

DENTRIX
BUSINESS of Dentistry[™]

EXPAND ↗
ABILITY.

AUGUST 22-24, 2019 | CAESARS PALACE, LAS VEGAS, NEVADA

DENTRIX
BUSINESS of Dentistry

EXPAND ↗
ABILITY.

Patient Engagement Solution Showcase for Dentrrix Users

Presented by Andrea Gallimore and Terra Westerholt



Speaker Disclosure

Andrea Gallimore and Terra Westerholt are employees
of Henry Schein One.

Expand your **reach.**

Revenue Cycle
Management

Patient
Relationship
Management

Website/Online
Marketing

Reputation
Management



The Challenge of the Modern Patient

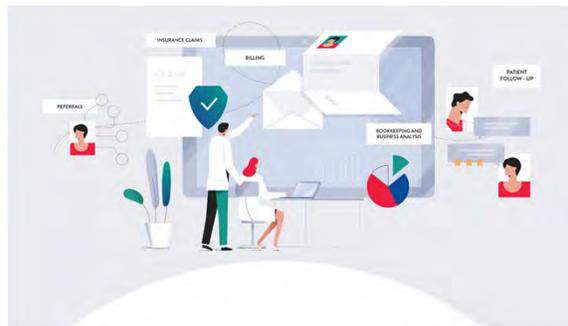
Today's patients expect to interact with a Dental practice in a number of ways.





Strategy to a Multi-Channel Approach for Retaining Patients

The following slides highlight the six most effective channels that, if used properly, will help your practice.



1. Email Reminders and Marketing
2. Text Reminders and Messaging
3. Automated Reminder Calls and Inbound Calls
4. Online Patient Forms and Websites
5. Social Media
6. In Person



Channel 1: Email Reminders and Marketing

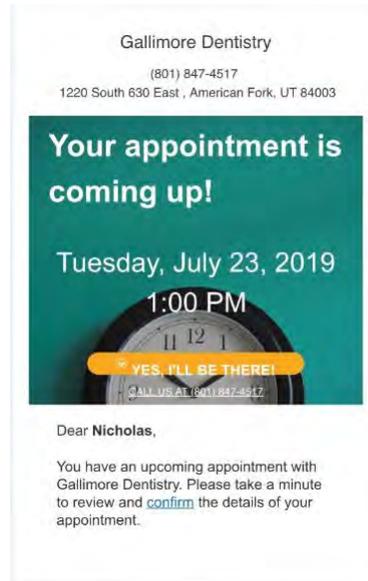




Patient Engage – Email Appointment Reminders

Combat no-shows by reminding patients of appointments

- Appointment Confirmations
- Save the Date
- Continuing Care Due



Patient Engage – Targeted Marketing Campaigns

Stay in touch with your patients



Dear Frank Davis,

Thank you for continuing to be a valued customer if you love the service you received here, we hope you'll take the time to refer a friend to us. We promise to offer them the same great care that you have received from us.

[Refer a Friend](#)

Your Friends at Albert McCloud D.D.S.



Drive repeat business with promotions and newsletters
Send email campaigns that look great on any device.



Andra:

Come join us for our Holiday Open House!

When: Friday, December 21, 2018

Time: 11:30am to 2:00pm

Where: Gallimore Dental Care

Bring a wrapped toy for the kids at Hope House.

[\(801\) 847-4517](#) | [Email Us](#) | [Visit our website](#)
1220 South 630 East American Fork, UT 84002

[Appointments](#) | [Reviews Us](#) | [Refer a Friend](#)

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Channel 2: Text Reminders and Messaging

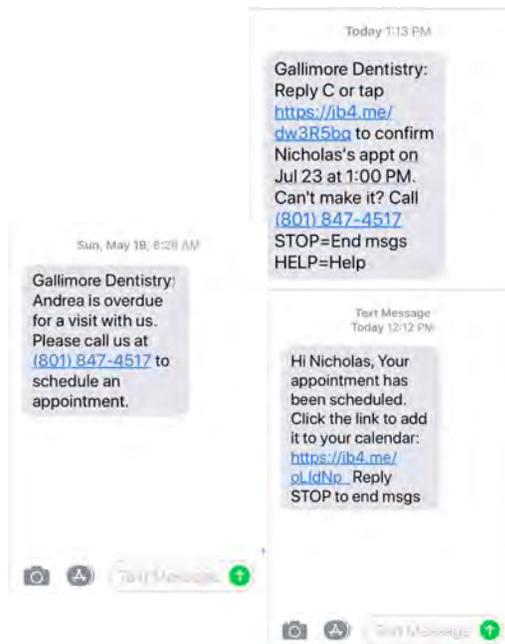
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Patient Engage – Text Appointment Reminders

Communicate with your patients in the most efficient manner

- Appointment Confirmations
- Continuing Care Due
- Save the Date



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Patient Engage – Contact Patients

Send individual messages to patients or message an entire day

Contact patients

- Today's remaining patients
- Tomorrow's patients
- Choose patients

One-off Messages

Recipients

Select a contact...

