Make it Easy for Patients to Schedule: Offer Online Booking

Introduction

- Why make a patient wait a minute longer than necessary when they're ready to book an appointment?
- A convenient, easy scheduling process can be the beginning of an excellent patient experience.

Overview

- See Online Booking in Action
- Learn 4 features to help you set up your online booking schedule

The typical dental office is open only 32 hours a week.

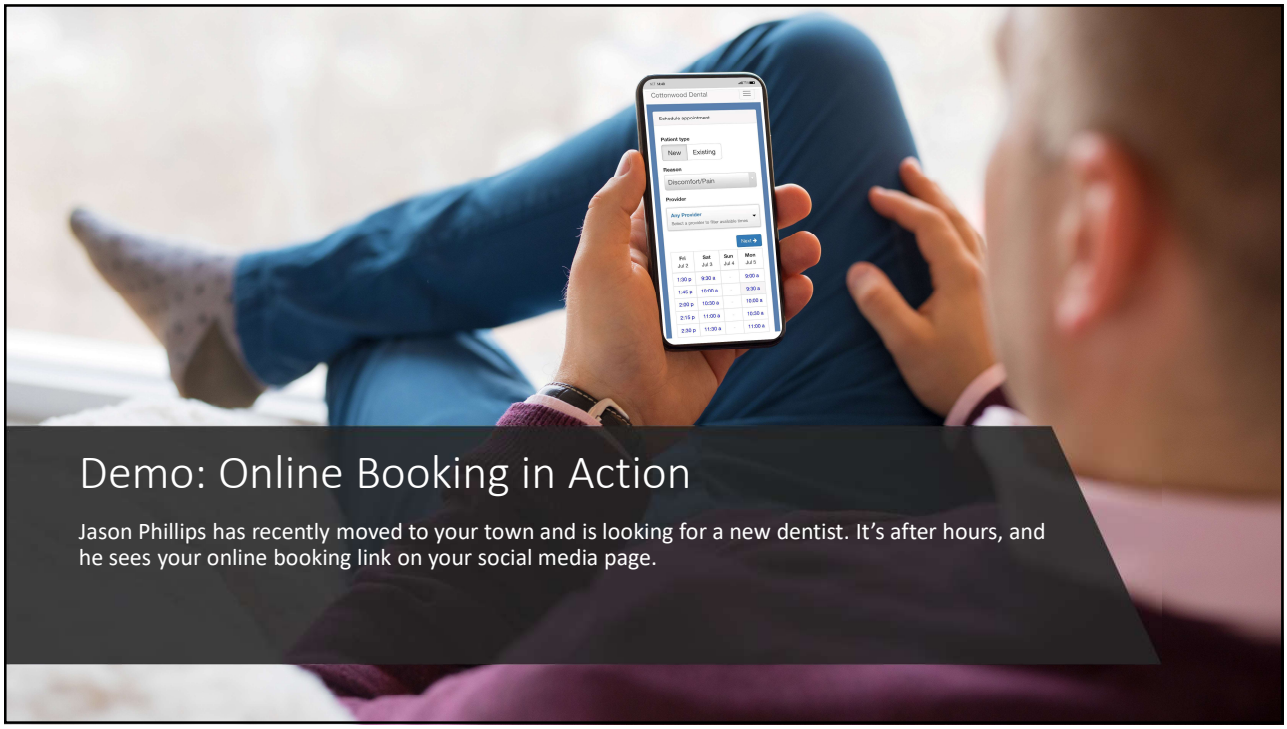
Online booking is available 168 hours a week.

94% of patients would be more likely to choose a new service provider that offered online booking options.*

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

Online Booking Advantages

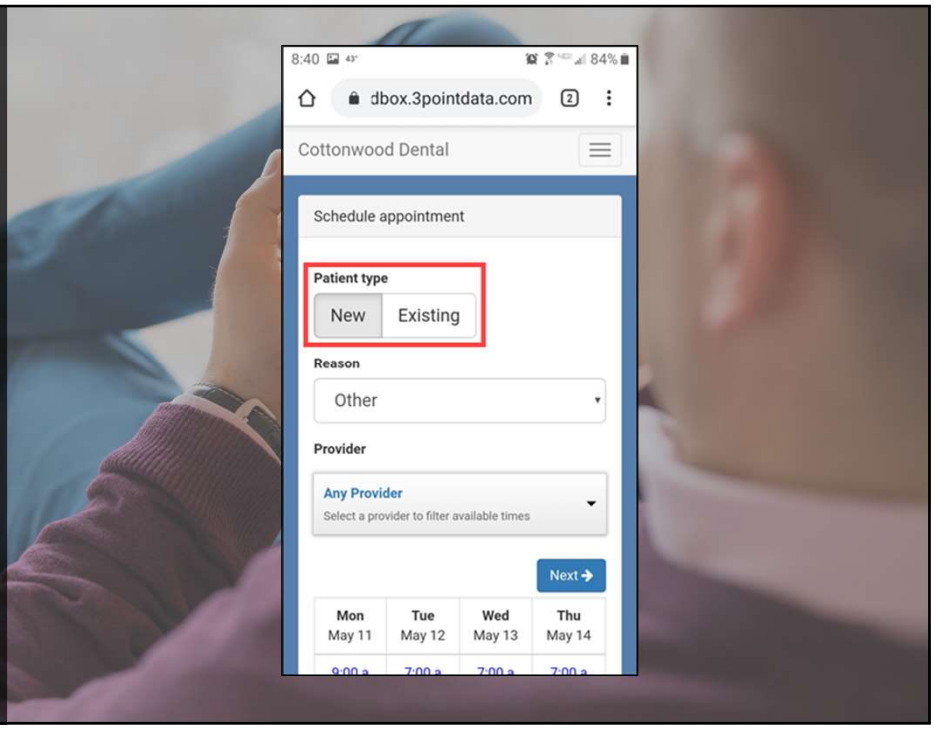
- Free up your time for other important tasks
- Have your schedule fill itself
- Increase patient satisfaction
- Offer 24/7 scheduling



