

# The Ultimate Patient Communications Calendar for Dental Practices

*Get timely and unique ideas on what to communicate and post throughout the year to keep patients engaged and loyal to your practice.*

# JANUARY

Use the New Year as a reason to reconnect with patients new and old!

## Notable Holidays and Events:

- » New Years Day (1/1)
- » Martin Luther King Day (1/21)

## Communication Ideas:

**Email** active patients who have been in the office within the last two years, wishing them a happy New Year.

**Email or text** patients who don't have an appointment scheduled in the new year to wish them a Happy New Year and invite them to make an appointment.

## 3 Social Media Post Ideas:

Happy New Year from our practice to you and yours!

*{Include an image of your practice celebrating/smiling.}*

Does your resolution include better health? A new year means a new replenished flexible spending account! Now is the perfect time to address any outstanding procedures or get a complete exam to ensure your oral healthcare is up-to-date. Contact our practice to schedule an appointment today.

Our new year's resolution is to ensure a flawless patient experience every time you're at our practice. Email us at *{practice email}* with any suggestions on how we can improve!

# FEBRUARY

Spread the LOVE by giving facts about gum disease, children's dental health, and the Tooth Fairy!

## Notable Holidays and Events:

- » National Children's Dental Health Month
- » National Gum Disease Awareness Month
- » National Toothache Day (2/9)
- » Valentine's Day (2/14)
- » National Tooth Fairy Day (2/28)

## Communication Ideas:

**Email** active patients to wish them a Happy Valentine's Day.

**Email or text** active patients with a dental visit in the last 6 months with a referral campaign offer to drive more potential new patients to your practice.

**In honor of National Children's Dental Health Month, email** parents of children ages 5-13 to raise oral health IQ of the parents and provide information about the value of sealants in protecting against cavities.

## 3 Social Media Post Ideas:

In honor of **#NationalToothacheDay**, here are 4 tips to prevent one from happening!

1. Floss regularly.
2. Use toothpaste that contains fluoride.
3. Visit your dentist regularly.
4. Eat a healthy diet and reduce sugary food intake.

Happy Valentine's Day!  
Share the LOVE by commenting something nice to someone in this status and tag them! Or, show our practice some love by sharing a review on our page to help others know what it's like to be our patient!

Did you know the average American kid gets \$3.19 from the tooth fairy for each tooth? Find out this and other interesting stats [here](#) and enjoy your **#nationaltoothfairyday!**

# MARCH

Spring cleaning goes far beyond your home – make sure your patient’s oral hygiene is in tip-top shape!

## Notable Holidays and Events:

- » National Nutrition Month
- » Dental Assistants Recognition Week (3/1 - 3/7)
- » National Dentist Day (3/6)
- » St. Patrick’s Day (3/17)

## Communication Ideas:

**Email, text or call** active patients who are due for a hygiene appointment.

**Send an eNewsletter** that shows appreciation for dental assistants and include an article about how nutrition can affect oral health.

