

Seven Touchpoints to Success  
**Marketing Your  
Membership Club**



# DENTAL STUDIO



## Alatus Solutions



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**illumitrac** gives dental practices the only membership club software where the practice owns everything – the club, the members, the data, and the profits.



**Amplify360** drives profitable growth by combining marketing with practice diagnostics and growth services.

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# Your Club Won't Grow **If Patients Don't Know It Exists**

## **CLUB MARKETING STRATEGY**

A membership club only grows if patients know it exists — and that means more than one conversation, in one place, one time. The most successful illumitrac clubs use all seven of these touchpoints consistently, so patients hear about the club whether they're calling to schedule, sitting in the waiting room, or scrolling their phone at home.

You don't have to implement all seven at once. But the practices that do grow faster, retain more members, and spend less time chasing new patients.





# Seven Touchpoints to Success

## MARKETING FRAMEWORK FOR DENTAL PRACTICES

Below are seven ways to get your club in front of your patients. By implementing these resources, you and your team are not the sole way your patients can learn about your membership club:

- ❖ Email Campaigns
- ❖ Inbound Call Training
- ❖ Appointment Reminders
- ❖ Front Office Marketing
- ❖ Back Office Marketing
- ❖ Treatment Coordination
- ❖ Website/Social Media



## Email Campaigns

Email is one of the highest-return channels for introducing your club to existing patients – especially those who are uninsured or underusing their care.

### Tips:

- ✦ Send a series of 3–5 emails introducing your club, not just one announcement
- ✦ Follow up with a quarterly campaign to re-engage patients who didn't enroll
- ✦ Always include a direct link to your member portal in every email

### Example language:

"Did you know our practice offers an in-house membership club? For a low monthly fee, you get your preventive care covered and significant discounts on everything else – no insurance required, no waiting periods, no surprises. Reply to this email or ask us at your next visit."



## Inbound Call Training

Every uninsured patient who calls your practice is a membership opportunity. Your front desk team needs to be ready to introduce the club naturally – not as a sales pitch, but as a genuine option.

### Tips:

- ✦ Train your team to listen for these signals: "How much does a first visit cost?" "Do you take Medicaid?" "Do you accept my insurance?"
- ✦ Develop a short elevator pitch your team feels comfortable delivering consistently
- ✦ Roleplay monthly so the conversation feels natural, not scripted

### Example language:

"We don't accept that insurance, but we do have something that might work even better for you – our in-house membership club. It covers your cleanings and x-rays and gives you a discount on anything else you need. A lot of our patients actually prefer it. Would you like me to tell you more about it?"

## Appointment Reminders

Every reminder you send – text, email, or call – is a touchpoint you already control. Adding a single line about your membership club costs nothing and reaches patients at a moment when your practice is already top of mind.

### Tips:

- ❖ Add a quick, one-line mention of your membership club to every reminder
- ❖ Include a link to your member portal so patients can explore before they arrive
- ❖ Use the reminder as a soft introduction, – the in-office conversation to sign up

### Example language:

"See you tomorrow at 2:00 PM!

Not a member of our dental club yet? Ask us about it at your visit – it could save you money on today's appointment.  
[Member portal link]"





## Front Office Marketing

Your front desk is the first and last impression a patient has at every visit. It's also the highest-leverage place to introduce your club – patients are already there, already engaged, and often already wondering what their options are.

### Tips:

- ❖ Display membership signage at the front desk and in the waiting area
- ❖ Brief your team each morning on which patients coming in that day are uninsured or cash-paying – those are your best conversations
- ❖ Have flyers available at check-in for patients to read while waiting

### Example language (at check-in):

"While you're waiting, I wanted to mention – we have an in-house membership club that a lot of our uninsured patients really love. It covers your preventive care and gives you a discount on anything else. I can grab you a brochure if you'd like to take a look."



## Back Office Marketing

Hygienists are often the most trusted voice in the practice. Patients who might tune out a front desk pitch will genuinely listen when their hygienist brings something up – because they believe their hygienist has their health interests at heart.

### Tips:

- ❖ Brief your hygiene team on the membership club so they can introduce it naturally during appointments
- ❖ Keep brochures in the hygiene room for easy handoffs
- ❖ Include a membership reminder on any recall scheduling done from the back

### Example language:

"I noticed you're not on insurance right now – I just wanted to mention, we have a membership club here that covers everything you need for preventive care and gives you a discount on any treatment. It's actually really straightforward. Do you want me to have someone at the front walk you through it before you leave?"



