

# Dental Practice Marketing Pulse Report

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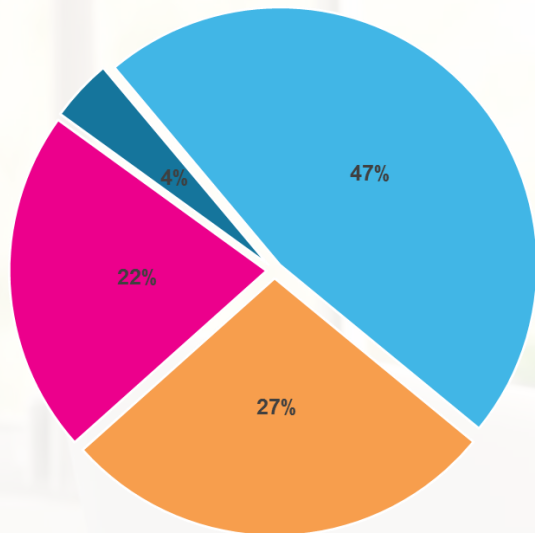
October 2016



## About the Survey

To get a pulse on industry Internet marketing activities, ProSites commissioned a third party to survey U.S. dental practices. This survey was conducted via email between June – September 2016. Participation was 100% voluntary.

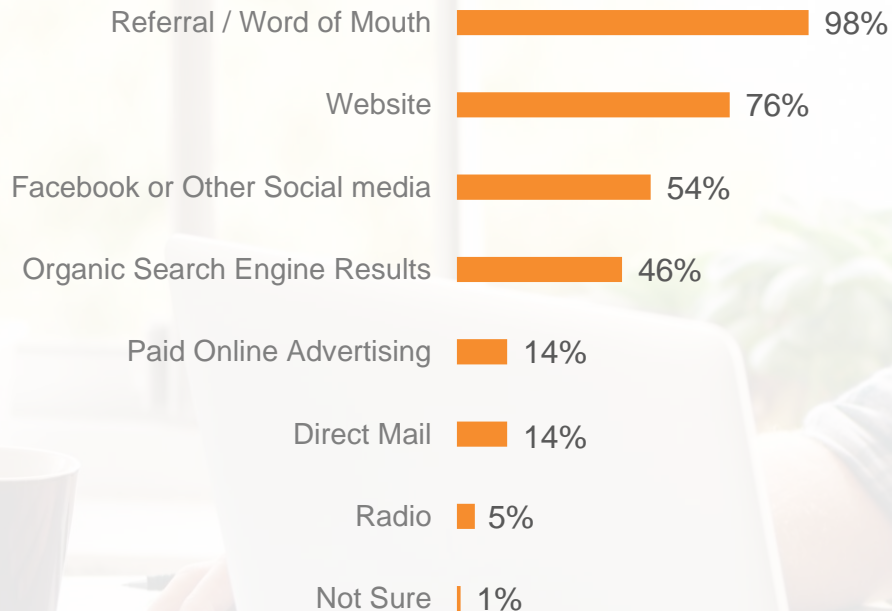
The result is insight from 102 dentists across both sole proprietorships and larger, multiple-partner practices. A subset of findings follow.



- The practice is about the same as last year
- It has been an unbelievably busy year
- Business could be better
- I'm concerned about the future of my practice

When asked to describe business over the prior 12 months, just under half of the respondents reported being on par with the previous year.

Of the remaining respondents, 27% reported being extremely busy, while 22% noted business was slower than expected.



When asked how patients hear about their dental practice, the top responses were through **referrals/word of mouth (98%)** and their practice **website (76%)**.

*Note: Respondents were able to select more than one answer.*

I'm not sure how to get and/or respond to online patient reviews.

14%

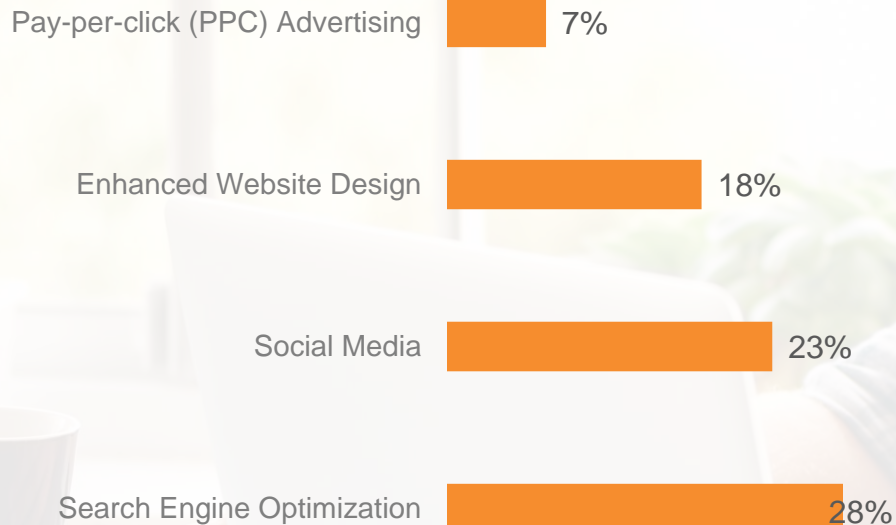
Our office staff does not have the technical expertise to manage our marketing efforts.

27%

I'm not sure people can find my practice online when they're searching for a dental professional.

28%

In terms of online marketing concerns, most dentists are concerned that they are not being found in online search results.



90% of dental practices with a website are considering additional online marketing investments, with a large focus on **search engine optimization** and **social media**.

As this market snapshot indicates, dentists have recognized the power of the Internet and the strength of a professional practice website.

For over a decade, ProSites has been dedicated to helping dental practices achieve measurable practice growth through innovative marketing solutions.

Over 7,500 dentists trust ProSites for their online marketing needs. We are also endorsed by 11 state dental associations and named a **Townie Choice Award Winner**, voted #1 in website design in marketing.

For more information, visit [www.ProSites.com](http://www.ProSites.com) or call (888) 932-3644.

