

DENTRIX
BUSINESS of Dentistry™

EXPAND ↗
ABILITY.

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

DENTRIX
BUSINESS of Dentistry

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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.**





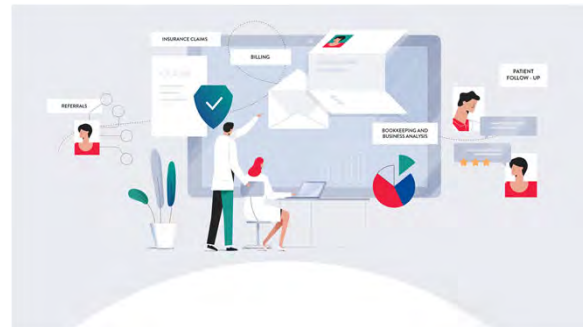
The Challenge of the Modern Patient

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

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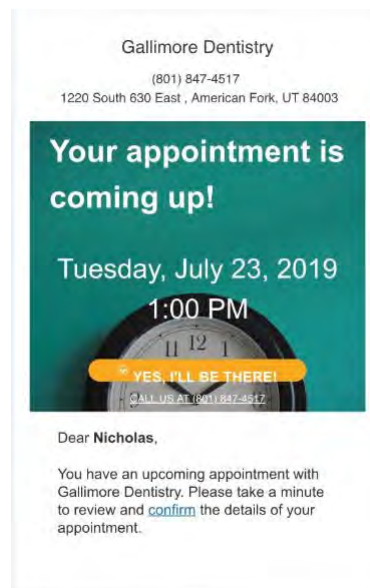
Channel 1: Email Reminders and Marketing

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Patient Engage – Email Appointment Reminders

Combat no-shows by reminding patients of appointments

- Appointment Confirmations
- Save the Date
- Continuing Care Due



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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.

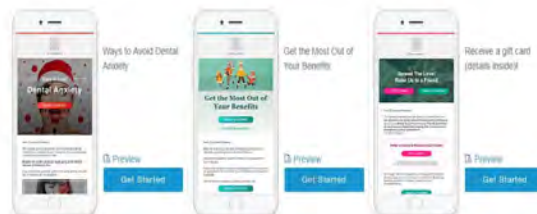
[Refer a Friend](#)

Your Friends at Albert McCloud D.D.S.

Appointment | Review Us | Refer a Friend



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



Andrea:

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](#)

Feeling "in the mood" for a new look? [Check out our new look!](#)
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Channel 2: Text Reminders and Messaging

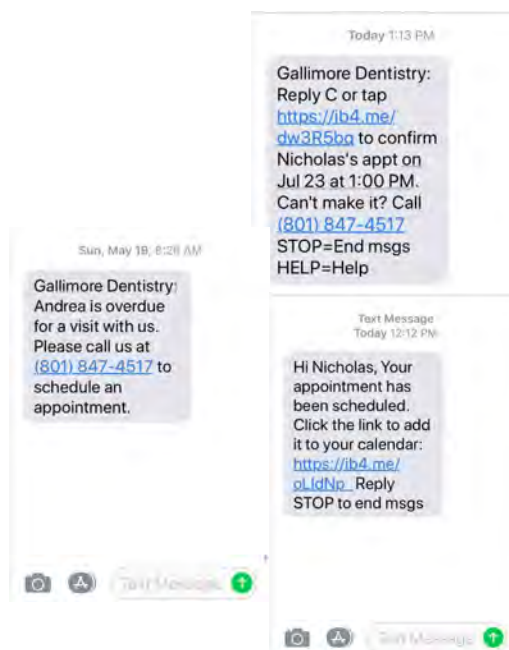
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Patient Engage – Text Appointment Reminders

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 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.

