

Meridian  
Creative Platform  
October 2023



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## **Meridian Endontics, Periodontics & Implant Dentistry**

The following creative platform will serve as a basis for understanding your communication AS IS, your competition, who your audiences are, and how to optimize your communications as you retool your web presence and marketing strategy.

Based on the information gathered, we present here our creative recommendations and strategy to achieve your communication objectives.

## **Meridian Endodontics, Periodontics & Implant Dentistry Is:**

Meridian is one of Wisconsin's top dental specialty care providers. Meridian provides services that include root canal treatment, smile design, dental implants, gum disease treatment, bone augmentation/grafting, tooth removal, occlusal/bite evaluation, and aesthetic crown lengthening.

**Brand Promise:** Redefining dental specialty care with attention to health, comfort and personalized care.

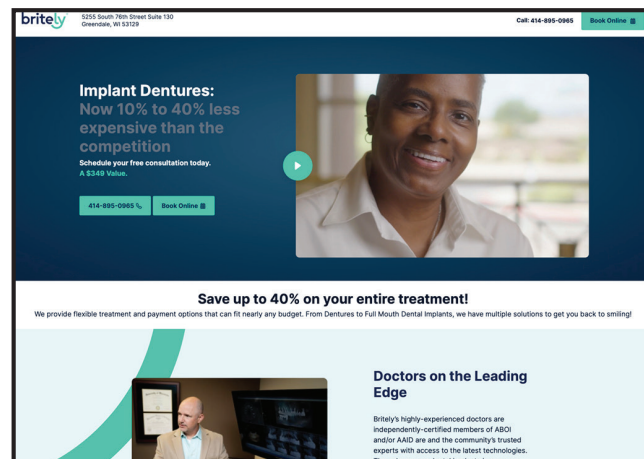
# Competitive Findings

## Competitor Media Impressions

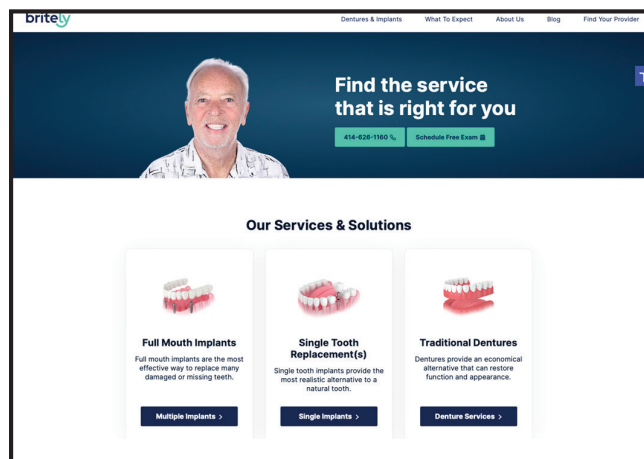
### Live Brightly

<https://livebrightly.com>

### Home Page



### Services Page



### Overall Impressions

The long scrolling home page features a competitive price-driven focus. There is an immediate drive to book an appointment or call. There is very little content and minimal information about the clinic. It has a franchise template presentation.

### Focus

Competitive price-driven focus offering 40% off the entire treatment. Free consultation and available financing.

The home page has a strong selling and bargain feel.

### Stand-Out Feature

There is a compelling video featuring the patient, family, and the doctor, in a documentary-style video talking about the life changes and the reveal of the new smile.

The before and after feature shows two patients with a slide-over reveal.

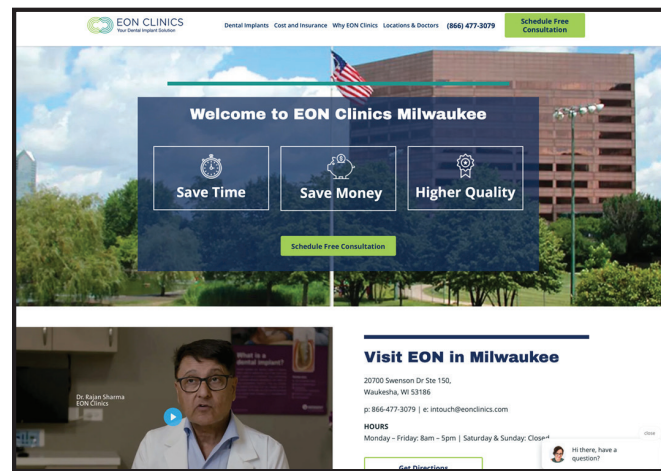
# Competitive Findings

## Competitor Media Impressions

### Eon Clinics

<https://www.eonclinics.com>

#### Home Page



#### Services Page



#### Overall Impressions

The site has a franchise corporate feel. They address cost in the top navigation and the prominent Approximate Cost feature. They price match all reputable implant centers. They offer 3rd party financing options.

