

# HIP ORTHODONTIC SUCCESS

# SECRETS

## 2.0

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DISCOVER THE 8-FIGURE GROWTH SECRETS OF THE  
NATION'S TOP ORTHODONTISTS TO SCALE YOUR  
PRACTICE IN 2022 AND BEYOND!



## HOW TO DOMINATE YOUR ORTHODONTIC MARKET IN 2022 AND BEYOND

You need to be **smarter than ever** to succeed now that corporate practices, private equity investors, and fast-growing DIY services, like SmileDirectClub, are all targeting the same patients that you need to grow. Still, the best orthodontic practices — the ones with **excellent business practices**, in addition to **outstanding technical skills** — continue to grow and thrive like never before.

## So what's their secret?

How are independent orthodontists creating exponential growth in the face of historically intense competition?

Well, keep reading, because we're about to show you exactly how they're doing it!

You see, over the past 7 years, HIP Creative has been the secret weapon of the nation's fastest-growing ortho practices, like Fishbein Orthodontics, Dr. Jennifer Orthodontics, All Smiles Orthodontics, and over 80 others.

And over those 7 years, we've uncovered the essential principles and effective tactics that all highly successful practices have in common.

And, today, when we implement these secrets into any practice, it can skyrocket their success almost overnight.

**In this ebook, we'll reveal to you the 8 biggest secrets of the nation's best practices, so you can use them to grow your own business right now.**

The guide is updated for 2022 and beyond, including the most up-to-date technologies and trends that are helping top practices expand their incredible success.

We **GUARANTEE** that if you implement these **8 SECRETS** in your business, you **WILL** see measurable results within **3-6 MONTHS!**

So let's get to the first secret of the country's most successful orthodontists...



ORTHODONTIC SUCCESS SECRET #1

# THE 5X6 METHOD THAT TURNS “BAD LEADS” INTO YOUR BEST PATIENTS

If you've ever caught yourself saying things like “Facebook gives us bad leads” or “digital marketing doesn't work for us,” then I've got some bad news for you.

## **The problem isn't the leads...it's you.**

Because if you want to give up on digital ads, then you might as well give up on your dreams of explosive growth, new locations, and the lifestyle that you've been promising your partner since medical school.

## **Digital leads are NOT “bad leads.”**

But they DO have different expectations — much like Amazon shoppers today have different expectations than JC Penney's shoppers did in the 1990s.

**Digital leads expect quick service, 24-hour communication, and convenience. Give them those 3 things, and digital leads will fuel growth that you've only dreamed of.**

**5**

Minutes

In fact, a Harvard Business Review study of 15,000 digital leads showed that your chances of reaching a digital lead **decrease by 900% if you don't respond within the first 5 minutes!**

The same study showed that you can **boost your chances** of contacting a lead to nearly 90% just by trying to **contact them 6 times!**

**6**

Attempts

## ORTHODONTIC SUCCESS SECRET #1: THE 5X6 METHOD

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**Combined, these two statistics make up what we call The 5x6 Rule of Orthodontic Growth.**

The 5x6 Rule simply states that you must contact every digital lead within 5 minutes of submitting a request. Then you must continue to follow up a minimum of 6 times — preferably via multiple channels, like email, SMS, and phone — to be sure they don't slip through the cracks.

**When you do these 2 things every time, you WILL book more consultations, GUARANTEED.**

Now I know what you're thinking — how is my team supposed to answer the phones, handle paperwork, greet our patients, schedule appointments, AND respond to dozens of digital requests within 2 minutes?

Not realistic, right? And what about those “11 p.m. on a Sunday night” Facebook inquiries?

Below, in **Secret #7**, we'll show you exactly how the top practices are automating the 5x6 Rule to blow past those barriers and book more consults.

So keep reading...

THE 5X6 METHOD HELPED ALL SMILES  
ORTHODONTICS CREATE...

**Over \$1 Million of New  
Business From Digital Leads  
In Just 14 Months!**

“HIP sets up tracking for you so it's easy to see your ROI. And once you're making money on your advertising investment, you're really only limited by your capacity and how hard you want to work. I was surprised at how effective HIP's process is. I'm just sad I didn't do it earlier!”

