

Messaging—The Data!

In previous blog posts, I shared some of the data we are collecting at OrthoFi. In this post, I hope to share more of the data we have collected from over 76,000 new patient exams with over \$226,000,000 and counting in orthodontic production. Today we discuss messaging.

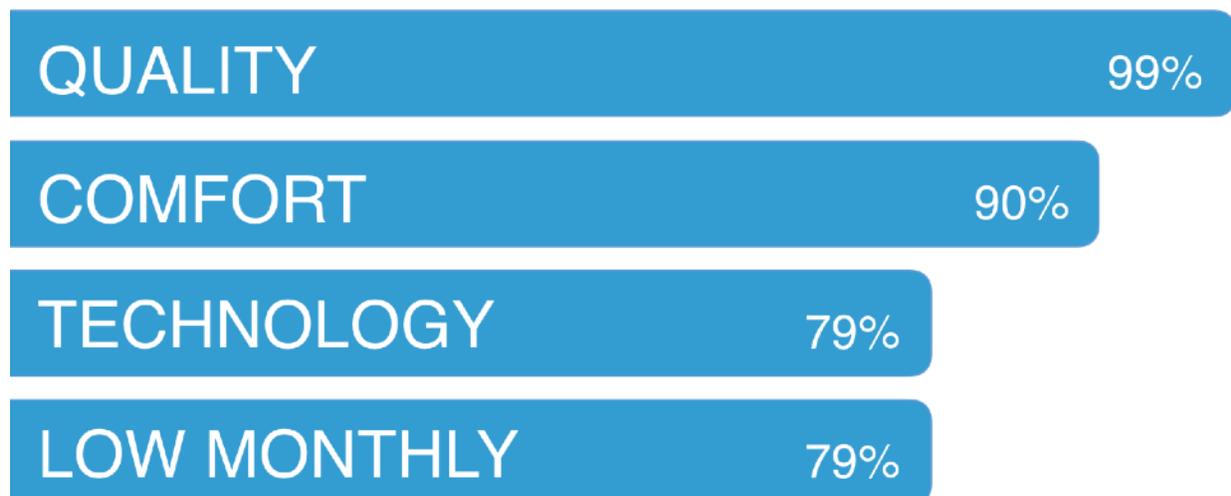
One thing I think about on a daily basis is how to form the messaging in my practice. Specifically wondering, what do my patients want? Before patients are seen for an exam they fill out a series of questions as part of our online forms. We use slider bars to ask patients to rank the importance of various factors on a scale of 1 to 5 with 1 being 'not important' and 5 being 'extremely important'.

List of factors:

- Length (Speed) of Treatment
- Comfort
- Latest Technology
- Clear or Invisible Technology
- Low Down Payment
- Low Monthly Payment
- Quality of Treatment
- How interested are you in starting within a month?

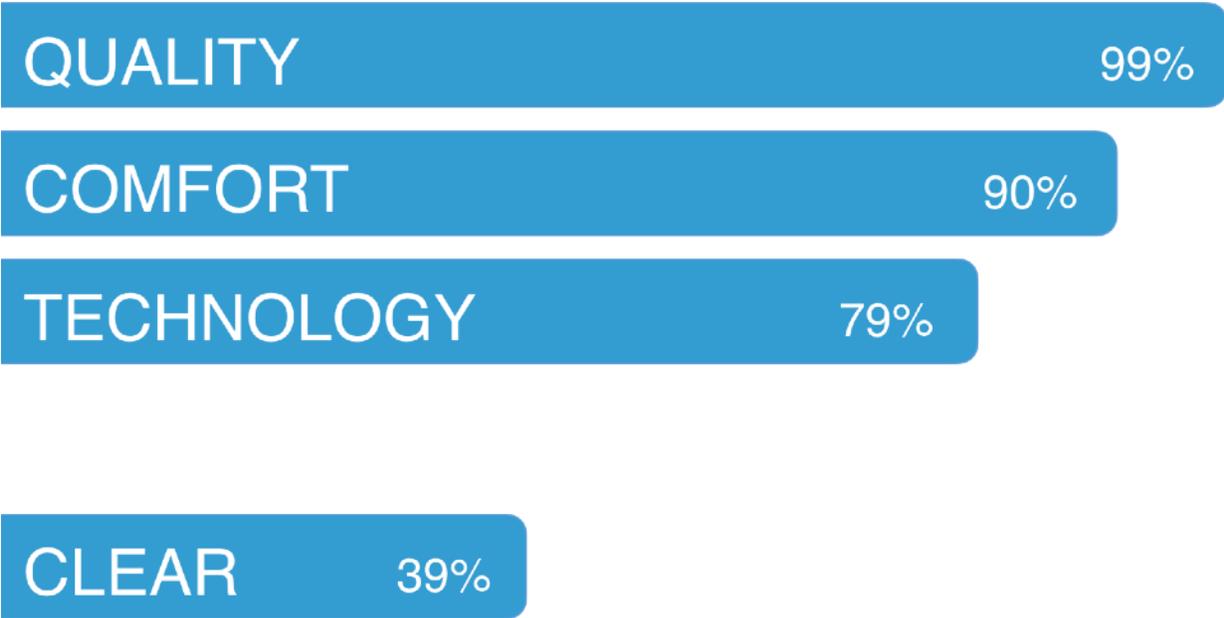
We pulled all the data of what was important to people. If they marked it as important, very important, or extremely important, which was the most popular across over 76,000 new patient exams in practices all around the country? We were a bit surprised at the way things went.

As expected, first across the board was quality. Nearly everyone chooses that quality is important to them. Although there may be some survey bias on that one, it does allow doctor and TC to verbally confirm and cement with them that quality is, in fact, the most important factor. The next most important was comfort. Tied for third were: latest technology and low monthly payment. People want high-tech but they also want a low monthly payment, which speaks to the impact of affordability over price. People want and need quality treatment to be affordable more so than they need treatment to be less expensive.



Quality, comfort, and technology and affordability are the most important things that you need to be messaging across your practice. You need to be looking at each individual and message them appropriately, but the baseline of your practice messaging should be quality, comfort, and technology.

The other thing we found was interesting was that one of the least important things to people was clear technology. Only 39% ranked 'clear/invisible' as important, very important or extremely important. As expected, most of those were adults. Less than 20% of parents, when they rated for their kids, chose clear/invisible even important, which as an elite Invisalign provider was somewhat of a surprise to us.



I think that many of us think, with all the GP's now entering into the orthodontic space via Invisalign and a variety of weekend-course braces products, that we need to compete head-to-head with a message about fast, clear treatment at a lower price. What our data shows is the message to present is: higher quality, greater comfort, high-tech and more affordable options. Also, our data emphasizes the need to customize your message for each individual when you are in the new patient room presenting treatment. Offering and marketing Invisalign is essential for today's orthodontic practice. However, our data shows messaging quality and comfort *clearly* outrank other areas of messaging focus, especially when marketing to children or direct to consumer. Keep in mind, however, that each person is their own individual and getting to know them and their individual wants and desires *before* discussing treatment options is key to them becoming patients in your practice.