Three locations include Wisconsin, Illinois, and Indiana. They address why people seek dental implants by providing all the reasons for getting them. They have several patient testimonials.

#### Focus

Eon's focus is on same-day custom dental implants. They also address cost and financing prominently.

#### Stand-Out Feature

They have a blog that provides answers to patient questions and concerns.

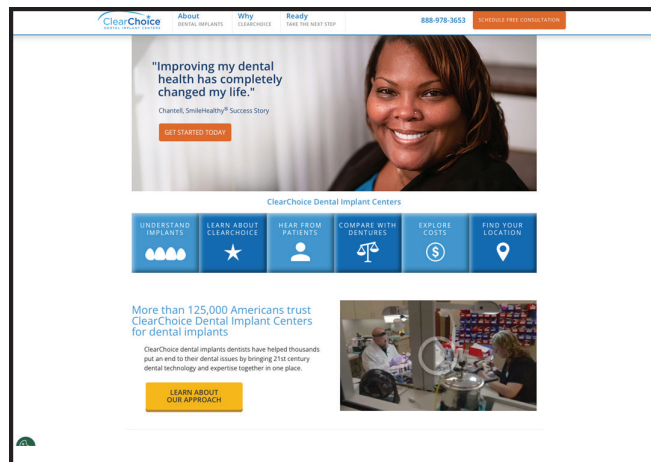
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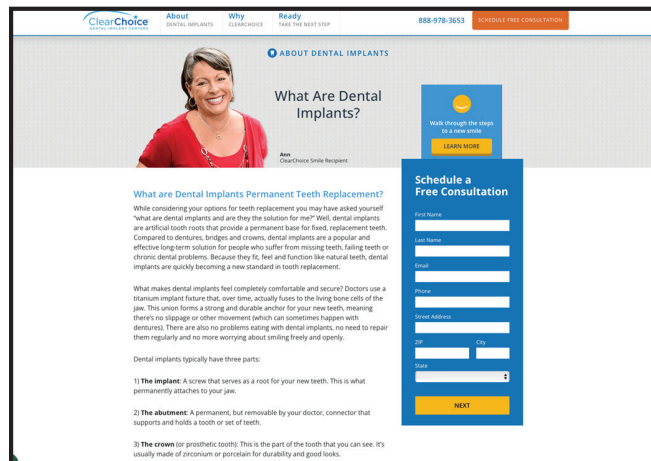
### Clear Choice

https://www.clearchoice.com

#### Home Page



#### Services Page



#### Overall Impressions

The home page welcomes users to ClearChoice Milwaukee, which presents a franchise feel. It looks like there is one doctor at this franchise. The site provides content that helps a patient understand the benefits of implants. The site includes a video featuring several patients and the doctor and addresses the cost and how they work with patients to manage it. There is a focus on price and financing. They imply that patients receive New Teeth on the Same Day, but further review of a timeline of the process shows the new teeth as the last step. They have a chart of features and longevity for implants, dentures, etc.

#### Focus

All in One Care serving 125,000 Americans

#### Stand-Out Feature

They have a series of patient videos that each address various reasons the patients have gotten implants.