Dr. Ernie McDowell,  
All Smiles Orthodontics



# ORTHODONTIC SUCCESS SECRET #2

# THE 72-HOUR RULE

Have you ever had a headache and thought, “Maybe I should call my doctor and see if I can get some Tylenol in 3 weeks from now.”

Of course, you haven’t — when you have pain, you want it taken care of *now*.

And your patients are no different.

For many of them, their teeth are a significant point of pain, embarrassment, or stress. And when they decide to reach out to an orthodontist, it’s because they want that pain taken care of *NOW*.

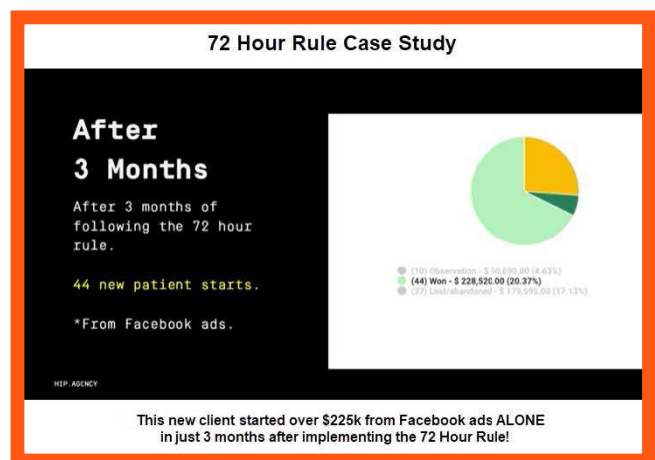
Your leads may have waited weeks, months, or even *years* to finally have the courage to reach out to you. And if you don’t treat them like an urgent priority, they’ll find someone who does.

**72**  
Hours

The 72-Hour Rule states that from the moment your lead confirms that they want a consultation, you should be able to book them onto your schedule within 72 hours.

If you execute the 72-Hour Rule, you’ll see a significant increase in the number of starts, a huge reduction in no-shows, and many more happy patients.

So let’s take a closer look at how it works...





## ORTHODONTIC SUCCESS SECRET #2: **THE 72-HOUR RULE**

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**Imagine for a moment that you have a lead named Jim.**

When Jim does a search for orthodontists online, your Google ad pops up. But so do ads for 3 competitors.

So Jim opens up four separate windows and sends four consultation requests. Two of the practices don't get back to Jim within a few days, but you and another competitor reply right away.

**Jim likes your online presence and professionalism most, and your front desk books him a consultation in 3 weeks.**

*But your competitor can see him the day after tomorrow.*

You can already see how this story ends, right?

It ends with your front desk dialing Jim frantically to see why he didn't arrive to his appointment. But, he doesn't bother to answer...because he already started treatment 2 weeks ago with the doctor down the street.

Building the space into your calendar for 72-hour bookings may seem impossible to you today.

But you can't expect to revolutionize your business by doing things the same way you always have. **Operational changes, like how you fill your schedule, will be non-negotiable if you are serious about growth.**

We've watched dozens of practices make this change and make a *5-figure-per-month impact in just a few weeks*. So don't wait another day to do the hard work.

Okay, on to our 3rd secret of success...

## ORTHODONTIC SUCCESS SECRET #3

# VIRTUAL CONSULTS = REAL-LIFE PROFIT GROWTH

Can you really get patients to commit to treatment without even visiting your office?

Well, if there was any question before the pandemic, there's no question today.

Virtual consults are here to stay.

And learning to use them the right way is one of the secrets of the nation's fastest-growing practices in 2021.

Like Waldman Orthodontics in Beverly Hills. Their Remote Virtual Treatment Coordinator, Stacey Bagwell, has been conducting virtual consults since well before the pandemic started.

When we spoke with her in early 2021, she told us that virtual consults help them give quick attention to more patients while ensuring only pre-qualified patients actually take up time in their doctor's chair.



