



# Intellident

## Preliminary Marketing Plan

Prepared by: Veronica Walinski

### Executive Summary

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Intellident is a revolutionary, multi-dental services provider created to serve the city of Philadelphia, PA and its surrounding areas. Intellident is prepared to enter the dental space in 2020. As a hybrid between a private practice and a Dental Services Organization, Intellident exists to simplify the practice of dentistry while providing dental practitioners the autonomy they require. Intellident helps dentists achieve more fulfilling careers by removing all the complexities of running and managing a practice and eliminating barriers to success. Dental professionals are then freed up to do what they love and were trained to do—practice dentistry and make a meaningful impact on their patients’ lives. Intellident does this by contracting with dentists and dental specialists, renting them a chair in a fully functioning dental space. This enables them to treat their patients without the burden of running their own practice; no costs, overhead, front/back office administration, hiring and firing, lab percentages, or insurance management.

Intellident’s high-end, state-of-the-art, thirty chair dental center features cutting edge IT, Radiography, Digital Dental Technology, Laboratory services and Infection Control, Front Desk Services, Dental assistants, Billing Assistants, Instruments and supplies. Marketing, communications and practice management services are also provided, if requested.

Chairs are considered an individual practice and meant to be rented on a daily, monthly or yearly basis, with a practice adding or subtracting chairs as needed. The space is open on a 24/7 basis, allowing for utilization during off-peak hours. For a fixed fee, dentists are able to set up an individual private practice where all the complex business procedures, along with the difficult to manage facility and staff, are outsourced to Intellident.

There are several marketing priorities that are vital to ensure successful market penetration. The first priority is to build brand awareness within the dental industry. This will be accomplished through print and digital marketing, presence at dental school residency programs, and public relations through article and advertising placement in local publications. Secondly, creating demand and lead generation through personal selling and participation in targeted dental communities, publications and events.

## Situational Analysis

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Over the past five years the dental industry has continued to flourish with an average industry growth of 2.2% from 2015-2020 of \$142.6 billion. The market size in the dental industry is expected to increase 1.5% in 2020.\* These advances in dental technology and improved access to care for older adults and low-income individuals have helped to increase the growth rate. Individuals have been able to afford out-of-pocket payments for care with rising disposable income and a low unemployment rate.

Intellident's innovative concept fills a void in the dental space by providing dentists and dental specialists a type of dental practice that is completely new and necessary. The demand in the marketplace has been there since dentists started their own practices in the mid-nineteenth century. Intellident is the first to meet that demand. After conducting industry research, no competitors have been identified. Therefore, the market is open for a dental organization such as Intellident to capitalize on, expand their market share and grow their profits. Additionally, there are future opportunities to continue to further gain market share by expanding into other cities such as, New York, Boston, D.C. and so on.

Strengths	Weaknesses	Opportunities	Threats
New to the marketplace (no other comparable dental organization)	May be ahead of industry acceptance	First to market with this dental concept	Pandemic infection control—the nature of performing dentistry is costly and time-consuming
Provides solution to common complaint of dentists—eliminating the burden of practice management while maintaining autonomy	Dentist may not want to pay cost for space	The pandemic has forced some dentists to close their practices; Intellident offers them the space to continue to see their patients without the overhead costs	
Provides a completely updated, 21 <sup>st</sup> century state-of-the-art technologically advanced dental workspace that most dentists couldn't afford to update on their own	Dentists are uncertain of the new business model	Industry growth has been positive over the past five years and continues to grow	
Provides post-graduate dentists the opportunity to practice dentistry without the financial or management burden of owning their own practice right out of school			

\*IBIS World Dental Industry Reports

## **Marketing Objectives**

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The primary goals for Intellident's marketing effort are: 1) Intellident market awareness and brand positioning, 2) 30 - 40 signed dentists filling all dental chairs by Intellident's opening day and 3) sustained brand recognition, company growth and market penetration through 2020 and beyond.