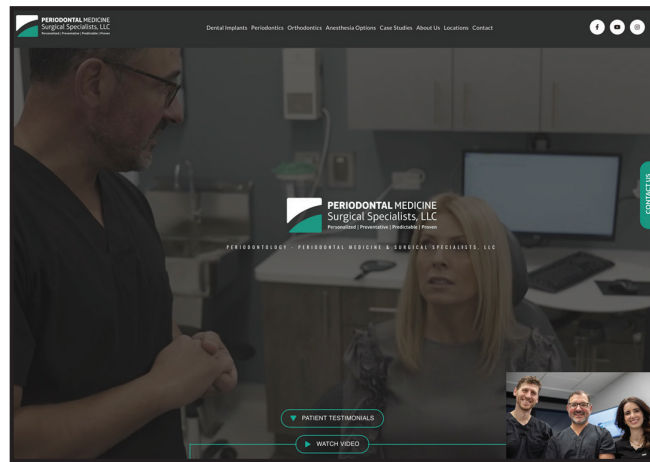
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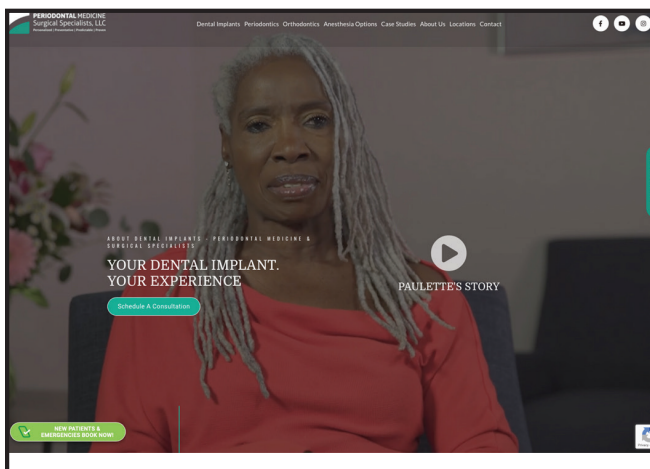
### Periodontal Medicine

<https://www.periodontalmedicine.org>

#### Home Page



#### Portfolio Page



#### Overall Impressions

The website has a modern, professional, and personal feeling. The super navigation drop-down provides subcategories of procedures. Anesthesia options are featured in the main navigation. The main home page image is a silent video showing the doctor, staff, and patient interaction. There is a prominent call to schedule for emergencies or new patient appointments. There is a compelling video featuring the doctors and staff talking about their approach to care. There are many patient testimonial videos with testimonial statements for each patient.

#### Focus

Every Patient Has A Story is used as a headline indicating personalized service.

#### Stand-Out Feature

There is a compelling video featuring the doctors and staff talking about their approach to care. There are many patient testimonial videos with testimonial statements for each patient.



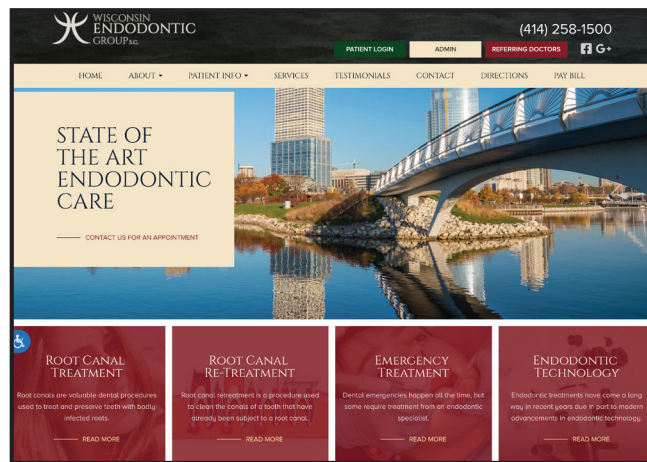
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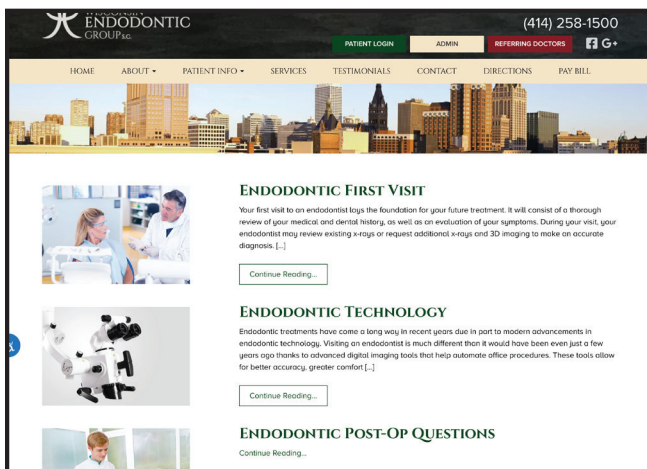
Wisconsin Endodontic Group

<https://wiendogroup.com>

### Home Page



### Portfolio Page



### Overall Impressions

The long scrolling home page features a prominent Milwaukee image. Four quick links feature: Root Canal treatment, re-treatment, emergency treatment, and technology. Meet the Doctors group image takes the user to more information about each doctor.