## Treatment Coordination

Treatment review is one of the most critical moments in the patient journey – and membership club patients are significantly more likely to say yes. Practices using illumitrac find membership patients to be 5x more likely to accept recommended treatment than cash patients, because the pricing is clear, the savings are built in, and patients feel like part of the practice.

### Tips:

- ✦ Your treatment coordinator should be the most knowledgeable person in the office on membership pricing and benefits
- ✦ Always present membership pricing alongside standard pricing on treatment plans so patients can see the savings side by side
- ✦ Remind patients – they can join and use their benefits the **same day**

### Example language:

"Let me show you two options for this treatment plan. This is the standard price, and this is the price if you're a member of our club. If you sign up today, the discount applies immediately – there's no waiting period."

## Website & Social Media

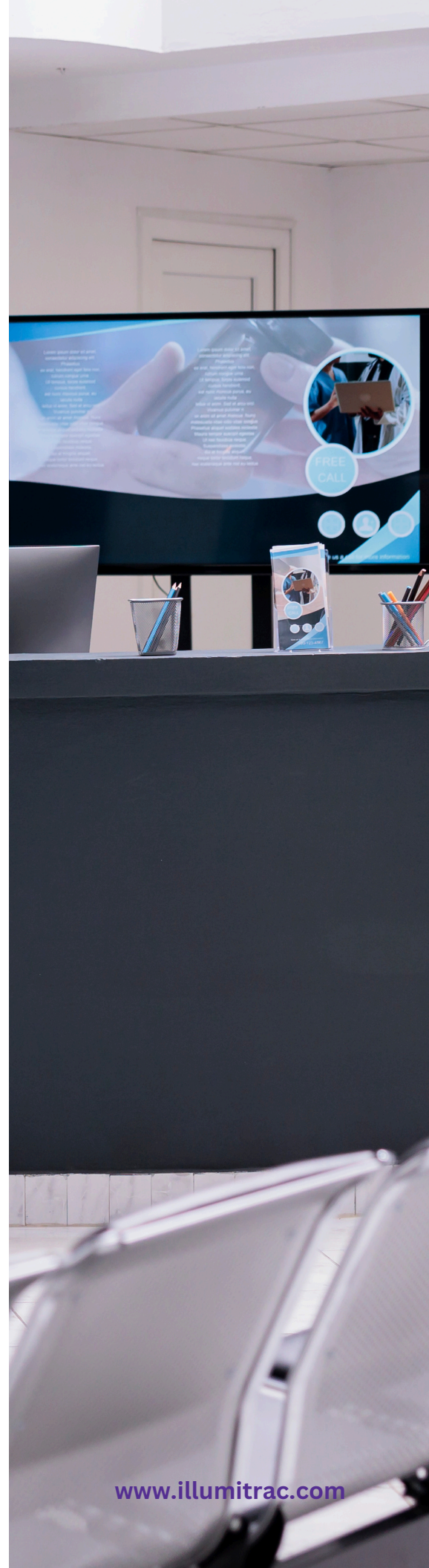
Your digital presence is working for you around the clock. Patients research practices before they call, and they check social media between visits. If your membership club isn't visible online, you're missing conversations that never even make it to your front desk.

### Tips:

- ❖ Add a membership club page or section to your website with a way to sign-up
- ❖ Post regular, patient-facing content on social media about affordability
- ❖ Use short, non-promotional videos in the waiting room to explain the club

### Example language (social post):

No insurance? No problem. Our in-house membership club gives you access to the preventive care you need – plus discounts on everything else – for one simple monthly fee. No deductibles, no waiting periods, no surprises. Ask us about it at your next visit or visit the link in our bio to learn more."





## The Bottom Line

Most practices introduce their membership club in one or two ways and wonder why growth is slow. The practices that grow consistently use all seven – because patients need to hear about something multiple times, in multiple places, before they act.

You don't need a bigger marketing budget.

**You need more touchpoints.**

Ready to see  
what a **fully  
supported  
membership  
club** looks  
like?

## **YOUR CLUB, YOUR WAY**

Schedule a free demo and we'll walk you through the illumitrac platform, pricing options, and how our Club Success Coaches can help your team put all seven touchpoints into practice.

**Schedule Your  
Free Demo →**

