

Marketing Benchmark Report: Oral and Maxillofacial Surgery

2024 Edition



What Is This?

This is a data subset from Liine's annual benchmark report that only includes oral and maxillofacial surgery practices. It is our goal to provide meaningful benchmarks for practices to compare their performance to their peers, discover high-performing marketing channels, understand staff performance, and more. We also hope that more practices will begin thinking about how they accurately collect and measure their own data.

What Is The Data Sample?

This report contains exclusive primary-sourced data from a sample of over 240,000 new patient leads. The leads come from a sampling of American oral and maxillofacial practices. Leads analyzed were collected by these practices between January 1, 2023 through December 31, 2023.

Who Is Liine?

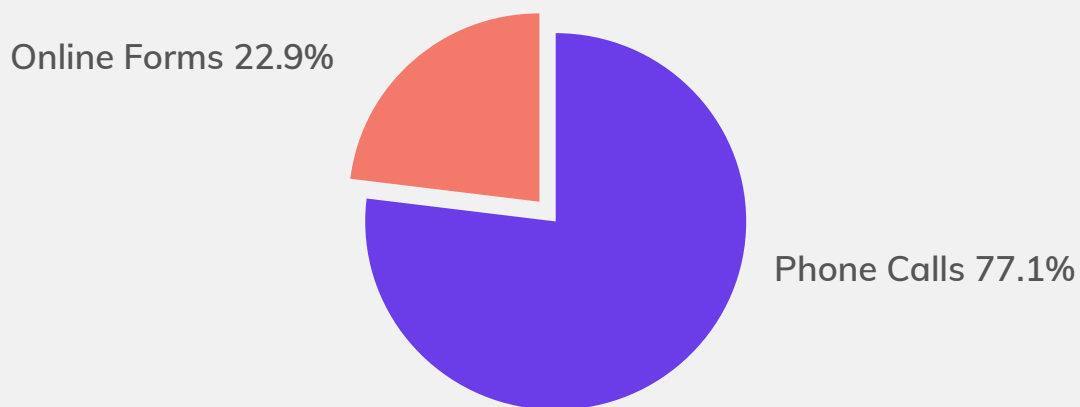
Liine is an AI-powered analytics and workflow platform used by today's fastest-growing healthcare practices to improve patient acquisition. With zero manual data entry, Liine customers can track every new patient inquiry with detailed performance analytics. Liine is the only way to uncover your true volume of new patient inquiries, booking rates, marketing attribution, reasons patients DON'T book, staff performance, and much more. Liine also automates speed-to-lead for web inquiries, drastically increasing booking rates.

Learn more at www.liine.com



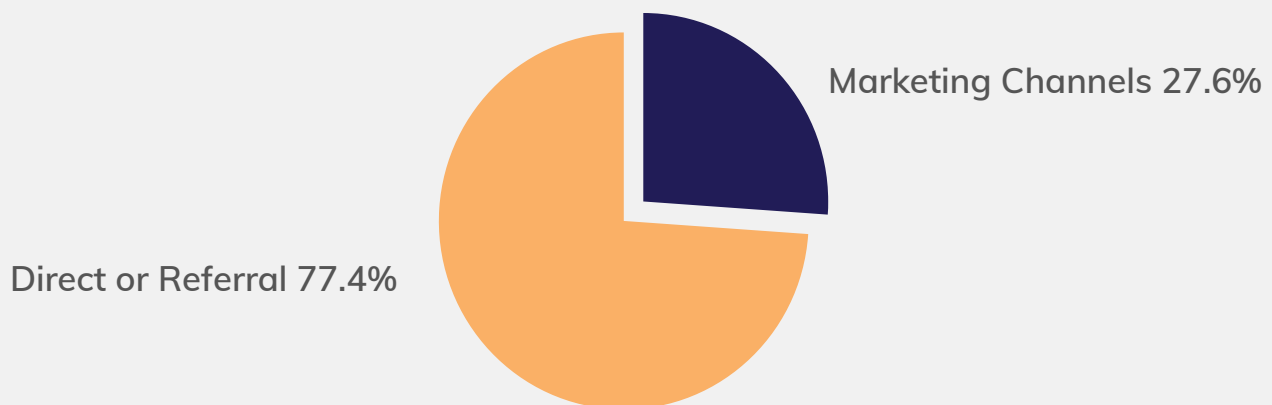
New Lead Interaction Type

How are new leads choosing to reach out to healthcare practices? Note that “new lead” refers to the very first time a practice hears from a potential new patient.