There is a compelling doctor/patient video and a written patient testimonial. Map locations and contact information are included on the home page. There is a full page of written patient testimonials.

### Focus

State of The Art Endodontic Care

### Stand-Out Feature

The doctor/patient technology video is compelling. A patient education page with a blog layout covers the procedure process, frequently asked questions, and other technologies that are part of the practice.

## **CDC conducted interviews with Patients and Referring Dentists**

### **Our Conversations revealed:**

- Meridian is considered a high-quality, top tier care provider among a handful of others in the Southeastern Wisconsin market.
- Meridian's doctors are highly respected by referring dentists and patients.
- The quality of Meridian's doctor's work is excellent and they care deeply about their patients.
- Patients sent to Meridian by referring dentists trust their dentist's referrals.
- Pain from dental implant procedures is a significant concern for patients.
- Anesthesia options are a critical concern for patients.
- The patients we spoke with had a lot of fear based on previous experiences.
- Meridian is perceived as the most expensive care option in the area.

## Referring Dentist Findings

- Most of the dentists we spoke with make a single referral for Endo and Perio work.
- One dentist provides three referral options based on a lawsuit he read about.
- The dentists we spoke with all have confidence in the doctors at Meridian.
- Some dentists select who they will refer their patients to based on personality fit with the patient.
- There is a perception that Meridian is out of the affordability range based on the design of the environments and that is limiting opportunities.
- Some dentists report that the expensive-looking interiors put off their patients and they have asked for another provider option.
- Some dentists report that their patients don't hear back from Meridian after the consultation.

## Referring Dentist Findings

- Some dentists report that their patients are kept waiting for long periods of time.
- Some dentists report that Meridian is restoring implants rather than returning the patient to the dentist for care.
- Some dentists report that Meridian is not mindful of the referring dentist's schedule when coordinating care.
- Some dentists report that Meridian is very slow to provide documentation like X-rays and charting for example, and they need to call several times to get what they need.
- One dentist reported that Meridian doesn't have a consistent person answering the phones to hand their patients off to, leaving the patient and dentist with the impression of a franchise business.

## Referring Dentist Findings

- The dentists do not use the Meridian website to refer their patients. If a patient is in pain or they have anxiety and won't follow through, they will call to get the appointment scheduled.
- Most of the dentists spoke about wanting better communication from Meridian. They want to be informed of the treatments that their patients are receiving.
- One dentist said they appreciated the comprehensive care patients receive at Meridian, including a thorough examination and recommendations.
- One dentist said that the staff uses the Meridian website to make appointments.
- One dentist said his patients complain that they are not fully informed on Meridian's cost of care. Some patients feel that Meridian is very expensive.

## Referring Dentist Findings

- Some dentists suggested providing the patients with materials about what is involved in an implant procedure that they can review after the consultation.
- One dentist said some of his patients felt that they were getting a sales pitch from Meridian staff members. Some patients have asked to be referred elsewhere because they felt they were being sold on services.
- One dentist said they refer to Meridian if cost is not an issue and wondered if Meridian can apply some of their care cost to the patient's insurance.
- One dentist said their hygienist doesn't trust the Perio charting from Meridian. They feel they have consistently different results for Perio disease.

### **Our Conversations revealed:**

- Many patients have had traumatic dental experiences that make seeking care difficult for them.
- Patients described traumatic experiences with anesthesia and want to understand the options.
- Some Patients describe the clinic atmosphere as intimidating, leaving the impression that they cannot afford care.
- Patients describe the care at Meridian as very compassionate and caring.
- Patients trust their referring dentists and schedule appointments with Meridian. Some patients looked online for other options after the initial appointment with Meridian. Some looked for cost comparisons.
- Patients described the care they received at Meridan as very thorough and comprehensive.

