

# Make it Easy for Patients to Schedule: Offer Online Booking

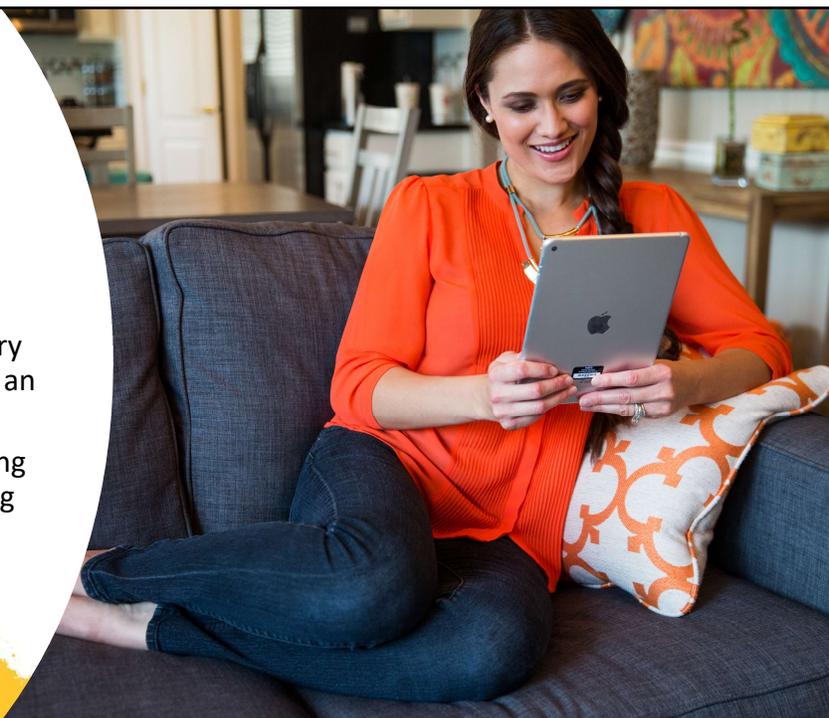
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HENRY SCHEIN ONE

## 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.

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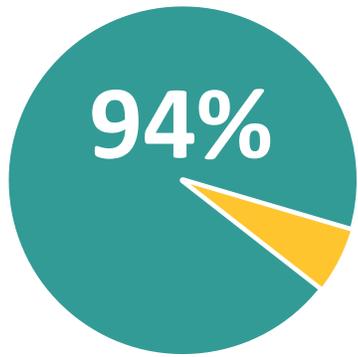
# Overview

