

CUSTOMER STRATEGY

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Strategy Paper for Dental & Orthodontic Practices

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This strategy paper summarises: who we target, how we approach them, what we offer and what it costs. Direct. No detours.

1 Target Group

VISIBAL primarily targets dental practices and orthodontic surgeries with 500 to 5,000 active patients in the DACH region (Germany, Austria, Switzerland).

Segment	Profile	Priority
Single Dental Practice	1–3 practitioners · 500–2,000 patients · urban	High
Orthodontics Specialist	Specialist · 300–1,500 patients · premium segment	Very High
Group Practice 2–5 doctors	2–5 practitioners · 2,000–5,000 patients	High
MVZ / Practice Network	5+ practitioners · 5,000+ patients	Medium

2 Approach Channels

The most effective outreach uses four channels, clearly prioritised by conversion rate:

Channel	Method / Description	Conversion
Direct CEO Outreach	Personal WhatsApp / Email from Linz Crawford — no sales team, no middleman	40–60 %
Warm Intro / Referral	Recommendation from existing VISIBAL clients — highest trust basis	60–80 %
Dental Congresses	DGKFO, IDS, Austrian Dental Forum — in-person conversation	25–40 %

Channel	Method / Description	Conversion
LinkedIn / Podcast	Case studies, podcast mentions, Google reviews — organic trust	10–20 %

3 Conversation Strategy — 4 Steps

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Discovery Call (30 min.) — no pitch

Open questions: How does your patient communication work? What's your recall rate? What happens when patients stop returning? Goal: name the pain, build trust.

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Demo & Case Study (20 min.)

Live VISIBAL platform demo. Show Case Study Dr. XYZ Vienna: break-even Month 1, +35% appointment increase. Hand over research study as PDF.

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Tailored Offer (48h after demo)

Individual offer by email: practice name inserted, module selection, pricing structure, cooperation agreement draft attached.

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Contract Signing & Onboarding

Sign cooperation agreement under Swiss law. Complete onboarding in under 2 weeks. Break-even targeted in first month.

4 VISIBAL Full Service — Scope

Module	Frequency	Service
■ Website & SEO	<i>Ongoing</i>	Build, maintain, translate (DE/EN/UA/RU), technical SEO, Google optimisation
■ AI Chatbot 24/7	<i>24/7</i>	Fully automated, trained on practice profile, appointment CTA, multilingual
■ Monthly Mailing	<i>1× / month</i>	Recall reminder, personalised, in practice CI — proven +25–40% more check-up appointments
✉ ■ Direct Messaging	<i>Every 12 days</i>	Short personal messages, automated, patient retention and referrals
■ Podcast	<i>2× / month</i>	AI-produced, Spotify + Apple Podcasts + YouTube, build expert status
■ Quarterly Newsletter	<i>1× / quarter</i>	Premium design, practice news, health tips, cross-selling — your CI
■ Reporting	<i>Monthly</i>	Open rates, clicks, bookings, ROI documentation — transparent and clear
■ Strategy Review	<i>1× / quarter</i>	Direct call with Linz Crawford (CEO HDH AG) — no anonymous support hotline

5 Conditions

Minimum Term	6 months (Phase 1 — fixed term, non-cancellable)
Notice Period	3 months to end of calendar month (from month 7)
Billing	Monthly in advance
Governing Law	Swiss law (CO / CC)
Jurisdiction	By agreement (default: Zurich, CH)
White-Label	100% — all communication runs under your practice name
Setup Effort	Zero — HDH AG handles everything; practice: 10 min/month approval
Data Protection	DSG (CH) / GDPR (DE, AT) — fully compliant

«If it doesn't work for you, you stop. 3 months' notice. No dispute. No fine print. That's how we work.»

6 Expected Results After 6 Months

KPI	Without VISIBAL	With VISIBAL (Target)
Recall Rate	60–70%	> 85%
No-Show Rate	15–20%	< 10% (–41%)
Appointment Increase	Baseline	+ 25–40%
New Appts / Month	Organic	+ 20–40% via recall
Patient Retention 5yr	43–50%	85–90%+
Recall Revenue	Baseline	+ 23%
Referral Rate	< 10%	> 30% via retention

Next Step:

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Response within 24 hours · All inquiries treated confidentially

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