## **Marketing Strategies/Tactics**

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Effective marketing and communication campaigns are critical to promoting, educating and informing the dental community about this new and innovative way for dentists to conduct business while treating their patients. The go-to-market strategy for Intellident includes creating essential marketing deliverables to promote Intellident, create awareness, generate interest and increase demand.

### ***Marketing Mix***

1. **Product**—Intellident provides dentists/dental specialists with the simplicity of renting a dental space along with all the amenities of a high-end practice; while not having to handle the management burdens of running their own practice or the production requirements and restrictions of a DSO.
2. **Price**—The cost for dentists/dental specialists to rent a chair is \$900-\$1,200 per day. Additional costs may be incurred for special order supplies, labs and services.
3. **Distribution**—Intellident will be distributed through the sales force located on site at Intellident in their Philadelphia Sales and Marketing office.
4. **Promotion**—Intellident is targeting a very specific audience and therefore will be implementing a "push" marketing strategy—utilizing a promotional effort to help sell, promote and position the Intellident brand. The primary target audience consists of practicing dentists and dental specialists; fourth-year students and post-grad residents; and new and current patients. Various marketing channels will be utilized to accomplish these marketing goals:
  - **Print and digital marketing:**
    - Introductory/announcement e-mail campaign
    - Direct mail with key marketing collateral including a corporate brochure, corporate video, giveaways, etc.
    - Corporate website
    - Social media and content marketing
    - Internet search presence

- Brand presence in Residency programs in the Philadelphia/PA area (GPR, AEGD, hospitals, VA, dental schools)
- Demand and Lead Generation
  - Personal selling
    - Sales Representatives
    - Sales Tools (elevator pitch, sales script, sales presentation, etc.)
  - Participation in targeted dental communities and memberships (i.e. Dental Nachos, Dental Town, Compendium, PA Dental Association meetings, etc.)
  - Memberships in the local chamber of commerce and business associations
- Public Relations
  - Local newspaper and magazine articles and advertising
  - Dental and DSO magazine articles and advertising
  - Ribbon cutting ceremony
  - Thought leadership opportunities

The dental patient base is another primary target audience. We will be targeting the current patients of dentists that have signed with Intellident along with new patients in the Philadelphia area, specifically prospects in the immediate vicinity of Intellident. Providing marketing tools to those dentists will enable them to promote Intellident to their patients and grow their overall practice.

## Target Markets & Value Proposition

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<b><i>Prime Prospects</i></b>		<b>Key Messaging</b>
<b>Students &amp; Post-Grad Residents/Specialists in Philadelphia &amp; surrounding areas (Pennsylvania)</b>	<ul style="list-style-type: none"> <li>• Fourth year dental students attending Philadelphia and Philadelphia-area schools</li> <li>• Post graduate residents and specialists just starting out that haven't purchased a practice yet</li> <li>• Philadelphia-area schools and hospitals who offer post-graduate dental programs</li> </ul>	<ul style="list-style-type: none"> <li>• Nonexistent upfront capital requirement</li> <li>• No office management (i.e. making appointments, ordering supplies, etc.)</li> <li>• No lease to sign</li> <li>• No HR (no hiring or firing)</li> <li>• No equipment to order</li> <li>• No record keeping</li> <li>• No billing and insurance headaches</li> <li>• Not a DSO but with DSO-type financial efficiencies and economies of scale</li> <li>• Intellident can provide marketing to new patients</li> <li>• Low stress management model</li> <li>• Ability to maintain an individual practice identity</li> <li>• Ability to customize practice resources</li> </ul>