- 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



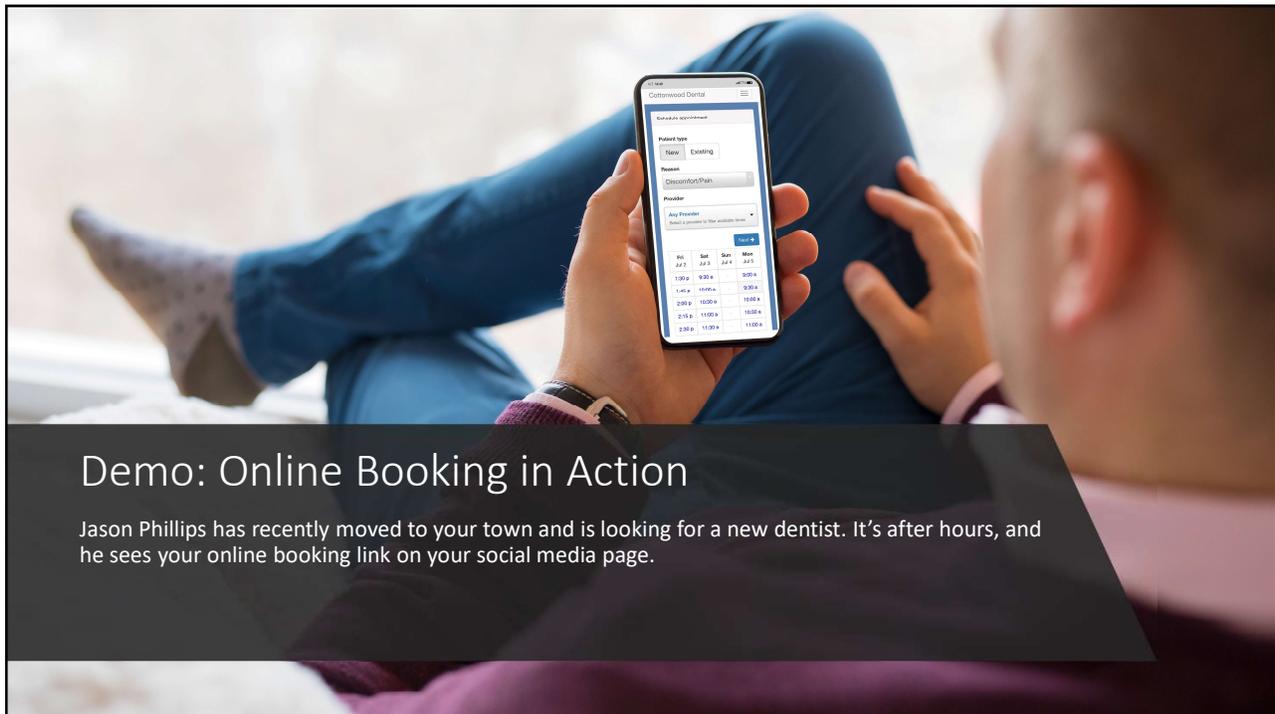
Have your schedule fill itself



