

Why OMS Practices Thrive by Prioritizing Organic Growth Over Direct-to-Patient Marketing

In oral and maxillofacial surgery, growth strategies matter. While direct-to-patient ads can bring quick visibility, the most sustainable success comes from organic growth—building strong referral relationships with general dentists and colleagues through education, trust, and exceptional care.

Here's why this approach delivers better results:

- **Higher-Quality Patients and Stronger Case Acceptance:** Referred patients come pre-qualified and trusting. A GP has already laid the groundwork, so they arrive motivated and ready for complex care like implants or full-arch solutions. Direct marketing often pulls in more shoppers who compare prices and hesitate.
- **Lower Costs and Greater Predictability:** Paid ads demand constant spending with unpredictable returns. Organic growth compounds through consistent communication, timely reports, and referrer education. The pipeline strengthens over time with far less ongoing expense.
- **Deeper Professional Partnerships:** Educating GPs on treatment planning, occlusion, and ideal referral timing positions the OMS as a true collaborator, not a competitor. This builds loyalty and elevates care across the network—something advertising alone rarely achieves.
- **Stronger Reputation and Ethical Fit:** Trust earned through outcomes and relationships carries far more weight than promoted posts. It aligns naturally with healthcare values and creates resilient growth that withstands market changes.
- **Scalable, Long-Term Success:** Organic systems create a virtuous cycle. Better-educated referrers send better cases, leading to superior results and more referrals. Practices focused here expand steadily while maintaining clinical excellence.

Many successful OMS groups blend modest digital tactics with a solid organic foundation. The key is investing in referrer education, clear communication, and “unreasonable hospitality” that turns partners into advocates.

Direct-to-patient marketing has its moments, but leaning too heavily on it can create volatility. Organic growth builds a respected, stable practice rooted in professional trust.

Martel Academy has guided numerous surgeons on these principles through practical education and collaborative strategies. Practices looking to strengthen their referral networks often see the biggest returns from focused, relationship-driven efforts.

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