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EXPANDABILITY.

Patient Engagement Solution Showcase for Dentrix Users

Presented by Andrea Gallimore and Terra Westerholt

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Speaker Disclosure

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

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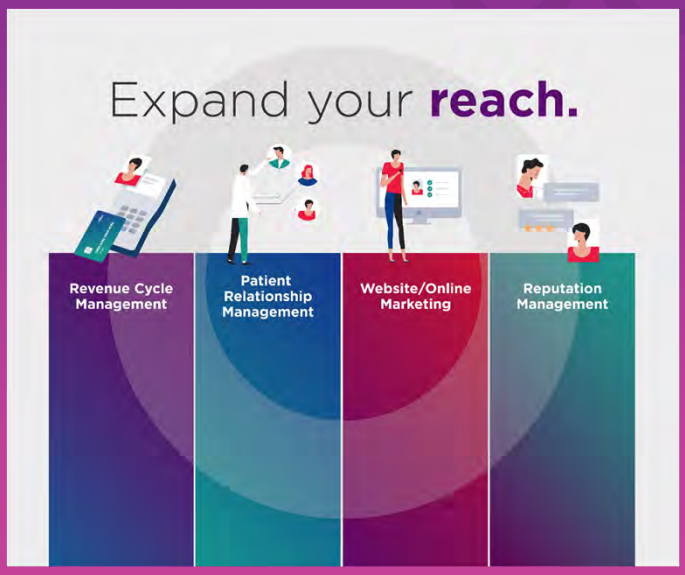

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The Challenge of the Modern Patient

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

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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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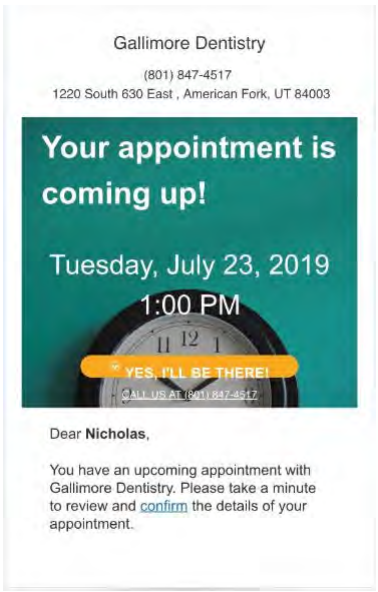
Patient Engage – Email Appointment Reminders

Combat no-shows by reminding patients of appointments

- Appointment Confirmations
- Save the Date
- Continuing Care Due



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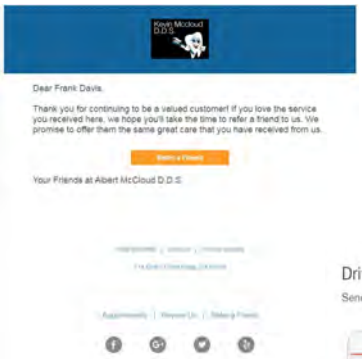
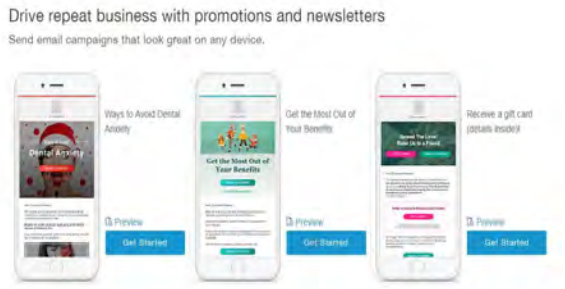
Patient Engage – Targeted Marketing Campaigns

Stay in touch with your patients





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Channel 2: Text Reminders and Messaging