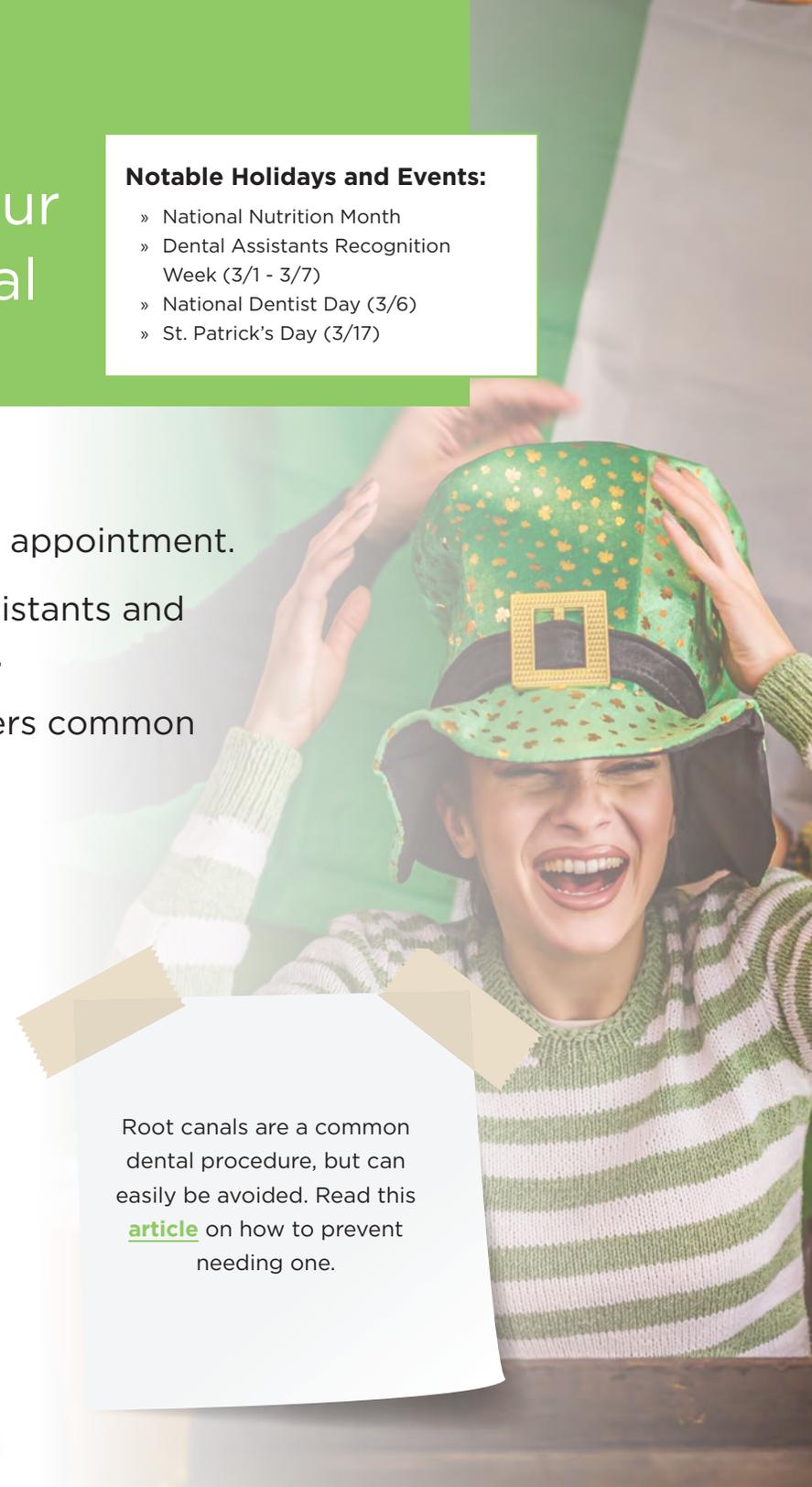
**Create a blog article** that talks about root canals and answers common FAQs around the topic – post it on social media!

## 3 Social Media Post Ideas:

In honor of the National Dental Assistant’s Recognition Week, we want to give a HUGE thank you to our team *{list dental assistants at your practice and include their pictures}* for all of their help and hard work with our patients!

Irish we could think of a clover post! Hope all of our patients have a very happy St. Patrick’s Day!

Root canals are a common dental procedure, but can easily be avoided. Read this [article](#) on how to prevent needing one.



# APRIL

Don't get *fooled* by patient perceptions – find out what they really think about your practice!

## Notable Holidays and Events:

- » National Facial Protection Month
- » April Fools Day (4/1)
- » National Dental Hygienist Week (4/8-4/12)

## Communication Ideas:

**Email** active patients who have had a dental visit in the last two months and ask them to fill out a survey to see how your practice is doing!

