

# TROJANTODAY

The Newsletter for Today's Dental World

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## Build Trust & Community: The Power of Professional and Personable Dental Practice Facebook pages

by Nikki Myers

In an era where digital presence plays a pivotal role in attracting and retaining clients, dental practices cannot afford to overlook the potential of Facebook pages. Beyond serving as a platform for marketing, a dental practice's Facebook page is an opportunity to build trust and establish a connection with patients, especially when their health is at stake. This article delves into the importance of maintaining a professional yet personable image on Facebook, emphasizing the significance of authenticity and engagement.

### Trust is Significant and Crucial in Dental Care

Patients entrust their health to dental professionals, and parents extend this trust to the care of their children. In a world where online information often influences health decisions, a dental practice's Facebook page becomes a crucial touchpoint for potential patients. According to recent statistics from SocialPilot.com, 19% of consumers initiate their search for where they spend their money on Facebook. This includes searching for dental offices. Also, individuals

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**FEATURE: BUILD TRUST  
AND COMMUNITY**

**CHECK THESE OUT:  
HYGIENE REVENUE &  
INSURANCE  
EXTRAVAGANZA**

**ASK THE CONSULTANT:  
PRIMARY AND  
SECONDARY  
INSURANCE QUESTION.**

are 53% more likely to become customers of a business they can message. It is important to activate the messaging app on the Facebook page and have someone monitor it. Questions should be answered within a reasonable amount of time. Set an automatic response to set an expectation for when you will return the message.

## Stock Photos vs. Staff Photos

Subscribing to a service that can create and schedule dental-themed images and posts is a great time-saving tool. To humanize the dental practice, consider adding authentic images of the office staff to those generic stock photos to put a face to your practice. Patients are more likely to feel at ease when they associate faces with the names and roles of the professionals caring for them. Encourage staff members to showcase their personalities, creating a welcoming and approachable atmosphere. Ensure that someone is assigned to monitor and respond to messages or comments generated by posts, fostering a sense of accessibility and reliability.



## Monthly Photo Sessions Can Get it Done

To maintain a consistent and engaging presence on Facebook, plan monthly or bi-monthly "camera-ready" days for short photo and video sessions around the office. During these sessions, capture not only the professionalism of the staff but also the friendly and welcoming environment of the practice. Use these photos to highlight dental observation days, weeks, and any events or holidays the practice observes.

## Showcase Your Brand Whenever Possible

Avoid limiting photos to the exterior of the office or the sign when you want to show your brand. Instead, use backgrounds incorporating your brand elements, such as wall murals or decals if you have them, or even branded clothing and name tags. Use an easy-to-use website like Canva to add your branded colors and logos to your photos. Include holiday-themed decorations in your posts to add a personal touch and help create a relatable online presence.

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## Sharing Milestones and Achievements

Use Facebook as a platform to announce and celebrate the continuing education and recertification of your staff. This demonstrates a commitment to staying current with the latest scientific advancements and technologies, builds credibility, and reassures patients that they are in capable hands. Humanize your staff by sharing anniversaries, birthdays (if your staff agrees), and any team-building games or days you have.

## Create a Process to it Efficient

Develop a checklist to streamline the process of creating and posting content. Dedicate specific times each week or month to plan and schedule Facebook posts. Extend the reach of your content by cross-posting across all social platforms. Whenever possible, link to external websites, such as the ADA's, for more information on what the certifications mean, special dental days and fun facts that surround them, or topics like National Gum Disease Awareness

Month (which is this month) and websites that have credible information on gum disease. Even better – If your office has a routine blog or newsletter, write about a monthly topic and link to it from your posts.

*What They Say about Trojan*

*Lynn, Office Manager*

"Adriana was very helpful, patient, and professional. I can honestly say that I have been using Trojan for over 12 years, and all of your techs know the system and can give me answers. We are very satisfied".

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**New issues on the first of each month.**

**Christine Taxin  
Debbie Seidel-Bittke  
Bent Eriksen**

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# Ask the Consultant

Answer by Katheleen Johnson

**Q:**

Dear Ms. Johnson, you answered the question about charging the patient a reduced fee for a crown prep that was never seated. Is there a dental code (ADA) that would work for such an occurrence? And what price range would be appropriate?



**A:**

There is no code for a crown prep. As for the charge, most of the work is done on the crown prep, and you received the crown from the lab, so you have a lab fee. I would let the patient know that you cannot bill the insurance since the crown is not going to be seated; therefore, they would be responsible for 85% of the crown fee.

## Check These Out:

**Dental Practice Solutions:**

**Dental Hygiene Max Revenue Course**

**Christine Taxin:**

**5th Annual Insurance Extravaganza 2024**

Patients seek insights into their potential healthcare providers in the information age. Your dental practice's Facebook page serves as a powerful tool to showcase the comfort and warmth of your office environment, the competence of your staff, and your commitment to ongoing education. By combining professionalism with personability and consistently engaging with your audience, you invite your patients and prospective patients into your office community.

Nikki Myers is the Marketing Coordinator for Trojan Professional Services and has been the Editor of Trojan Today since 2022.

Read more from Nikki:

[Newsletters: So Much More Than a Writing Chore](#)  
[Five Steps Towards HIPAA Compliance](#)  
[Efficiently Create Multiple Social Posts](#)



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2/15/24  
*Con Conflict? Want Harmony? We Can Help!*  
by Mary O'Neill


2/24/24  
*Dental Hygienists*  
by Lisa Philp

## Fun Fact

**Almost \$12,000 for a toothbrush?**

That's what the Oral B-40 used by Astronaut Jack Swigert on Apollo 13 fetched at auction last year.

Swigert, you may remember, was played by actor Kevin Bacon in the movie, which also starred Tom Hanks. Just so you know: the toothbrush sold for more than a still-working, silver, mechanical pencil that Swigert also used on the Apollo 13 mission.




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