Marketing Contribution

For reference, other healthcare verticals that we analyzed sourced between 48% and 75% of their leads from marketing.

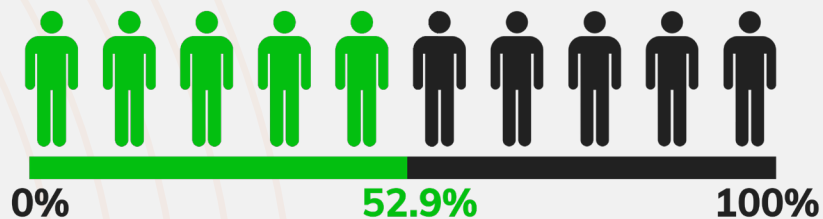


Conversion Rates

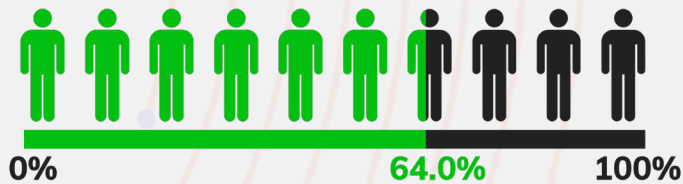
Within oral and maxillofacial surgery specialties, we found that 52.9% of new patient inquiries convert into a scheduled appointment.

This area is a very common blind spot for practices. Many do not (or cannot) track every new patient phone call and instead rely on new patient appointments for performance metrics. It is important to recognize that a large portion of your new patient leads never reach the EHR.

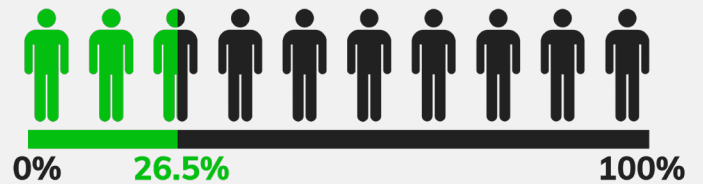
All Leads



Referral Leads

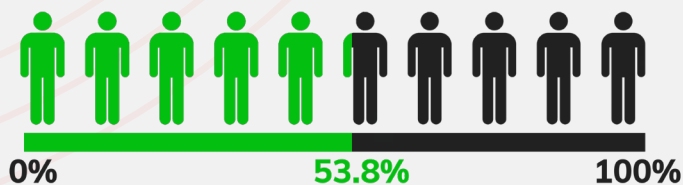


Marketing-Sourced Leads

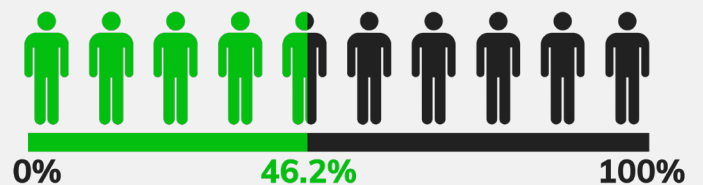


Conversion Rates by Interaction Type

Phone Call Leads



Online Form Leads



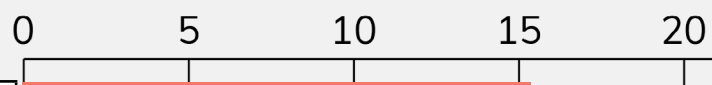


Reasons Not Booked

Liine is able to collect the reason why any new patient caller did not book an appointment.

“Caller Procrastination” and “Staff Took A Message” are also the reasons that staff have the most control over. This illustrates why staff training can have such a significant impact on booking rates.