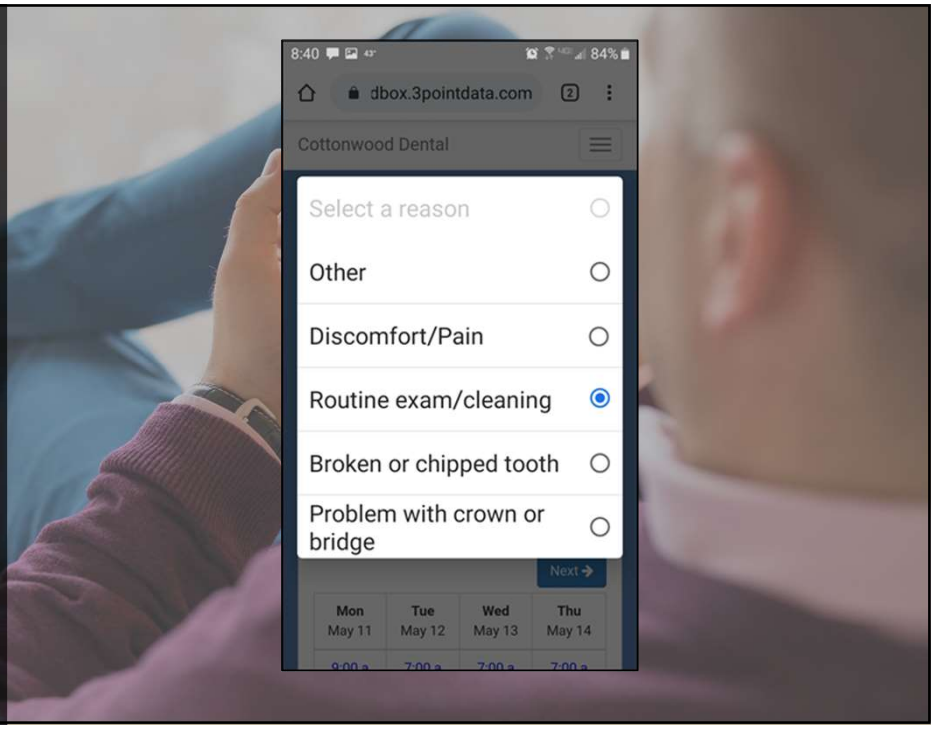
Demo: Online Booking in Action

Jason Phillips has recently moved to your town and is looking for a new dentist. It's after hours, and he sees your online booking link on your social media page.

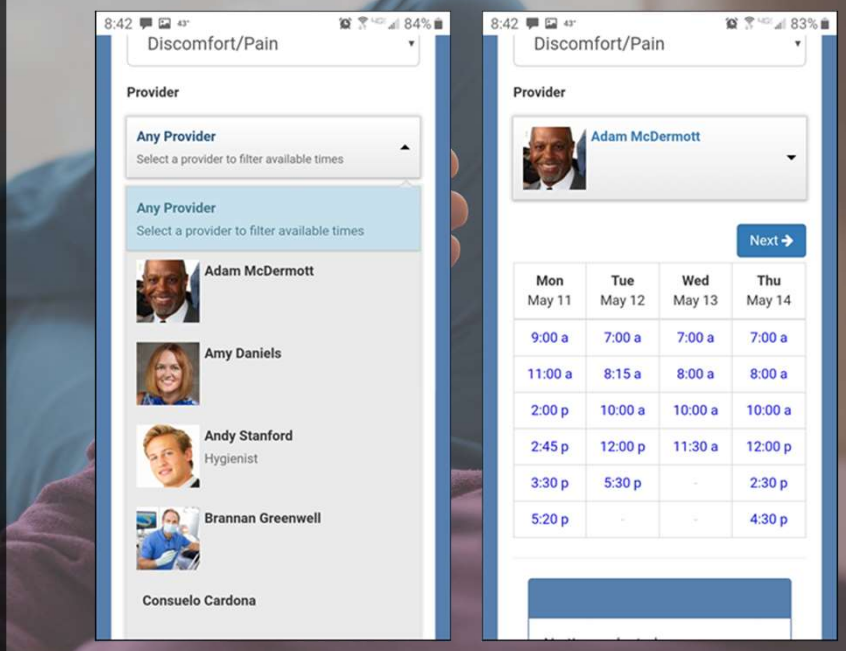
1 He chooses between new and existing patient.



2 He selects a reason for the visit.

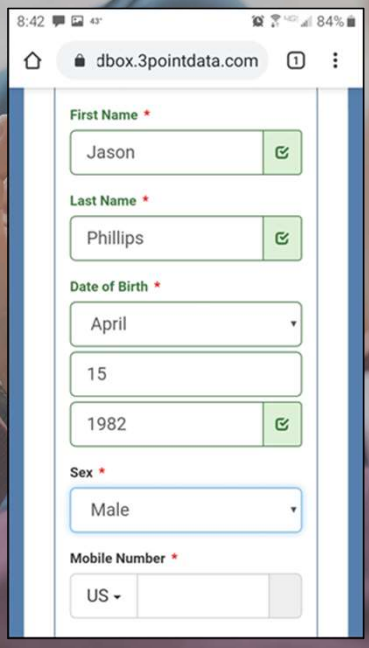


3 He selects the provider and appointment time.



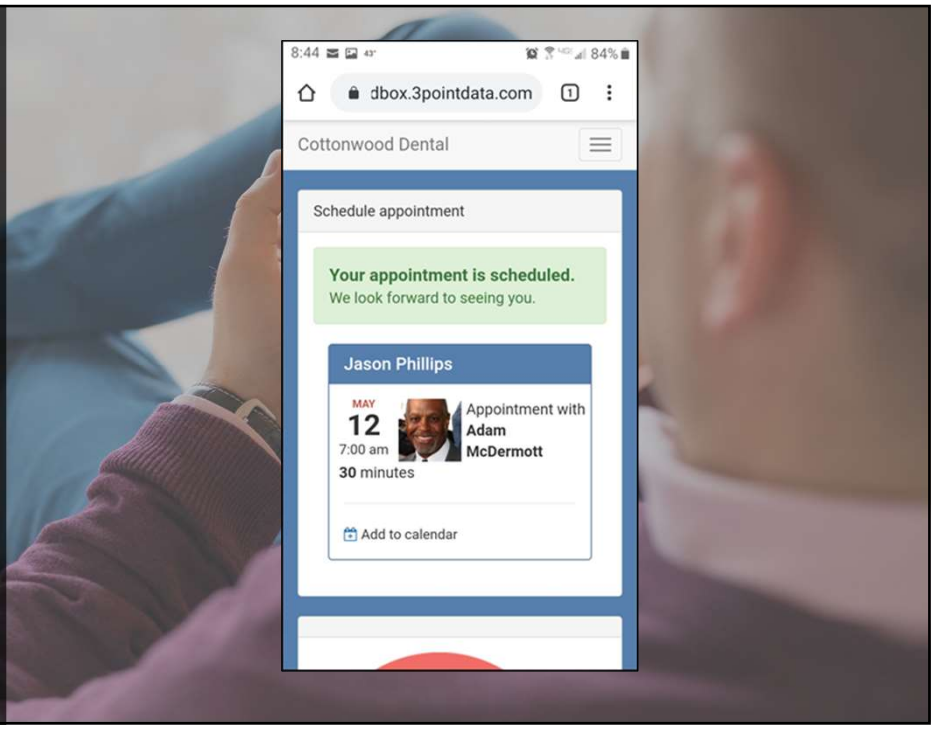
4 He provides his name, date of birth, gender, and mobile information.

