

Dental Devices And Technology As a Selling Point

For as much as you invest in your dental tools and products, your patients may not care because they don't understand how your devices work. By helping them understand you can also market your practice as state of the art.

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Your office has it all. CAD/CAM, lasers, digital x-rays, oral cancer detection devices... The list goes on and on, and so does the bill. But you know the investment is worthwhile. Your patients will never wonder if you are serious about your commitment to high-end dentistry. They only need to look around, or glance at the list of technology on your website, and they'll know they are getting the best. At least, that's how *you* envision it.

In reality, most people don't seem interested in the latest and greatest devices. They don't grasp the significance of your investment, and they don't seem to care how well your office is equipped. Why? The answer is simple. They don't know what most of those items are. More importantly, they don't understand how it benefits them.

Presentation makes all the difference

Imagine you are looking for a luxury vehicle with the latest safety features. The salesperson proudly explains that this model features a state-of-the-art haptic feedback system based on research by Carnegie Mellon University. Now imagine another salesperson recommends a model with lane assist and other navigational features that provide feedback via vibrations on the steering wheel for distraction-free driving.

In the above scenario, both salespeople are selling the same vehicle, but one is focusing on the technical aspects while the other is discussing how it benefits you. Which is most likely to make the sale? Probably the one making sure the potential customer can easily understand what they are paying for.

Patient-appealing marketing techniques

How can you make patients understand the importance of new technology and devices in your practice?

- *Discuss patient benefits rather than technicalities* – No one wants to be inundated with technical language that they don't understand. Your patients aren't dental professionals, and they aren't necessarily tech savvy. The resolution of an intraoral camera or the wavelength of a laser doesn't mean much to them. Instead, discuss how detailed images improve diagnostics and powerful lasers reduce the need for drilling.
- *Create patient focused marketing* – Device manufacturers often offer images, brochures, and other marketing materials, which you might be tempted to re-use. However, these materials tend to be

directed at dentists and other medical professionals. They might describe time saving and ease of use features that benefit your practice but aren't meaningful to patients. If the materials discuss increasing your sales, patients might feel like the device is just a gimmick.

- *Illustrate your point* – People are visually oriented. They will understand and believe what you show them much more easily than what you tell them. Text descriptions are important, but they are much more convincing when combined with images such as photos of beautiful CEREC crowns or infographics highlighting reduced radiation from digital x-rays.
- *Implement the power of storytelling* – The simplest way to explain a device or procedure is with straightforward facts and information. Unfortunately, that style of text is also dry and dull. Storytelling is one of the most powerful marketing tactics because it presents information in a relatable and engaging way. Describe the patient experience in a way that showcases comfort, convenience, or other benefits.

Conclusion

Some dentists expect patients to be as excited as they are about new, upgraded office equipment. Others assume patients simply aren't interested, and they don't use technology as a selling point. In either case, they are missing a wonderful marketing opportunity. In truth, those high-tech devices can get your phones ringing, but only if you market them in a patient-appealing way.

About the Author:

Naren Arulrajah, President and CEO of [Ekwa Marketing](#), has been a leader in medical marketing for over a decade. Ekwa provides comprehensive marketing solutions for busy dentists, with a team of more than 180 full time professionals, providing web design, hosting, content creation, social media, reputation management, SEO, and more. If you're looking for ways to boost your marketing results, call 855-598-3320 for a free strategy session with Naren.