

Transcript

Episode 26: About the Doctor

Gary:

Hey welcome to another edition of the less insurance dependents podcast. I'm Gary Takas your show host with my amazing friend Naren. Hey Naren, how are you?

Naren:

I'm fine thank you and thank you so much for talking to me today, Gary! I know you have been traveling a lot. So, thank you for making the time.

Gary:

Well, it's really fun to hear your voice and we're kind of switching roles often you begin the podcast and this time we're going to do a little bit of role reversal and I'll explain why. You know we've all heard the saying that people like to do business with people they like. We've all heard that and I believe we all practice that in our behaviours. We would like to do business with people we like. Makes perfect sense right? in dentistry I believe that this is even more pronounced. Patients want to go to a dentist who they know, like, and trust. Patients want to go to a dentist who they know, like, and trust. Would you agree with that Naren?

Naren:

Absolutely and I think in that sequence first you have to know them, then you have to like them, and only then they will think about trusting the dentist.

Gary:

You know you've you and your amazing team at ekwa have helped me understand the details of marketing on so many different levels and one of the things that I've learned and my team has learned through working with you is that everything's important. There there are no minor parts of your marketing plan and by plan I don't necessarily mean like like a business plan but I mean all the different components of your marketing. There there are no minor parts they're all important, and let me give an example and I think we're going to take a deep dive into this, and in this discussion. I believe that pretty much every

website has a page on the website that says about the doctor. Almost everyone. However often times there hasn't been a lot of thought about what goes into the about the doctor page and yet you've helped us really understand this in a way that we now represent in our webs on our website on Life Smiles Dental Care about Doctor Tim Schmidt and Doctor Paul Nielsen and I thought it might be useful for you to share some of these concepts with our listeners and help help our listeners create an about the doctor page that truly leverages the influence that you can have with that. It's it's not minor, so would you agree with that Naren that the about the doctor page is not some minor inconsequential part about your website?

Naren:

Absolutely not, because we study analytics and we look at what do people do when they land on your website. Typically they first go to the home page you just want to get a good idea of who you are, then they typically will look at what they are interested in, for example let's say they're interested in Veneer and so they'll go to that section maybe look at what's happening there, but almost always before they pick up the phone and call, we notice them doing two things. One is going to the about the doctor section and learning more about the doctor and then finally going to the contact page where they get your phone number from.

Gary:

Now can I get even more specific with that and something I've learned from you? and and I wanted listeners really to get their arms around this. We know that 82% of all visitors to your website will be female. That's a fact. By the way that doesn't matter whether you are in Toronto, Canada, Phoenix, Arizona, you know Miami Beach Florida it doesn't matter. 82% will be female visitors your site and that person has a title in the family. That person that's visiting a site. Naren, what is the title that that person has in the family?

Naren:

Well in my house, my wife pretty much figures out or decides what we are going to eat, which doctor you're going to see, and what clothes you are going to wear I mean you know pretty much most families, I think the mom usually called

Gary:

it's Mom, yes and I'll tell a joke here real quick, my quick joke is that Naren in in my house I make all the decisions in my house as soon as I check with my wife. And that is and not a joke, that's the gosh honest truth that that Terese, mom make is is the decision maker right. So, understand that mom is likely 82 percent time being the one visiting your site. That there's a lot of things that are important to mom, but one of the things that are maybe most important to mom is again she wants to know she can go somewhere that she trusts the care being provided. She's entrusting the care of her kids, maybe her mother, maybe her husband, maybe herself. Trust is very important, so with that in mind would you kind of unpack what a powerful influencing about the doctor page is all about?