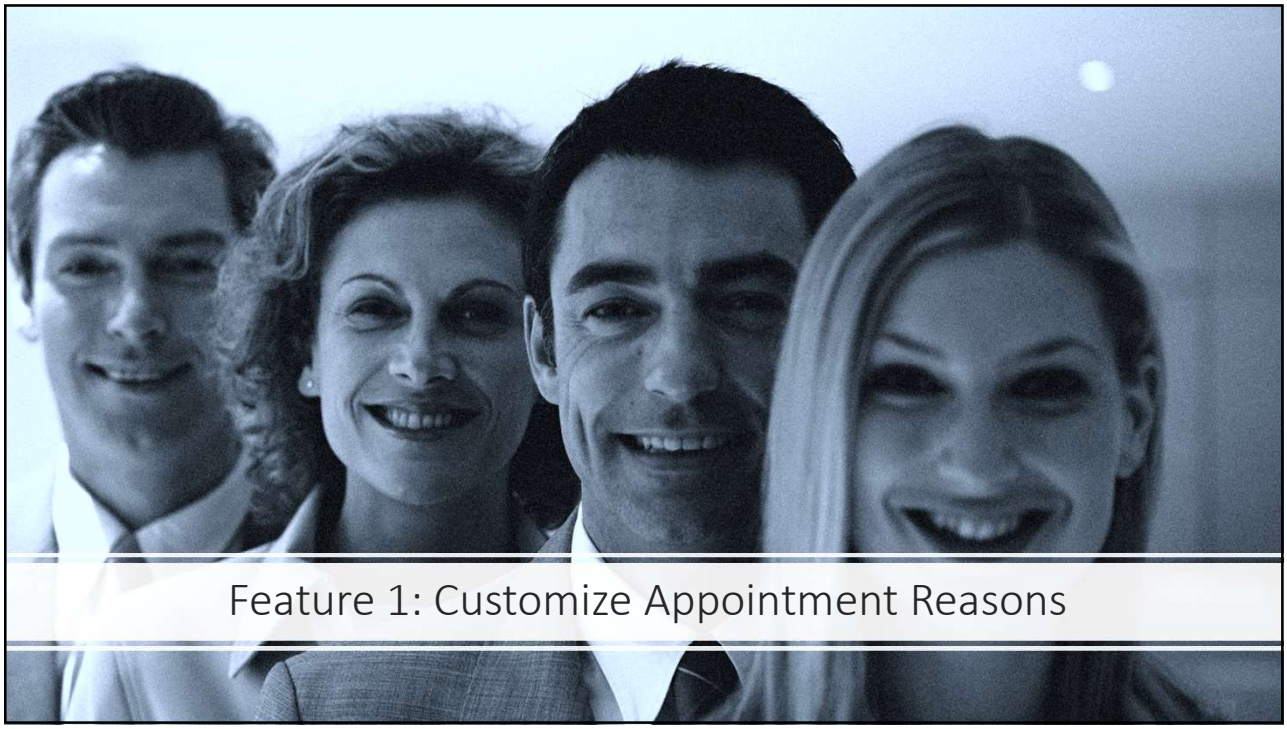
A tentative new patient record is added to the database when the patient's name is not already in the database.



5 He gets a text message with a verification code.

6 After entering the code, he receives a confirmation message and an invitation to add the appointment to the calendar on his device.





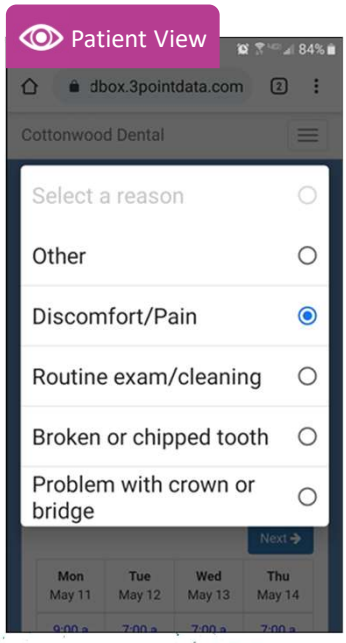
Feature 1: Customize Appointment Reasons

What Is It?

- Patients choose an appointment reason when they book.

Default Reasons

- Other
- Discomfort/pain
- Routine exam/cleaning
- Broken or chipped tooth
- Problem with crown or bridge

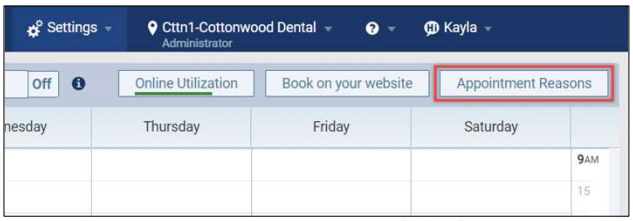


Tip: You can customize the appointment reasons your patients can choose from.

