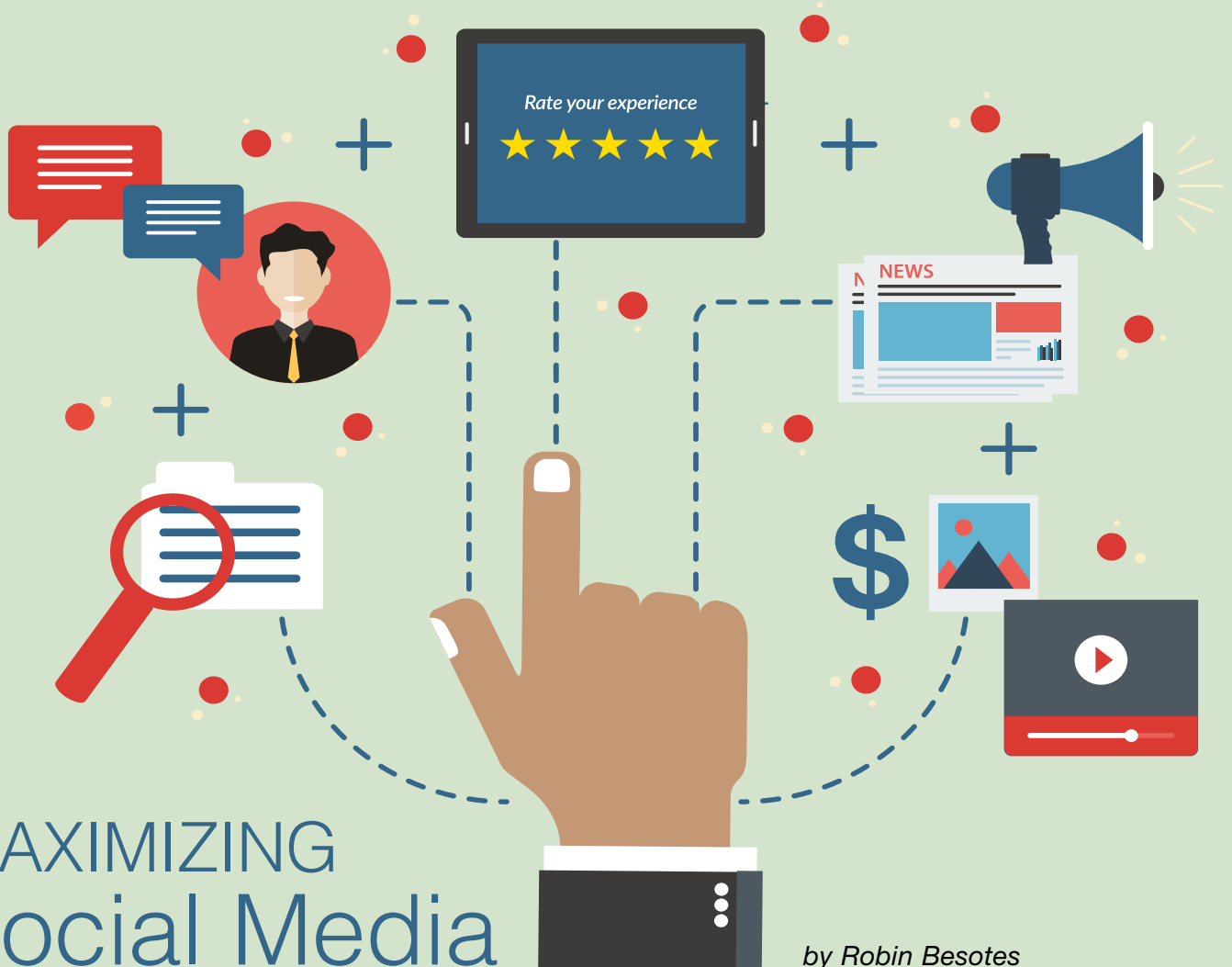


TROJAN TODAY

VOLUME 21 ISSUE 08 **AUGUST** 2019

A NEWSLETTER FOR CLIENTS OF TROJAN PROFESSIONAL SERVICES, INC.



MAXIMIZING Social Media

by Robin Besotes

Consumers take their healthcare choices seriously, and many use an online search engine for assistance. More than half of today's consumers search the Internet to find a dentist.

Knowing this, you want to build trust and earn consumer confidence with your online marketing. This is accomplished by being personable, not clinical.