Top 15 “Reasons Not Booked” By Frequency



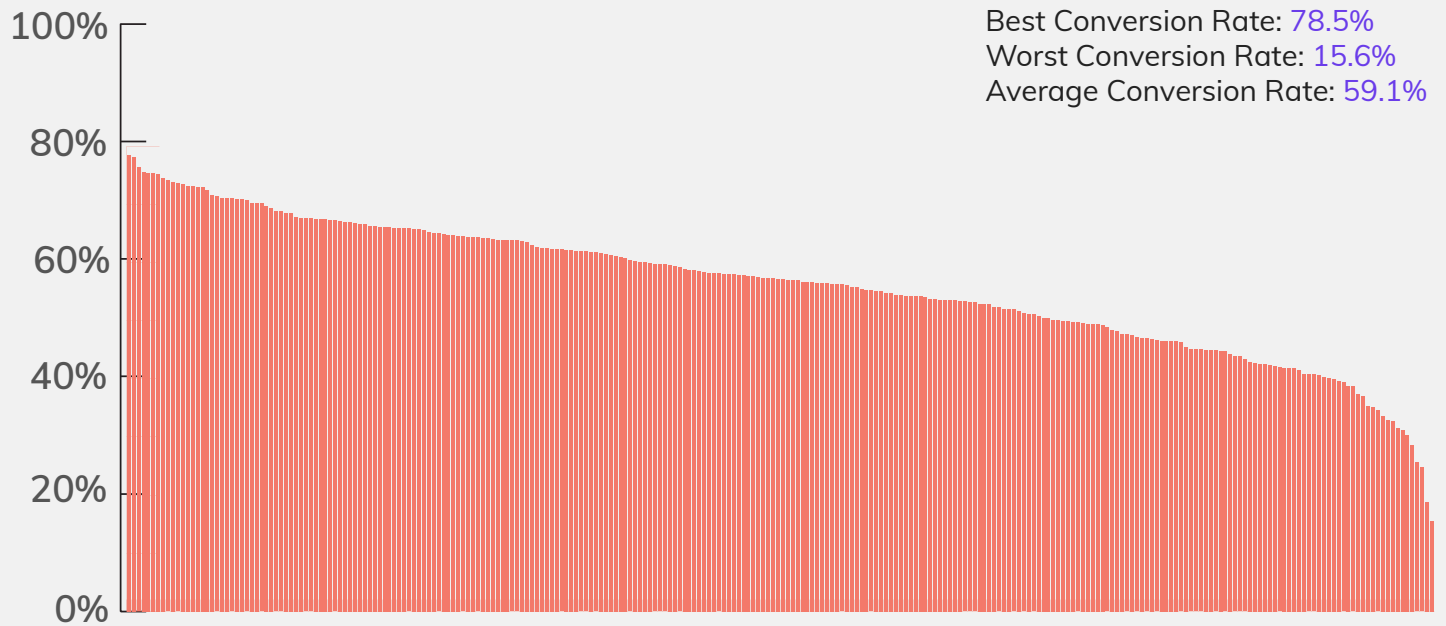
Caller Procrastination	15.1%
Out of Network Insurance	14.9%
Staff Took A Message	10.4%
Scheduling Issue	10.2%
Medicaid Not Accepted	8.7%
Referral/Records Needed	7.6%
Treatment Not Offered	7.2%
Dropped Call / Hang Up	6.5%
Verifying Insurance First	4.5%
Getting Info for 3rd Party	4.4%
Location Proximity	2.0%
Called Wrong Location	2.0%
Requested Call Back	1.9%
Price Objection	1.6%
Insurance Info Unavailable	1.1%



Team Member Call Performance

This chart shows the conversion rate for individual staff members who have handled over 250 patient calls. As in our last report, we see a fairly smooth curve between a wide range of conversion values.

There are many variables outside of a team member's control that can affect their conversion rate. However, the smooth curve seems to indicate that skill and training can have a significant impact on the number of booked appointments for the practice.



