



Appointments Bring Smiles...

2014 Partnership Performance Overview



Contacts

~ **195,000**



Appointments

~ **37,000**



Average Cost per
Customer Acquired

~ **\$36.00**



InterDent is a unique network forged under the idea that the practice of dentistry shouldn't be distracted with the complications of traditional business management. InterDent provides the core business functions for more than 180 affiliated locations and six brands, including marketing, information technology, scale/specialization, and general practice management. The 500+ dentists within the network are therefore able to focus on the dental health of their patients, rather than patient acquisition and business fundamentals. The result is a natural increase in patient satisfaction, dentist satisfaction, and business performance.



At the helm of the marketing efforts for InterDent is Cedric Tuck-Sherman, Vice President of Marketing, whose main responsibility is to keep the patients coming through the door for his network locations. Perhaps more than any of the other managed functions provided by InterDent, marketing, and therefore Cedric, fulfills the core promise of letting the dentists practice dentistry while trusting that the burden of business management is being covered by others. When their offices are full of patients, the promise is fulfilled. So, Cedric greets each day with one core metric for success: patient volume across the network and at each discrete location.

Cedric is well versed in healthcare marketing, he's been doing it for his entire career, but his arrival at InterDent in 2011 forced him to adapt to the needs of direct-to-consumer marketing in a vertical where customers can be difficult to reach and even harder to pry away from an existing provider.

What Cedric discovered was that in the path of the customer from awareness and education to conversion, the local touch was critical. Choosing (and sticking with) a dentist is defined by the experience of engaging with a local dental office; national brand alone can't carry the burden in a field customers often view with fear and discomfort. Marketing couldn't be impersonal, national, or identical at all locations, it needed to adapt to the nature of each location within the network. That is inherently challenging when there are 180+ of those locations, and only a team of one or two people in Marketing to provide that personalized support.

For example, prior to Cedric's arrival, InterDent's sub-brand (Gentle Dental) had established a corporate website, which served as the target for all digital marketing, with only a simple, single page dedicated to each network location. It wasn't local, and it relied on the customer to choose the Gentle Dental brand before even understanding where or whether a local office was a viable and attractive LOCAL option. There was little expertise put into optimizing the site for organic discovery (SEO), many locations weren't indexed at all within maps and directories, and there was no paid-search being run to bolster the traffic.

Cedric instantly knew that he needed a more localized approach to web presence and digital marketing, but also that he had neither the personal expertise nor bandwidth to do it on his own. So, he went in search of a partner. As a busy and prominent marketing executive, Cedric was accustomed to being solicited by vendors, and didn't relish the idea of engaging the aggressive, sometimes predatory vendors in the digital marketing landscape, Yodle for Brand Networks™ (YBN) included. Cedric is also inherently analytical, so selecting a vendor would require inviting several in and testing each for efficiency.

Cedric invited a total of six digital marketing providers to compete for InterDent's paid-search business. He gave each a large metro area and conducted a "horse race", measuring the performance of each in terms of total lead volume, patient appointments, and communication as a partner. In the end, Yodle outperformed the

"I was initially turned off by Yodle. I thought they were aggressive, and I didn't think their approach to local sites was the right one. I was wrong. They overcame my initial impressions and proved to be both more effective and more pleasant to work with than any of the other vendors." - Cedric Tuck-Sherman

others in all measures. In addition, only Yodle for Brand Networks™ (YBN) specialized in serving network businesses, and could provide a variety of applications and services including local site development, SEO, content tools and more, along with the detailed tracking needed to validate, monitor and adjust performance.

A Growing Partnership...

Cedric realized that his local web presence needed to be updated, optimized, and made scalable to better support his network. As it turns out, YBN was already building a new web infrastructure for InterDent in order to support the paid-search campaigns. Cedric decided to merge the initiatives and engage YBN to build a complete new infrastructure including websites, local directory syndication, content management (service messaging, photo upload etc.), and organic optimization (SEO), in addition to the paid-search campaigns already underway.

During the initial roll-out, Cedric tracked the first-page appearance in organic search against critical keywords for the full Yodle location sites against his existing single-page/corporate solution. Once again, **YBN's approach outperformed both the existing solution and Cedric's expectations.**

It's About Results...