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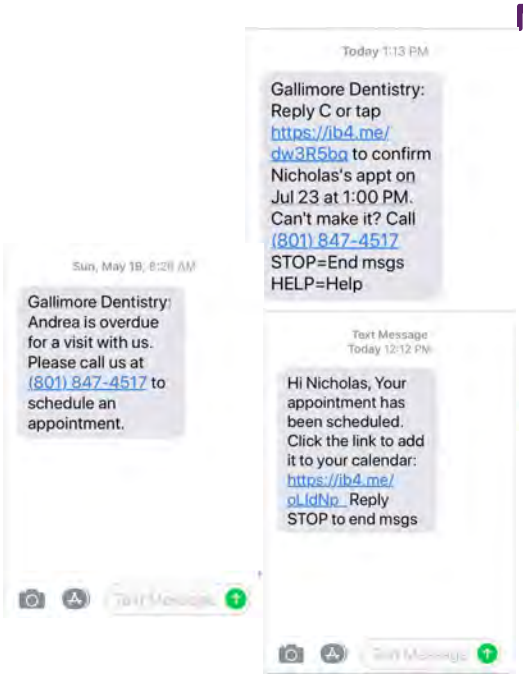
Patient Engage – Text Appointment Reminders

Communicate with your patients in the most efficient manner

- Appointment Confirmations
- Continuing Care Due
- Save the Date



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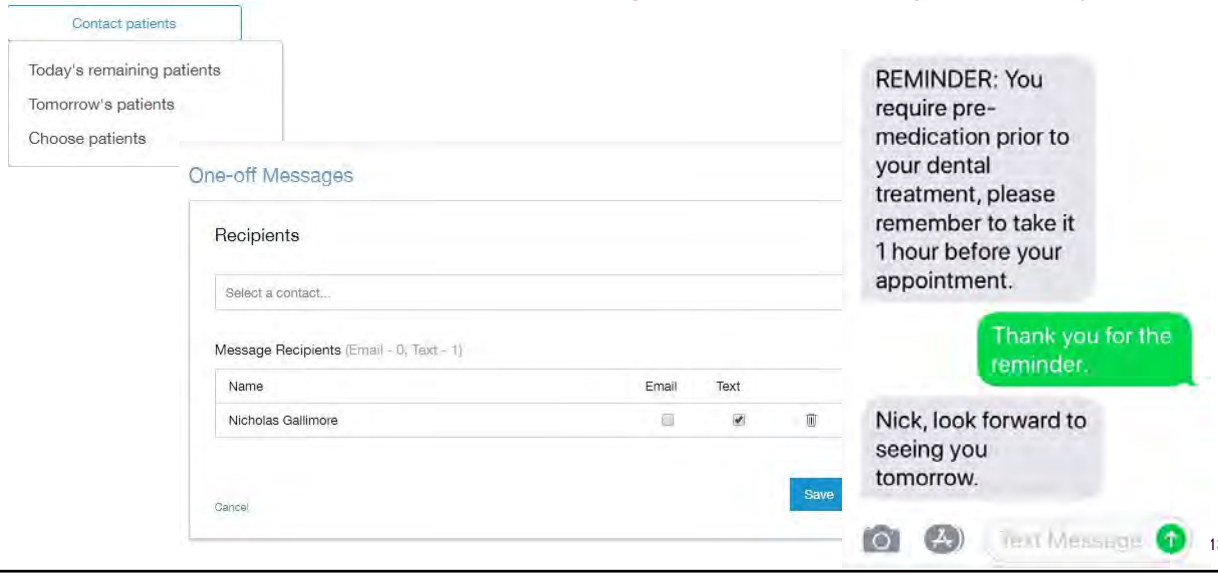
Patient Engage – Contact Patients

Send individual messages to patients or message an entire day



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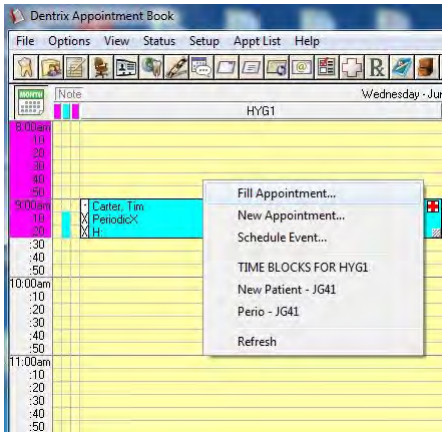
Patient Engage – Fill Appointment

