

# Doctors and Dentists

## Overview

We pick a general doctor based on who our insurance company tells us to go see or based on a friend or family member's recommendation. However, if you see a general practitioner and need specialist help, we most often take the recommendation of whomever our general doctor tells us to go see (as long as our insurance covers the visit).

Specialist doctors include cardiologists, internal medicine, dermatologists, chiropractors, plastic surgeons or orthopedic surgeons just to name a few. Specialist dentists include periodontists, oral surgeons and orthodontists.

## Why they need tickets

These specialists get their business via referral from general practice physicians. For example, let's say you go to the dentist for a teeth cleaning and that dentist determines you need your wisdom teeth pulled. You as the patient will expect him to refer an oral surgeon to you. The dentist will refer the surgeon he knows and trusts. That trust is developed in the oral surgeon because the general dentist has gotten to know him out of the office, like at a sporting event.

## Decision Makers – Who to talk to...

The struggle with these prospects is doctors will not schedule appointments for salespeople. Their time is occupied with patients all day. In fact, drug salespeople (salespeople the doctor really needs to see) usually have to buy donuts or lunch for the office just to get a few minutes of the doctor's time.

The best scenario is to stop in the office, ask the receptionist if the doctor is a sports fan and find out when the doctor usually arrives or leaves. Meeting them at the start of the day is best, before things get hectic for them. Occasionally, the office manager can be helpful for doctors in taking information and providing it to the doctor. Resort to this only if the chance of meeting the doctor is remote but the office manager tells you the doctor is really interested. On the positive side, these doctors also have quite a bit of money so they are willing to spend it on family and friends also.

Once you get one on board, these doctors are a chummy group. They'll be very likely to refer other medical specialists to you for the same idea.