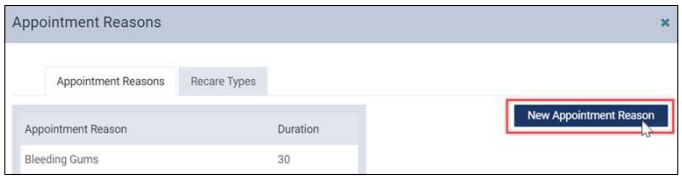
How To Do It

1. Click **Settings** > **Schedule Template.**

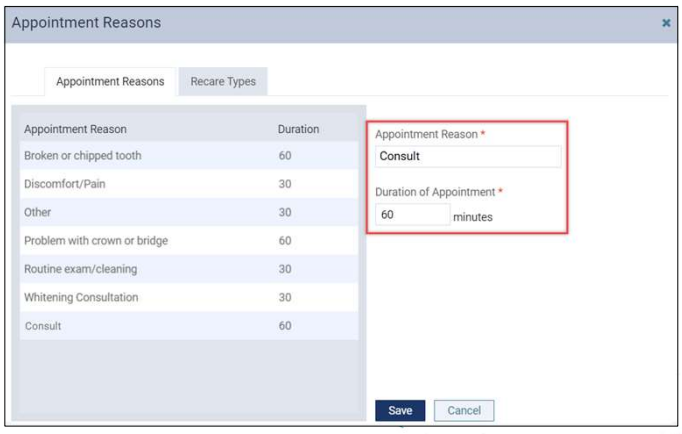
2. Click **Appointment Reasons.**



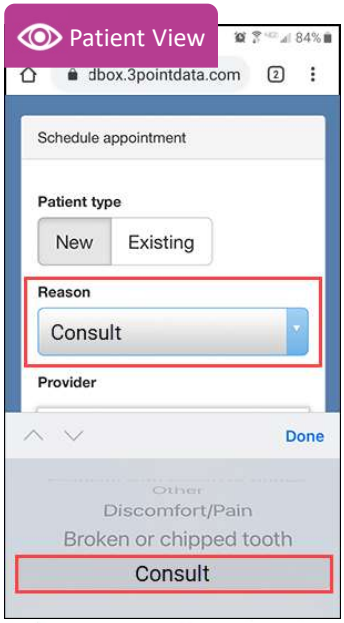
3. Click **New Appointment Reason.**

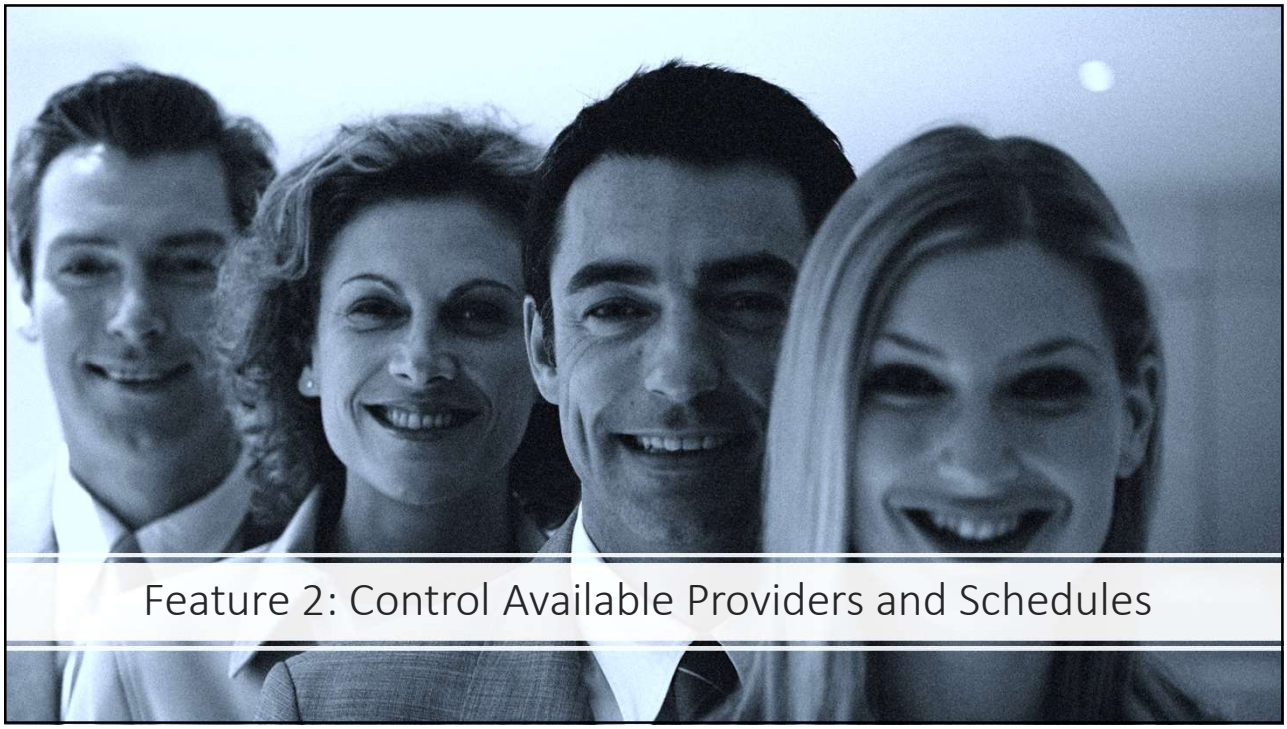


4. Give it a name that your patients will recognize.
5. Set the default duration.



- Patients can select your custom reason when they are booking.





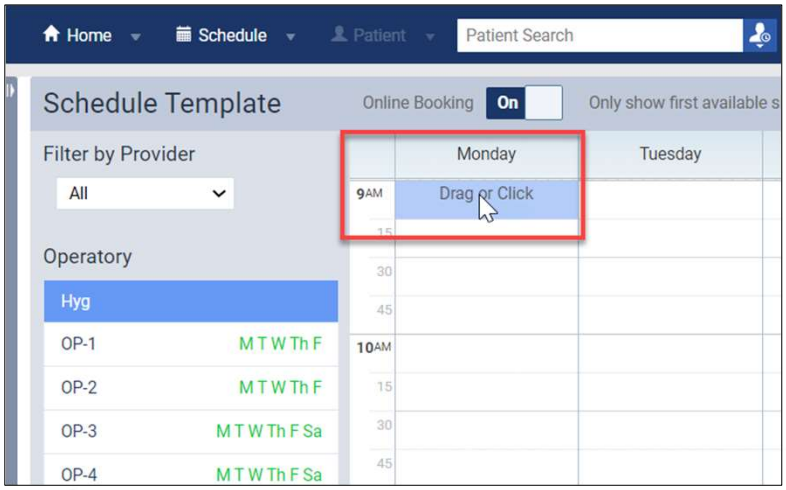
Feature 2: Control Available Providers and Schedules

What Is It?

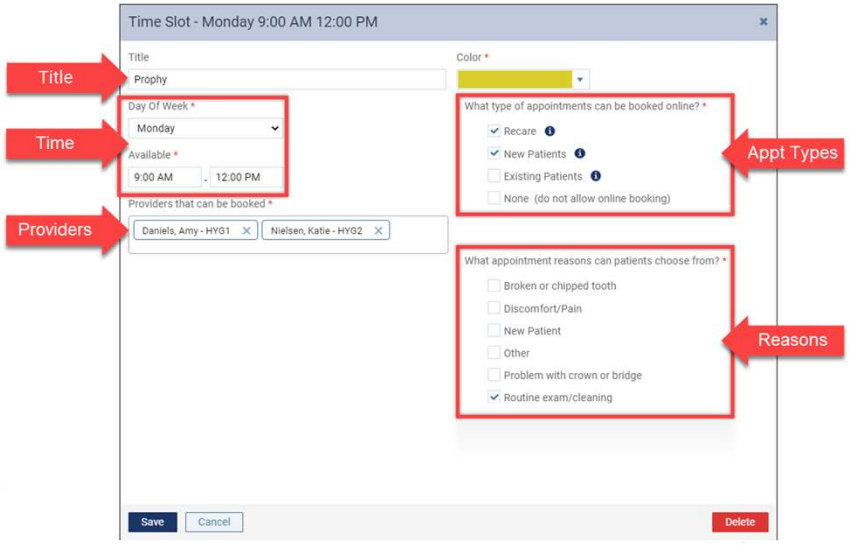
- Maintain **full** control of your schedule.
- Control which operatories, times, providers, and reasons are available for online booking.