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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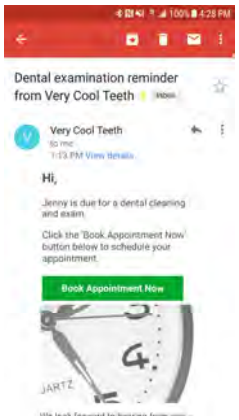
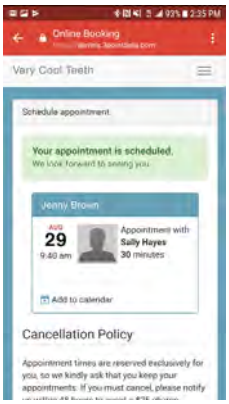
Online Booking – Continuing Care

Convenience of patient scheduling





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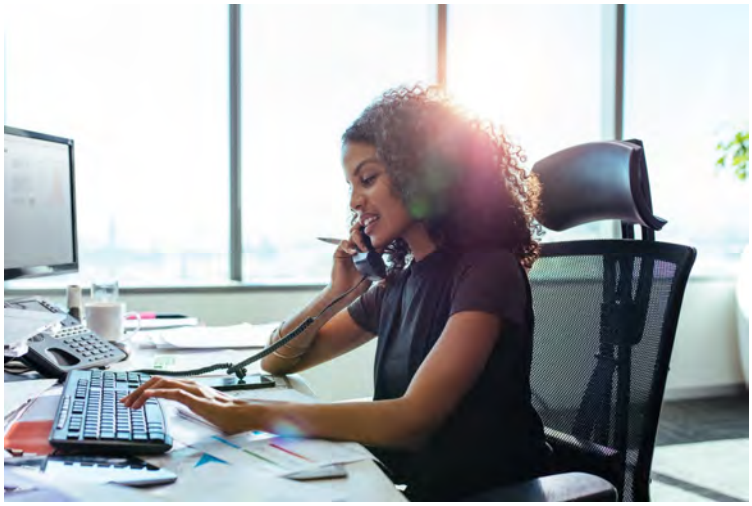
Channel 3:
Automated Reminder Calls and Inbound Calls



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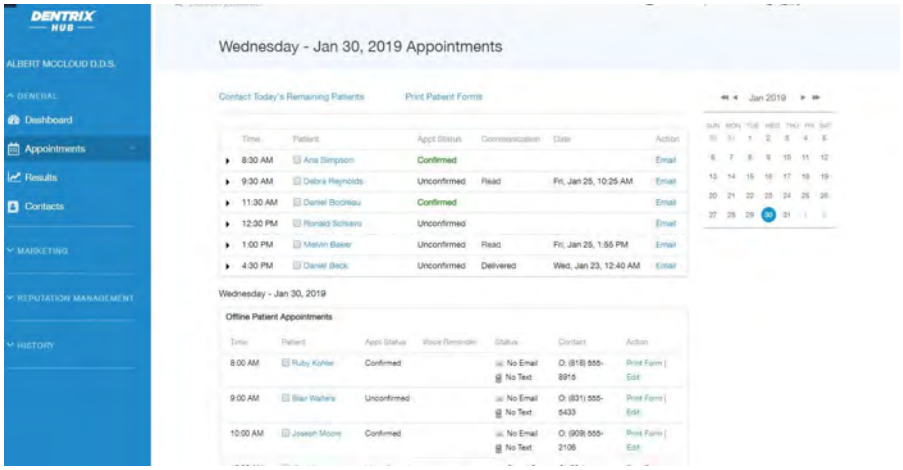
Patient Engage – Patient Communication Service

