



Pacific Dental Services

Case study





Marketing With A Smile

The Pacific Dental Services Marketing Hub

Pacific Dental Services is a dental support organization serving over 600 dental offices across the United States. It provides administrative services to dentists in multiple aspects of their operations, such as IT, accounting, HR and marketing services. It enables dental offices to focus on clinical care and the best service to the customer.

To support marketing activities of all kinds, Pacific Dental Services initiated the Marketing Hub, a central self-service marketing portal, built on the BrandMaker platform. The Marketing Hub is the starting point for customizing marketing material and requesting campaign assistance. In just three years since the launch of the Marketing Hub, thousands of digital assets and hundreds of templates for flyers, brochures, booklets, business cards and other promotional items have been added to the portal.

One Marketing Hub That Brings Together Supply and Demand



Irvine, California
National Support Center

The Marketing Hub is managed and maintained at the National Support Center based in Irvine, California, where a team of 30 marketers set-up campaigns and coordinate activities in conjunction with Graphic designers. This is where campaigns are initially set-up before they are released to the 600 local dental offices and 10 local support centers. If the local office needs an event flyer, or any sort of promotional item, it's the office managers' responsibility to go to the Marketing Hub and order or create the item.

To guarantee the best service, an additional 10 local support centers in different regions such as Texas, Nevada and Colorado offer local support. More than 60 regional marketers use the Marketing Hub to assist in the execution of local campaigns and to assist in handling some of the “bigger tickets”, the more complex ad-hoc requests.

Two Main Business Challenges to Overcome

Pacific Dental Services has rapidly grown from supporting 300 offices to more than 600 offices today. This rapid growth came with operational challenges. There were two major issues that needed to be solved.

1 Organizational scalability - Before the launch of the Marketing Hub, there was only an online ticketing system, taking in ad-hoc requests. The big problem was delivery. There were just not enough graphic designers to handle the demand. A solution was needed to get better organized and to become more scalable.

2 Brand consistency - As a consequence of not having enough operational team capacity for the ever increasing customer demand, local dental offices got frustrated with turn-around-times. They started to create their own material, which obviously wasn't always on-brand or aesthetically correct, let alone pleasing.

With the introduction of the Marketing Hub this all changed. It is now possible to create customized material, download it, and print it in less than a 1 minute. The self-service templates for creating materials helped to not only scale up operation capacity, but also to guarantee brand consistency and overall quality.





**We wouldn't be able to function
without it. Plain and simple.**



Julianne Askew

Sr. Marketing Specialist at Pacific Dental Services & manager Marketing Hub

Implementing the Marketing Hub

In the pre-Marketing Hub days, office managers used to go to the regional managers with their requests. But that has changed with the transition to a self-service portal like Marketing Hub. Tasks and ownership now lies at the office managers. Excitement about the new possibilities needed to be accompanied with the willingness to let go of old habits. This required training and structured support.

A multidisciplinary team built up from marketers, graphic designers and the IT department sat together to align project goals and to agree on the roll out of the hub. To onboard new users, three change management tools were created.

- ✓ A recorded Webinar that trains all new users
- ✓ A practical online guide in PDF, as a reference
- ✓ The option to ask additional questions to a support desk

Of course, support is needed during technical implementation. But proper change management support during business implementation is what has proven to be the most beneficial to the end result.



A Tailored and Branded Portal

Although the Pacific Dental Services Marketing-Hub is a tailored and branded solution with a unified experience, there are multiple BrandMaker modules to be found under the hood:

- ✓ Media Pool for Digital Asset management
- ✓ Web-to-Publish for dynamic content creation and media adaptation
- ✓ Review Manager for online proofing and creative annotations
- ✓ Shop for ordering marketing material and production fulfilment
- ✓ Reporting Center for dashboards and analysis

In addition to the core modules being leveraged, BrandMaker's deep integration with Adobe InDesign has proven invaluable to minimizing turnaround time. The graphic designers of Pacific Dental Services can quickly transform static InDesign files into self-service online templates without programming. Existing InDesign metadata, formatting, layouts, fonts, etc. are retained in BrandMaker, facilitating rapid, point and click template configuration and ensuring controlled asset customization and localization by local dental practices with the automatic enforcement of brand and corporate identity guidelines.

Based on new insights the National Support Center in Irvine can tweak and optimize both the marketing content and the Marketing Hub functionality itself, to continuously improve the support to local dental offices.





From New Habits to a Game Changer

Julianne Askew:

“Before the platform, it would take anywhere between a week and two weeks to get a simple flyer or business card completed because we were so backed up with requests. With the amount of graphic designers we have, it would now take months to create materials to support our large number of dental offices, which obviously isn’t an option.

Now, with the Marketing Hub, an office manager can go on to the system and within 60 seconds get things ordered. It is literally a few clicks for customizing material and sending it to print. It has been a complete game changer, and a blessing, and we wouldn’t be able to function without it.”

The next step with the Marketing Hub concept

In addition to the Marketing Hub, Pacific Dental Services recently created a second BrandMaker based solution to function as their “Recruiting Hub”. This is a portal for clients who need help with recruiting new employees to their dental practices. Pacific Dental can now be hired to help with both Marketing and HR. All HR related recruiting efforts are supported with the various assets and templates in the BrandMaker-powered Recruiting Hub

It is another important step in the quest to increase the service level provided to local offices, and to enable dentists to focus on their passion: serving patients.



PACIFIC
DENTAL SERVICES®

Founded in 1994, Pacific Dental Services (PDS) is one of the country's leading dental support organizations, providing supported autonomy that enables dentists to concentrate on clinical excellence and the highest levels of cost-effective comprehensive patient care.

PDS originated the Private Practice+® model to enable dentists to focus on their passion: serving patients. PDS also pioneered the concept of Modern Dentistry so that dentists are equipped to combine advances in the latest technology with the best operational practices and procedures, highly skilled support staff and a commitment to ongoing training and education.

PDS continues to grow, with over 625 supported dental offices across the United States and plans to expand into several new markets. PDS has been on the Inc. 5000 list of the fastest growing private companies in America for the past 10 years in a row. PDS aims to be the provider of choice in all the markets they serve, helping supported dentists to develop Patients for Life™.

