Presenter Information: Andrea Gallimore

- Former office manager

- Certified Dentrix Trainer

- 24 years of experience with Henry Schein One software

- Product Manager at HS1

- Active podcast host, educational seminar presenter, and published author in dental publications

Patient Communication

In this session, you'll learn about:
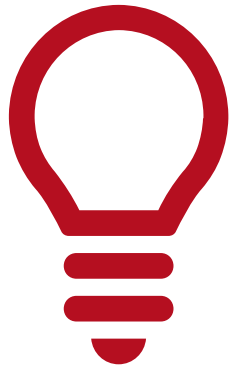
Regular, Personalized Communication

Simplify Your Email Campaign Management

Offer 24/7 Scheduling

Tools to Attract Patients

REGULAR, PERSONALIZED COMMUNICATION

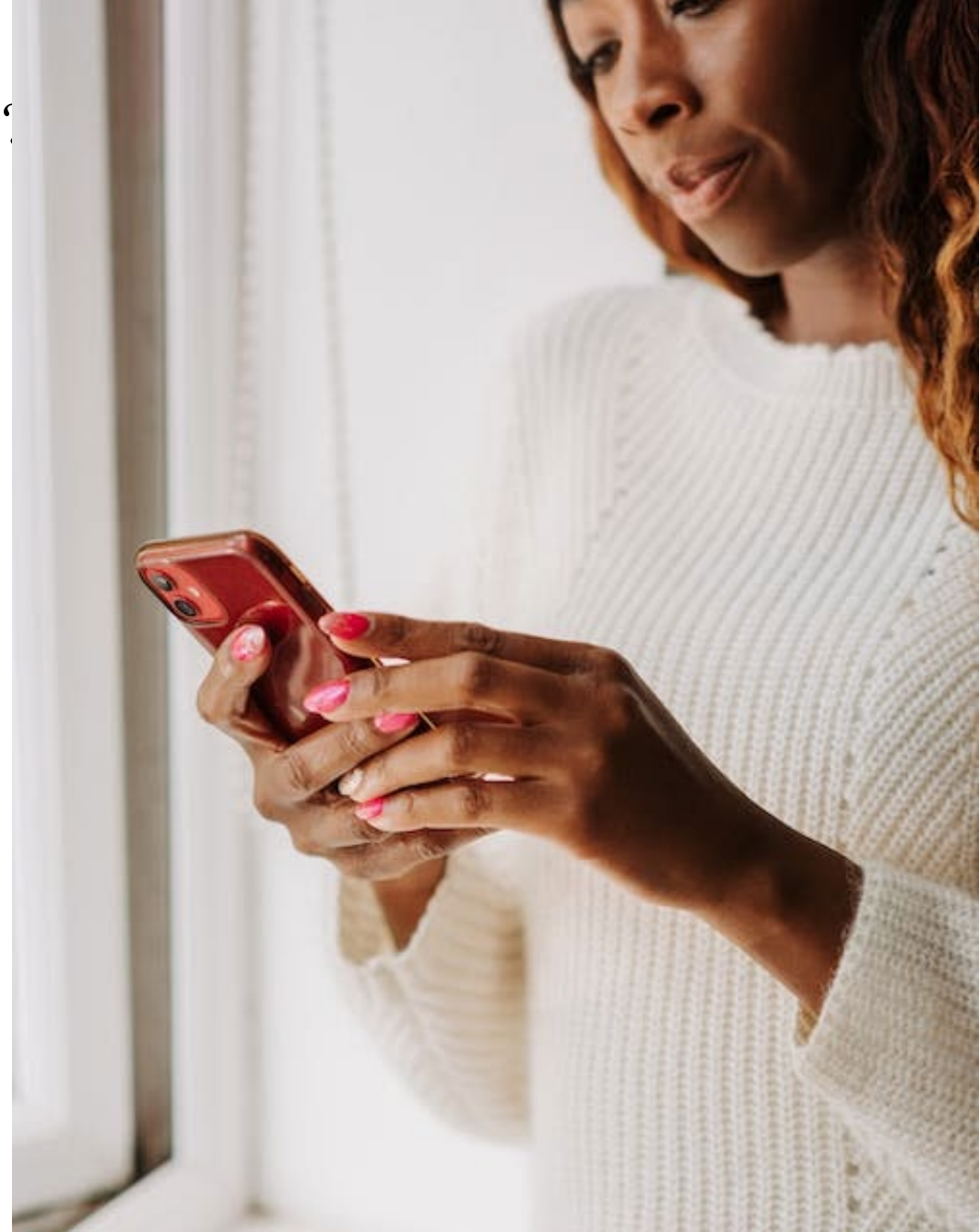# Why is personalized communication important?