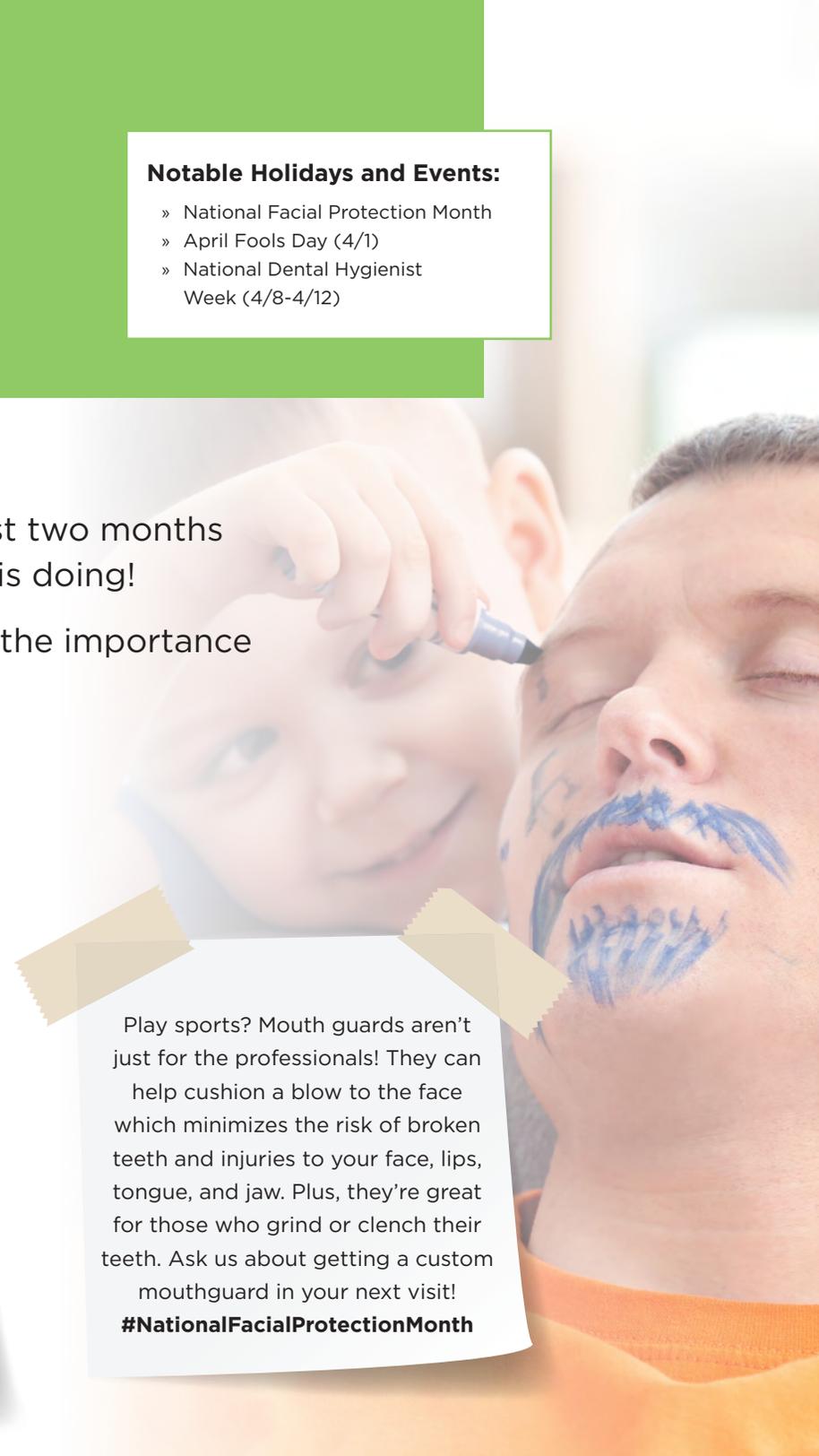
**Email** patients older than 35 additional information about the importance of an annual dental exam and oral cancer screening.

## 3 Social Media Post Ideas:

Don't get fooled!  
Read this [article](#) to see the top foods that damage your teeth.

In honor of National Dental Hygienist week, we wanted to take a moment to thank our amazing team of hygienists for their hard work each and every day!