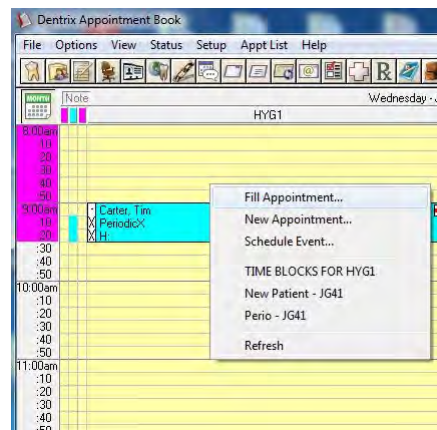
TEXT MESSAGE

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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

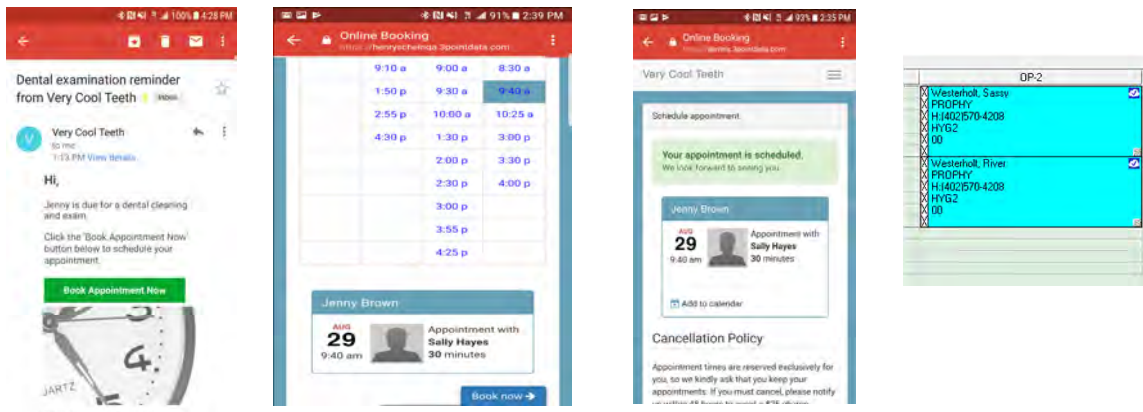


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Online Booking – Continuing Care

Convenience of patient scheduling



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Channel 3: Automated Reminder Calls and Inbound Calls



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Patient Engage – Patient Communication Service

Communicate with your patients more efficiently

DENTRIX
HUB

ALBERT MCGLOTH D.D.S.

- Dashboard
- Appointments
- Results
- Contacts
- MARKETING
- REPUTATION MANAGEMENT
- HISTORY

Wednesday - Jan 30, 2019 Appointments

Contact Today's Remaining Patients Print Patient Forms

Time	Patient	Appt Status	Communication	Date	Action
8:30 AM	Ana Bengson	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 Schiano	Unconfirmed			Email
1:00 PM	Marvin Baser	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 Kuyler	Confirmed		No Email No Text	O (818) 555-8915	Print Form Edit
9:00 AM	Blair Washie	Unconfirmed		No Email No Text	O (821) 555-9439	Print Form Edit
10:00 AM	Joseph Moore	Confirmed		No Email No Text	O (908) 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

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Channel 4: Online Patient Forms and Websites



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Patient Engage – Patient Forms



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

Mullins Dental Gallery

Medical History

Patient Name: _____

Last: First: MI:

Preferred Name:

Indicate which of the following conditions you have or have had. By checking the box it will indicate a "YES" response, leaving blank will indicate a "NO" response.

<input type="checkbox"/> Yrs Med - Azon	<input type="checkbox"/> Yrs Med - Glnd	<input type="checkbox"/> Yrs Med - Other	<input type="checkbox"/> Allergic -
<input type="checkbox"/> Allergy - Allergic	<input type="checkbox"/> Allergy - Celiac	<input type="checkbox"/> Allergy - Epithy	<input type="checkbox"/> Allergy - High Blood Pressure
<input type="checkbox"/> Allergy - Limes	<input type="checkbox"/> Allergy - Other	<input type="checkbox"/> Allergy - Phenylketonuria	<input type="checkbox"/> Allergy - Sulfas
<input type="checkbox"/> Asthma	<input type="checkbox"/> Arthritis	<input type="checkbox"/> Artificial Joint	<input type="checkbox"/> Autism
<input type="checkbox"/> Blood Clotting	<input type="checkbox"/> Cancer	<input type="checkbox"/> Diabetes	<input type="checkbox"/> Dizziness
<input type="checkbox"/> Bypass	<input type="checkbox"/> Excessive Bleeding	<input type="checkbox"/> Fainting	<input type="checkbox"/> Glaucoma
<input type="checkbox"/> Head Injuries	<input type="checkbox"/> Heart Disease	<input type="checkbox"/> Heart Monitor	<input type="checkbox"/> Hypertension
<input type="checkbox"/> High Blood Pressure	<input type="checkbox"/> HIV	<input type="checkbox"/> Jaw Pain	<input type="checkbox"/> Kidney Disease
<input type="checkbox"/> Liver Disease	<input type="checkbox"/> Mental Occasional	<input type="checkbox"/> Nervous Disorders	<input type="checkbox"/> Other
<input type="checkbox"/> Pacemaker	<input type="checkbox"/> Pregnancy	<input type="checkbox"/> Respiratory Problems	<input type="checkbox"/> Respiratory Problems
<input type="checkbox"/> Rheumatoid Arthritis	<input type="checkbox"/> Rheumatoid	<input type="checkbox"/> Skin Problems	<input type="checkbox"/> Stomach Problems
<input type="checkbox"/> Stroke	<input type="checkbox"/> Tuberculosis	<input type="checkbox"/> Tumor	<input type="checkbox"/> Tooth
<input type="checkbox"/> Vascular Dementia			

