

## InteliMailer

### New Dental Patient Direct Mail Campaign

Who: John Denison, DDS, PC, Family And Cosmetic Dentistry

What: InteliMailer New Patient Direct Mail Campaign

#### **Situation:**

Dr. John Denison specializes in cosmetic, restorative and computerized dentistry. A sole practitioner, Dr. Denison recently opened a new office in the Oyster Point Professional Park at the Middle Ground Medical Center in Newport News, Virginia. He wanted to attract new patients to his new office location.

#### **Challenge:**

Traditionally, medical and dental practices have sought new patients only when they experience an immediate need, abandoning their marketing efforts until the next time new patients are needed. This stop-start approach means the practitioner inhabits a fragmented share of mind among consumers in their designated marketing area (DMA). Dr. Denison, who as a sole practitioner had a very small marketing budget, wanted to ensure a steady flow of new business with a measurable ROI while maintaining awareness among consumers in his marketing area.

#### **Solution:**

Working with Joseph McCarthy of American Solutions for Business, Dr. Denison decided to develop an ongoing direct mail campaign with the InteliMailer, a full-color unique letter package. Letter packages, are recognized by direct marketers to perform better than self-mailers such as postcards and flyers. The InteliMailers' unique design provides significantly more space for colorful graphic design, relevant offers, and full personalization – all of which are known to increase open and response rates.

#### **Results:**

The first mailing offered of a free Oral-B electric toothbrush with an initial evaluation. This full-color, personalized letter package was sent to 631 high-income residents in Dr. Denison's market area at a cost of \$1,161 for the mailer, mailing list and postage included. This first mailing yielded five new patients, generating \$9,596 in new revenues with an ROI of 726 percent. On average, the lifetime value of a new dental patient is expected to generate \$10,000 over the next ten years, These 5 new patients should generate approximately \$50,000 in revenue.

Additional mailings are producing similar results.





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Working with marketing partner Cyclonic Consulting, FHNA decided to do a mailing of the IntelliMailer, a full-color, personalized letter package that allowed the historic designation committee to request support of the process, notify individual property owners of properties which might be included in the application process as well as providing an extensive



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frequently asked questions insert to address resident concerns. The package also included multiple references to the URL of a new website developed specifically to support the historic designation process. **sults**

The mailing occurred in November, arriving in homes 5 days prior to the association



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meeting. Traditional meeting attendance usually consisted of 13% of core association members, but advance mailing swelled attendance to 179 people, or 98% of paid association members, many of whom arrived holding their IntelliMailer letter package. In the 5 days preceding the meeting and the 5 days after the meeting, the new website received 516 unique



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visitors, a 74% response rate. Additionally, the association gained 12 new paid memberships and several thousand dollars in donations committed to the historic designation process.



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