



THE MARKETING & FRONT DESK CONNECTION

How creating an effective feedback loop between teams contributed to one growing dental group's ultimate success.

John Schwind, Marketing Director at Freedom Dental Management, has accumulated years of marketing wisdom working in both dental and non-dental settings. From agency experience to heading up marketing for a four-location dental group, Schwind has learned some of the most pivotal lessons in effective advertising. While sitting down to record an episode of [Call Box Dialed In](#), Schwind shared the importance of keeping a close connection between a practice's front lines and its marketing team.

Schwind regularly speaks to and educates internal stakeholders about current marketing initiatives and what's being placed in front of potential patients. In fact, he makes a

point of connecting with office managers almost every day. Not only does Schwind educate his team, he also gets feedback from what they're hearing from patients, takes note of the challenges they're coming across on the phone, and gathers their input for future campaigns.

Although Schwind is a stickler for internal communication now, it wasn't always smooth sailing.

"We ran a campaign centered around dental implants and it was called 'Implants that Impact Your Life,'" Schwind shared. "We received a great amount of traffic and great amount of phone calls. This is where we learned about how important it is to make sure

the front lines know what's going on. We had patients calling in asking about their fifteen-minute free consultation, as mentioned in the ads. The front desk knew nothing about it," Schwind laughed.

Schwind and his team were able to quickly regroup and remedy the situation, but the importance of communicating the marketing team's campaigns with those who interact with patients became obvious. Explaining why marketing was executing the implant campaign, why it was important, and what the fifteen-minute consult consisted of created internal buy-in and ensured the front desk was well-informed to create a smooth scheduling experience for patients.

“For us, it’s truly important,” Schwind said. “What we don’t want to do in terms of Freedom’s Marketing Department is create that silo effect where we in marketing think that we have the best ideas and *this* is what patients are going to respond to.”

“The people on the front lines who are getting these patient phone calls, who are actually interacting, they’re the ones who really know what’s happening,” Schwind continued. “To not use that just didn’t seem like something that made a lot of fun stuff. So yeah, for us, the front lines – the office managers and the people answering the phones, the receptionists and the dental assistants, the entire clinical staff – that’s the most important thing in the practice.”

The results speak for themselves. Schwind keeps a close eye on his campaign performance with Call Box’s analytics. He’s measuring not only how many calls came in for each ad, but also how many resulted in booked appointments. Furthermore, Schwind has seen improved staff member performance and a more consistent patient experience by keeping the lines of communication open.

“That next level is where I think we’ve been able to see a lot of growth and success,” Schwind explained. “Okay, [the patient] called. How do we make sure he or she is converting? Are certain staff members not converting [phone calls to booked appointments]? Is it something in the verbiage

we’re using? Are patients asking the same questions? So then maybe we need to put some kind of content on the website or change the verbiage in the advertising to answer those questions ahead of time.”

By keeping his office managers informed and leveraging their knowledge of patient interactions, Schwind creates a feedback loop that has contributed to a highly successful and growing dental group. The close connection between teams is conveyed in the seamless experience patients have when calling Freedom Dental Management. Schwind has shed a light on a crucial resource that many dental marketing teams overlook – their own front desk.

BEST PRACTICES FOR MARKETING & FRONT DESK COMMUNICATION

✓ Connect with office managers and internal stakeholders at least three times a week.

✓ Educate office managers on current marketing campaigns and the purpose of each initiative.

✓ Ask front desk staff for campaign feedback based on patient conversations.

✓ Take note of challenges front desk staff come across when scheduling patients.

✓ Adjust any current campaigns and gather input for future campaigns based on feedback.