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
- Offer 24/7 Scheduling
- Simplify Your Email Campaign Management
- 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
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/
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?

Increased Patient Reviews

Improved Online Presence

Attracting New Patients

*Source: https://www.jarvisanalytics.com/blog/dental_patient_reviews/

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