

## BOOST Your **Social Media** and **Online** **Reputation**

by Rita Zamora



Have your social media and online reputation efforts stalled?

Whether you are just getting started or want to boost your existing efforts, here are five timely tips.

1

### **Increase Word-of-Mouth**

Word-of-mouth online begins in your practice. Ask every patient, "How did we do today?" This question can prompt most patients to share how happy they are with your care. In turn, you can invite patients to share their thoughts online. Practices that excel in these conversations often have stellar online reputations. In addition, you can leverage a variety of tools, such as text or email links, to make it easy for your patients to leave online reviews.

## 2 Launch Sponsored Posts

The majority of practices have yet to explore advertising opportunities on Facebook and Instagram. For as little as a few dollars per day, you can significantly expand the visibility of your posts and extend the shelf-life (the amount of time that people will actively see your posts in their feed) to grow engagement, likes, and followers.

## 3 Revisit your Posting Strategy

Are you posting multiple times per week with little to no response? If so, you may be posting content that is not resonating with your followers. If Facebook or Instagram sees that your content is going unnoticed or un-liked, you are often punished with even less visibility. We have seen practices turn this around by posting more personalized, interesting, engaging content. Honor that coveted newsfeed space. Facebook and Instagram will often reward you with greater visibility when you post content that people respond well to.

## 4 Assess your Brand

When was the last time you reviewed your brand on social media? What does your cover photo or profile image look like? Does it represent your practice well? Is it personalized or do you have stock photography representing you? What type of content are you posting? Are the topics in line with your brand, values, and the type of dentistry you want to be known for? Make the most of your social media by evaluating your content on a regular basis.

## 5 Invest in Training

Social media is an ever-changing dynamic tool that requires a shift in strategy on a consistent semi-annual or annual basis. Smart teams understand there is value in saving time, collaborating, and learning from others. With key systems in place, combined with a fresh, effective strategy, you can make social media pay off for your practice.



*Rita Zamora is the author of **Get Found, Get Liked, Get Patients – Making the Most of Social Media**. Since 2007, she and her team have offered social media training and custom monthly management services for general and specialty practices across the country.*

**FMI:** [www.Ritazamora.com](http://www.Ritazamora.com)

# Eliminate the Chore from Social Media

by Nikki Myers

Don't let the endless challenges of social media be daunting.

Keeping up with the latest practices needn't be a chore. **Consider these options:**

- **Enroll in free or low-cost workshops.**

Look for a small business program in your city or county. There are often classes on marketing, specifically on social media marketing.

- **Discover Udemy.**

If you haven't discovered Udemy.com, you are missing a great professional and personal resource. They have multiple classes for every platform. Once you create an account and start clicking on items, you'll be notified when those classes are being offered at a sale price.

- **Hire an expert for coaching.**

A phone call once a month to review what you have done and plan what to do next can be a cost-effective way to use an expert.

- **Explore information offered by social media platforms.**

LinkedIn frequently offers articles on best practices and gives examples of company profiles that attract a lot of traffic. Look for archived posts, blogs, instructions, and ideas on the social media platforms you are working with.

- **Check with your local or state dental association.**

The California Dental Association publishes blogs and articles on all manner of the dental business, including marketing and social media. Look for support from your dental association.

To be as efficient as possible, set aside time to maintain your social media presence. Set aside time to train yourself on the latest in the social media realm. Learning one tip a week can generate new ideas and ensure the time you spend is the most productive.

---

*Nikki Myers is the Marketing Coordinator for Trojan Professional Services, Inc.*

---

# Service Savvy

## Ask the Consultant

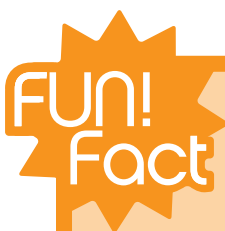
**Q:** We had a claim for a periodontal patient denied. We submitted on time. We provided perio charting, quality duplicate x-rays, and a detailed narrative. The claim was for periodontal root planing and scaling with gingival flap (D4240 Code). We appealed for a third time, and it was denied. I can't understand why they denied the claim.

**A:** The reason your claim was denied is because gingival flap (D4240 Code) and periodontal scaling and root planing cannot be completed together and billed on the same day. These procedures must be performed on separate dates.





Response provided by [Debbie Seidel-Bittke](#).

