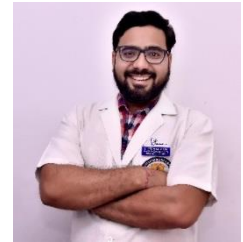


Decoding patient mindset with marketing

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Abstract

The word *marketing* has become a buzzword in dentistry within the past decade. Today, dentists across the world have come to realize that in a competitive, consumer oriented society, they must become involved in marketing to increase their practice loads. They know that if they are not actively involved in marketing, their competition is. Internal marketing and External marketing form the basic pillars of marketing. In recent times, Digital marketing has emerged as one of the most effective ways of modern marketing. With the growth of social networks, many market sectors, including dentistry, have come to value networks such as Facebook and Instagram as useful marketing tools which have been widely used in advertising because they are of great and easy reach to the public, which uses them daily. But the COVID- 19 situation has forced office closures for dentists all over the world.

There's a misconception among many dentists that marketing is just additional expense and is not a mandatory one. As you sit at home, armed with an internet connection and time on your hands, one can help the practice grow, bounce back and get ahead for when it's safe to resume good business and care delivery. Modern dentistry has become a business first and an art and science second.

Dentist in order to prepare himself for successful practices in the years ahead, have to learn from the principles of the corporate world, and marketing is one of them.



Biography:

Dr. Pranjan Mitra completed his BDS from Rajiv Gandhi University of Health Sciences, Karnataka. He did Masters in Public Health Dentistry from JSS University, Mysore. Presently, He is heading the Department of Public Health Dentistry in one of the most reputed Dental College and Hospital at Patiala. He has more than 15 national and international publications to his credit.. He was a recipient of the Indian Health Professional Awards in 2017 for the Category – Excellence in Public Health Dentistry. He is also the Founder of “DENTA MITRA” – An Artificial Intelligence based Virtual Dentist App.

Speaker Publications:

1. “IMF Screws–A Simplified Method of Intermaxillary Fixation–A Clinical Study”
2. “Immunohistochemical evaluation of podoplanin in odontogenic tumours & cysts using anti-human podoplanin antibody”
3. “Knowledge, Attitude, and Practice of Women in Slums of Pimpri, Chinchwad, Pune, Maharashtra, India, regarding Usage of Mishri.”
4. “Prevalence of hepatitis “b” & “c” among dental professionals with emphasis on safety measures”

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