How do you do this?
Five easy steps can get you there.



1 Make sure your online business directory listings are up-to-date.

Consider any changes which may have occurred in your business, including:

- Name
- Address
- Phone Number
- Ownership
- Website URL

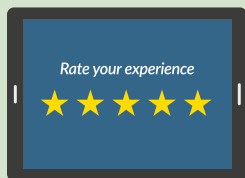
All these factors play a big role in where you may or may not be found online. Potential new patients who have found you shouldn't wonder whether Kids' Incandescent Smile Services and K.I.S.S. Dentistry are the same practice. Make sure your listings are accurate, as well as consistent, across all platforms.

2 Dedicate one person to monitor all social channels.

You can have someone do this in-house or hire someone outside of the practice, but remember, an inquiry about which insurance plans you accept may not be the only inquiry a person makes.



Answering all messages in a timely manner shows you value potential patients and are professional and knowledgeable about their needs. It is not uncommon to come across an online account with patient prospects only to see no one has answered their questions. Those are missed opportunities!



3 Be mindful of online reviews, and respond to them.

Lower review ratings discourage consumers from choosing a new practice. Encourage existing satisfied patients to leave a review, and direct them to the social channel(s) you want to target.

As an example, if you have lower Yelp reviews, direct happy patients to Yelp, and so forth. Never ask an employee to leave a review; not only is this unethical, but you may be violating the terms of service on the online platform.



4 Commit to consistent, weekly posting.

Use an image with every post and follow the 80/20 rule: 80% of what you post should be general, while 20% is sales

or practice-related content. Using an image will typically bring a higher reach engagement. Contests and giveaways can be engaging ways to promote a practice as well. Keep in mind that each social channel may have contest rules that must be followed; violating these rules may result in the permanent removal of your business page, so be careful.

With a little planning and patience, you can organize six to twelve months of content ahead of time.

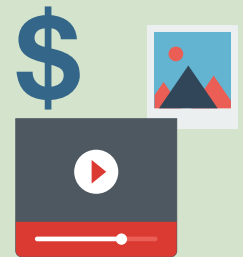
5 Once you have the basics down, set a small budget for your online marketing needs.

Boosted posts are helpful in increasing your visibility and engagement. When creating

a boosted post, you have options

to add a photo, video, story, messenger, carousel, slideshow, collection, and playable ads. You can also target a specific audience, such as "followers of friends who like your page," demographics including gender, age groups, keywords, and zip code area by miles.

As you boost your posts, you'll be able to view the results, make adjustments for your future target audience, and track how minor changes affect your reach. The tools are truly worth the investment.



Robin Besotes is the owner of **The DoctorsRx**, a consulting company that helps practices thrive.

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Quote-Worthy

“Your living is determined not so much by what life brings to you as by the attitude you bring to life; not so much by what happens to you as by the way your mind looks at what happens.”

— Khalil Gibran

FUN! Fact

The toothbrush: A brief history

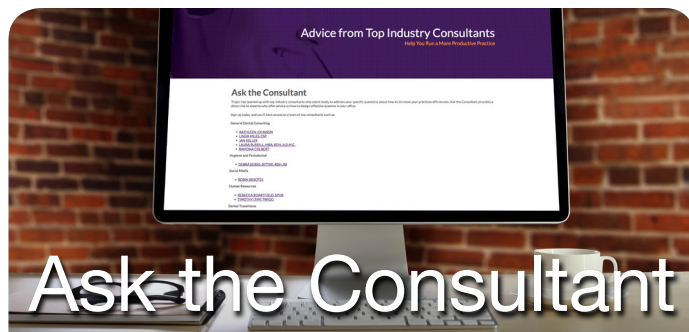
The toothbrush as we know it today was not invented until 1938. However, early forms of the toothbrush have been in existence since 3,000 BC. Ancient civilizations used a **chew stick**, a thin twig with a frayed end. These chew sticks were rubbed against the teeth.

The bristle toothbrush, similar to the type used today, was invented in 1498 in China. The bristles were the stiff, coarse hairs taken from the back of a hog's neck and attached to handles made of bone or bamboo.

Boar bristles were used until **1938, when nylon bristles were introduced**. The first nylon toothbrush was called *Doctor West's Miracle Toothbrush*.

