

tio

HOW DR. GALANTE DOUBLED HER PRACTICE



Dr. Donna Galante, a board-certified orthodontist and international lecturer, has worked in private practice for over 30 years. She has authored seven books and owns four offices in Northern California with her husband and fellow orthodontist Dr. Paul Cater. Dr. Galante is, without a doubt, an expert and leader in the industry.

When she was seeking to grow her practice a few years ago, Dr. Galante saw the value and necessity of bringing in experts dedicated to just that: practice growth. All too often, doctors expend energy attempting massive marketing efforts with little to no additional help. Dr. Galante did things differently, and her decision paid off.

After joining TIO in 2017, Dr. Galante's practice grew by 43% over the subsequent two years. In 2018, she saw a staggering 23% growth rate, followed by an additional 16.5% growth rate in 2019.

Dr. Galante saw that she needed to stick to orthodontics and education, and leave the marketing to a company with a proven strategy and a track record to back it up.

TIO provides orthodontic practices with the strategy for growth and the tools to make it happen. TIO brings a big business approach to the small business, and the results speak for themselves. TIO's comprehensive marketing strategy addresses each aspect of the new patient funnel.



COMPREHENSIVE DIGITAL SOLUTION

An orthodontic practice without a strong digital presence will struggle to attract new leads. Enter TIO's Total Digital Solution, a consolidated approach to getting new patients in the door.

This all-encompassing service involves managing practice websites and all paid advertising, as well as online review generation and response management software. TIO even provides a digital consultant to monitor analytics and formulate strategies. For Dr. Galante, the website build, Google ads, social media ads, and PRM tool — to help manage and convert those leads — proved invaluable.

TIO manages the 3 main factors contributing to the success of a digital campaign:



Increasing digital marketing always results in more leads. However, these incoming leads include a variety of shoppers at different stages in the buying process, so there is no one-size-fits-all approach to communication and follow up.

To assist, TIO developed the Patient Relationship Management (PRM) tool. This custom-developed software ensures that each lead is handled appropriately, and none fall through the cracks.

SALES & MARKETING COACHING

TIO provides its member practices with a dedicated Practice Coach to guide them through the program and hone their sales and marketing skills. Through one-on-one coaching on new patient calls, marketing strategy guidance, and Treatment Coordinator support, orthodontic offices receive the kind of tailored, hands-on training they need. Other resources that TIO practices have at their disposal includes a structured orthodontic marketing course, a webinar library (with monthly live webinars) and additional training at TIO member exclusive events.

Between strategic planning meetings, webinars, and conferences, these staff members keep practice goals in front of them and receive many opportunities for professional development. Additionally, TIO offers practice owners monthly progress reports, including target vs. actual data. This allows busy doctors, like Dr. Galante, to monitor progress and troubleshoot issues without getting stuck in the weeds of day-to-day operations. Dr. Galante also leveraged a unique, TIO-created position focused specifically on converting new patients: the Invisalign Treatment Coordinator. This role allowed her practice to continue conducting New Patient Consultations even when Dr. Galante was out of the office traveling or lecturing.

THE COMMUNITY

When it comes to operating a world-leading clinic, collaboration is key. TIO emphasizes education and networking among our team of experts and an international community of orthodontic experts. Each year TIO offers face-to-face events for training and networking, including conferences and summits around the world. The Community platform hosts forums keeping connections thriving throughout the year and encouraging collaboration and innovation.

The Community by TIO offers monthly webinars, Foundation, Intermediate and Advanced level orthodontic marketing and sales courses, with over 60 different lessons.

While Dr. Galante's practice growth is impressive, TIO member practices are expected to grow at a rapid rate, with at least 100 new aligner cases or more in the first 2 years. On average, TIO member practices treat over 120 aligner cases per year, with 1 in 4 practices treating over 300 cases annually.

If you're looking to grow your practice with a proven industry leader, reach out to TIO today to set up a consultation.

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