

Mattioli Orthodontics - Targeting Sole Orthodontic Practitioners Through Actionable, Long-Term Self-Service Initiatives

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"I'm introducing the first three-dimensional printed bracket on the market into my practice. Usually, with new technology, I go through the learning curve before jumping aboard. I do a tremendous amount of research online and also go to conferences. So prior to me introducing anything new to the practice, I do my due diligence, to make sure that the technology is even viable."

- Dr. Robert Mattioli, Founder of Mattioli Orthodontics

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Dr. Robert "Bob" Mattioli is the Founder and Sole Practitioner of Rhode Island-based orthodontic practice, Mattioli Orthodontics. He served as a general dentist for the US Navy for 6 years before earning his Orthodontic Certificate and Master's Degree in Oral Biology in 1997. Dr. Mattioli is currently a member of multiple dental associations, including the American Association of Orthodontists, the American Dental Association, Kent County Dental Society, and the Rhode Island Association of Orthodontists.



Mattioli Orthodontics was founded in 1997 as a sole practice. As Dr. Mattioli explains, *"all the decisions that are made in the office are by myself. I'm a sole practitioner so the office determination of anything really goes through me."* From equipment replacements to ordering new technologies, Dr. Mattioli directly oversees every process.

International med-tech developers can consider sole proprietorships as a potential route for market entry. Rather than spending a mass amount of time and effort targeting the leading orthodontic chains, starting local can prove to be a faster course of action. Connecting the key decision-maker with your product is often a much more rapid process in solely run practices.

However, despite a quicker route, you'll still need the right strategies to complete your end goal of sales.

According to Dr. Mattioli, the first communication touchpoint he receives from orthodontic developers is an email. He furthers that *"before I make contact with a sales rep, I'll actually research the company and figure out if it's something that I wanted to pursue, and go from there."*

Self-service capabilities are a critical purchasing influencer in the US market. Developers need to have strong, target-oriented resources to ensure that a positive perception of their offering can be formed. These educational resources can include anything from a target-specific value proposition to user manuals to info sessions.

International developers must take the steps to make sure that when buyers are conducting their *"due diligence"* the correct resources will be available. Otherwise, the conversion potential is highly unlikely. If targets cannot find reliable, helpful information about your offering, you will not be considered a viable, potential partner. Conducting positive SEO practices will drive prospective buyers to your assets, meaning that when a potential lead types your name into Google, the information you want them to see appears first.

In terms of the time frame for this new technology *"due diligence,"* there isn't one.



"We're constantly looking at new technologies as they come to the forefront. It all depends on what the technology is, how comfortable we are with the technology, and if it'll work in the workflow in our practice. So it's not really a timetable." Setting up a digital trail and constantly revitalizing it with new content, events, and sources will guide multiple targets at different points in their journeys. Your content should ultimately showcase how your offering can improve or easily integrate the workflow of orthodontic professionals.

The goal is to drive prospects from awareness to consideration seamlessly. Setting up a strong digital hub via your company's website will help ensure this.

From this point, Dr. Mattioli will follow a company's status until he is ready to make a purchasing decision. Rather than directly seeking out business updates, they are strategically sent to him by the company through communication touchpoints.

Specifically, Dr. Mattioli notes that local events, like annual summits, are key. At these events, developers *"get together all the practices that are using the technology, and then introduce speakers, which have been using the beta tests and things like that."* The ultimate benefit is that *"you're able to kind of learn where the technology is, and where it's going."*

Developer-run events like annual summits should not be standalone events and can be strategically planned around industry trade shows to move prospects down the purchasing journey. Dr. Mattioli notes that many developers *"have seminars, lunch and learns, or dinners before the conference starts, where they present. It's a little bit more of a casual setting rather than a formal sit-down and lecture setting. So there's no question we get emails prior to these conferences."*

Ahead of trade shows, developers can validate and reach out to potential targets that will either be attending or speaking at the conference. Leveraging email and social media marketing, you can promote your side event. Set the tone as casual and fun to boost sign-ups, while also ensuring that you have the right strategy to get your key, educational points across on the day of.



When asked if new technology developers should exhibit at in-person trade shows Dr. Mattioli's response is simple; *"Absolutely."*

The physical nature of being to interact with both company personnel and the technology offering is critical. "I think that's pretty crucial for companies if they're going to be attending conferences to actually have an exhibit and sales reps there. This enables you to actually visualize their product, see how it works, and have their representative explain the product in greater detail.

Lecture presentations can be used to provide a key overview of your solution, but should not be relied upon for forming partnerships. These presentations can be treated as the introduction and must be strategically followed by live demonstrations and exhibitions. *"Anything that's introduced during the lecture that I'm not familiar with, I'll head right to the exhibit booth to learn more about. There you can put the technology in your hand, hear it explained, and then from there, ask further questions and figure out if that technology would be something that would be feasible to work in the practice."*



Dr. Robert Mattioli, Founder of Mattioli Orthodontics

Regardless if you are participating in a fireside chat or are serving as a high-level conference speaker, the lesson is clear: always make sure that there is the next step for your target prospects. Strong educational initiatives can be backed by demos, free trials, and other types of sampling programs.

Although in-person events are back, Dr. Mattioli is also a frequent attendee of virtual sessions. *"I think webinars have really come to the forefront."* He furthers that virtual events have *"been good for me as I can attend live conferences virtually and have the ability to watch previously recorded events during the evenings."* Developers can host a mix of their own branded, smaller-scale virtual events while increasing their industry presence through larger-scale conferences. The two can coincide to ultimately drive curiosity and demand for your product.

While Dr. Mattioli is a sole practitioner, his insights can be considered universal for the US orthodontic industry. Target-specific, self-service components are necessary for 2022 buyers. To effectively sell, you must nourish relationships over time through timely communications that drive prospects down the purchasing funnel.

-Content by Shannon Lindahl, Global Business and Marketing Associate at BDMT Global

If you are interested in connecting with Robert Mattioli or in working with Mattioli Orthodontics please send an email to sim@bdmtglobal.com