Are You a Category Killer?

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Category killers in dentistry are procedures or combinations of procedures that when marketed and sold correctly eliminate most competitors and remove pricing constraints on a procedure that when performed generically is highly commoditized. While others doing similar (but poorly marketed and sold) or lesser (generic) procedures find themselves in brutal pricing wars, stuck in circumstances where fees are difficult to get much less raise, those utilizing category killing strategies (both in marketing and selling) have the freedom to price these procedures based on their care, skill, and judgment, and invariably demand and get 50-200% more for their procedures while having happier patients.

For doctors who want to dominate a particular specialized procedure in their local area, understanding the concept and then implementing strategies that create a local category killing effect is not only possible but highly desirable in today’s economic reality.

Here are some implant procedures that are NOT category killers: single and a few missing teeth implants, over-dentures, and small diameter/mini-implants.

Here are the CATEGORY KILLING IMPLANT PROCEDURES: Services or combination of services that deliver speed and that predictably deliver fixed teeth the same day the implants are surgically placed (All-On-X and TIAH) provide distinct, category killing advantages with the right help and direction in marketing, selling, and use of trust and believability enhancers to position the doctor differently and above all competitors.

Fee’s for “category killer” dental implant procedures range from $20,000 to $50,000 per case. It should be obvious WHY it is desirable to put your practice in this category if your perform implant surgery. Another benefit of being a “category killer” is that many other procedures and cases “spillover” both in HIGHER and lower fees simply due to these practices being seen as “the go to” practices for not just the “category killing procedure” but for other procedures in the same treatment niche.
Who can have this advantage? This category killing advantage can be created by an implantologist, by an oral surgeon-prosthodontic team, by a prosthodontist, by a prosthodontist-oral surgeon team, by an oral surgeon-multi-practice GP referral base, or by a GP directing the oral surgeon team. It’s the widest open for types of practices that can choose to enter and be the category killer in their market.

It should be pointed out that simply attending training in any of these modalities or buying the manufacturers promotional materials does nothing to create this advantage.

What’s involved? Category killing ALWAYS requires the use of mass media (invariably some combination of radio, newsprint, websites, infomercials, and maybe even network TV) PLUS dedicated sales training for the doctor and team. If you have the clinical training or are in the process of getting it, and fully embrace that prior sentence, then you likely have what it takes to wield a category killing procedure and advantage in your market area.

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