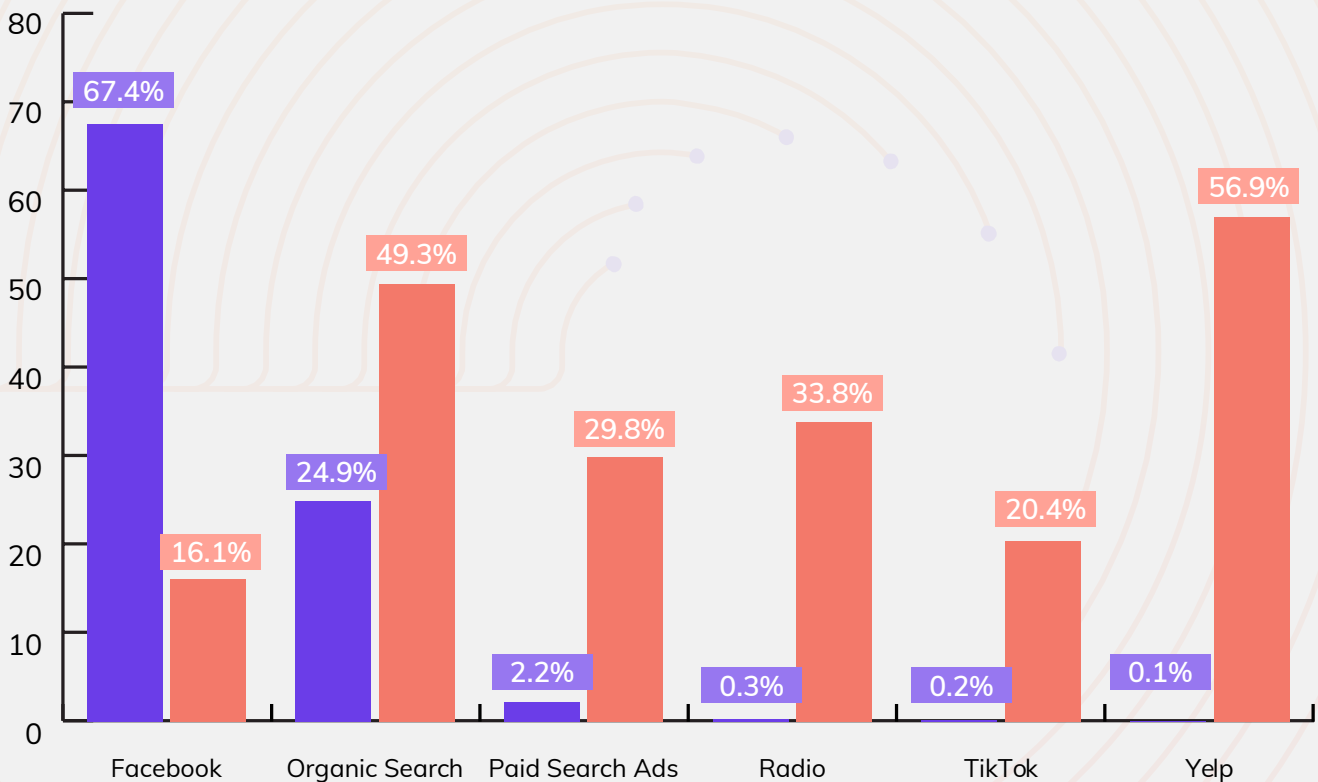
Staff Members by Conversion Rate
(Who Have Answered >250 New Patient Calls)

Top Marketing Channels

After excluding direct and referral sources, these are the top marketing channels for all new patient phone call and web leads.

Oral and maxillofacial surgery is the only healthcare specialty we have analyzed where Facebook represents the majority of the marketing lead volume. In fact, the average practice across all specialties receives 32.2% of their leads from Facebook, 43.5% from organic search, and 14.4% from paid search.

Share of Lead Volume
Conversion Rate



Ready to find out how your practice stacks up?

Liine is the easiest way to automatically track new patient leads, uncover performance gaps, and automate speed-to-lead.

Find out more at www.liine.com or give us a call today at **919-890-0999**.