Communicate with your patients more efficiently



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Channel 4:
Online Patient Forms and Websites

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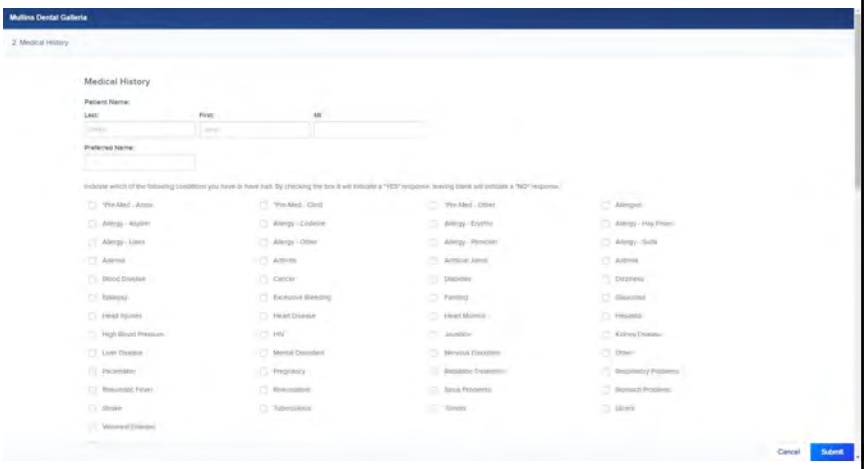
Patient Engage – Patient Forms

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



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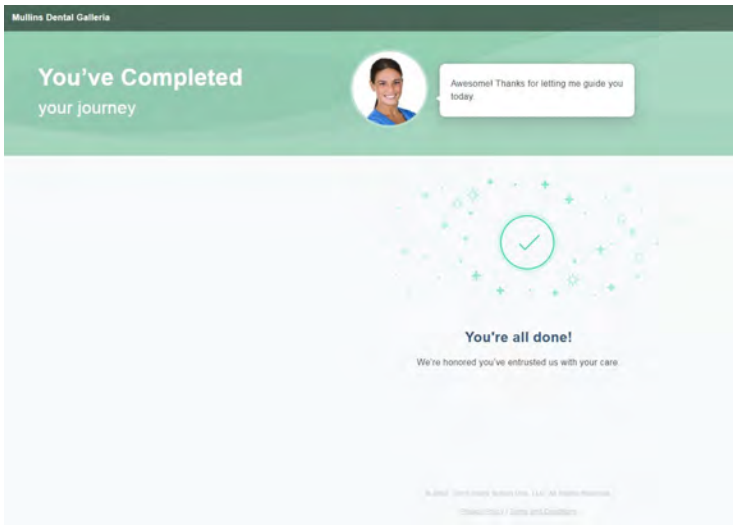
Patient Engage - Dentrix New Patient Journey

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



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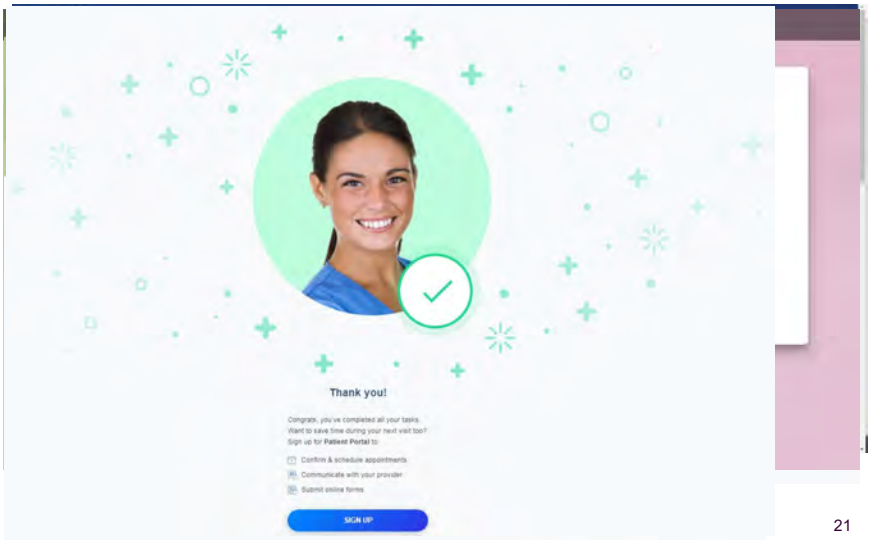
Patient Engage - Dentrix Patient Kiosk

