart from the rest with a creative theme to make patients excited about showing up for their appointments. Decorations, costumes, contests and giveaways can all center around the theme. Small efforts can produce big reactions and will be very appreciated.</p>	<p>Send a summer fun package to top referring offices. Help staff members beat the heat by including sunglasses, sunblock, beach balls, water bottles or movie gift certificates. Include a Beach Boys CD for some smooth summer tunes.</p>	<p>Ask your marketing representative about whether a direct mail campaign would be beneficial for your office. Target specific zip codes with a colorful postcard design to streamline your marketing efforts. Now is a great time to consider mailing a Back to School postcard.</p>		
September 	<p>Help your patients start out the school year right with imprinted promo items. Order pens, pencil cases, note pads, erasers, clipboards, book covers and so forth.</p> <p>Award OrthoBucks for good grades this school year.</p>	<p>Take each of your top referring doctors to a lunch.</p>	<p>Call local schools to find out about sponsorship opportunities. Ask about placing ads in yearbooks, newsletters and so forth. Call back and follow up if you don't get an answer right away. Most schools are eager to get support from the community.</p>	<p>Make sure to input accurate referral data into your Walrus software. This will ensure that the Referral Analysis is correct and will enable you to track your marketing efforts efficiently.</p>	

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<p>October</p> <p>OCTOBER IS NATIONAL ORTHODONTIC HEALTH MONTH</p> 	<p>Prepare teeth-related activities for patients. Hand out coloring sheets, quizzes, crosswords and so forth. Call your marketing representative for help with more ideas. Offer safe alternatives for Halloween candy.</p>	<p>Drop off educational materials joined with Halloween treats.</p> <p>Daylight Savings Time ends this month. Send small clocks with notes attached as a cute reminder.</p>	<p>Educate the community this month. Offer free screenings at libraries, health fairs or schools. Drum up interest by holding a drawing for free treatment or offer a discount for those who sign up this month.</p>		
<p>November</p> 	<p>Thank you for making me smile. Ask patients what they are thankful for this Thanksgiving. Give away practice T-shirts with your logo on them as "grateful gifts" this month.</p>	<p>Give thanks for referring offices who help grow your practice. Great Thanksgiving treats: apple pecan stuffing, turkey seasoning, toffee, gourmet coffee or tea, cheese sticks, biscotti, nuts or dried fruit. Wrap with festive ribbons.</p>	<p>Donate time to a local soup kitchen or homeless shelter.</p>	<p>Give staff members the day after Thanksgiving off so they can get a jump start on their holiday shopping. They will come back on Monday morning revved and ready to work.</p>	
<p>December</p> 	<p>Let your patients help with holiday decorations by making their own ornaments. Serve hot cocoa and cookies in the waiting room. Play holiday music for a fun office atmosphere.</p>	<p>Enroll your top referring offices in the Gourmet Gift of the Month Club through Penny Lane. Choose a 3, 6 or 12 month plan. You provide the list of office addresses and Penny Lane does the rest. This is a simple way to give the offices supplemental attention in between office visits.</p>	<p>Hold a food, clothing or toy drive this holiday season. Donate time to a non-profit organization. Promote your charitable work so that patients and referring offices can get involved.</p>	<p>The holiday season is often slow so take advantage of the down time and step up staff member marketing participation. Brainstorm a list of possible targets for marketing. Make preparations for the new year.</p>	