## A "Virtual" Success Story

**Waldman Orthodontics has used virtual consults to:**

- ✓ Deliver 300+ treatment plans
- ✓ Double their conversion rate on in-office consultations
- ✓ Attract more working professionals
- ✓ Pre-qualify potential patients without tying up their limited office space



**Since they aggressively implemented virtual consults almost 2 years ago, Waldman doubled the close rate on in-office visits for adult patients.**

They're not seeing any more patients in the office than before. But they've doubled their starts with adult patients by using virtual consults to weed out people who aren't ready to start treatment today.

**And that's not the only unexpected bonus...**

Like many orthodontists, they expected virtual consults to bring in low-quality leads.

But the industry has found — almost universally — that virtual consults are helping doctors reach working professionals who are ideal patients with the budget to start treatment right away.

These patients value efficiency over everything else. Between busy work schedules and family life, time is their most valuable resource. And a virtual consult saves them another trip into the office.

With tools like SmileSnap and Rhinogram ready for prime-time, it's easier than ever to make professional, efficient virtual consults a part of your offering.

If you don't, then your competition will.

So if you're serious about growth, build a serious strategy around virtual consults today.

#### WHAT SOFTWARE TO USE?

There are several excellent virtual consultation platforms that continue to improve every day, including:

- SmileSnap
- Rhinogram
- Clear-PG
- Your Virtual Consult
- And others

## ORTHODONTIC SUCCESS SECRET #4

# THE 5-MINUTE EXAM

By the time you, the orthodontist, get into the consultation room, you already have a pretty good idea of what you're going to see (and what you're going to recommend).

So don't waste any time.

**The most efficient (and profitable) orthodontists we work with are committed to completing the doctor's portion of the patient exam within 5 minutes.**

Now, if you're used to spending 20 minutes, 30 minutes, or even 40 minutes in the exam room, then I know what you're probably thinking...

*"But if I spend less time in the exam room we'll start fewer patients."*

But it's just not true.

**We've seen over and over again that when doctors shorten their exam time, their practices grow.**

And there are 2 big reasons for that...

## The Anatomy of a 30-Minute Consultation



Fishbein Orthodontics has their exam schedule down to a science. They get every potential new patient in and out of the office within just 30 minutes. Kasey Workman walked us through what that looks like:

- 8 minutes for record techs
- **2 minute doctor consultation**
- 5 minute free presentation

It's this kind of efficiency that has helped Fishbein become one of the fastest-growing practices in the country over the last decade.

Kasey Workman, Director of Sales at Fishbein Orthodontics. They schedule up to 33 new patient exams per day!

## ORTHODONTIC SUCCESS SECRET #4: **THE 5-MINUTE EXAM**

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First, when you spend a lot of time in the exam room, you tend to get into technical details of the treatment. You *think* that's what your patients want...

Because they need to understand what's happening [and what's going to happen], right?

Wrong. Most patients just want you to fix their problem.

**And by sharing too much info, you can actually overwhelm them and make the decision seem more difficult than it needs to be.**

Instead, simply do the exam, recap your observations to the Treatment Coordinator, tell them, "the patient is ready to start treatment," and excuse yourself.

Then let your Treatment Coordinator — a trained sales professional — handle the questions and present them with a straightforward treatment plan and an easy payment plan that they can't refuse.

It works like a charm.

**And what's the second reason for 5-minute exams?**

Well, if you're committed to growing by following the secrets in this book, you're going to need to squeeze a lot more exams into every single day.

Because once you start reaching more of your digital leads AND commit to seeing them all within 36 hours...

Your schedule is going to be bursting at the seams.

So finding ways to maximize your efficiency will be the key to making everything fit while maintaining the schedule and lifestyle you desire.

ORTHODONTIC SUCCESS SECRET #5

# THE 3 MOST IMPORTANT LETTERS IN YOUR GROWTH PLAN

One of the most overlooked elements on your path to success is your organizational chart.

Do you even have one today? If not, it's okay. Many smaller, single-doctor practices don't.

Yet, the reason that most ortho practices get stuck between \$1 million to \$1.5 million in revenue usually comes down to their operations.