Naren:

Yeah, so about the doctor page is very powerful because it's probably the very first time the patient who just heard about the practice is getting to know the person who is going to be treating him or her. So, they want to make sure this person of course is credentialed. I mean is the doctor in good standing. So, including your name, all the certifications you have received, what associations you are part of I'm just looking at one of your team members one of your doctors, Paul Nielsen and Doctor Tim and you know on Paul's page for example, he's a member of Academy of General Dentistry, American Academy of Cosmetic Dentistry, American Dental Association. So, all of this is included. So, that's important. But really I don't like someone just because he has all these credentials. I like someone because I can relate to him or her. So, there's this amazing picture I guess you guys hired somebody really good. Two pictures one of Doctor Paul just by himself. Very well dressed, professional, nice suit, that's important. Right? Because you you you want to go to a person who takes his or her job seriously. So, you're wearing a suit, you know for men gives that look of you know you know what I'm all in I'm not just just just how you know just doing whatever I want to do I'm really going to do the best job

Gary:

And by the way and that's in in Phoenix where if you're not familiar with Phoenix, it's a very casual community. Paul and Tim wear a dress shirt and tie at

work with a lab coat that goes over it and so it's very unusual but they do that to convey an image to our patients, but the photo that Naren is talking about shows Paul in in a suit and it's unusual in our community to represent that but we think it allows us to present image that we would like to be held with by people to visit our website.

Naren:

Absolutely. The second picture is Doctor Paul has what four kids, you know how old is the youngest and how old is the oldest?

Gary:

So your, I will describe this picture to you and by the way if you want to visit the site its lifsmilesdentalcare.com. lifsmilesdentalcare.com, go to the about page and you will see this but the photo underneath the individual photo of Paul is Paul with his beautiful wife Erin and their four children. His oldest daughter just turned 16 and his youngest is now 5. So, they have four kids, three boys and a girl ranging in age from 16 to 5 but Paul is holding his youngest son and you know I am of course very biased. Paul is a dear friend Paul and Aaron and his family very very dear not only are we business partners but he's a very very close friend of mine, but I look at that photo and I just smile you know I just look at that I'm trying to think of what a a mom you know visiting the website for the first time would see. What do you think mom sees in that photo, Naren?

Naren:

You know for me then when I see that photo four kids happy, family I know he's somebody who's very committed. He's not someone who's just going to just you know not do a good job. Again that's just the way I look at it I mean like he has a family he's he's committed to his family and and it's a beautiful family and and more than likely the other thing that's going to happen is the mom also has a family. Right? So mom kind of sees someone like him or her you know Hey I have a family, he has a family, so so this is kind of interesting so this is a beautiful picture that creates that liking based on similarity. I am similar to you. Now other things we can do is to add pictures based on hobbies. Let's say I like to bake. You can have pictures of where you wearing a baking apron and you know holding a tray, because hey hey you know we have something in common. yeah I didn't

know that you like to bake and now we start chatting and then all of a sudden before you know it the patient likes you so much they accept treatment for 8000 dollars you know

Gary:

One other comment I have on the photo too is that if you have a dog be sure to include the dog in the family because it becomes a wonderful icebreaker, a wonderful kind of conversation point among people and yeah I think that's kind of a fun a lot of times I don't see that but that might be a fun way to you know sort of humanize your photo. Right?

Naren:

Right, also I think the age of the kids right if the kid just they say 15 and girl who is 15 and I have a teenage daughter so we can start chatting about our teenage daughters.

Gary: Right

Naren:

You know because we have bought items of teenage daughter so I think having that kind of similarity so try to have different pictures. I have a client who has pictures of his artwork. He likes to draw. I have another client who loves to travel. I have a client who loves to go and do missionary work you know in various parts of South America. So, whatever it is it doesn't matter. I think tell a story about who you are. Yes, your credentials your you know I'm the president of this you know Association. Those are all important because Authority is an important influence principle but liking is a very powerful principle, so tell a story about who you are as a human being and pictures like they say is worth a thousand words.

Gary:

One of the one of the really subtle points about the this about Paul page is the first paragraph and I want you to notice how it starts. Naren, would you be kind enough to simply read that that first first two sentences the first paragraph.

Naren:

Absolutely, for Doctor Nielsen average has never been good enough. He takes responsibility for the dental health of others very seriously. Continually striving to exceed expectations for patient care and treatment outcomes.

Gary:

I love the way of course that was crafted with you know our input and your team as well but that was crafted and notice where we started. We didn't start with credentials. The credentials are there you know but we started with a statement that I think would create maybe alignment for patient that are looking for a good dentist. Right?