Some other interesting toothbrush facts:

- The **first mass-produced toothbrush** was made by William Addis of Clerkenwald, England, around 1780.
- The **first American to patent a toothbrush** was H.N. Wadsworth, (PATENT NUMBER 18,653) on Nov. 7, 1857.
- Mass production of toothbrushes began in America around 1885.
- One of the **first electric toothbrushes** hit the U.S. market in 1960.



Ask the Consultant

Q: We frequently request films from other offices when we see new patients. Legally, shouldn't the films be duplicates that are of diagnostic quality? We often receive "copy paper" copies and are told their x-ray system, Schick, doesn't allow the files to be emailed or switched to JPEG format for email. Is this true? It's frustrating for us and our patients. In my opinion, it's unacceptable.

A: I checked with a colleague who has been using Schick since 1995 and has ALWAYS sent digital requests (JPEG, PNG, PDF, DICOM, etc.) when requested.

The whole purpose of digital is the massive amount of data that never degrades regardless of the number of copies. While hard copy can be done at an acceptable diagnostic level, this takes the most amount of time and has the highest cost associated with it.

Not sure how to "make" another office do what you want, but they cannot blame it on a technology limitation. It's more likely a biological limitation.

Response provided by **Kathleen Johnson**,
President of Kathleen Johnson Consulting.

What Clients Say

"Trojan's team of professionals and services make our busy dental office run so much more efficiently. Verifying insurance is now a breeze."

— Shelly O.





Service Savvy

Save Time—Call Direct

A large team at Trojan is waiting to help you. To avoid spending time being transferred, follow these guidelines to determine the correct department extension.

If you:

- Are looking for an employer plan in the Trojan database, need information on an existing Trojan plan updated, or want the Trojan Helpline for assistance billing a particular procedure code, call:
Benefit Service at 800-633-3060
- Are looking for a Managed Care plan and fee schedule for one of your DMO patients, call:
Managed Care at 800-286-6993
- Have new staff members, are yourself a new staff member, or just want to be sure you are using all Trojan programs correctly and to the most advantage, call:
Client Training at 800-451-9723 ext 1
- Have a delinquent account that you need to report to Trojan, call:
Collection Services at 800-248-2964
- Are in the Trojan Eligibility Request, or Dentifi eligibility, and are getting a message about passwords or registrations, insurance company not able to give benefits online, or patient not found, call:
Eligibility Coordinators at 800-451-9723 ext 6
- Have questions about your monthly statement, changes to your account address or phone numbers, call:
Accounting at 800-451-9723 ext 4
- Are interested in adding, or learning about, additional services that Trojan offers, call:
Sales and Marketing at 800-451-9723 ext 3
- Are a Trojan Dr. Direct client and need help with sending electronic claims, enrolling with the clearinghouse to send electronic claims for a particular carrier, or need to reinstall the Dr. Direct Program, call:
Dr. Direct Electronic Claims at 800-451-9723 ext 1
- Are getting a program error, need assistance running your updates, need to add Trojan programs or data to a new computer, have replaced your computers and need to reinstall a Trojan program, have changed practice management programs and need to reinstall Trojan data, call:
Software Support at 800-451-9723 ext 1



Check out trojanonline.com
for some of our favorite “classic” Trojan Today articles:

8/15 **Excellence in Service**
Amy Kirsch

8/25 **Respecting Our Elders**
Romalyn Tilghman



Seminars

2 Day Hands-on Dental Medical Billing
Presented by Christine Taxin

AUG 1-2, 2019
Hosted by Trojan Professional Services
Los Alamitos, CA
[Click here for more information](#)

Front Office Rocks
Presented by Laura Hatch

AUG 16, 2019
Chantilly, VA
[Click here for more information](#)

Dental and Medical Insurance Extravaganza
Presented by Christine Taxin and Teresa Duncan

OCT 17-18, 2019
Las Vegas, NV
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Dental Assistant National Conference
Presented by Julie Varney

OCT 17-19, 2019
Chicago, IL
[Click here for more information](#)

Discount code for Trojan clients: **trorocks25**



TROJAN Closing

SEPTEMBER 2, 2019
Labor Day



Dentifi DE
Automated Eligibility

800-451-9723 ext. 3

Write for TROJAN TODAY

Share your dental and front office experience with others! Articles should be no more than 750 words. Include a short bio and recent photo.

Submit to: nikkim@trojanonline.com

Trojan encourages a wide variety of contributors and subjects to its newsletter.



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T *Accelerating dental practices to excellence by providing services that increase case acceptance, production, and collections.*

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