How To Do It

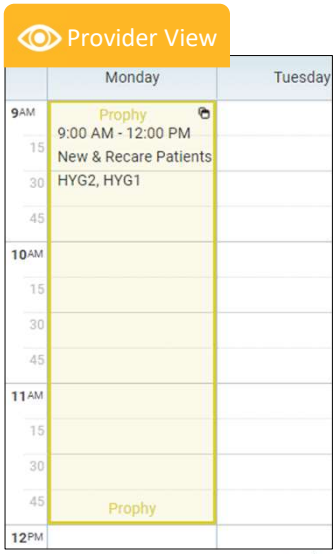
1. Click **Settings** > **Schedule Template.**
2. Select the operatory from the left panel.
3. Click anywhere on the schedule to add a time slot.

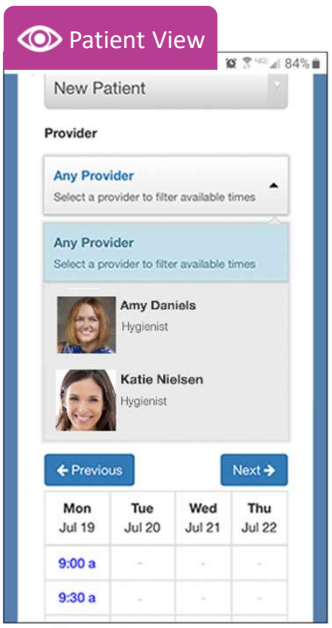


3. Choose the times, providers, appointment types, and reasons that will be available for this time slot.



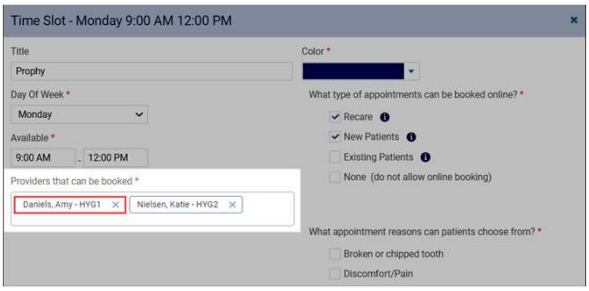
When patients book online, they will **only** see the options that you select.

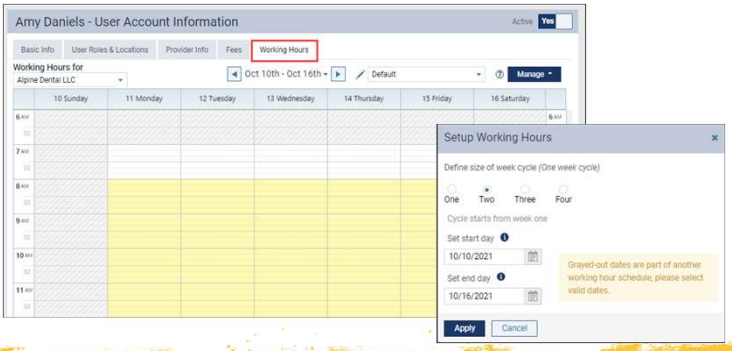




Tip: When displaying a provider's availability, the online booking schedule looks at:

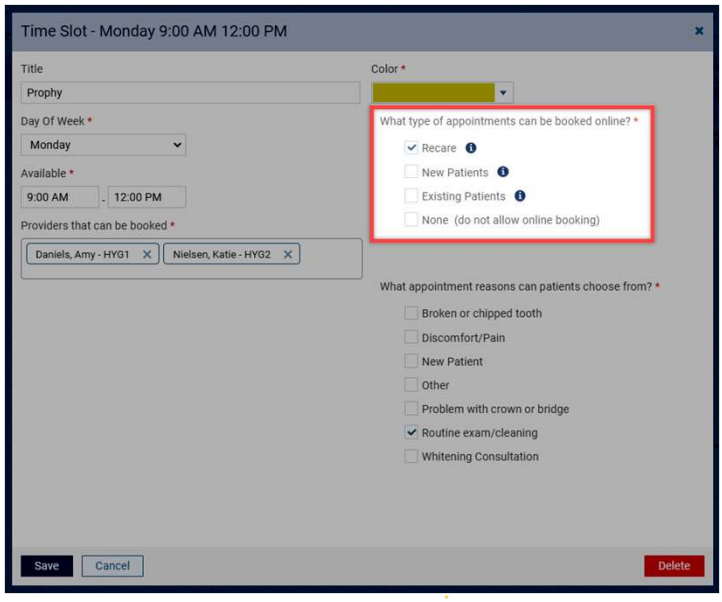
1. the time slot set-up
2. the provider's Working Hours



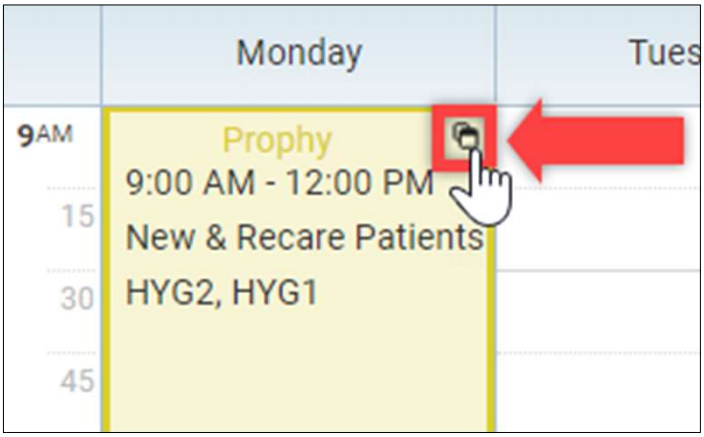


Tip: If you're new to online booking, ease into it by offering online booking only to recare patients.

Patients already get a text reminder when due for recare. Why not have them click a link to schedule online?