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



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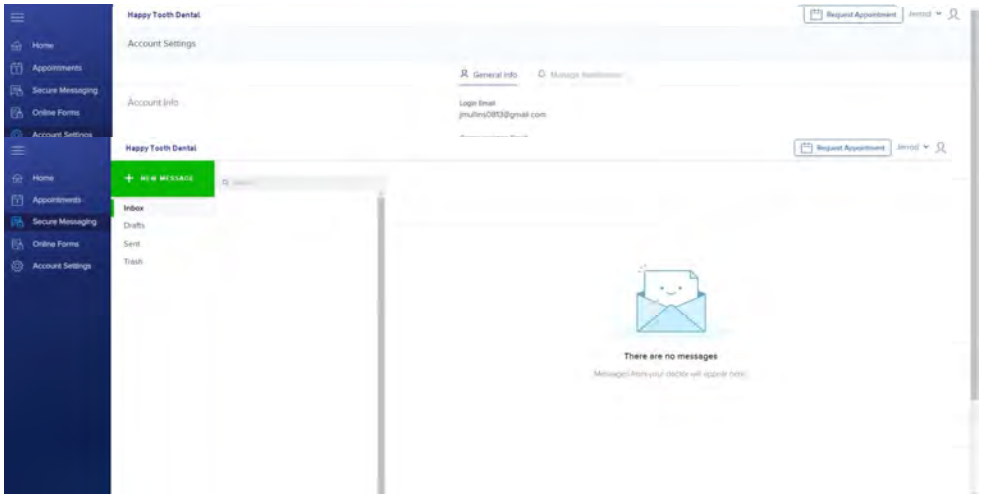
Patient Engage - Dentrix Patient Portal

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



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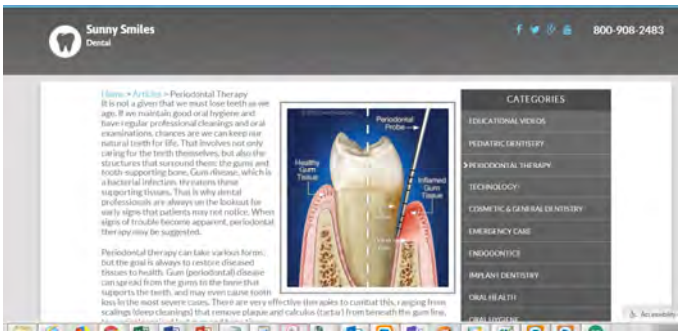
Core Website or Premium Website

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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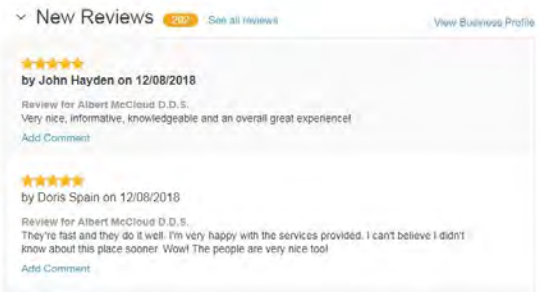
Patient Engage – Reputation

Build and maintain your online reputation



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Channel 6: In Person

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Dentrix Hub - Follow-Up Actions

Using technology to keep a personal touch

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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

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