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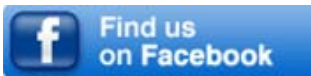


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October 20, 2008

News

New Patient Loyalty Program Helps Dentists “Beat Recession” Launches At ADA Annual Session

Rewards Patients – Saves Them Money On Everyday Purchases – Increases Practice Profits

(ADA Annual Session, San Antonio, Texas) – A first-of-its-kind loyalty program for dentists that awards patients more than \$1,000 a year in instant cash savings on over 150,000 products and services – from travel to merchandise – will launch at the ADA Annual Session, announced program co-founder, Gary Serota.

Loyal Patient Rewards is a turnkey patient loyalty solution that rewards patients for behaviors that benefit their oral health and generates profits to the dental practice, without burdening the dentist or the staff.

“Our Loyal Patient™ Rewards program (LPR), rewards patients for healthy dental behaviors,” Serota said. “It has everything dentists tell us they want and its patent-pending loyalty engine currently serves 11 million customers. LPR is turnkey, simple to administer, and completely customized for dentistry. The program enhances patient oral health and drives a new source of profit to the practice’s bottom line. And LPR is very affordable.”

“Loyal Patient Rewards is a ‘thank you for being our patient’ program that also rewards healthy check-ups, showing up for appointments, returning for care after a long absence,



recommending friends to the practice, or proceeding with an elective or cosmetic treatment,” continued Serota. The program guarantees savings off lowest public prices on benefits, including travel, entertainment, and name-brand merchandise. Patients can use their rewards instantly (no waiting or collecting points like other rewards programs).

“Dentists told us their patients are deferring important care because the recession is causing them to make difficult choices about what they buy. We motivate patients to obtain the care they need with rewards that save them money on the things they purchase frequently and really want, freeing up money for important health care. This ‘recession-beater’ benefits both patients and dentists,” said company co-founder, Scott Johnston.

“Most practices can easily recoup their program costs from one or two new profitable patient behaviors each month – a reactivated patient, a recommended friend, or a cosmetic procedure, for example,” Serota added. “Our goal is to build the dentist’s brand with their patients and to turn their loyalty program into a profit-center. That’s a ‘home run’ for both the patients and the practice!” he said.

Many dentists are shifting more of their marketing budget to internal marketing and concentrating on patient retention, avoiding the high costs and declining response rates of external advertising for new patients. “Marketing compelling rewards to current patients is very powerful, and that’s exactly what we do... every single month we engage and re-engage patients with valuable rewards,” Serota said. “This motivates patients, increases average spend and frequency of care. And it drives additional profit to the bottom line.”

“Dentists want a tested, proven turnkey program, easy to administer, and one that works on autopilot,” said Johnston. He noted that Loyal Patient™ Rewards is “revolutionary” for six important reasons:

1. Patients can spend their rewards instantly, the day they sign up if they want. There is no waiting for miles or points to add up before selecting rewards as in traditional rewards programs.
2. Rewards Dollars spend like real dollars, dollar for dollar. With Loyal Patient™ Rewards, patients can save up to 60%. Rewards are used to buy down lowest public prices.
3. The array of benefits is exhaustive – over 150,000 choices from travel to restaurants to movie tickets, jewelry, electronics, toys, bed and bath products, housewares, gourmet foods, sports and fitness products, apparel, and a dozen more categories.
4. Patients earn rewards by behaving as good patients; they redeem their rewards for what they really want: compelling travel, entertainment, and brand-name merchandise historically proven to motivate and change consumer behavior

5. There is no additional cost for adding Loyal Patient Rewards, again and again, to a patient’s account. (The total fee is less than 5 cents per day per patient!).

6. In addition to automatic “thank you” rewards, patients are rewarded in-office in less than 10 seconds with just a mouse click, making the program quick and easy for the office staff.

Patients redeem their rewards online from the program’s nationally-known partners, including Marriott, Hyatt, Doubletree, Sheraton, Holiday Inn, Ramada, Westin, Wyndham, Best Western, Ritz Carlton, Bloomingdales, Macy’s, Brookstone, Hammacher Schlemmer, LL Bean, Land’s End, Gap, Banana Republic, Callaway Golf, Omaha Steaks, Gevalia, Red Lobster, Ruth’s Chris, Legal Seafood, Papa John’s, T.G.I. Friday’s, Hard Rock Café, Uno Chicago Grill and hundreds of others.

Traditional rewards programs, Johnston noted, often discount fees on dental care or offer cash back; unfortunately, savings on more dental care doesn’t motivate most patients, implies that regular pricing is inflated, undermines the patient’s perception of value, and the discounted fees come right off the practice’s bottom line.

“Our program – automatically and inexpensively – lets patients choose from exciting lifestyle rewards and get genuinely huge savings without drawbacks,” Johnston said.

Serota and Johnston each have over 20 years developing unique rewards and benefit programs for large corporate clients. The Loyal Patient™ Rewards program has a patent-pending rewards engine currently used by millions of customers of Fortune 500 firms and customized to the unique needs of dentists and their patients.

For more information please visit: www.loyalpatientsinc.com

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