One of the first steps Cedric undertook at InterDent was to bring precise analytics and measurement into the marketing process. He implemented a detailed Marketing Metrics Tracking initiative and reporting infrastructure, and attached tracking numbers/systems to every marketing channel. Following the partnership with YBN and implementation of **Centermark™**, he expanded his data to include the detailed information he could access about his digital marketing. In 2014, InterDent achieved record-breaking numbers exceeding 195,000 individual contacts, nearly 37,000 patient

The screenshot displays the Gentle Dental website. At the top, the logo and contact information are visible: "Gentle Dental" with a heart icon, and "Make An Appointment Today! 805-695-2808" with the address "330 State Street Suite A | Santa Barbara, CA 93101". Below this is a navigation bar with links: HOME, SERVICES, MEET YOUR TEAM, OFFERS, REVIEWS, PAYMENT OPTIONS, CONTACT US, and GENTLE DENTAL WEB. The main content area features a large image of a woman and child with the headline "Gentle In So Many Ways" and the tagline "Giving smiles is our passion." A "Learn More About Us" button is present. Below the image, there are sections for "Dentist in Santa Barbara, CA", "The Right Dentist for You", "We Want to Hear From You", "Office Hours", and "Our Services". The footer includes social media links for Facebook, Twitter, and Email, and a call to action: "Have Questions? Call 805-695-2808 today. We'll be happy to help." Logos for ADIA, Invisalign, CareCredit, and Springstone are also visible.

appointments, and a cost-per-appointment/customer in digital close to 1/5 their acceptable target for all marketing channels.

In addition, InterDent locations are more discoverable than ever, ranking on the first page of search results across a wide range of dental keyword terms, and accurately listed across all of the web's directory and mapping services.

Keywords Ranking on First Page		
Client Name	Location	Dec'14
Gentle Dental Courtyard Plaza	Oklahoma City, OK	177
Gentle Dental Edmond	Edmond, OK	299
Gentle Dental Lakewood	Lakewood, WA	477
Gentle Dental Woodinville	Woodinville, WA	397
Gentle Dental Westgate	Oklahoma City, OK	305
Gentle Dental Puyallup	Puyallup, WA	251
Gentle Dental Avondale	Phoenix, AZ	256
Gentle Dental North May	Oklahoma City, OK	97
Gentle Dental Southwest	Oklahoma City, OK	30
Gentle Dental North Meridian	North Meridian, WA	188
Gentle Dental Mid-del City	Midwest City, OK	506
Gentle Dental McCarthy Ranch	Milpitas, CA	324
Gentle Dental Moore	Moore, OK	289
Gentle Dental Northpointe	Northpointe, WA	288
SmileKeepers Milwaukie	Milwaukie, OR	192
Gentle Dental Lombard	Portland, OR	203
Gentle Dental Wood Village	Wood Village, OR	558
Gentle Dental Division	Portland, OR	83
Gentle Dental Salmon Creek	, WA	183

Beyond Metrics...

Cedric considers the partnership with YBN to be much more than just a relationship to secure digital marketing tools for his network. He's a regular guest at the Yodle for



Brand Networks™ "Digital Marketing Summit", a semi-annual event that brings together the best and brightest minds in network marketing for a series of candid discussions and sessions to identify challenges and share best practices. Cedric uses the Summits as an opportunity to connect to peers outside of dental and assimilate their ideas in growing and supporting their networks into his plans.

"It's reassuring that there are a lot of smart, savvy franchise businesses that have put their trust in Yodle. I probably LEARN more from counterparts outside of industry than I do within industry. I consider DMS to be part of the Yodle partnership."

"Every time I come back from the summit, I come back with 2-3 key executable ideas I put into practice."



About InterDent:

In 1978, an entrepreneurial group of dentists realized that they could focus more on the practice of dentistry if they had someone manage the business for them. Under the name of "Gentle Dental," this group grew into a multi-site practice in Portland, Oregon, and Vancouver, Washington, and eventually became Gentle Dental Services Inc. The company merged in 1998 with a similar dental practice services organization with offices in California and Hawaii, to form Wisdom Holdings Inc. On February 8, 1999, the name was changed to InterDent Inc. and the company expanded into several additional states.

Today, InterDent provides support services to over 180 affiliated dental offices employing more than 450 dentists in the following eight states: Arizona, California, Hawaii, Kansas, Nevada, Oklahoma, Oregon, and Washington. InterDent's affiliated offices benefit from professional management, economies of scale, superior information systems, and specialization of functions. Our network delivers comprehensive dentistry to over one million patients annually, including general, orthodontics, periodontics, endodontics, pedodontics, prosthodontics, and oral surgery.