Message Recipients (Email - 0, Text - 1)

Name	Email	Text
Nicholas Gallimore	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Cancel Save

REMINDER: You require pre-medication prior to your dental treatment, please remember to take it 1 hour before your appointment.

Thank you for the reminder.

Nick, look forward to seeing you tomorrow.



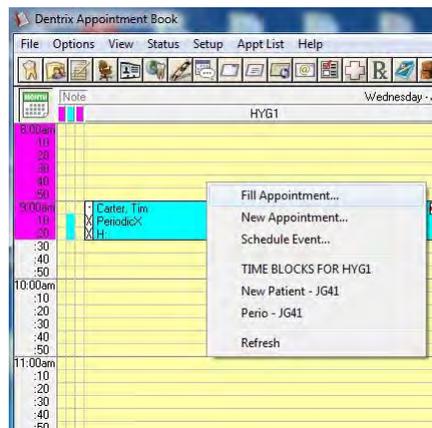
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Patient Engage – Fill Appointment

Quickly fill open slot in the schedule

- Available in G6.6+
- Works from the Dentrix Appointment Book
- Access to the ASAP List
- Access to the Unscheduled List
- Access to Continuing Care Due
- Access to the Pinboard List

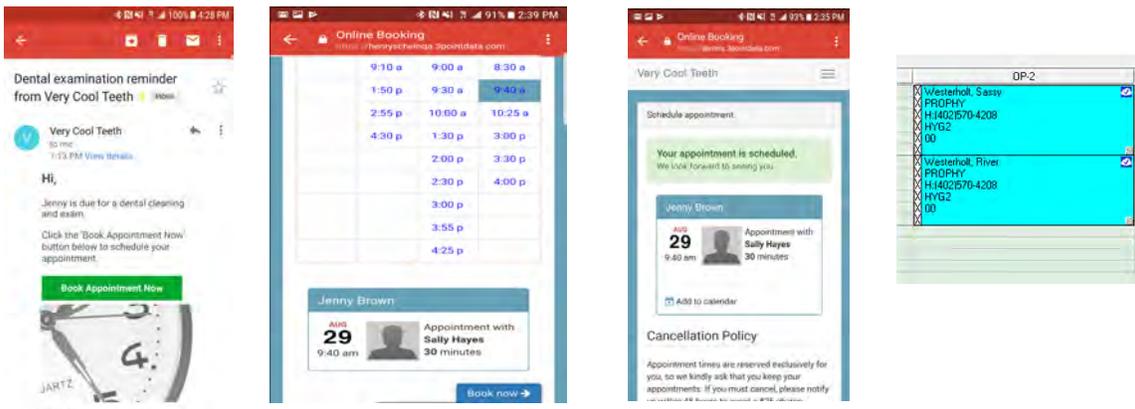


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Online Booking – Continuing Care

Convenience of patient scheduling



Channel 3: Automated Reminder Calls and Inbound Calls





Patient Engage – Patient Communication Service

Communicate with your patients more efficiently

Wednesday - Jan 30, 2019 Appointments

Contact Today's Remaining Patients Print Patient Forms

Time	Patient	Appt Status	Communication	Date	Action
8:30 AM	Aria Simpson	Confirmed			Email
9:30 AM	Debra Reynolds	Unconfirmed	Read	Fri, Jan 25, 10:25 AM	Email
11:30 AM	Daniel Bodreau	Confirmed			Email
12:30 PM	Ronald Schwab	Unconfirmed			Email
1:00 PM	Melvin Baker	Unconfirmed	Read	Fri, Jan 25, 1:55 PM	Email
4:30 PM	Daniel Beck	Unconfirmed	Delivered	Wed, Jan 23, 12:40 AM	Email

Wednesday - Jan 30, 2019

Offline Patient Appointments

Time	Patient	Appt Status	Voice Reminder	Status	Contact	Action
8:00 AM	Ruby Kohler	Confirmed		No Email No Text	O: (818) 555-8915	Print Form Edit
9:00 AM	Blair Watkins	Unconfirmed		No Email No Text	O: (831) 555-9439	Print Form Edit
10:00 AM	Joseph Moore	Confirmed		No Email No Text	O: (909) 555-2106	Print Form Edit

Communications

Total Patients: 1,892

Email available: 859

Text msg available: 345

Sent: 22,380

Incoming Calls

Email

Total calls received: **7**



Channel 4: Online Patient Forms and Websites





- Patient data merges directly into Dentrix
- Pre-filled form to review at next visit
- Accessed through the Patient Questionnaire Module

Mullins Dental Galleria

2 Medical History

Medical History

Patient Name: Last: _____ First: _____ MI: _____

Preferred Name: _____

Indicate which of the following conditions you have in favor of. By checking the box it will indicate a "YEP" response; leaving blank will indicate a "NO" response.

