

Marketing DSM appliances to the dentist

With so many dentists wanting to learn about this segment, labs can satisfy this need with minimum resources required.

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Step 1 — Marketing Overview



- Each lab has marketing strengths to draw upon and this product line is no exception. The main difference with DSM appliances is the strong appetite you will find for knowledge about DSM.
- Because not every lab participates, the labs that do offer these devices will be able to establish a market presence. Similar to digital impressions, implants and other unique offerings.
- Use what works with your normal marketing mix:
 - * Statement and Case Stuffers * Social Media * Direct Mail * Direct Sales Reps * Web Site * eMail Blasts * etc...
- But the most powerful marketing activity you can do is provide one or two day courses on Dental Sleep Medicine
 - Fortunately, our DSM partners can do this for you at very little cost