**The 3 most important letters in your growth plan are COO.**

**Because a Chief Operating Officer can help you break through the operational barriers that stunt your long-term growth.**

It's tempting in the early days of a growing practice to "do it all." And it may even be necessary when you're just starting out. But "the doctor-as-COO" model almost never scales to multiple 7-figures.

You're an orthodontist, and your skill set is best applied to do orthodontics. Meanwhile, your COO designs and executes a plan to make your practice as efficient as possible.

Your COO is the one that makes sure your team is following the 5x6 Formula and booking new consults within 72 hours. In addition, they can refine your intake process, test new pricing strategies, and make sure the front desk is doing its job.

Make no mistake, you're still the boss of this business. But...

**Your practice will run more smoothly and grow a lot faster if you've got an efficient COO helping execute your vision.**

When should you hire your COO?

About six months to a year before you think you should. Or as soon as you're serious about committing to growth.

ORTHODONTIC SUCCESS SECRET #6

# SEE WHAT YOUR TEAM IS DOING (WHEN YOU'RE NOT LOOKING)

You want to think you can trust your team. And you should, up to a certain point...

But when you're trying to roll out new procedures (like the ones laid out in this ebook), you're bound to have some hiccups.

Your team may not have the time to keep up. They may need consistent reinforcement to develop new habits. Or they may even push back a little (consciously or not).

If your team isn't following the same procedures every time, your efforts won't be nearly as effective. And your growth may slow down or even come to a screeching halt.

If you want consistent growth, you must know how your team is following up with each lead. So we developed an automated Secret Shopping tool for orthodontic offices that does just that.

How does it work?

# ORTHODONTIC SUCCESS SECRET #6: SECRET SHOPPING

SECRET SHOP REPORT CARD

### Partner Name Orthodontics & Pediatric Dentistry

LEAD INFO

- Larisa Motsinger
- larisa.motsinger@gmail.com
- (224) 263-6500

**Schedule a call with our team to leverage the power of your Secret Shop!** [Call Now](#)

#### Summary

1 3 3 2 **Total 7**

#### Details

#	Target	Actual	Rating
1	00:05	00:05	Great!
2	3	2	Needs Improvement
3	24:00	22:30	Great!

**OVERALL SCORE**  
**Great!**

#### Resources

Title	Description	Link
PracticeBeacon Quick Guide	Resource Description	<a href="#">Click Here</a>
Speed-to-Lead Training	Resource Description	<a href="#">Click Here</a>
Customer Service Training	Resource Description	<a href="#">Click Here</a>
Resource Title	Resource Description	<a href="#">Click Here</a>
Resource Title	Resource Description	<a href="#">Click Here</a>
Resource Title	Resource Description	<a href="#">Click Here</a>

We manually submit a “fictional” digital lead through one of your online forms (website, Facebook, etc.), and then our app records any communication attempts from your office — via email, text message, or attempted phone call.

We do it for our new leads before their first call with us (to see how their team is doing without us). And we do it at least once a month for each of our clients.

The purpose isn't to embarrass anyone or get anyone in trouble. Rather, it's the best way to ensure that your team is actually following through on executing the game-changing strategies you've implemented.

It'd be easy enough to replicate it yourself, manually.

But life's better when it's automated, isn't it? This brings us to our next secret of top-tier practices...

## ORTHODONTIC SUCCESS SECRET #7

# AUTOMATE EVERYTHING

Or, at least, everything that you can.

Your employees are great — we're not telling you to get rid of them. In fact, if you do this right, you're going to need more of them!

**But there are some things that you just can't expect your team to do every time without fail — like contacting a lead within 5 minutes at 2 a.m. on a Tuesday, for just one example.**