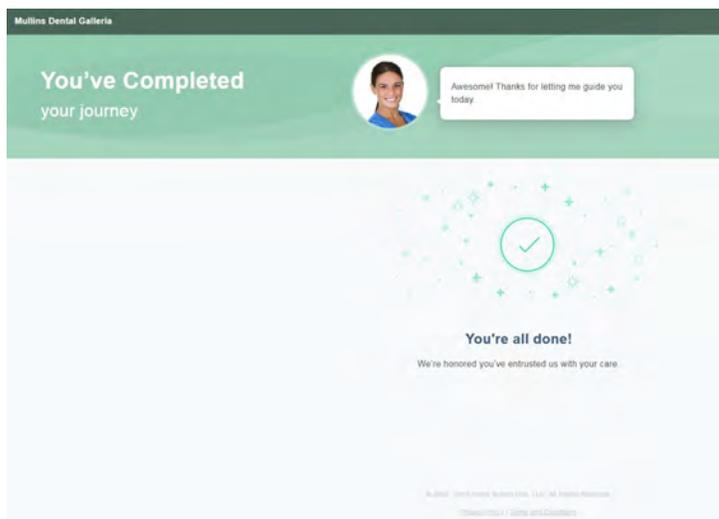
<input type="checkbox"/> Allergy - Aspx	<input type="checkbox"/> Allergy - Cold	<input type="checkbox"/> Allergy - Other	<input type="checkbox"/> Allergy - Hay Fever
<input type="checkbox"/> Allergy - Aspirin	<input type="checkbox"/> Allergy - Cough	<input type="checkbox"/> Allergy - Egg/Shell	<input type="checkbox"/> Allergy - Soda
<input type="checkbox"/> Allergy - Latex	<input type="checkbox"/> Allergy - Other	<input type="checkbox"/> Allergy - Penicillin	<input type="checkbox"/> Asthma
<input type="checkbox"/> Anemia	<input type="checkbox"/> Arthritis	<input type="checkbox"/> Arthritis - Joint	<input type="checkbox"/> Diabetes
<input type="checkbox"/> Blood Disorder	<input type="checkbox"/> Cancer	<input type="checkbox"/> Scurvy	<input type="checkbox"/> Glaucoma
<input type="checkbox"/> Eczema	<input type="checkbox"/> Excessive Bleeding	<input type="checkbox"/> Fainting	<input type="checkbox"/> Hemorrhoids
<input type="checkbox"/> High Blood Pressure	<input type="checkbox"/> Heart Disease	<input type="checkbox"/> Heart Murmur	<input type="checkbox"/> High Cholesterol
<input type="checkbox"/> High Blood Pressure	<input type="checkbox"/> HIV	<input type="checkbox"/> Incontinence	<input type="checkbox"/> Kidney Disease
<input type="checkbox"/> Low Blood Pressure	<input type="checkbox"/> Mental Disorder	<input type="checkbox"/> Irritable Bowel Syndrome	<input type="checkbox"/> Other
<input type="checkbox"/> Parkinson	<input type="checkbox"/> Pregnancy	<input type="checkbox"/> Seizure Disorder	<input type="checkbox"/> Recurrent Problems
<input type="checkbox"/> Rheumatoid Arthritis	<input type="checkbox"/> Rheumatoid	<input type="checkbox"/> Spinal Problems	<input type="checkbox"/> Stomach Problems
<input type="checkbox"/> Stroke	<input type="checkbox"/> Tuberculosis	<input type="checkbox"/> Stroke	<input type="checkbox"/> Ulcers
<input type="checkbox"/> Various Diseases			

Cancel Submit

Patient Engage - Dentrix New Patient Journey



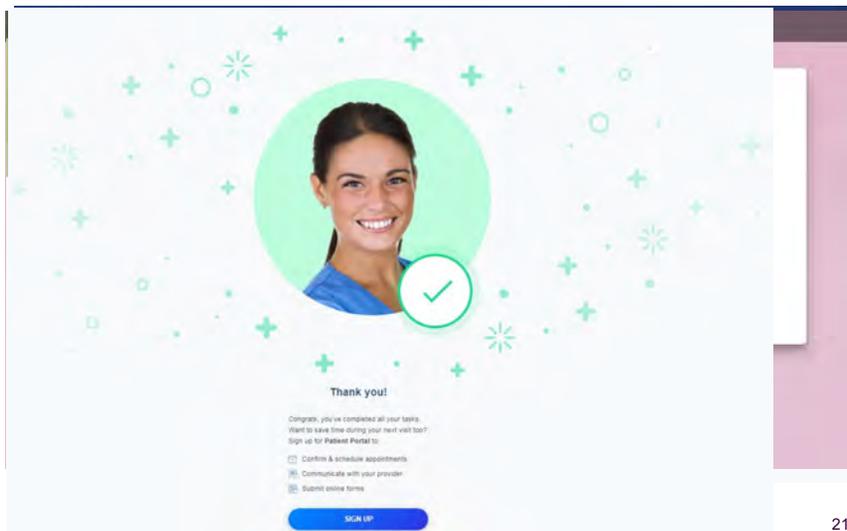
- New Patient able to access forms from office website (mobile optimized)



