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Innovative applications of digital marketing in the dental patient interaction lifecycle

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The patient interaction lifecycle for dentistry involves several touch points that make this process more intricate and engaging compared to several other service industries. The various steps are identification, appointment making, reminder, appointment modifications, rapport formation, treatment planning, recall & review, prophylaxis appointments, emergency care, oral health education and anticipatory guidance. While digital marketing has only been viewed as a tool as for visibility and therefore customer acquisition, its fundamentals can be applied to enhance the experience of the entire patient journey and nurturing. SEO principles, Schema.org frameworks, Digital prompts, Tokens using decision trees and voice recognition, digital dashboard monitoring, notification management, decision nurturing and email positioning, prescription APIs and anticipation research through marketing analytics tools. This paper emphasizes the application of these principles in each step of patient-dentist interaction.

Biography

Nourah Abdul Kader has completed her degree in Bachelor of Dental Surgery at the age of 23 years from The Tamil Nadu Dr. MGR Medical University, Chennai, India. She has also completed a Basic Implantology course. She is a triple gold medalist, holding a GPA of 4.0 and has received the Best Academic Performer Award during the academic period 2012-17. She has presented papers and posters in various National and International conferences for which she has won laurels. She has written an article on 3D printing in dentistry after exploring the influence it has on modern digital dentistry.

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