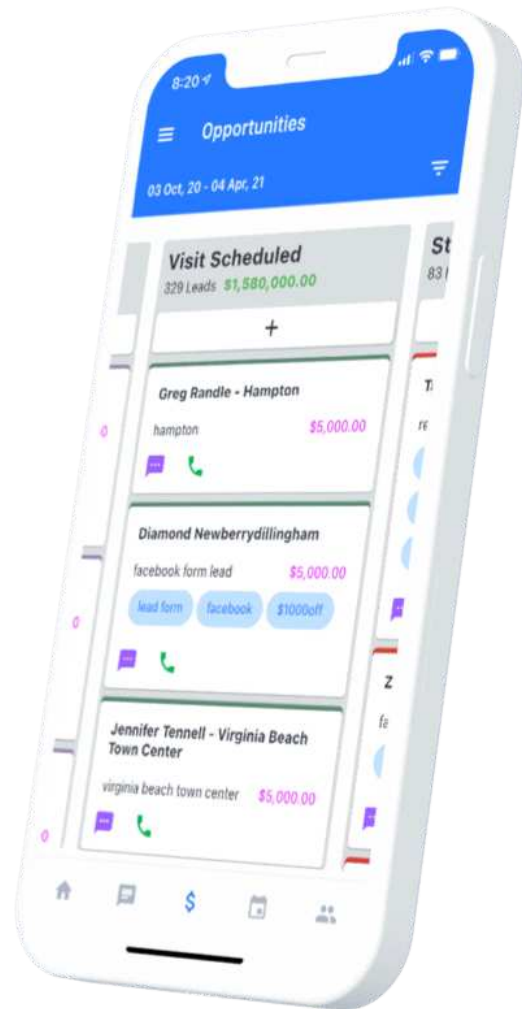
And there are other things that automation can do more efficiently, like sending 3 emails, 3 text messages, and 3 phone calls to every new lead within 24 hours of first contact.

If you want to dominate your market, then following best practices every single time is essential. And automation is the only way to effectively make sure that happens.

And that's one place that our clients have a secret weapon — it's called PracticeBeacon.

**PracticeBeacon is a proprietary software we built to help our clients automate follow-up, convert more leads, and see how much money they're making from their digital ads.**

It's an easy-to-use platform that automates the key touch points we discussed here (like The 5x6 Method) while giving your team unprecedented transparency into your profitability.



### PracticeBeacon:

Puts your new patient funnel  
in the palm of your hand



# ORTHODONTIC SUCCESS SECRET #7: **AUTOMATION**

The screenshot displays a CRM dashboard with four columns: 'Responded to Giveaway' (667 Leads, \$3,325,000.00), 'Requested Consult' (51 Leads, \$250,000.00), 'Needs Follow-up' (254 Leads, \$1,150,000.00), and 'Visit Scheduled' (335 Leads, \$1,605,000.00). Each column contains individual patient cards with details like name, date, source, and value. A callout box at the bottom states: '-22% Automated appointment reminders reduce no-shows by up to 22%'.

So you can see at a glance how profitable your digital ad channels are and double down on what's working.

It'll even secret-shop your front desk for you, so you can keep tabs on your progress.

PracticeBeacon is the most powerful orthodontic automation solution on the market and the secret weapon that powers teams like Dr. Jennifer Orthodontics, All Smiles Orthodontics, and Wentz Orthodontics.

Automation helps your team do their jobs even better so that you can grow revenue exponentially without doubling your payroll.



"PracticeBeacon helped us grow monthly new patient starts by 150% in just a few months. Our patients love the communication and our team loves the automation — because it's less work for them!"

**Dr. Kristen Knecht, Knecht Orthodontics**

# THE ONE THING THAT ALL TOP ORTHODONTIC PRACTICES DO

Chris Bentson of Benston, Copple & Associates has 30 years in the ortho field and is one of the most sought-after minds when it comes to growing orthodontic practices.

Here's what he told me when I asked him for the ONE thing that top practitioners are doing that the average practice doesn't do:

“The very best practices for my entire career — the top, elite 5% practices — all employed consultants.

**We believe you should always be engaged with a consultant, and it's the best money you can spend.”**

The top ortho practices all work with consultants. But did you know that *less than 20%* of orthodontists take the step of hiring one?

If you want to be a top 5% practice, what are you waiting for?

Is it because...

- You're not sure if you're ready yet?
- You don't think you can afford the investment?
- Or you're not sure who to trust with that investment?

If you want to grow, then NOW is the time to invest in a growth partner. Because the decision to commit to growth is the first step in building the practice of your dreams.