Play sports? Mouth guards aren't just for the professionals! They can help cushion a blow to the face which minimizes the risk of broken teeth and injuries to your face, lips, tongue, and jaw. Plus, they're great for those who grind or clench their teeth. Ask us about getting a custom mouthguard in your next visit!  
**#NationalFacialProtectionMonth**



# MAY

Make moms happy with thoughtful and timely patient communications.

## Notable Holidays and Events:

- » Root Canal Awareness Week (5/6-5/12)
- » National Root Canal Day (5/8)
- » Mother's Day (5/12)
- » Memorial Day (5/27)

## Communication Ideas:

**Email** active patients who have had a dental visit in the last two months and ask them to fill out a Net Promoter Score Survey to see how your practice is doing!

**Email** patients who are women with kids saying “Happy Mother’s Day and thank you for ensuring your family is healthy by taking the important responsibility of scheduling and getting your family to their appointments!”

## 3 Social Media Post Ideas:

While “root canals” don’t seem glamorous – the good news is it represents an end to tooth pain, which is why we celebrate!  
**#NationalRootCanalDay**

Get ready for wedding and reunion season! Ask us about our Invisalign and teeth whitening services available today!

Happy Mother’s Day to all of those awesome moms out there!  
We appreciate you!

# JUNE

Jump into the Summer months with warm, personalized patient communications.

## Notable Holidays and Events:

- » School is out!
- » Local graduations
- » Father's Day (6/16)

## Communication Ideas:

**Email** active parents of children 5-18 years old to reach those who have not yet had a visit this year and do not have an appointment scheduled, encouraging patients to visit during the summer months so kids don't miss school!!

**Email** active patients and encourage them to "Like" your practice's page on Facebook to get the latest dental hygiene tips and advice!

## 3 Social Media Post Ideas:

Graduation season is upon us! Wishing all of our patients who are graduating from high school and college the best of luck as they enter the next chapter in their lives!

Happy Father's Day to all of those awesome dads out there! We appreciate you!

**SCHOOL IS OUT!**  
As we enter into summer months, now is the perfect time to get your entire family's teeth cleaned while schedules are open!



# JULY

Send communications that spark patients to contact your practice.

## Notable Holidays and Events:

- » Independence Day (7/4)
- » National Ice Cream Day (7/21)
- » International Day of Friendship (7/30)

## Communication Ideas:

**Email** active patients who have had a visit to your practice in the last two years, wishing them a happy 4<sup>th</sup> of July!

**Email** active patients over the age of 35 and promote implants for missing teeth, or a fix for dentures that just don't fit correctly.

## 3 Social Media Post Ideas:

Today we celebrate you, America! May you all have a wonderful time enjoying summer BBQ's with family and friends. Be sure to floss after eating corn on the cob!

Today is National Ice Cream Day! Make sure to brush your teeth after enjoying your well-deserved sweets.

In honor of **#InternationalFriendshipDay** we want to take a moment to thank all of our patients for their loyalty and support of our practice!

# AUGUST

Celebrate back-to-school with cool campaigns and special offers.

## Notable Holidays and Events:

- » Back to School
- » National Tooth Fairy Day (8/22)
- » National Dog Day (8/26)