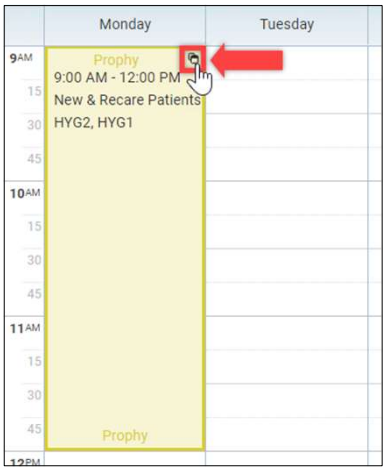
Tip*:* Use the **Copy time slot utility** to quickly add time slots.

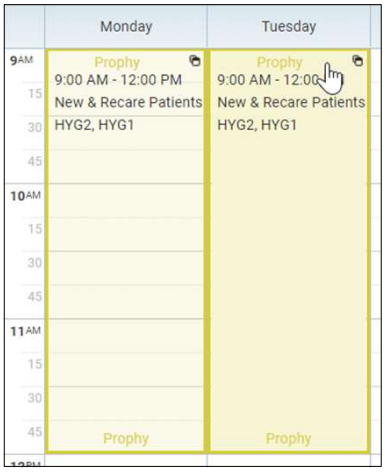


How To Do It

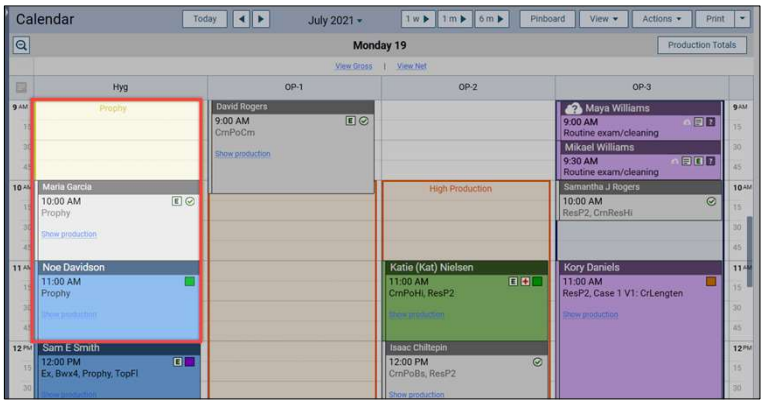
1. Click the **Copy Time Slot** icon.
2. Click to drop a copy of the time slot.
3. Edit as needed.

Tip: You can copy time slots from one operatory to another.



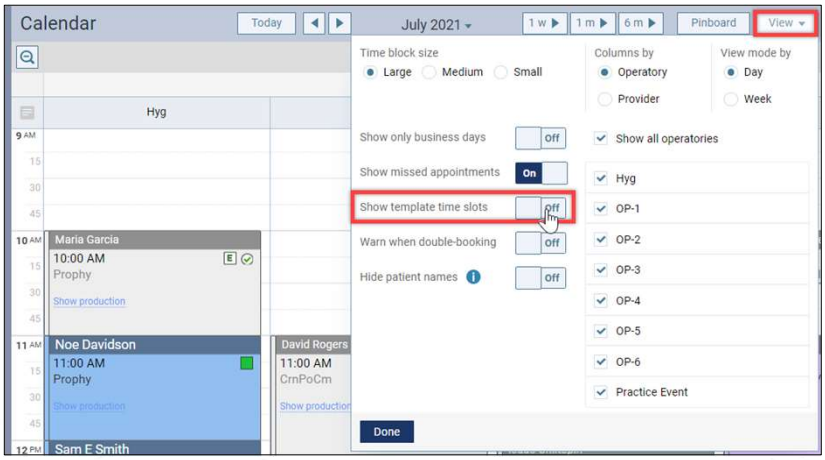


Tip: You can show the online booking schedule in the Calendar (Operatory view).

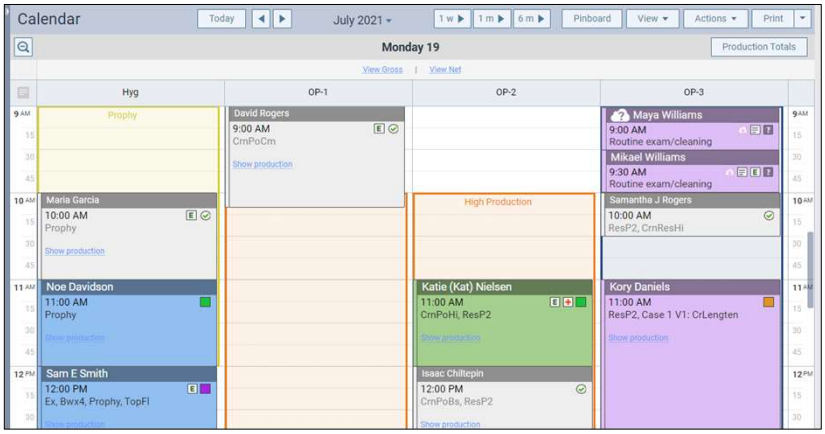


How To Do It

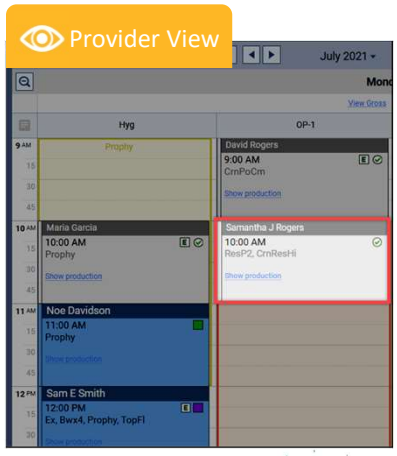
1. Open the Calendar.
2. Open the **View** menu.
3. Toggle **Show template time slots** to On.

