

5 WAYS *Spa Dentistry* INCREASES PROFITS

1. Differentiates your office from others

You can spend less money on marketing, as your dental spa will help you easily stand out from the crowd, which increases your take home.

2. Attracts new *ideal* patients

You become THE place to go when people feel they have a choice! More new patients increases overall production. Plus, a dental spa attracts patients that prioritize their health and the pampering offered, meaning they make, and keep, their regular appointments.



3. Ideal patients lead to higher-end dentistry

Having more ideal patients means more collections, as well as more cosmetic dentistry, because they can afford to pay the day of service and for elective procedures.

4. Draws patients who have put off dental care

Spa dentistry appeals to patients with dental anxiety, as they know measures will be taken to reduce their anxiety and make them feel comfortable. These patients often have large amounts of untreated work that they are finally motivated to complete, often including more expensive procedures.



5. Increases loyalty

When you have taken the time to truly understand what your patients need and want regarding spa amenities and accommodations, then tailor the experience to create an amazing experience for that individual, you have a patient for life. Consider the value associated with each new patient and what lifetime value that patient will create for your practice. Loyal patients refer their friends and family – resulting in more new patients, increasing production.