Increase patient satisfaction

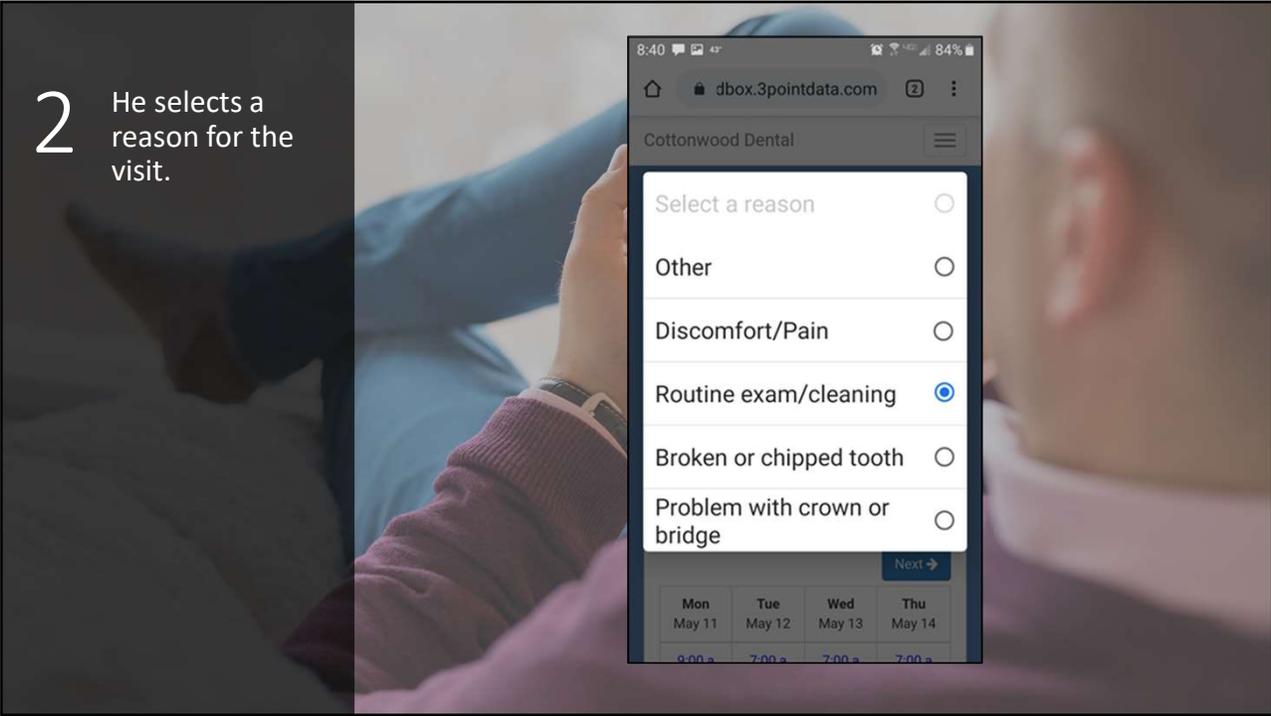
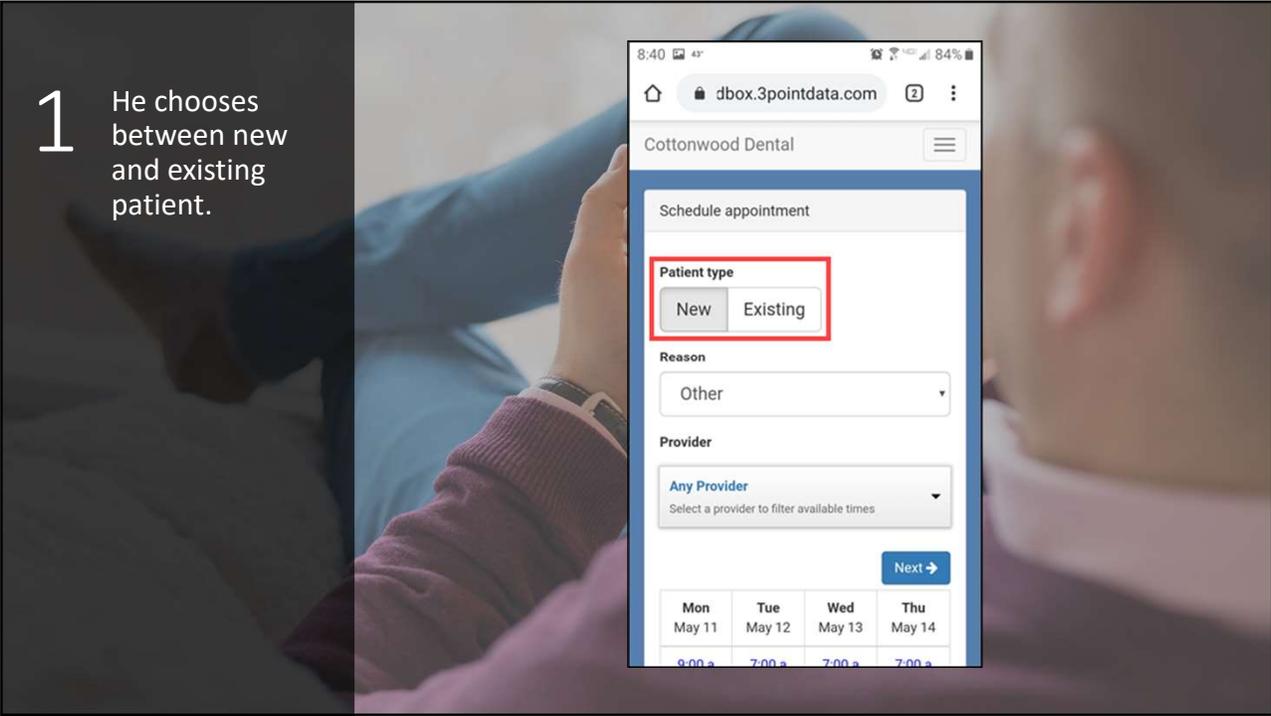