### Windows 7 hits end of life on January 14, 2020.

If you have questions, Trojan's software support is available.  
800-451-9723 ext 1  
<http://bit.ly/endwin7>



### As if you needed more reasons to see a dentist:

-  According to *Consumer Reports*, dentists are among the five most trusted professionals in the United States.
-  90% of systemic diseases have oral manifestations.
-  Regular dental cleanings can help prevent heart attacks.
-  Tooth decay is the second most common disease in the U.S. after the common cold.

## Annual Tradition

The busy time of the year is here. As you know, many employers change their insurance benefits in January, and this can have a significant impact on insurance companies and dental offices.

As your patients start making their appointments in 2020, you will begin to notice changes with their insurance. Some patients are working for different employers. Many employers change insurance companies. Some employers, even though they continue with the same insurance company, change the plans they offer to their employees. All of these changes will need to be researched and updated into your Trojan benefit plans.

The Client Service Department is dedicated to providing you with the most current and accurate benefit information possible while maintaining a high level of service to you, our client. To provide you with the benefits you need as quickly as possible, we ask that you provide us with the following information when requesting benefits on your patients:

1. Subscriber's name, social security or id number, and date of birth
2. Subscriber's employer name, address, and phone number
3. Insurance company name, location, and phone number
4. Employer name, location, and phone number
5. Patient's name and date of birth

Because of these plan changes, insurance companies will experience large increases in the number of calls they receive, which, of course, will affect all of us who regularly call for benefit information. Trojan's Client Service Department will continue to work diligently during this busy time to continue to provide the excellent customer service you deserve. We are looking forward to providing our clients with exceptional customer service throughout 2020 and beyond.

## Quote-Worthy

// Cheers to a new year and another chance for us to get it right. //

— Oprah Winfrey

## Seminars



### Front Office Master's Program

*Presented Becky Gerber and  
Academy of Dental Practice Careers, Inc*

**MARCH 18-19, 2020**

San Diego, CA

[Download the flyer for more information!](#)

### Sun & CE 2020

#### The NuSmile Summit

**FEBRUARY 27-29, 2020**

Cabo San Lucas, Mexico

[Click here for more information!](#)

Check out [trojanonline.com](http://trojanonline.com)  
for some of our favorite  
"classic" Trojan Today articles:

1/15 **It's All  
About Attitude**  
*by Linda Miles*

1/25 **Fighting Fear  
with Unity**  
*by Ingrid Goldfarb*



Insurance  
Verification  
and Collection  
Services.

*The highest compliment  
our clients can give is the  
referral to their colleagues  
and friends.*

Receive a gift from Trojan.  
Do you know a dental office that wants to  
be more productive?  
Please contact 800-451-9723 ext. 3



## What Clients Say

"We have used Trojan for years  
and wonder why more don't  
use their services. They provide a  
monthly update for all of our insured patients,  
provide insurance information for patients when we  
cannot find their information, and in a timely manner.  
They also provide a collection service for patients  
who are in arrears, and for a very nominal cost.  
They do not take a percentage of the amount collected.  
And of course electronic claims. The monthly cost for  
their services is a bargain. Would STRONGLY recommend  
everyone link with Trojan. Although I am a Bruin."

— Dr. LJT



<http://bit.ly/FBTrojan>



<http://bit.ly/TrojanYT>



<http://bit.ly/TPSLinkedIn>



<http://bit.ly/TrojanInstagram>



TROJAN PROFESSIONAL SERVICES

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

**TROJAN TODAY** PHONE: 1-800-451-9723 • E-MAIL: [nikkim@trojanonline.com](mailto:nikkim@trojanonline.com) • [www.trojanonline.com](http://www.trojanonline.com) • Published monthly by Trojan Professional Services, Inc., P.O. Box 1270, Los Alamitos, CA 90720 and distributed to members of the dental profession. Statements of opinion in TROJAN TODAY do not necessarily reflect the opinions of Trojan Professional Services, Inc. or the Editor. Neither Trojan Professional Services, Inc., Trojan Today, its Editor or staff assume any liability in connection with the use or implementation of any policies or procedures discussed in this newsletter. Trojan Today is distributed as a newsletter and with the understanding that neither the publisher, the Editor or the staff is rendering professional or legal services of any kind. If legal or professional advice of any other kind is required in connection with topics discussed in this newsletter, competent advice should be sought.

**PRESIDENT:** Ingrid Kidd Goldfarb • **EDITOR:** Romalyn Tilghman • **PUBLICATION COORDINATION:** Nikki Myers • **GRAPHIC DESIGN & PRODUCTION:** Moller Creative Group  
Copyright ©2020, Trojan Professional Services, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form without permission.