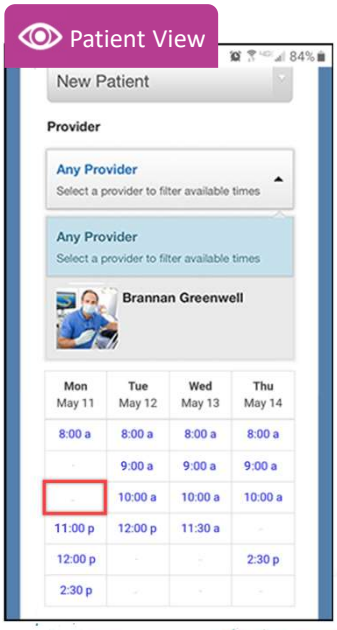


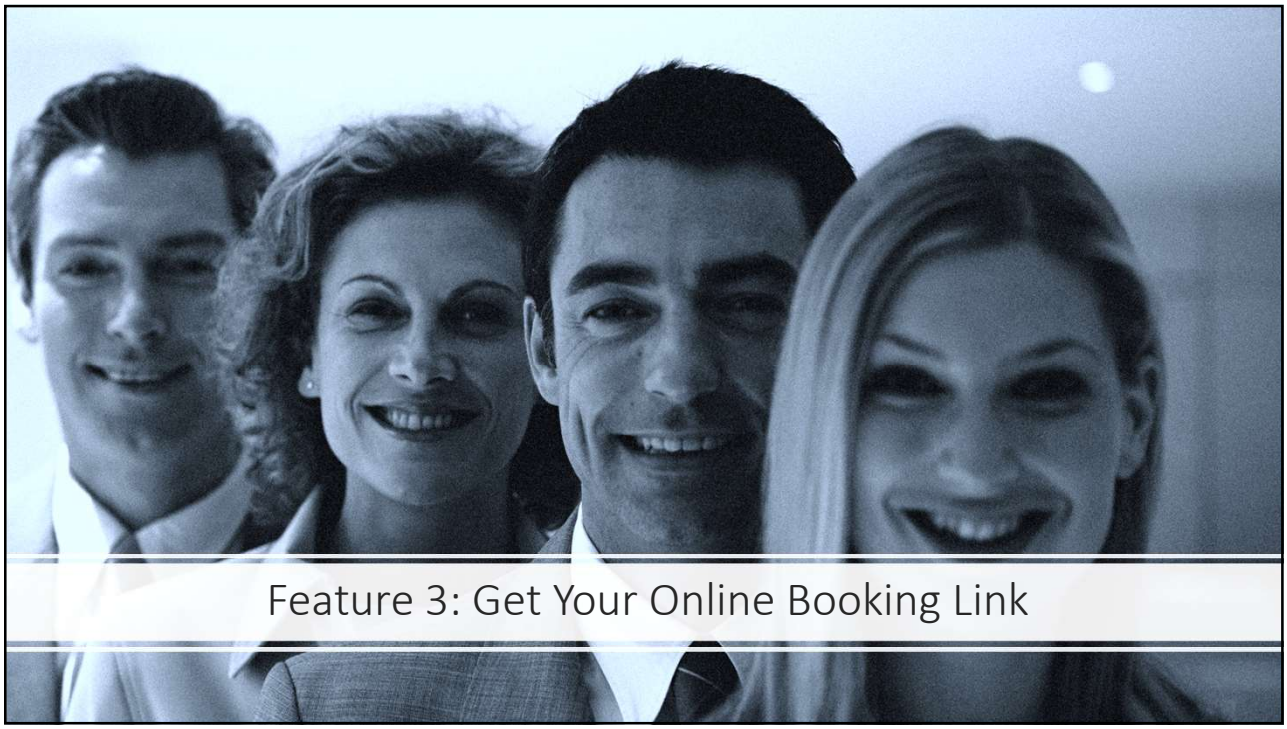
- Online booking slots show up under scheduled appointments.
- You can schedule any appointment type in any time slot.
- As you book appointments, the underlying slot gets hidden.



- As you book appointments, the available appointment times disappear from the online booking selections.







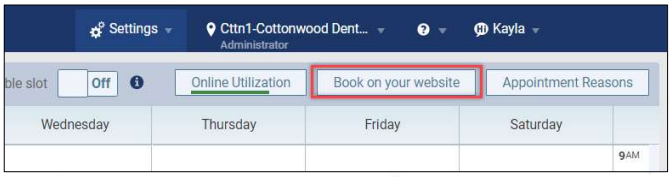
Feature 3: Get Your Online Booking Link

What Is It?

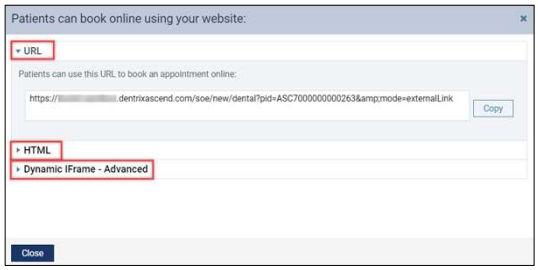
- This is your unique destination URL.
- Let patients know that you offer online booking.
- Book Now! should be a major feature of your website.

How To Do It

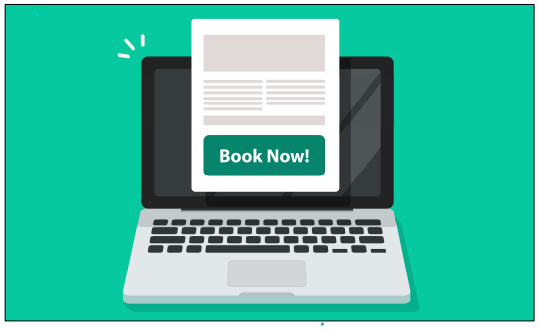
1. Click **Settings** > **Schedule Template.**
2. Click **Book on your website.**



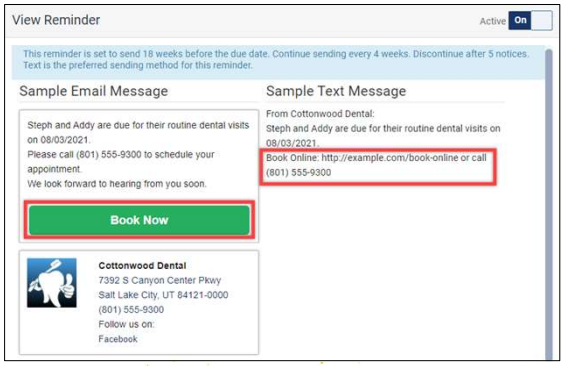
3. Choose the link version.

