

The \$1.3M Opportunity Hiding in Your Consultations

We chose this topic to get you a quick win. Inside this document, you'll find *high-leverage growth strategies* you could start implementing this afternoon.

✗ There are no ads to run.

✗ No software to buy.

✗ No employees to hire.

We're just talking about quick and simple for turning more of your existing consultations into paying patients.

So how much of a difference can that make? Take a look at Dr. Craig Murphy...

Dr. Murphy bought an outdated practice in New Orleans in 2019 and opened his practice, Murphy Orthodontics. Following HIP's PARF framework, he and his team grew Murphy Orthodontics *from \$200k to over \$2M in just 2 years*...which is simply incredible!

Dr. Murphy and his team did a lot of things right. **And one of the key elements was a conversion rate that's 40% higher than the national average...**

What do we mean when we talk about conversion rates?

Your conversion rate is simply the percentage of consults that say 'yes' to starting treatment.

Some of those people may commit to treatment right there in your office. Others may go home to think about it, and before telling you, they're ready to start treatment.

But your #1 goal has to be to convert them *in the office*.

Because the moment they leave your office, your chances of *ever* converting them into a patient fall quickly. That's why top practices *all* use strategies designed to close patients on the spot.

What is an average conversion rate?

We've seen conversion rates all over the board, but the national average is 52%.

So if you're average, half of the consults you do are simply wasted time. And, as a doctor, your time is the #1 most valuable resource you have. That's why raising your conversion rates is *one of the highest-leverage tools* for growing your business.

If you could convert just one more patient every day, that'd be worth up to \$1,300,000 in added revenue!

What does a world-class conversion rate look like?

Almost all clients that follow our framework have an above-average conversion rate.

Our \$200k to \$2M success story from above, Murphy Orthodontics, *beat the national average by 42%*, checking in at a 74% conversion rate.

That means if he books 50 consults per month, he'll create an extra \$55,000 in sales per month versus a practice with an average conversion rate.

Are you seeing yet how exponential growth happens? And that's not even the best we've seen...

Two of our partners— **Fishbein Orthodontics and Wilson Orthodontics**—have fine-tuned their consult processes to **close an incredible 82% of their consults** in an average month!

So what's their secret sauce? Let's take a look...

Your 3-Steps to a World-Class Conversion Rate

Your patients are in your chair because they know they need your help. They *want* your help. When they say "no," it's not because they don't want treatment. Usually, it's because of financial stress, busy schedules, or being overwhelmed by choices.

So to boost conversion rates, you need to *make services feel affordable, respect the value of their time, and make it easy for them to make the right decision.*

Here's how our top partners do that:

Keep your consult to 5-minutes (or less) of doctor time

Your instincts probably tell you otherwise, but *conversion rates actually rise when a doctor spends less time in the consult room.*

Your patients don't need as much technical detail as you think they do. Too much technical information can just confuse them and make their choice harder. Your Treatment Coordinator (TC) can answer 99% of their questions and will be more effective at closing the deal.

Instead, limit the total visit to 30-45 minutes and the doctor's portion of the consultation to 5 minutes or less. The best practices, like Fishbein and Wilson, have been doing this for years. And it pays off!

Start treatment the same day

One of the biggest obstacles to starting treatment is scheduling—if your patient took a day off of work or school to come to the consultation, do they want to burn PTO or vacation day next week to start treatment? Of course not!

So it's no surprise that one of today's most effective tactics for hearing YES more often is offering the option to start their treatment immediately—the very same day!

You may have scheduling challenges at first. But once you experience the enormous impact of this simple tactic, you'll be glad to rework your schedule to accommodate the growth!

Make them an offer they can't refuse

When marketing or selling anything, everything boils down to your offer to the patient. In this case, you need an offer that crushes indecision, feels affordable, and creates urgency to make a decision now.

These 3 tactics will help you blow past the most common objections:

1. Offer only ONE payment option

Yes, people *think* they love options. But research actually shows that **more options cause consumers to delay decision making and be *less satisfied* with the decision they eventually make.**

So make it easier for them by offering one simple payment option that is even easier on their budget than expected.

2. Set a low down payment & monthly fees

To get your patient to start treatment today, you need a downpayment that most people can say “yes” to on the spot. Our clients have tested the impact of dozens of offers on their conversion rates, and they have found...

The most successful practices have settled on a downpayment of no more than \$300 with \$200 or less monthly payments.

Depending on where you are today, this may sound low. But the advantage of starting *up to 40% more patients* far outweighs any short-term impact on cash flow!

3. Still haven't said yes? Match their deposit as a discount

You should always have some sort of an “incentive” to help close the deal for patients who are still on the fence and need a little push to get over the finish line. Don't offer it to everyone—only use it if you need to.

One of the most effective incentives we've seen over the past 18 months is the

“down payment match” promo.

We’d suggest trying it in conjunction with same-day starts— “If you start treatment today, we’ll MATCH your down payment! But once you leave the offer, this offer goes away.”

It will cost you about \$300 in a discount, but it explodes conversion rates when deployed effectively. Think about it—your patient has to make a \$300 deposit, which is already low. But they’re also getting a \$300 credit!

Your patient *feels* like they’re getting something for free, so they’ll be *thrilled* to start treatment. And you’ve got a new signed treatment plan. So everybody wins!

Go Delegate And Watch Conversions Rise!

Now that you’ve seen the math behind what a better conversion rate can do for you...

And you’ve seen the difference-making steps you need to execute...

It’s time to go IMPLEMENT these changes.

But not *you*—your team.

One of the *most important* things we discussed today is that TIME is your most valuable resource as a doctor.

So throughout these memos, we’re going to push you to separate yourself from operations and trust your team to implement these growth strategies.

If you don’t trust your team, you need to *start* to trust them. *Or you need to hire someone you DO trust to oversee your operations.* Because you won’t scale a \$3M, \$5M or \$15M+ business if you’re running the show.

To make it easier for your team to implement, we created this guide for Treatment Coordinators that walks them through the strategies we just discussed. Download it now, and then tell your TC how important it is that they start implementing these strategies as soon as possible.

Scan this QR code to get the
Treatment Coordinator guide:



Conclusion:

Growing your orthodontic practice takes time, effort, and dedication. At HIP Creative, we're committed to helping our orthodontic partners achieve their goals and reach their full potential. Contact us today for a free consultation, and let us show you how we can help your practice thrive.

[CLICK HERE TO SCHEDULE YOUR CALL WITH OUR TEAM OF ORTHODONTIC GROWTH ADVISORS.](#)

Best,
Luke



Luke Infinger
Co-Founder & CEO

P.S. Want hands-on help implementing these changes in your business?

We accept a few qualified and motivated orthodontists each month to work with us as their dedicated growth partner. To build your dream practice, we'll help you implement the 3 pillars of our Patient Acquisition and Retention Framework™ (PARF)-- marketing, training, and software.

Here's what Dr. Craig Murphy of Murphy Orthodontics had to say about the experience of working with HIP:

*"One thing that comes to the top of my mind is having Harrison [HIP's Senior Practice Advisor] Hop on the phone with my TC. **I never have thought that your TC would teach my TC how to do better at their job.** So that shows the relationship...I sleep better at night knowing patients aren't falling through the cracks."*

Watch Dr. Murphy's video review here:



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