Patient Engage - Dentrix Patient Kiosk



- New Patient Forms
- Existing Patient update Medical History
- Missing Information
- Patient Portal Sign up

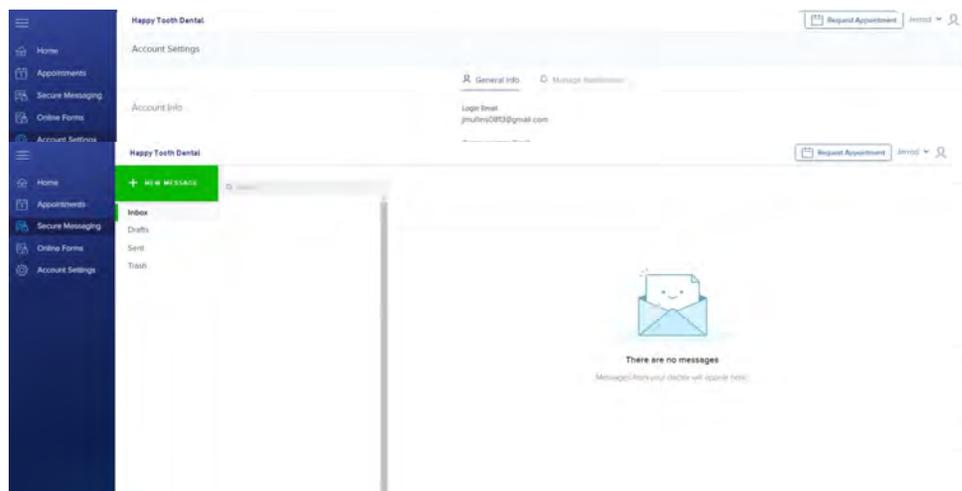


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Patient Engage - Dentrix Patient Portal



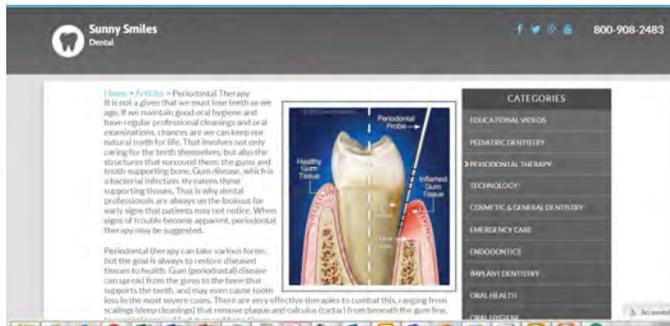
- Easy sign-up for Existing Patients using email address
- View Appointments
- Send Secure Messages
- Complete Health History Update



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Core Website or Premium Website

Retain existing patients and attract new patients



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Channel 5: Social Media

“75 percent of family decision makers regularly use Facebook to get recommendations and to confirm their impressions about business”

Jack Hadley, My Social Practice
Dentrix Magazine Volume 30 issue 1



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Patient Engage – Reputation

Build and maintain your online reputation



New Reviews 398 [See all reviews](#) [View Business Profile](#)

★★★★★
by John Hayden on 12/08/2018
Review for Albert McCloud D.D.S.
Very nice, informative, knowledgeable and an overall great experience!
[Add Comment](#)

★★★★★
by Doris Spain on 12/08/2018
Review for Albert McCloud D.D.S.
They're fast and they do it well. I'm very happy with the services provided. I can't believe I didn't know about this place sooner. Wow! The people are very nice too!
[Add Comment](#)



Channel 6: In Person



Dentrix Hub - Follow-Up Actions

Using technology to keep a personal touch

> Today's Follow-Up Actions 27 Print list

9:00 am	Gary Whitmore	Request Review via Text
9:00 am	Scott Dobbins	Request Review via Text
9:30 am	Bernard Hunt	Request Review via Text

[Show more](#) 1 - 3 of 27 patients

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Patient Engage

Why does a dental practice consider Patient Engage?

- To provide a premier patient experience
- Automate their email, text, & phone confirmations
- Bring patients back consistently
- Attract new patients with an on-line reputation
- To increase their bottom line

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Questions and Answers

THANK YOU