Naren:

Absolutely

Gary:

And I loved that we spent a lot of time working on that and I think it makes a lot of it it's part of Robert Cialdini's influence principles his six fundamental principles of influence, and there's so much influence there on the the about page.

Naren:

The other thing I want to point out is in this particular page that is this slider of amazing reviews from patients who love Doctor Nilsen and that just keeps sliding through so we are indirectly sending the message you know what, he is really good at what he does. We never say it out loud but those sliders are showcasing the kind of work the team and Doctor Nielsen do.

Gary:

You know this is so important to me the reviews because the reviews are often tucked away and many websites are tucked away on a page or not even included at all, you know on the website but these reviews are important because of two reasons. Number one, it's the voice of the patient the patient can say things about the practice or about the doctor that you really can't say about yourself. If you say it about yourself it would sound boastful or it would sound you know and sound braggadocious. Right? if you were to say it about yourself but when the patient says it, it's completely legitimate isn't it?

Naren:
Right

Gary:
And so we

Naren:
I want to read I want to read a review of Doctor Nielsen on this page. Doctor Nielsen and his staff are truly kind and caring. They know what I need before I make it to the treatment chair. The last time I was there they even had headphones ready for me because they know I like to listen to music while having my teeth worked on. I mean that's such a simple personalized message right on that page

Gary:
Right as right below doctor's name and I believe that for moms in particular moms will read those reviews now now we have over 300 five-star google reviews. Mom's not going to read all 300 but she's going to read a few of these, she's going to slide that slides over and she's going to read a few and the image that's going to be created with that is, okay! this is where I want to go. Other people have had a great experience, I will have a great experience. That this really fits the the title of Doctor Cialdini's second book which is Pre-suasion Pre-suasion. You've really incorporated that pre- suasion concept in putting these reviews as a slider underneath the doctor's name haven't you?

Naren:

Absolutely and the other couple of things we do is conversions. Right? so there's a simple number for new patients to call on a mobile phone they can easily text the office. That is even a chat bot. So there's so many ways they can engage with us and start having a conversation because the other principal Doctor Chaldini talks about is commitment. We just won their commitment. Picking up the phone is commitment. Clicking on the chat bot and starting to chat is commitment. Sending a text is commitment. But but trust us on this. When somebody goes to your website they are not going to call your office till they feel comfortable about the doctor they're going to see. So, it's your job to get them to like the doctor before they even pick up the phone. If you don't and somebody else does then they're going to call the other office.

Gary:

Let me let me kind of wrap up this conversation Naren by bringing up a point that you said earlier. You when you looked at that photo from Paul and you looked at the family photo you said obviously you guys have contracted with a good photographer to take these photos, and the that's a fact we have. Doctor, if your photo looks like your driver's license mug shot, Right? Naren do they do your photos for your driver's licenses in Canada look like ours in the US?

Naren:

It does it does it's not it's not the best pictures

Gary:

No it looks like a mug shot. right?

Naren: Right

Gary:

Like you know like you stood there for a mug shot. So, doctors invest in you know it's not expensive these days with freelancers. You can find a local photographer invest in some photography because if you're you could have all the the great words you know describing the doctor and if the photo doesn't look friendly, it's not going to work, because the image you know the picture is worth

a thousand words. So, let me encourage you to spend and it's not expensive today to get a freelance photographer to do a photo shoot for you

Naren:

Right! Absolutely. Yeah I think one thing I want to ask you Gary before we wrap up just one last question, you use this these types of pictures in the office as well, right? Will you talk more about that please, why you do it and how you do it.

Gary:

