

Julie: Well, Jim, **after radio and television, what do you think is the best return on investment for sedation [dental marketing](#)?**

Jim: Well, you know, I'm an internet fan, and we see and handle about 800 marketing campaigns for [sedation dentistry](#) on the internet right now for doctors all across North America. And we see a tremendous income of new patients just from the internet – and not just [dentist websites](#), but directory listings, [dental newsletters](#) and all of the things that go hand in hand. Right now, with the Internet Dental Alliance, we deliver over a quarter of a million requests for a doctor every year, and about 60% of that is sedation. It's a way for the patient to learn about sedation without having to be confronted with talking to someone – as Michael will tell you, it takes a while for a patient, a phobic patient especially, to get used to the concept. There may be help out there, and they want to research it beforehand. And the internet provides that capability. Through the services we offer around the internet for [dental websites](#) and directories with the Internet Dental Alliance, it works! And we generate those calls.

So we usually suggest, in conjunction with radio and television – not as a replacement, but in conjunction with it – a great internet experience, a great position on the internet especially with your positioning for your practice with a specific internet website for [sedation dentistry](#), because that will rank well with the search engines.

Julie: So where is the money at? **Does marketing for sedation patients have as good of a return on investment as cosmetic or implant patients?**

Jim: Well, the first thing you've got to remember is that cosmetic and implant patients are going to come in for sedation. So you're going to get those naturally out of that. So that's the first thing you have to remember, especially with [dental implants](#), because as I said earlier, when Michael and I started developing the concept of [dental marketing](#) around [sedation dentistry](#) 12 to 14 years ago, it was mainly because of implants, and Michael's desire to really find a better way to place implants with his patients in a less frightful manner. As everybody knows who's done [dental implants](#), patients can get a little nervous when you tell them that you're going to be drilling into their jaw... and it's going to be an interesting process.

Sedation was the major motivator, and I think implants were the major motivator to put Michael into sedation – with great benefit not just for himself and his practice, but for I think dentistry in general.

So you'll get the implant patients, you'll get the [cosmetic dentistry](#) patients, and the ROI is really interesting. During this recession, we've all seen that certain things are discretionary, like cosmetics or implants are discretionary services. Sedation has held up pretty well, and you'll get more sedation patients in this kind of an economy with the unemployment that we have, because people will see it as a way to solve a long-term problem. Then you will get [cosmetic dentistry](#) and implant patients.

So while the cosmetic patients by themselves may be a more profitable patient – and so well may be an implant patient – you're not going to get as many of those as you are [sedation dentistry](#) patients. Currently, it's a very interesting thing that we've watched develop over the last three years, because we've watched cosmetic and implant inquiries on the internet especially drop dramatically, while we watched sedation stay relatively the same and stable.

So your ROI is still good, not a problem.