## Communication Ideas:

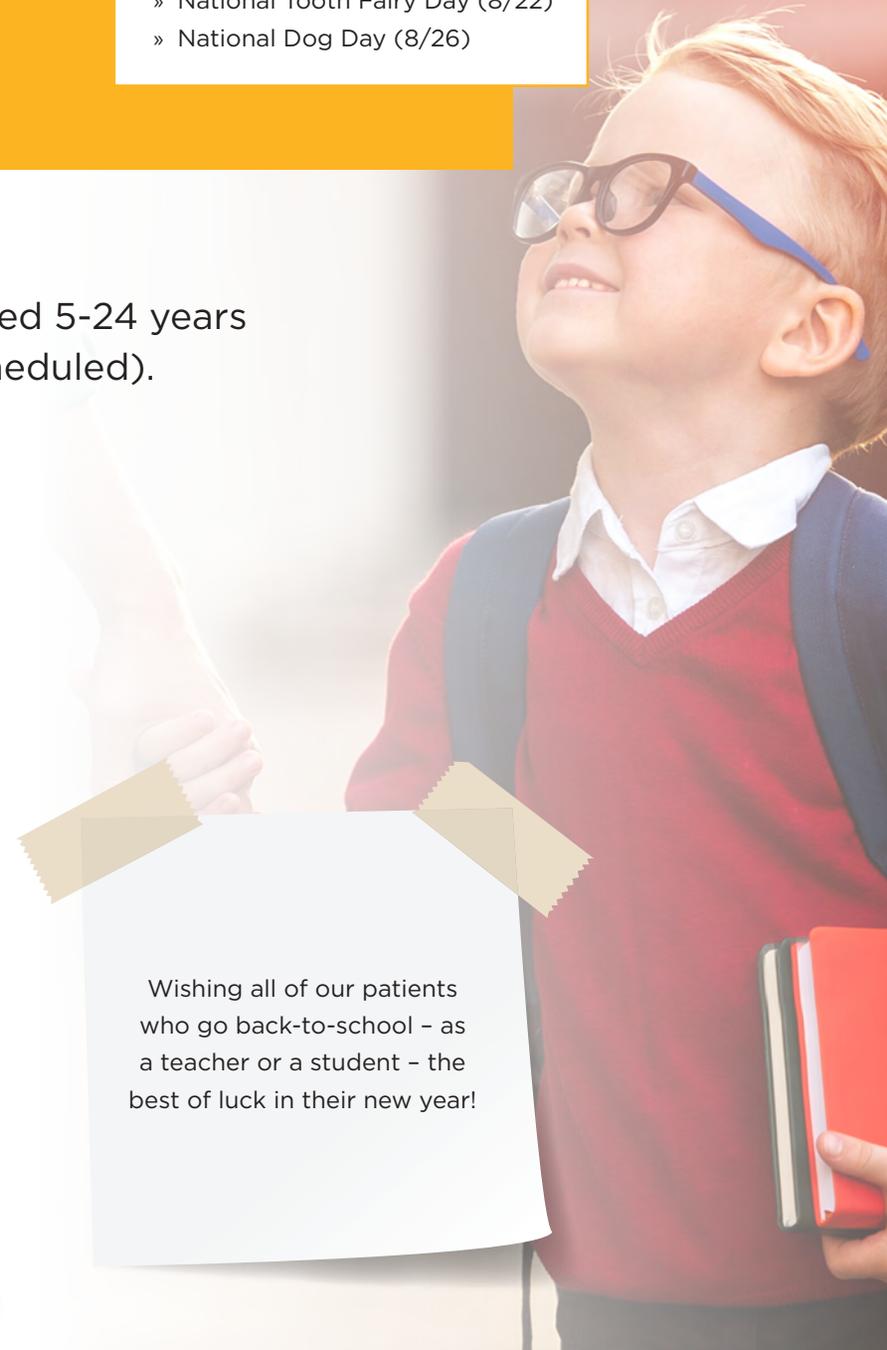
**Email or text** active patients who are parents of children aged 5-24 years old who have not had a dental visit yet this year (or one scheduled). This way you can encourage them to make an appointment before school starts to add a sense of urgency!

## 3 Social Media Post Ideas:

Before you head back-to-school, make sure your pearly whites are in order! Schedule a last-minute appointment with our practice today.

In honor of **#NationalDogDay**, we recommend reading this [article](#) for tips on dog treats that keep your puppy's oral health in optimum condition.

Wishing all of our patients who go back-to-school – as a teacher or a student – the best of luck in their new year!



# SEPTEMBER

Save yourself labor and use these pre-written campaigns in September!

## Notable Holidays and Events:

- » National Gum Care Month
- » Labor Day (9/2)

## Communication Ideas:

**Email or text** active patients to who's last visit date was up to two years ago and do not have an appointment scheduled, reminding them to schedule an appointment to make sure their gums are healthy!

**Email** the Ultimate Question campaign to active patients who have had a dental visit in the last two months and ask them to fill out a survey to see how your practice is doing!

