



# Marketing Toolkit

## Email Marketing Starting Points

*Email lists are still one of the highest impact ways to market. Most of the emails you have are likely patient emails, unless you have also done lead generation marketing. In that case, you may want to segment your list by those who already have a relationship with your practice and those who don't, so that you can tailor the messaging. However, if you don't have that ability right now, don't worry. The copy below are good starting points for anyone, patient or potential patient.*

## Email Marketing: Talk to Your Patients

Before we look at some brief copy ideas, here's some general tips for using email to broadcast the news you have about now offering teledentistry services:

- Try to see things and speak about things from the patient's perspective.
- You're not selling a teledentistry appointment: you're communicating your practice's commitment to care.
- They aren't primarily interested in the technology and technical language about teledentistry. Focus on how this helps them now and in the future. How does it help them get care? How does it simplify their life? How does it reduce expense or trouble? How can it create peace of mind?
- Short sentences. Short paragraphs. Your email will be easier to read—and therefore easier to act on.
- Bullet points can make it easier for people to scan.
- Your subject line needs to make clear why they need to open this email (among the sea of emails they have).

# Newsletter Copy & Headline Ideas

Pull parts of this to use in a newsletter or adapt as needed. Some of these headlines could work also as subject lines. Underlined means replace with your text.

Some headlines are time-frame sensitive: is it your office currently open? Will it be opening soon? Have you just re-opened? Are you fully opened and using teledentistry for non-office visits and check-ins and urgent care consultations?

*Pro tip: you could also take wording like below, read them in front of your phone and have a great video to post!*

***Make sure that any statement is inline with your state practice acts and other regulations.***

---

## We've Added Technology to Be Available to You Online

We've adopted the leading teledentistry platform, TeleDent™. Now you can:

- Access your own patient portal from any device.
- See exam data that DR.NAME shares with you.
- Receive visual treatment plans
- Send in images or video of your concerns for evaluation
- Schedule live video consultations.

---

## We're Here For You Even While Our Office Is Closed

As a patient of PRACTICENAME, you'll now be able to schedule live video consultations to get questions answered and an evaluation by DR.NAME. If you

need a non-urgent office visit, we will also be able to schedule that for when we reopen.

---

## Why You'll Want to Register for A Patient Portal

- Access your own patient portal from any device.
  - See clinical and treatment information that DR.NAME shares in your portal.
  - Receive visual treatment plans for your planning
  - Send in images or video of your concerns for evaluation
  - Schedule live video consultations.
- 

## Wondering if you or your child have a serious dental situation?

Part of what we can offer through our online consultations and messaging is peace of mind and reassurance. If you do have an urgent care need, we'll be able to direct you on the best next steps to take.

---

## Let's Get Ready for Your Visit with an Online Consultation

Telehealth is new to most people. Don't be worried about how to do it. It's easy to login and join a video consultation and our secure messaging is like the chat or text messaging you are used to.

---

## Need a Check-in with DR.NAME? Our Virtual Office Is Open.

DR.NAME is available for live video appointments. Get a review of your case and a check-in. If you need a non-urgent office visit, we will also be able to schedule that for when we reopen.

---

## Our Virtual Office is Open for Real Dental Care.

We're not going to be able to do clinical procedures of course online through the screen, but we can provide assessment, evaluation, at home care guidance, and future planning. Online video appointments are affordable and may be covered by your insurance.

---

## Concerned about Covid-19 and Your Next Visit? Here's How We're Keeping You Safe.

[Describe your practice's infection control strategies in laymen terms. These are some examples from recommended practices.] We're screening patients online and limiting access to the waiting room. And if your dental care needs can be met with an online consultation, we are providing you with live video appointments and secure messaging options so you don't need to make as many visits to the office.

---

## You Can Now Securely Text Us with Dental Concerns

Message from your phone and DR.NAME will review your concerns and images you send as soon as he can. To start messaging, simply request a patient portal login. LINK

---

## Online Appointments are Affordable

[Provide guidance on your pricing. Some practices are choosing to provide free appointments for some time. You may also want to check our [payers table](#) to mention which insurance companies are covering teledentistry encounters and for which codes to share that information here if you are charging. Some practices are also taking a fee for service approach to teledentistry for now.]

---

*The TeleDent Success Team*