**Search Terms**

Trauma Informed Dentistry

Dentists for Autistic People

Dental Implants

Dental Implants in the Milwaukee area

Connected tissue graft Shorewood.

Full Mouth Implants



### **Patient Recommendations**

- Add more information about bacterial infections and the causes of gum disease. The more information to educate people on their website the better.
- Provide more education on how to care for and clean your dental implants.
- Provide more in-depth information about what to expect in the treatment process.
- Providing more honest information about what is involved in the treatment process would build trust.
- I would want to see more info about anesthesia.
- Sedation is important to patients, and we have many options that we should communicate about.

## Patient Website Recommendations

- Talk about the wand and the other sedation options offered, like nitrous and oral sedation.
- We need to streamline the communication with patients and referring dentists.
- Patients ask about payment plans communicate payment options.
- Updated photos of Doctors and staff would be good, and updated bios on the docs.
- Add some personal info about the doctors on the website.
- I would look for reviews with high stars and before and after photos.
- Give a person six months to pay. Financing would be nice. The interest rates from the credit card they offered were not favorable.

# Meridian

Categories

Research Results

**Audience**

Referring Dentists, Patients

**Attributes**

Meridian has an excellent reputation, which referring dentists and patients attribute to your expertise, quality care, and genuine concern for the patient's health and well-being,

**Personality**

Patient-focused, caring, highly skilled, experienced and professional.

**Benefits**

Meridian is a trusted care provider delivering high-quality results. Meridian provides thorough and compassionate care from highly skilled experts.

**Challenges**

Meridian faces challenges in the perception of referring dentists and patients that Meridian is a higher-cost provider. Meridian needs help maintaining positive dental office relationships based on inefficient follow-up communication with dentists and their patients.

**Competition**

Opportunities to work with existing and new referring dentists is critical to long-term growth. Loyalty to Meridian after completion of care is solid, based on excellent outcomes and proven performance. Competition is mostly relevant when working to find new patients.

## **Overall Web Presence Recommendations**

### Overall Web Presence Recommendations

Communicate your status as experts and educators serving patients from three locally owned clinics.

Prominently communicate the anesthesia options offered to patients. Communicate the collaborative nature of your process of working with referring dentists.

Use patient testimonial videos to communicate how Meridian exceeds patient expectations.

Provide education about dental health care and treatments, for example, the causes of bacterial infections and treatments.

Communicate that procedure costs at Meridian are similar to other providers if that can be verified.

## Overall Marketing Recommendations

### CDC Recommends...

Your reputation is an asset. Create videos that highlight patient outcomes and the patient experience.

Consider integrating before and after images on the website with testimonials.

Strengthen relationships with existing dentists by improving and streamlining follow-up communications and timely delivery of charting and X-rays, etc.

Consider regular check-ins with referring dentists to monitor satisfaction.

Use the new website to demonstrate the benefits of the new systems for referring dentists.

Focus on quality and experience rather than spa-like interiors to avoid the perception of a high-cost provider.

Communicate the timeline of the process that ensures the best outcome.

## Meridian Key Messages

### Meridian is:

- A highly skilled team of dedicated and caring doctors and staff that deliver the highest quality patient outcomes and state-of-the-art care.
- A trusted and collaborative partner who works with dentists to provide patients with the best care possible.
- A team of specialists providing care from three convenient and locally owned clinic locations.
- A compassionate provider who puts their patient's health and comfort at the forefront of their work.
- A caring team that specializes in working with patient's pain intolerance, fear and anxiety.

## Meridian's Position in the Marketplace

**Successful positioning will effectively communicate:**

- What you do
- The strength/benefit of your services
- What differentiates you from your competitors
- Why patients and referring dentists should collaborate with Meridian for all specialty dental services

## **Meridian is**

**A trusted and innovative team of Endodontic and Periodontic specialists providing expert and compassionate care.**

**Serving patients from three locally owned clinics in the greater Milwaukee, Southeastern Wisconsin, and Northern Illinois areas, Meridian's doctors are recognized experts and educators.**

**Meridian is the singular choice for many local dentists looking for the best possible care for their patients.**