Yeah let me describe what we have in the office. In our front in the reception area, I never like to call a waiting room. I think the words we use are important. We don't like our patients to wait so we call it reception room. In our reception room we have some beautiful photography of nature. We're in the southwest, so their nature settings in the southwest. We simply bought them online from a photographer that we like and they're printed on metal rather than being printed on canvas or printed on another medium they are printed on metal and so they really popped. They are beautiful photos. We get a lot of nice comments about it from our patients. Inexpensive we bought them online and we have those hanging in the reception. In the back office the only photos and artwork we have up are beautiful after photos, after photos of people we have provided wonderful treatment for, and we have both genders men and women. We have different ages I think the youngest one we have I think she's maybe 14 years old and then the oldest is in her 80s. And we also have different nationalities because we truly have a diverse patient base, so we have different nationalities as well, and so these are beautiful after photos. They are the canvas wrap photos. We actually have them done at Costco. If you have Costco in your community they do that very well and those are hanging up in the back office, and the last stop of the tour Carlie or Madhy will stop at one of those photos when we are introducing a new patient to our office and Naren if you were the patient Madhy or Carly would say to you” Naren although we are a general dental office here at life smiles, our doctors and our team members also have advanced training in things like dental implants, adult orthodontics, cosmetic dentistry, and even complex restorative dentistry. All of the photos you see back here are actual patients of ours that we've helped have the smile of their dreams. Well that's the tour I'm glad you're here and think about what that doesn't think about those those principles those

six fundamental principles of influence by Robert Cialdini. Think of how many of those we just applied by using those photos and the way we've gotten those photos by the way is that twice a year we do a photo shoot at a local resort. We're here in Phoenix but we have resorts in Scottsdale. We go rent one the small boardrooms at one of the resorts. We have one of our patients who owns a salon. A hair salon. She comes in and does hair and makeup for the women and we invite about 20 of our patients. We do this from about 10 in the morning to about 1 in the afternoon. So, about three hours and we invite patients to come in at different times and then the photographer takes the patient out into the grounds of the resort and she takes the photo who we got permission from the resort to do this and she takes these photos in the grounds of the resort. So, when you go back and look at our lifesmiledentalcare.com and look at Paul, you'll notice that's one of those photos that was taken there and the technique that she uses is that the subject Paul is in focus, but then the background is blurry that's a particular photographic technique and what that does is it draws your eyes immediately to the smile and immediately to the face and those are the photos we have in our you know in in our office and we invite the patients to bring their spouse or bring their family so we can take a family photo form and then we gift them one of these photos for participating in this. We do something else kind of fun there and there's been a tradition of ours. We have some nice snacks and hors d'oeuvres for our patients, you know after their photos but we also bring in one of those from a catering company one of those chocolate fountains have you ever seen those chocolate pellets?

Naren:

Yes that strawberries and

Gary:

Strawberries and pineapple and crackers and marshmallows and they can enjoy the chocolate fountain and they always joke they say "Hey you're doing something really good here you're making future work for yourself aren't you?" and we laugh about it have a good time but anyway we make it fun and we do that every six months and we have a constant a selection of photos that we can put up in our office because we have enough of these done in our archive in our catalogue and like I said we always give the patient a family photo or a couples

photo or a photo with their dog as a gift from us for participating in these in the photo sessions with us.

Naren:

That's brilliant, I mean you're using these principles in so many ways you know your your reciprocity. Right? These patients you're giving something back to them, you're giving them down portrait.

Gary:

In social proof you know social proof meaning that there's not just one after photo up back there someone's going to look at this and say, wow! You've done this before haven't you? you know a message for social proof. Right?

Naren:

Exactly and it's and picture is worth a thousand words. So, having a review versus having pictures of real patients, the after photos. It's like a day and night, and also a lot of patients don't like to do before photos because because they look like crap.

Gary:

Yeah

Naren:

So why asked him a question that the answer is no I really don't want to do it. Here they're making them look like movie stars.

Gary:

Well I have in the salon the girl from a salon. She will touch up the makeup, do some she brings jewellery that the you know patient can pick to wear for the photos. It's like a glamour shot.

Naren:

Yeah

Gary:

They look they look amazing you know we have a blast with it there that's a fun thing you can do to truly embrace the prints the six principles of influence and and Naren if I may if our listeners haven't read those books yet by Robert Cialdini, they need to read or listen to them. They can listen to them. They need to read influence this is first book Robert Cialdini and the second book is called pre-suasion, pre-suasion. They need to read those books because this will make a lot more sense once they've read those books.

Naren:

Absolutely we will include all of these resources plus the books and the audio version so you can easily get them. Thank you so much for listening and thank you for sharing what you learned from us with your friends and colleagues on social media and LinkedIn, Facebook you name it. Thanks, thanks everyone.

Gary:

Thank you guys.