

## Strategies for Community Growth and Engagement

### **Type of events most beneficial to the practice:**

- Health and wellness expos where people are already looking for way to improve themselves.
- Bring your 3D scanner, have the doctor do onsite consults and have your schedule available to be able to book exams or follow up appointments.
- Local "night out" events hosted by your city.

### **Sponsoring community events and how to their measure "success":**

- Sponsoring high school athletic fields is typically a multiyear sponsorship and you get to work with all of the teams/groups that utilize the field. Have half time giveaways and giveaways at your table.
- Mouth guards for your local park and recreation flag football leagues. Make sure they are branded and have a code that people can use when they call to schedule.
- Many office measure the success of these events with the number of exams scheduled, however the connections and impact you make are valuable as well even though they are harder to measure.

### **How to stand out as a private practice with so many DSO's and OSO's:**

- Celebrate mile stones of the practice such as 10, 20 or 30 years in practice and look for local ways to stay involved and give back.
- Educational content that discusses that you are a doctor owned practice and that you live and work in your community.

### **Team involvement on social media and at community events:**

- Include the team in your planning.
- If a team member would prefer to not be on your social media then put them in charge of helping to find and capture patient content to use.
- Consider knowing what your events outside of the office hours will be and have everyone sign up at the start of the year.

### **Most popular swag in the office and at events:**

- Branded chapstick is always a hit!
- Consider having your swag match the theme of your event such as mini stress footballs at a football game. Quality water bottles, tote bags and stainless steel tumblers are great.
- Branded quality toothbrushes.

### **Building strong relationships with schools and homeschooling groups:**

- Sponsor carnivals, 8th grade t-shirts and car rider tags.
- Offer field trips to homeschool groups.
- Ask them what they need and then help to fill that need.
- Orthodontic emergency kits and training for school nurses.

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