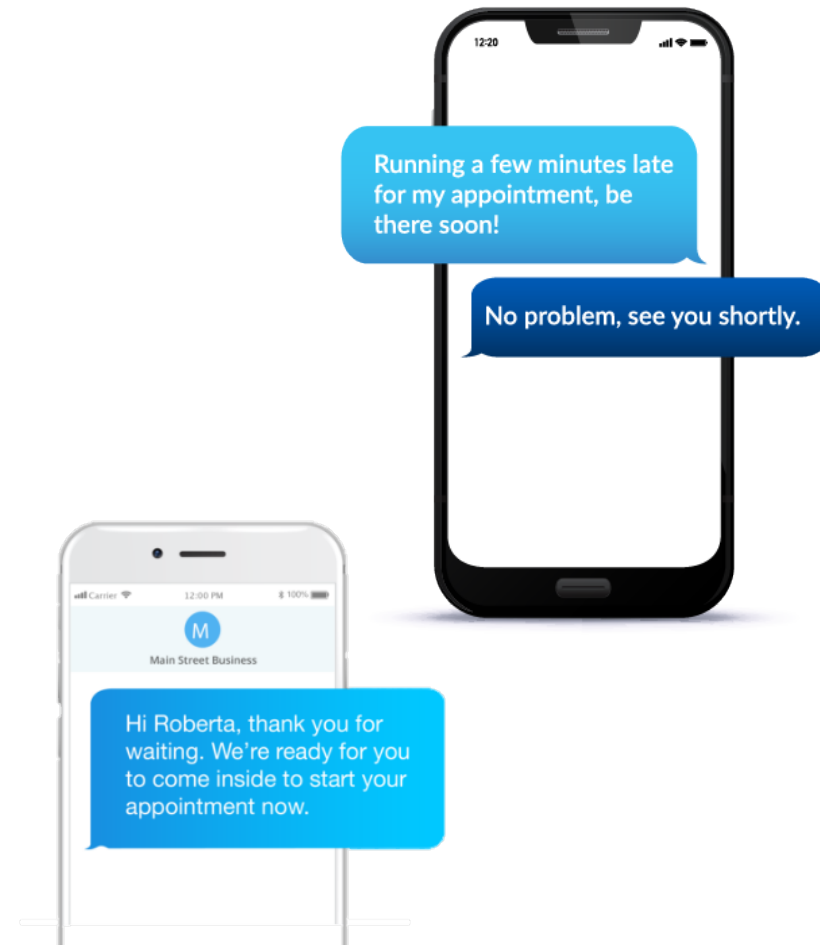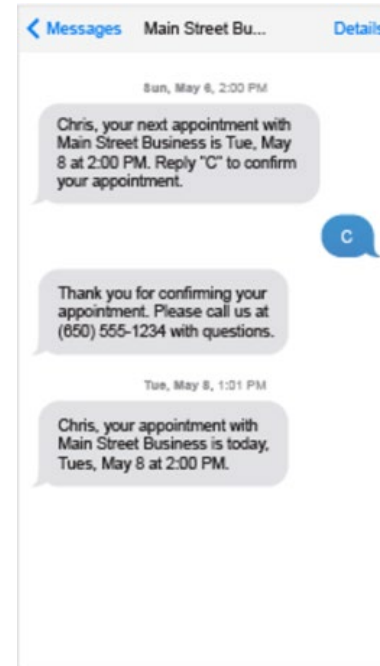
Preference

Convenience

Personalize

Communicate via preferred method

- Appointment reminders
- Review request
- Two-way text
- Check-in/out

Automated Appointment Reminders

- Customizable email and text timelines
- Customizable confirmation messages
- Custom procedure specific plans

Personalize with Procedure-based Reminders

- Create Custom Plans
- Procedure-specific instructions

OFFER 24/7
SCHEDULING

168

32

94%

*Lisa Hedges, "Online Booking Options Can Get You More Clients," GetApp, April 7, 2021.

HENRY SCHEIN ONE

What Can I Do With Online Booking?