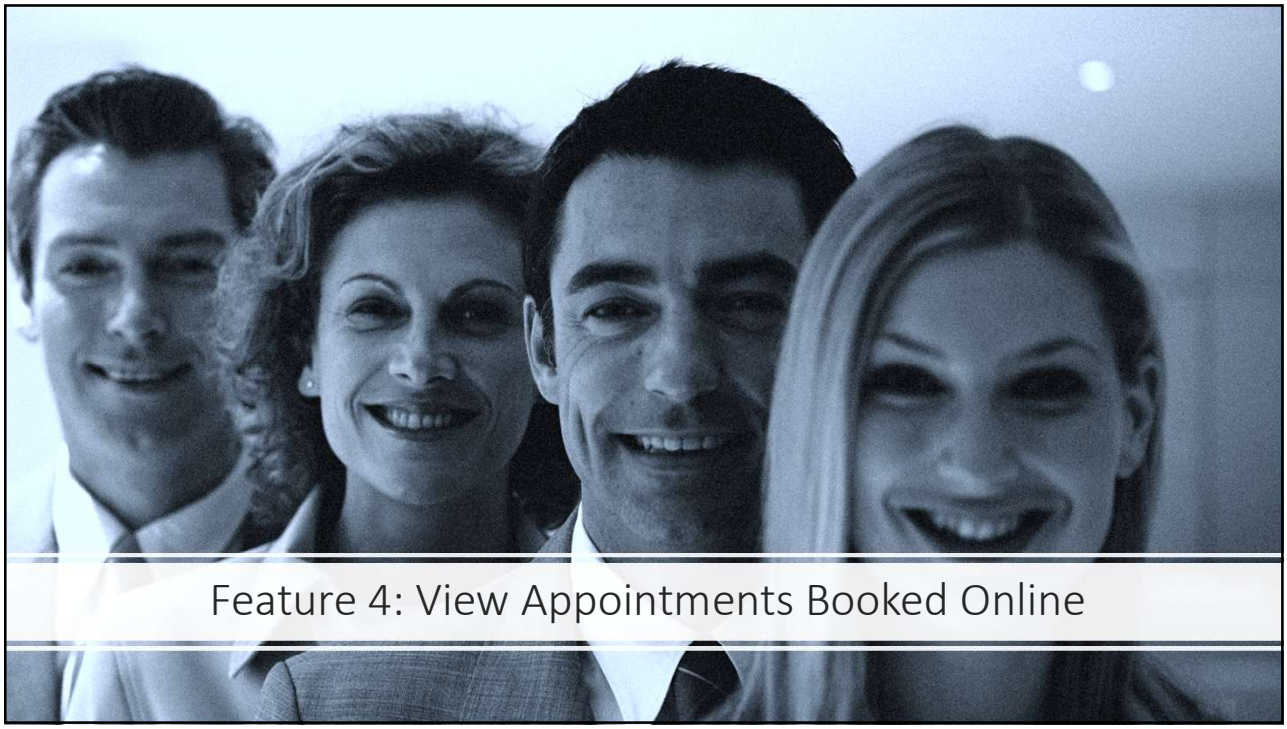


4. Put it on your website. (Ask your website specialist for help.)



Tip: When you set up online booking for recare appointments, recare reminders automatically include a link to book online.



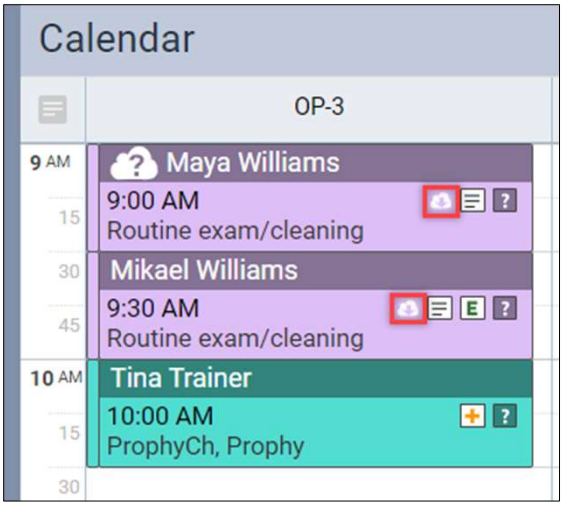


Where to Find It

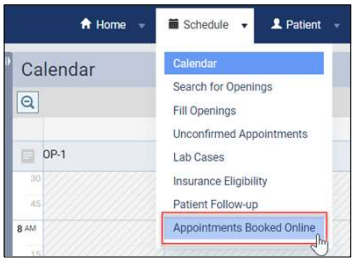
You can see your appointments booked online in two places.

1. **Calendar:** In the Schedule, appointments booked online show up automatically and have a cloud icon.

Note: The cloud with the question mark indicates that the patient needs to be validated.

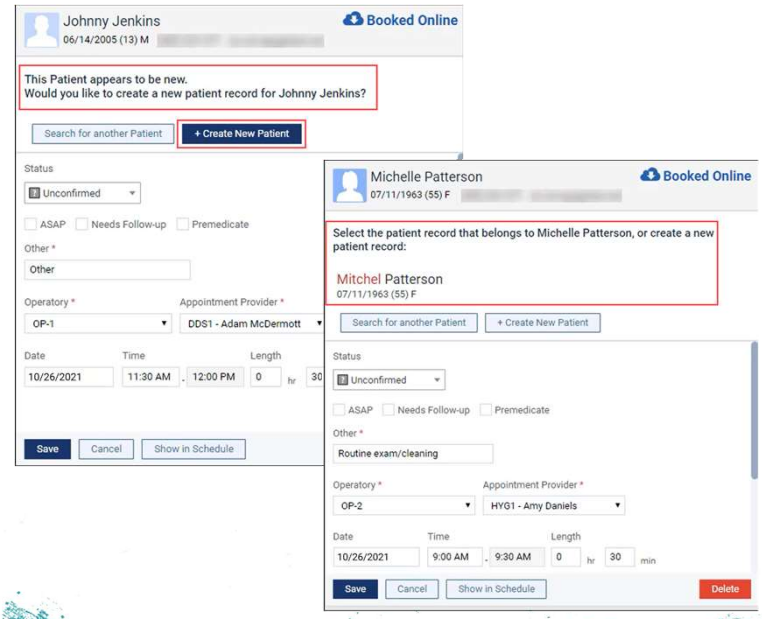


2. Appointments Booked Online Report



Tip: When Ascend doesn't recognize a patient who books online, you must validate the appointment.

To learn more, see: Validating Appointments Booked Online



Learn More

Videos

- Online Booking Overview
- Validating Appointments Booked Online

Articles

- Online booking overview and workflow

Blog Posts

- Online Booking from the Patient's Perspective
- Adding Provider Photos to Improve Your Online Booking
- Get Your Online Booking Link on Your Practice Website

Review

Topic	Value
Demo: Online Booking in Action	Saw online booking from the customer perspective.
Customize Appointment Reasons	Select which appointment reasons patients choose from.
Control Available Providers & Schedules	Limit which providers are available for online booking and which times those providers are available.
Get Your Online Booking Link	Make sure patients can find your online booking schedule by adding a link to your practice website.
View Appointments Booked Online	See which appointments have been booked online directly from the schedule.

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