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Patient Engage - Dentrix New Patient Journey



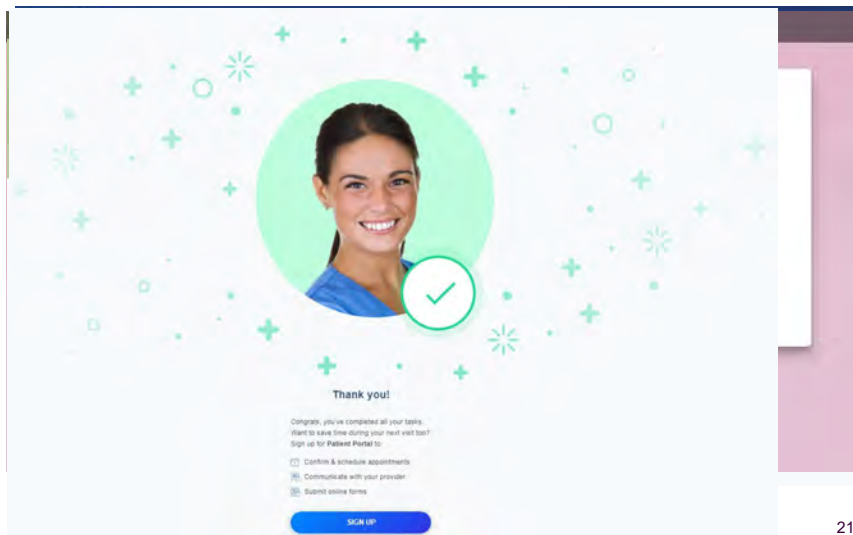
- New Patient able to access forms from office website (mobile optimized)

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Patient Engage - Dentrix Patient Kiosk



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

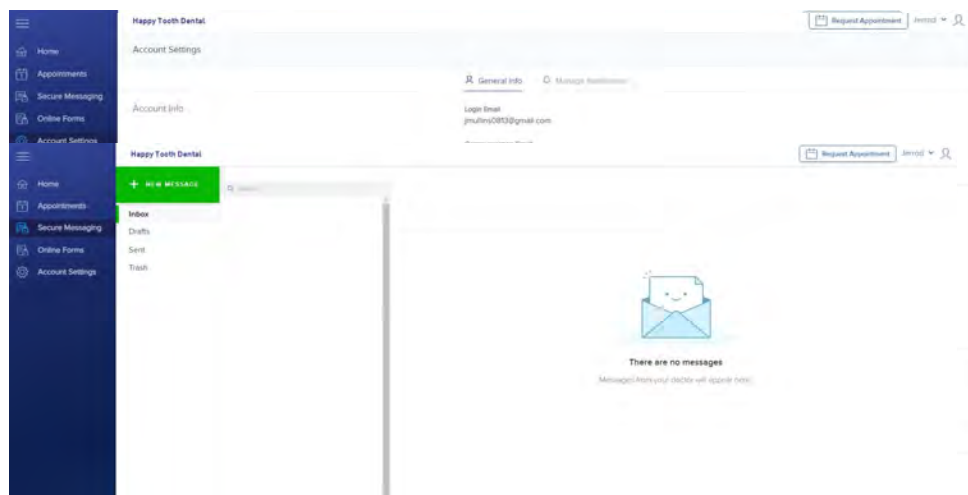


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Patient Engage - Dentrix Patient Portal



- 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 300 [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](#)



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Channel 6: In Person

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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