- Customizing appointment reasons
- Customizing available providers and schedules
- Getting the booking link on your social media page
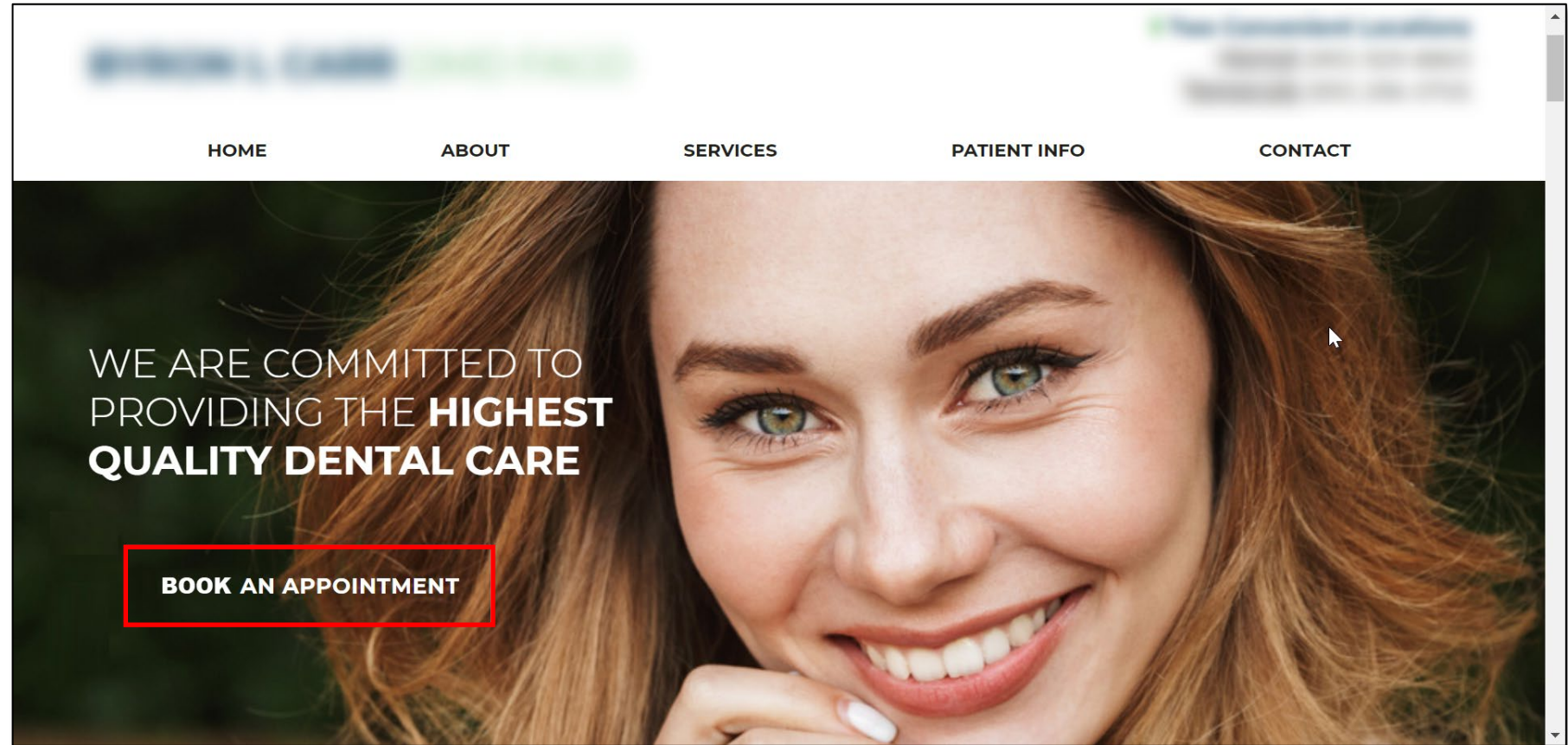- Viewing appointments booked online
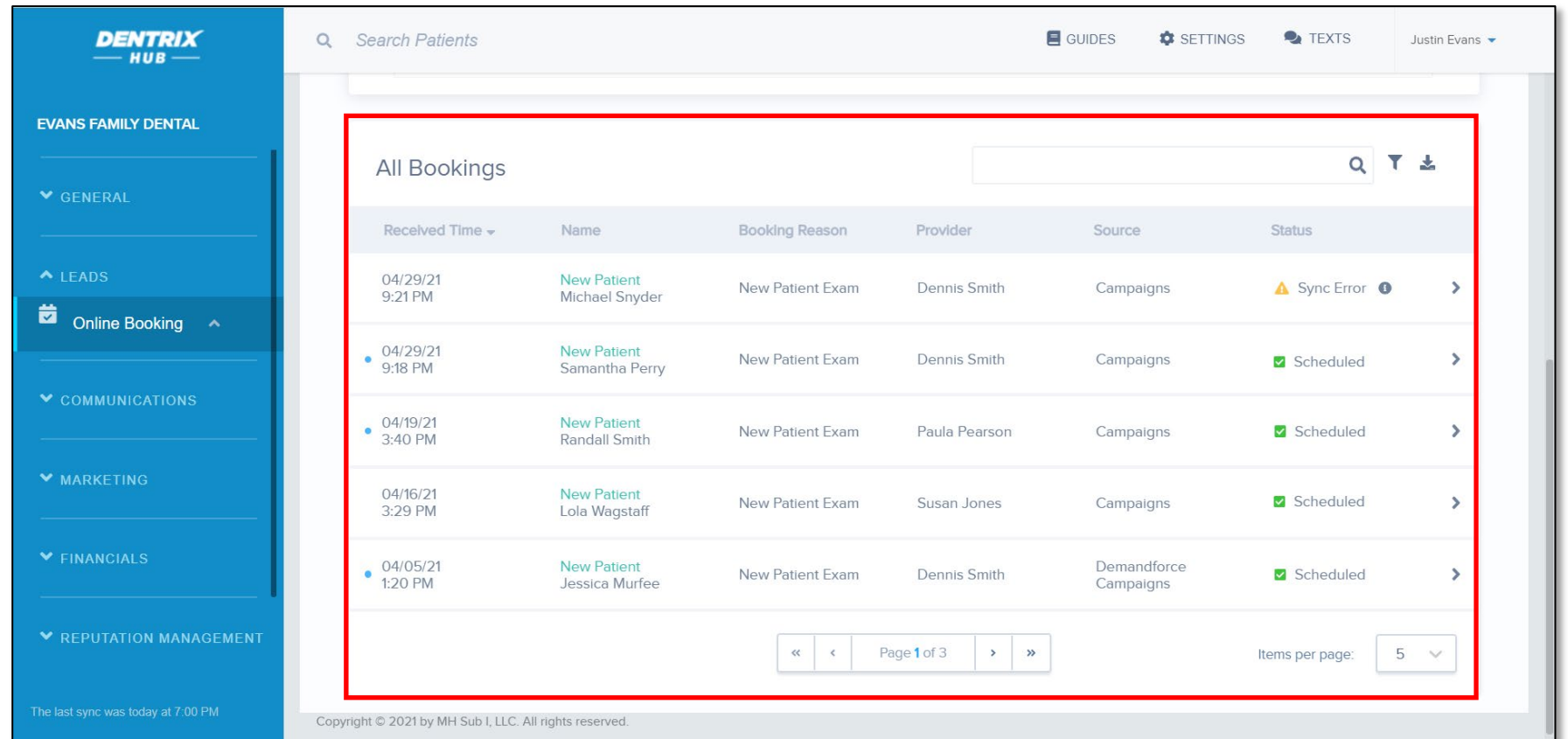
Scenario: New Patient