		<ul style="list-style-type: none"> <li>• Insurer and Third-party payer management</li> <li>• Easily accessible placement of the facility in a highly desirable part of town</li> </ul>
<b>Practicing Dentists/Dental Specialists</b>	<ul style="list-style-type: none"> <li>• Dentists and dental specialists who don't want to own and run a practice anymore. They have already had a partnership or practice and now just want to practice dentistry, not deal with the burden of running an office</li> <li>• Dentists and dental specialists with leases that are expiring or who lost their practices due to the pandemic</li> <li>• Dentists and dental specialists who want a satellite office (expands their locations and referral base)</li> </ul>	<ul style="list-style-type: none"> <li>• No office management (i.e. making appointments, ordering supplies, etc.)</li> <li>• No lease to sign</li> <li>• No HR (no hiring or firing)</li> <li>• No equipment to order</li> <li>• No record keeping</li> <li>• No billing and insurance headaches</li> <li>• Not a DSO but with DSO-type financial efficiencies and economies of scale</li> <li>• Intellident can provide marketing to new patients</li> <li>• Low stress management model</li> <li>• Ability to maintain current patient base</li> <li>• Ability to maintain an individual practice identity</li> <li>• Ability to continue to customize practice resources</li> <li>• Insurer and Third-party payer management</li> <li>• Easily accessible placement of the facility in a highly desirable part of town</li> <li>• Expand their practice without the demands of running it</li> <li>• Customized contracts to fit the needs of their practice</li> </ul>
<b>New Patients</b>	<ul style="list-style-type: none"> <li>• New patients in the areas directly surrounding the Intellident office building</li> </ul>	<ul style="list-style-type: none"> <li>• Easily accessible placement of the facility in a highly desirable part of town</li> <li>• Multi-specialty practice provides expertise and convenience for the patient</li> </ul>
<b>Currents patients of signed dentists</b>	<ul style="list-style-type: none"> <li>• Patients of dentists/dental specialists who have signed with Intellident</li> </ul>	<ul style="list-style-type: none"> <li>• Able to stay with their current dental provider with all the new technological amenities</li> <li>• Easily accessible placement of the facility in a highly desirable part of town</li> <li>• Multi-specialty practice provides expertise and convenience for the patient</li> </ul>
<b>Secondary Target</b>		

<b>Students &amp; Post-Grad Residents &amp; Specialists in the surrounding areas outside of Pennsylvania</b>	<ul style="list-style-type: none"> <li>• Fourth year dental students attending in the surrounding area, specifically New Jersey, Delaware and New York.</li> <li>• Schools and hospitals in the surrounding area, specifically New Jersey, Delaware and New York that offer post-graduate dental programs</li> </ul>	<ul style="list-style-type: none"> <li>• Nonexistent upfront capital requirement</li> <li>• No office management (ordering supplies)</li> <li>• No lease to sign</li> <li>• No HR (no hiring or firing)</li> <li>• No equipment to order</li> <li>• No record keeping</li> <li>• No billing and insurance headaches</li> <li>• Not a DSO but has DSO-type financial efficiencies</li> <li>• Intellident can provide marketing to new patients</li> <li>• Low stress management model</li> <li>• Ability to maintain an individual practice identity</li> <li>• Ability to customize practice resources</li> <li>• Insurer and Third-party payer management</li> <li>• Easily accessible placement of the facility in a highly desirable part of town</li> </ul>
<b>Patients in the surrounding areas of Philadelphia</b>	<ul style="list-style-type: none"> <li>• New patients in the Philadelphia area</li> </ul>	<ul style="list-style-type: none"> <li>• Easily accessible placement of the facility in a highly desirable part of town</li> <li>• Multi-specialty practice provides expertise and convenience for the patient</li> </ul>

#### Marketing Expense Budget (tbd)

Corporate Brochure	
E-mail Awareness campaign	
Direct mail Awareness campaign	
Corporate Video	
Corporate Website	
Social Media and content marketing	
Sales tools (elevator pitch, sales presentation, sales script)	
Dental communities and memberships (Dental Nachos and Dental Town)	
Local magazine/newspaper articles	
Local magazine/newspaper advertisements	