

DENTISTRY & DENTAL MARKETING

&

ORAL CARE & ORAL CANCER

October 24- 25, 2018 | Boston, USA

Innovative applications of digital marketing in the dental patient interaction lifecycle

Karthik Vinayagamoorthi
Babson College, USA

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

Karthik Vinayagamoorthi is an MBA student at Babson College, Wellesley, MA currently working at qPharmetra Pharmacometrics Consultancy as Digital Marketing Manager. Prior to coming to the US, he began a \$1.2 Mn startup called That1Card.com. 1.5 years into his startup he made That1Card the highest ranked Indian e-commerce website as per Amazon's Alexa ranking. Building on these successes, he continues to consult as a digital marketing strategy freelancer for several B2B Omni channel companies.

kvinayagamoorthi1@babson.edu

Notes: