



Building a Direct Relationship with Doctors

CRM Program
May 8, 2013

Marketing. Communications. Results.



Customer Relationship Management

“Customer relationship management (CRM) is a model for managing a company’s interactions with current and future customers. It involves using technology to organize, automate, and synchronize sales, marketing, customer service, and technical support.”

--Wikipedia



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Dentist touchpoints

PASSIVE

reads email

sales reps contact him

receives direct mail

reads social media



ACTIVE

calls reps

goes to product microsite

searches the internet

calls manufacturer

posts social media



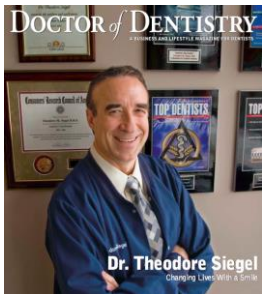
Building an effective touchpoint program

Now that we have a basic information/promotion vehicle in place (Caulk Talk e-newsletter) we need to expand the program in a way that builds on dentist touchpoints with DENTSPLY Caulk and generates activity that more specifically supports business objectives.

- Identify when activity indicates interest, such as clicking a link in a newsletter or responding to a survey question
- Pro-actively offer value-adds (such as new product data, promotions, or education) to encourage further engagement
- Follow up activity (such as sample requests or purchases) with additional value-adds as a way to continue to build awareness and engagement



We can reach some doctors via Social Media



Dr. Siegel has been recognized for the welfare and advancement of human values with the 2007 Heroes of Humanity award. In an effort to say thank you and to give back to the Chicago community that has supported him, Dr. Siegel founded the "Dentists with Heart" charity event. Twitter handle: @dentistchicago



Dr. Monica Lakatos attended the University of Michigan for dental hygiene and then later went back to the University of Michigan for Dental School, graduating in 1993. She is a member of the American Dental Association, Michigan Dental Association, and the American Orthodontic Society. She compiles a quarterly e-newsletter for the Muskegon District Dental Society. Twitter handle: @monicalakatos



Dr. Mark Cruz has been practicing dentistry in Orange County since 1986. He graduated from University of California in Los Angeles with a Doctor of Dental Surgery degree in 1986. He is a happily married father who lives in Laguna Niguel. Twitter handle: @MarkCruzDDS



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We reach some doctors via email



Dr. David Jacobowitz, partner, Advanced Implant Dentistry, Cedarhurst, New York
Opened, read, and clicked on links in Caulk Talk emails about Integrity Multicure, Calibra, and Aquasil

Dr. Jacobowitz is a Diplomate of the American Board of Special Care Dentistry. He is a Fellow of the Northeastern Gnathological Society and the American Association of Hospital Dentists. In addition to private practice with an emphasis in complex reconstruction, Dr. Jacobowitz is a dental consultant, providing on site dental care in numerous skilled nursing facilities. He has lectured along the East Coast and overseas on many topics in Prosthodontics



Dr. Stanley Siu, Cosmetic Dentist, San Francisco, California
Opened, read, and clicked on links in Caulk Talk emails about Integrity, Calibra, P&B Elect, and Aquasil

Dr. Siu was born in Paris, France and raised in Arlington, Texas. He completed his undergraduate work at Southern Methodist University and received his Doctorate of Dental Surgery from Baylor College of Dentistry. During his residency, he received additional training in the planning and restoration of complex dental cases, and was exposed to the latest techniques relating to cosmetic dentistry, endodontic therapy, and oral surgery.



We reach some doctors via both



Dr. Michelle Dziurgot, owner, MC Dental Care, Shelby Township, Michigan; **requested a Chemfil Rock sample; read Caulk Talks about Integrity Multicure, Calibra, and P&B Elect**

"Our team's mission is to provide quality dental care, a positive interaction and promote the cosmetic, functional and psychological needs of each patient in an enthusiastic, friendly and inviting environment."

Twitter handle: @MCDentalCare



Dr. David Haugen, partner, Piedmont Heights Dental Associates, Duluth, Minnesota; **read Caulk Talks about Integrity Multicure, Calibra, and P&B Elect**

Dr. Haugen was raised in Duluth, graduated from Marquette University School of Dentistry in Milwaukee, Wisconsin in 2000. Dr. Haugen served two years aboard the aircraft carrier USS Abraham Lincoln, serving in the Persian Gulf region during Iraqi Freedom. He joined the practice in 2006.

Twitter handle: @duluthdds

A new way to reach our customers!