- Has a broken tooth
- It's after hours, and clicks on your online booking link

First, She sees a link on your website to book online.

Manage the booking from the Booking Center

SIMPLIFY YOUR EMAIL CAMPAIGN MANAGEMENT

Why do Patients Like Email Messages?

Reminders

Personalization

Connection

*Source: https://www.netomi.com/email-best-customer-support-experience

*Source: https://www.lh360.com/proof/

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Why do Office Managers Like Email Messages?

✉ **Frees Up Time**

↱ **Decreased No-Shows**

❄ **Improved Recall and Reactivation**

*Source: https://www.lh360.com/proof/

Plan your year in advance with customized "set-it-and-forget-it" email campaigns.

- Newsletters
- Educational content
- Treatment specials
- Segmented reach
- Patient reviews
- Set it and forget it!

Patient Communications

- Re-Care Campaigns

✓ Fill empty appointment times
✓ Increase revenue
✓ Customizable timeline
✓ Bring back lost patients
✓ Online booking

TOOLS TO ATTRACT PATIENTS

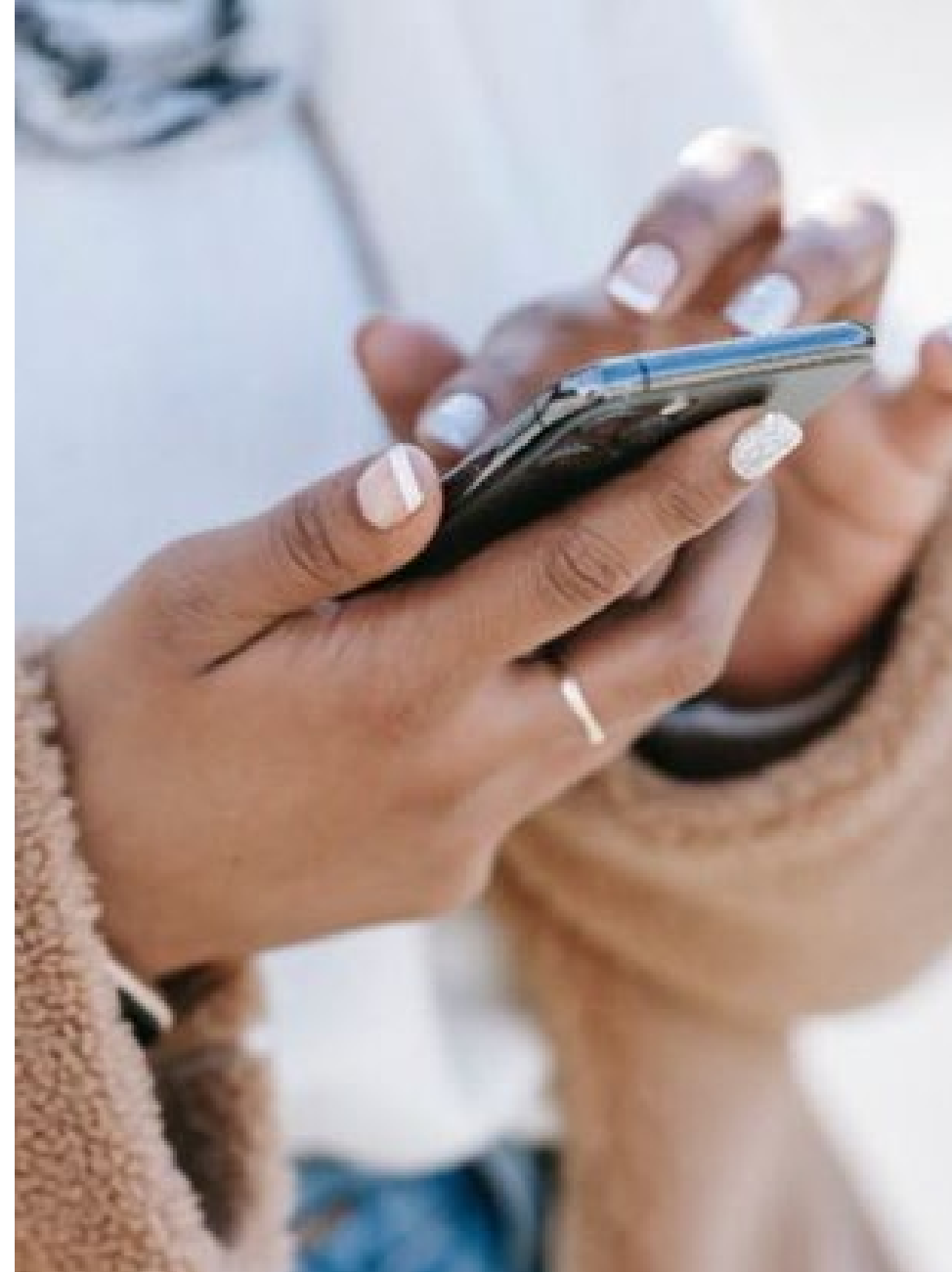# Why utilize automated reviews?

<u>**Increased Patient Reviews**</u>

<u>**Improved Online Presence**</u>

<u>**Attracting New Patients**</u>

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What are Intelligent Reviews?

Scenario

- Imagine that you're focusing on increasing online reviews for Facebook and want to maintain your well-established presence on Google and WebMD

- You can set up your review requests so that Patient Engage invites
  - ✓ **50%** on Facebook
  - ✓ **25%** on Google
  - ✓ **25%** on WebMD

THANK YOU

Q & A