Offer 24/7 scheduling

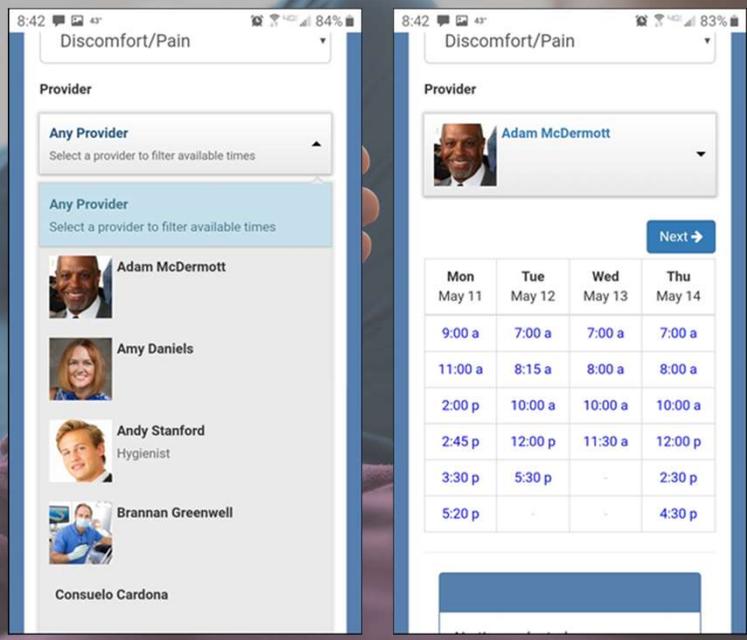


## Demo: Online Booking in Action

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.

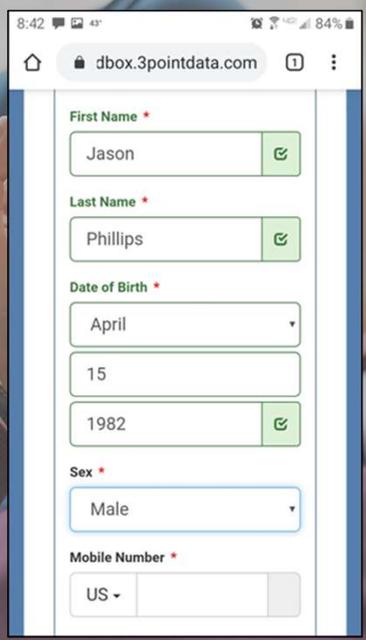


3 He selects the provider and appointment time.



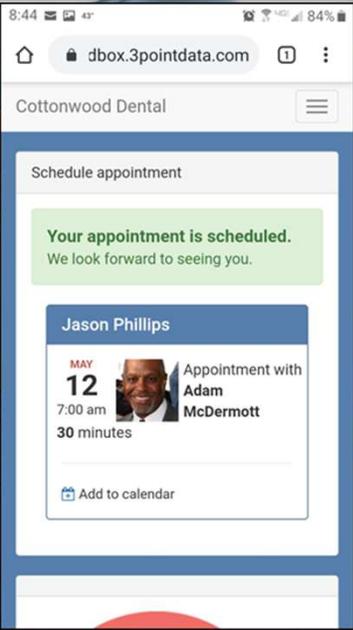
4 He provides his name, date of birth, gender, and mobile information.

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.