The investment will be paid back, often quicker than you expect.

And there are dozens of other practices out there that can tell you which solutions have worked for them, so you don't need to take unnecessary risks.

## ORTHODONTIC SUCCESS SECRET #8: **INVEST IN EXPERTISE**

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At HIP Creative, we're not your typical "give some advice and walk away" consultants. And we're not just a marketing agency.

We're more like a holistic *growth partner* for your practice.

**We'll show you what's working across the country for practices just like yours...**

**And then we'll stay by your side to help you IMPLEMENT those game-changing tactics, like automating your follow-up processes, optimizing your operations, building winning ad campaigns, and creating a 5-star experience for your patients.**

*Whether you're a startup practice looking to hit \$1 million in your first year...*

*Or you're looking to blow past the \$1.5 million barrier where so many doctors get stuck...*

*Or you want to scale a multi-office practice from 7-figures to 8-figures...*

We've done all of those things multiple times for our 80+ orthodontic partners. And we can do it for you too.

So if you're looking for the right partner to show you what it takes to create sustainable growth and dominate your market,

**[Click here to schedule a free consultation with us](#)**

We'll let you know exactly how we can help your practice start reaching your first goals in as little as 30 days!

And if you don't want *our* help, that's fine! Ask your network for a recommendation of someone who has helped them grow.

Because if you're serious about growth, it's never too soon to seek out the knowledge and guidance of a professional growth partner. So start today!



"They understand the orthodontic market and bring us new ideas that get results. HIP has helped us generate more than 945 new patient leads and almost \$4 million of revenue in the pipeline...if you want to grow, you need HIP!"

**Kristen Anderson, Behl Orthodontics**

ABOUT HIP CREATIVE

# WE GIVE ORTHODONTISTS MILLIONS OF REASONS TO SMILE!

HIP Creative is the leader in orthodontic marketing & growth strategy.

Our team of expert consultants, creatives, marketing professionals, and engineers work alongside you and your team to create highly profitable and sustainable growth for your business.

We'll work hand-in-hand with you to implement powerful tools, hands-on training, and our tried-and-true framework that empowers your team to provide top-notch care and impeccable service, profitably.

So you can learn to live the life you want while building the practice of your dreams.

## What's it like to work with HIP Creative?



"We have a pretty large practice, so we were looking for maybe 5% to 10% growth in new patients. But when I looked last week they were all the way up to 61%. It feels good to have a partner who knows the business of orthodontics and cares about our success as much as we do.."

**-Dr. Ed Wentz, Wentz Orthodontics**

"If you DON'T want to grow, then I probably wouldn't go with HIP. But, if you are interested in growth, then I'd consider partnering with them. We've grown tremendously and we're opening a new location. It's been amazing!"

**-Dr. Connor Despot, Buda Orthodontics**



"HIP helped me get visibility quickly and start making a profit in less than a year. I know doctors who work 5 or 10 years to get to this level and it's all happened so quickly. I couldn't have done that on my own!"

**-Dr. Kristen Knecht, Knecht Orthodontics**



"HIP's automated follow-up actually turns our leads into patients. They're incredibly professional and the ROI is truly through the roof. If we'd only been half as successful, I'd have been happy — being where we are, I'm ecstatic!"

**-Dr. Keith Dressler, Dressler Orthodontics**

"Excellent choice for SEO for a professional office. Extremely responsive and excellent to work with. Look nowhere else, these guys are great!"

**-Dr. Jennifer Eisenhuth, Dr. Jennifer Orthodontics**



"You can really see that your investment is paying off. And it makes you want to invest more because you can see the value and the benefit."

**-Dr. Ernie McDowell, All Smiles Orthodontics**

I've worked with over 20 different marketing companies and it's hard to find good people. The HIP team are true partners. They're so responsive and supportive. We love them!

**-Lauren Harwell, Zammitti & Gidaly Orthodontics**



## Ready to build your own success story?

Click below and schedule your free consultation.

We'll show you how we can help you grow your practice, starting right now.

**SCHEDULE MY DISCOVERY CALL**