

TROJAN TODAY

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A NEWSLETTER FOR CLIENTS OF TROJAN PROFESSIONAL SERVICES, INC.

USING SOCIAL MEDIA to Promote Your Practice

by Rita Zamora



Are you looking to attract more sleep dentistry patients to your practice? Many dentists are.

Whatever services you'd like to promote, it's likely you'd like to grow your practice. However, some teams are still fixated on old-school marketing methods to attract patients. If you want to get different results from your marketing, you may need to implement new tools.

Social media is often overlooked due to the misperception that it will be seen only by younger patients. According to a 2018 Pew Research Center Social Media Fact Sheet, adults use Facebook extensively.

**SPECIFICALLY,
Facebook users include:**

78%
AGES 30-49

65%
AGES 50-64

41%
AGES 65+

Below are a few tactics you can leverage on Facebook.

(And keep an eye on Instagram as that platform continues to grow in popularity with various age groups as well.)



Interview-style video

There is no better way to connect with your target audience than to allow them to see and hear you. You need nothing more than a smart phone and perhaps a tripod or an assistant with a steady hand to record a successful interview-style video. According to Social Bakers, video is currently the most engaging type of media on Facebook. Video posts have 135% greater organic reach than photos, another highly engaging type of content.

Check out the many Facebook Live videos available on the Mayo Clinic's Facebook business page for excellent examples: www.facebook.com/MayoClinic.



Photos of you and your team

They say a picture is worth a thousand words, but the same may not be true for stock photography; authentic photos of the doctor and team are a great way to position yourself as experts in a specialty such as sleep dentistry. Schedule a day with a photographer to take candid-looking photos of you and the team.

For example, a photo of your reception team with flowers on the front office counter could be used with a post that reads, "We can't wait to help our patients with their sleep apnea needs." Or a photo of the doctor holding an oral appliance could be posted with text explaining what the appliance is and how it can help improve sleep. Photos can also be used to show your team's human side, which is beneficial in building trust with existing and new patients.



Social media ads

Social media is a pay-to-play tool. If you are active on Facebook or Instagram, you should be paying to expand your visibility and engagement (clicking, liking, commenting, sharing, etc.). Without a budget for social media, your results are likely flat or limited. The social media marketplace has become crowded and even a conservative ad budget of \$50 per month can be a game changer. Paying Facebook or Instagram, through boosts or sponsored posts, will help ensure your content gets seen by your current followers and allow you to target friends of people connected to your page and/or connect with those in specific zip codes or demographics.

When you begin to use paid options, you should notice a huge increase in the number of people who are seeing your posts and engaging with you. Take advantage of these opportunities to share video, photos, and other content highlighting your solutions and services.

There are a variety of tactics outlined above. If you are struggling to get started or improve your results, reach out to a social media consultant or trainer for help. Some practices are able to manage social media successfully internally, while others outsource. There is no right or wrong method; it's simply a matter of finding the best fit for your practice.



Rita Zamora is the author of **Get Found, Get Liked, Get Patients—Making the Most of Social Media**. She has over 20 years' experience in the business of dentistry.

FMI: www.Ritazamora.com



Ask the Consultant

Q: What is the best way to appeal a bridge denial when the insurance company changes the benefit to a partial denture instead?

A: **D6245 Pontic– Porcelain/Ceramic**
All porcelain ceramic fixed partial dentures (bridges) may be excluded from reimbursement. However, some insurance companies may reimburse an alternate benefit.

D6740 Retainer Crown– Porcelain/Ceramic

To avoid billing errors, the components should be identified as retainer –pontic –retainer rather than abutment pontic. The term used in the current CDT is fixed partial denture retainer crowns, not abutment crowns.

Q: What code is best to use for bridge removal?

A: There is not a specific code for a bridge removal. The code you can use is: **D6999 Unspecified fixed prosthodontic procedure, by report.** Include a detailed narrative describing the procedure.

*Responses provided by **Kathleen Johnson**,
President of Kathleen Johnson Consulting.*

You have questions?

We have answers!

We all experience times when we need to ask a knowledgeable professional for clarification or assistance. The next time you have a question about your practice, ask one of Trojan's top industry consultants!

As a Trojan client, you have access to some of the best minds in the business on topics such as:

- General Dental Consulting
- Hygiene and Periodontal
- Social Media
- Human Resources
- Dental Transitions
- Dental Accounting

To submit a question to be answered directly by a Trojan consultant:

Log into your account ([click here](#)), then go to the *Ask the Consultants* page to e-mail your question.

Visit ***Ask the Consultants Past Topics*** page to read answers to questions asked by other Trojan clients. Just sign on to your Account Summary page.

Quote-Worthy

“

No one's ever achieved financial fitness with a January resolution that's abandoned by February.

”

— Suze Orman

Service Savvy



It's an Annual Tradition

As you know, many employers change their insurance benefits in January, and this can have a significant impact on insurance companies and dental offices.

As your patients start making their appointments in 2019, you will notice changes with their insurance. Some patients are working for different employers. Many employers change insurance companies. Some employers, even though they continue with the same insurance company, change the plans they offer to their employees. All these changes will need to be researched and updated in your Trojan benefit plans.

The Client Service Department is dedicated to providing the most current and accurate benefit information possible while maintaining a high level of service to you, our client. To provide you with the benefits you need in a timely manner, we ask that you provide us with the following information when requesting benefits on your patients:

1. Subscriber's name, social security or ID number, and date of birth
2. Subscriber's employer name, address, and phone number
3. Insurance company name, location, and phone number
4. Employer name, location, and phone number
5. Patient name and date of birth

Because of plan changes, insurance companies will experience large increases in the number of calls they receive, which, of course, will affect all of us who regularly call for benefit information. The Client Service Department will continue to work diligently during this busy time to continue to provide the excellent customer service you deserve. We are looking forward to providing our clients with exceptional customer service throughout 2019, and beyond.