## 3 Social Media Post Ideas:

We hope you are enjoying your Labor day weekend! Here are our adjusted holiday hours over the next few days: *{include your office hours here}*

In honor of  
**#NationalGumCareMonth**,  
Read this [article](#) to learn the top 6 ways to keep your gums healthy.

Do your gums easily bleed or appear red/tender? That means it is time for professional cleaning. And, try flossing at least once a day and see if that helps improve results! Contact our practice to learn more.  
**#NationalGumCareMonth**

# OCTOBER

Don't scare patients, but do remind them to care for their teeth during Halloween!

## Notable Holidays and Events:

- » National Depression Awareness Month
- » National Dental Hygiene Month
- » World Smile Day (10/4)
- » Columbus Day (10/14)
- » Halloween (10/31)

## Communication Ideas:

**Email or text** active patients who have primary dental insurance, but no future appointment with your practice so you can begin to fill year-end appointments!

**Email** active parents of children ages 1-17 to share information about combatting the effects of sugar during Halloween.

## 3 Social Media Post Ideas:

Share a smile with a stranger today! **#WorldSmileDay**  
Want help enhancing yours?  
Call our practice to learn about Invisalign and teeth whitening options.

As we near the end of the year, now is a great time to use up your Flex or Health Spending Accounts!  
Give us a call today to schedule an appointment before the end of the year.

Happy Halloween!  
While you may be enjoying your candy, here's an **article** about 5 things that can happen to your teeth when you cut out sugar.



# NOVEMBER

Be thankful for loyal patients and effective communications.

## Notable Holidays and Events:

- » National TMJ Awareness Month
- » Mouth Cancer Awareness Month
- » National Brush Day (11/1)
- » Daylight Savings Time (11/3)
- » Veterans Day (11/11)
- » World Kindness Day (11/13)
- » Thanksgiving (11/28)
- » Black Friday (11/29)

## Communication Ideas:

**Email** active patients wishing them a happy Thanksgiving!

**Email or text** patients who have had a visit date between 6 months to one year ago and do not yet have an appointment scheduled, reminding them to use their dental benefits and remaining flexible-spending account dollars on an appointment before the end of the year.

## 3 Social Media Post Ideas:

Do you often grind or clench your jaw? You might have TMJ - which can be harmful to your jaw and teeth. Contact our practice today to learn more.

**#NationalTMJAwarenessMonth**

We are so thankful to have such an awesome staff and wonderful patients! Wishing you and your family a fabulous Thanksgiving!

In honor of black Friday, we too are offering special discounts on services including custom mouth guards and teeth whitening trays. Contact us to learn more!



# DECEMBER

End the year on a strong note with timely and thoughtful patient communications.

## Notable Holidays and Events:

- » National Hand Washing Awareness Month
- » Holiday Season!
- » Cyber Monday (12/2)

## Communication Ideas:

**Email** patients and showcase your professional teeth whitening services – perfect before the holidays!

**Email** patients who have had a visit in the last two years to simply wish them happy holidays!

## 3 Social Media Post Ideas:

### CYBER MONDAY SALE:

Save on mouthguards or teeth whitening services when you contact our practice by *{date}*.

### Experiencing teeth sensitivity?

You may have a cavity, fractured tooth, or worn fillings. Find out the root cause and contact our practice today.

Happy holidays to you and yours! During the holiday season, our office hours will be as follows:  
*{include your office hours here}*.



Enjoy these patient communication ideas  
but not sure how to get started?  
PracticeMojo is here to help.

All the communication ideas seen on this calendar can be implemented with PracticeMojo. Our automated recall and reminder solutions **provide timely, personalized communications** to **keep your practice as profitable as possible.**

And, if you like the social media post ideas, you will love our *Facebook Pro* solution where you receive pre-written posts each week to **stay actively engaged with patients.**

Learn how PracticeMojo helps dental offices **save nearly 40 hours** a month while seeing a **5000% return on their investment.**

Call **(800) 556-2580** or visit **[www.PracticeMojo.com](http://www.PracticeMojo.com)** to learn more.