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Dentist	Annual Purchase	Key Products	Followers
Dr. Mark Cruz 32241 Crown Valley Parkway, Suite 200 Dana Point CA 92629	\$1,139	Fluorocore - \$593 Jeltrate Plus - \$306 IRM - \$163	2,351
Dr Greg Ceyhan 17100 N 67th Ave, Suite 500 Glendale, AZ 85308	\$1,568	Integrity - \$722 XP Bond - \$272 SurFil SDR flow - \$271	45
Dr. Theodore Siegel 2833 N. Milwaukee Ave Chicago, IL 60618	\$1,960	Aquasil Ultra - \$1,528 IRM - \$212 Integrity - \$200	2,732
Dr. Cynthia Pauley 13715 Bel Red Rd Bellevue, WA 98005	\$10,003	Aquasil Ultra - \$6,041 Palodent Plus - \$1,182 Jeltrate Plus - \$975	3,972
Dr. Dickson 3900 American Drive, Suite 201 Plano, TX 75075	\$1,175	Interra - \$570 PL - \$198 DYCAL - \$183	847
Dr. Monica Lakatos 1179 Whitehall Road, Suite A Muskegon, MI 49445	\$3,674	Prime & Bond NT - \$1,655 Enhance - \$860 Reposil - \$562	4,719

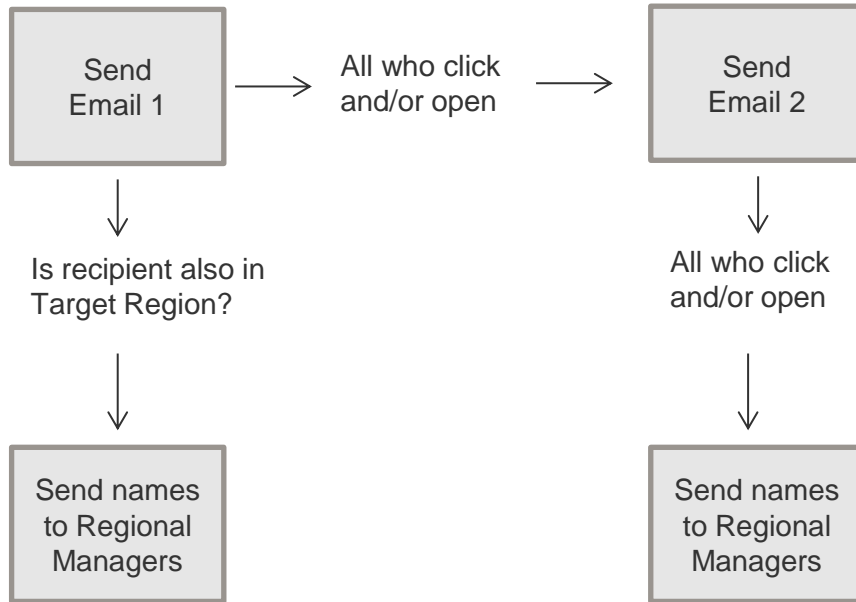
None of the six
are on our email
database.

Where are our
composites?

www.symmetrimarketing.com

Possible Class II CRM Campaign

Start with all recipients who opened/clicked CRM emails about SureFil
SDR AND Palodent Plus AND Prime & Bond Elect



Email 1

Sent to all who opened/clicked on SureFil SDR flow, Palodent Plus, and Prime & Bond Elect CRM emails

Message: DENTSPLY Caulk provides extra value for Class II procedures

Links:

- Class2Restorations.com
- Distributor list (<http://www.class2restorations.com/distributor-list>)
- Contact Us (<http://www.class2restorations.com/contact-us>)

*IF recipients fall into Target Regions, send names to Regional Sales Manager



Email 2

Sent to all who opened/clicked Email 1

Message: thanks for interest, here is more value

Links:

- Local industry events such as 360 (if applicable)
- CE site: “Decreasing the Class II Placement Stress”
- http://dentsplylearning.com/member/classroom.asp?x_classID=1149
- Contact us

*All who click and/or open Email 2: send names to Regional Sales Manager



Other Touchpoint Actions

Ensure the engagement does not end with the sample.

- *Send follow-up “Thank You” emails to those who have sampled and/or clicked*
- *Include a survey to see how they enjoyed their product sample*
- *Provide incentives to purchase or to sample other products*

Reward those who have sampled and surveyed the product by directing them to sales reps for discounts on their first-time purchase.

- *74% of dentists sometimes place product orders through manufacturer sales reps*

Click-to-Talk functionality can also be utilized at this stage (after sampling)

Follow-up value-add offers should include information on upcoming CE Courses

- *43% of dentists indicated that CE Courses were their preferred way to receive information on new consumable products*

Reach out to social followers via email and vice versa

- *Building multi-channel contact increases chances for message delivery and calls to action*



Database update.

9,000+ members in Salesforce.com

Mostly dentists with some hygienist and practice administrators.

Growing:

- Daily from CaulkTalk.com signup landing page (driven by email and other referring sources)
- Paid list (currently in qualification process) with 30,000+ names
- CE course list (2000+ currently undergoing opt-in process)

Potential total of 40,000+ by end of May



Program Goals: 6 Months