If you have any questions or comments on this topic, please give us a call at 800-633-3060.

What Clients Say

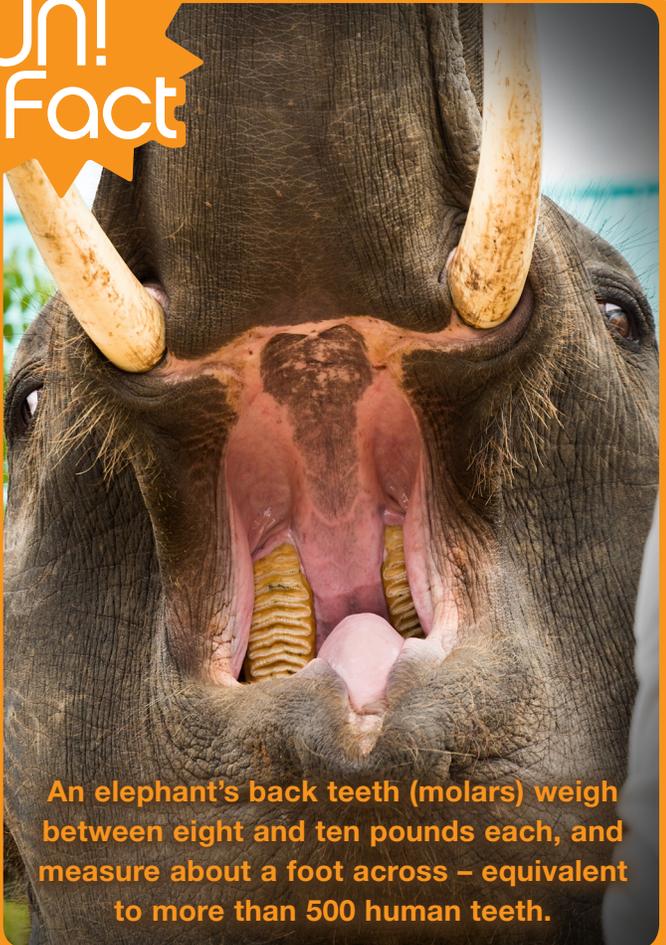


"Have loved this company since I first started in dental over 20 years ago. Great programs to help make a day easier. Benefit verification is always a struggle; having basically a virtual assistant check eligibility for our office 7 days out is huge. Recommend TROJAN for any office big or small."

— Colleen



**FUN!
Fact**



An elephant's back teeth (molars) weigh between eight and ten pounds each, and measure about a foot across – equivalent to more than 500 human teeth.

Software Support is ready to hear from you.

800.451-9723 ext. 1

A black rotary telephone is shown against a dark background. The dial is prominent, and the handset is on the right. In the bottom right corner, there is a logo consisting of a white 'T' inside a square, with the text 'TROJAN PROFESSIONAL SERVICES' underneath it.

Check out trojanonline.com
for some of our favorite "classic"
Trojan Today articles:

2/14/19
**Feel Feelings.
Make Good Decisions.**
David E. Nelson
(First published: 7/2015)

2/22/19
Riding the Wave of Change
Peter Barry
(First published: 2/2014)

A glowing blue laptop is shown from a low angle. The screen displays a grid pattern of small squares, and the keyboard area is also illuminated with a blue glow. The background is dark, making the glowing elements stand out.

TROJAN TRAINERS
are here to help you!

800-451-9723
ext. 5

A small figurine of a woman with blonde hair, wearing a light blue shirt and a dark skirt, is shown talking on a black rotary telephone. She is holding a coffee cup in her left hand. The figurine is standing on a small base.



Seminars

Front Office Master's Program

Presented by Becky Gerber

FEBRUARY 7-9, 2019

Marriott Airport Inn
Portland, OR

[Click here for more information.](#)

2-Day Dental Medical Billing

Presented by Christine Taxin

FEBRUARY 7-8, 2019

Trojan Professional Services
Los Alamitos, CA

[Click here for more information.](#)

MARCH 7-8, 2019

Hilton Garden Inn
Oklahoma City, OK

[Click here for more information.](#)

Dental Team Training Front Office Rocks

Presented by Laura Hatch

MARCH 29, 2019

San Diego Marriott Mission Valley
San Diego, CA

[Click here for more information.](#)



TROJAN Closings

FEBRUARY 18, 2019

Presidents' Day

Insurance
Verification
and Dental
Collections.

*The highest compliment
our clients can give is the
referral to their colleagues
and friends.*



Receive a gift from Trojan.
Do you know a dental office that wants
to be more productive?
Please contact 800-451-9723 ext. 3

Meeting Place

CDA

MAY 16-18, 2019

Anaheim Convention Center,
Anaheim

Booth #1520



Write for TROJAN TODAY

Share your dental and front office experience with others!
Articles should be no more than 750 words.
Include a short bio and recent photo.

SUBMIT TO: nikkim@trojanonline.com

*Trojan encourages a wide variety of
contributors and subjects to its newsletter.*



<http://bit.ly/FBTrojan>



<http://bit.ly/TrojanYT>



<http://bit.ly/TPSLinkedIn>



<http://bit.ly/TrojanGP>



*Accelerating dental practices to excellence by providing services
that increase case acceptance, production, and collections.*

TROJAN PROFESSIONAL SERVICES

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