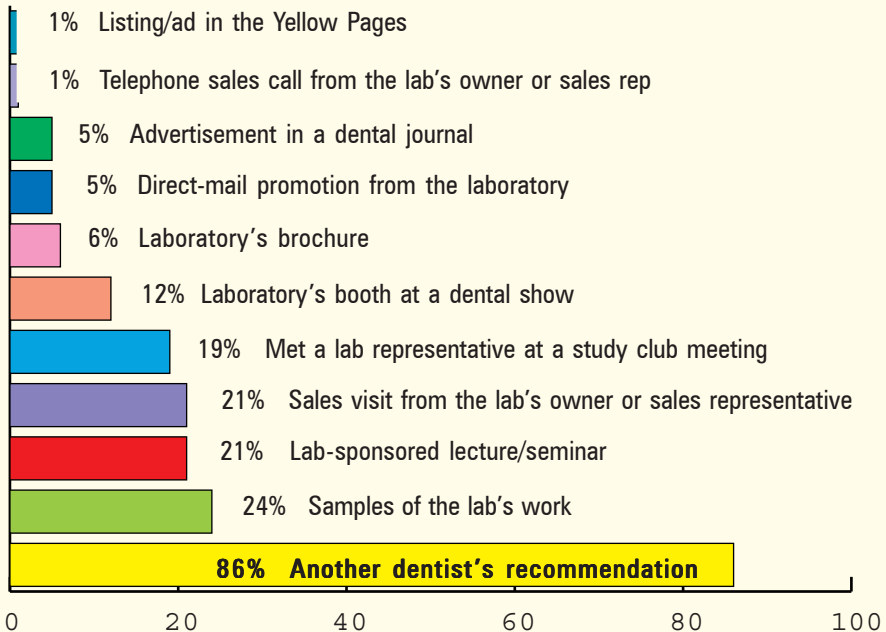


## Marketing strategies that attract the dentist's attention\*



Dentist-respondents were asked which laboratory marketing strategies were most influential when deciding to try a new laboratory.

\* In each of these questions, dentist-respondents could check multiple answers so percentages don't total 100.

*Why Dentists Switch Laboratories, April 2003.  
Copyright LMT Communications, Inc. All rights reserved.*