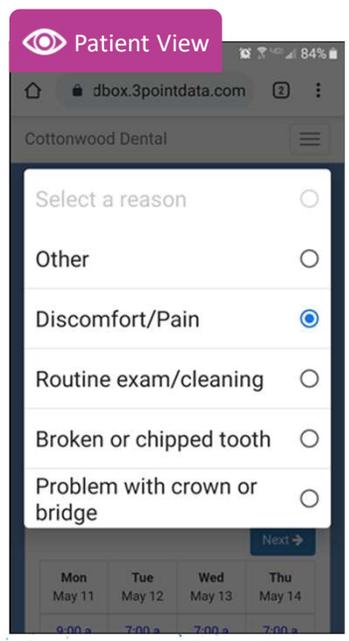


# What Is It?

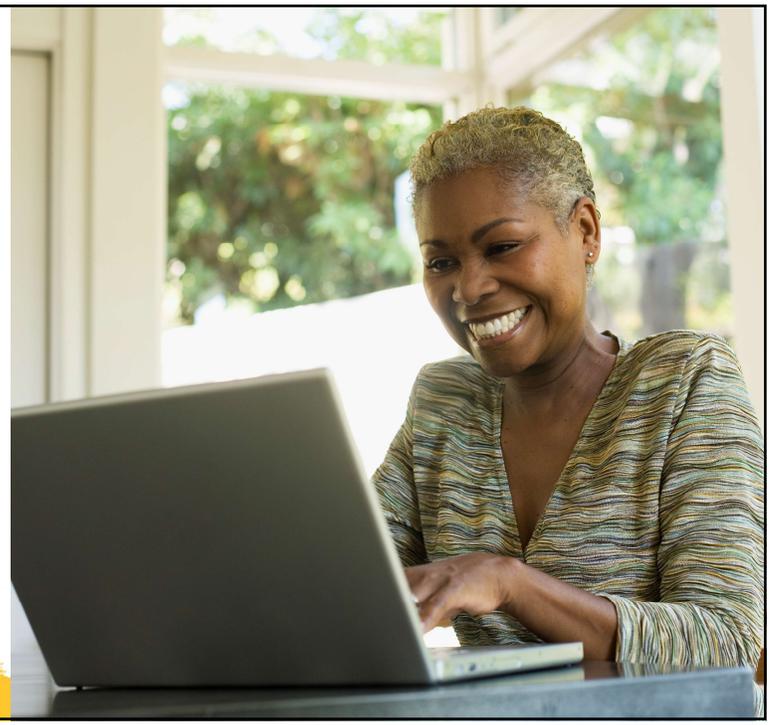
- Patients choose an appointment reason when they book.

### Default Reasons

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



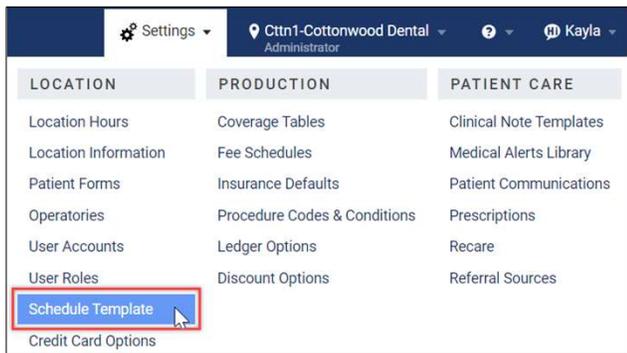
**Tip:** You can customize the appointment reasons your patients can choose from.





# How To Do It

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



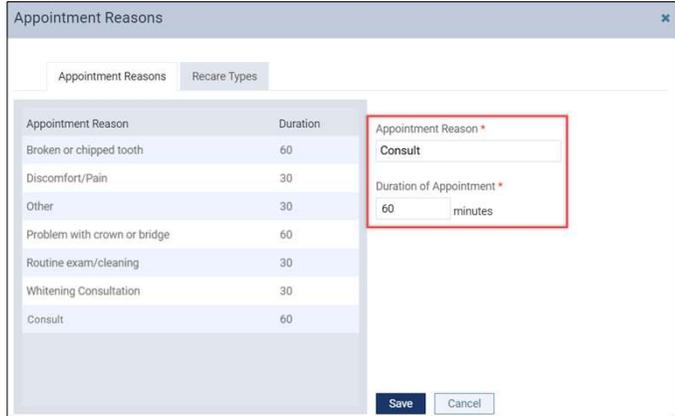
2. Click **Appointment Reasons**.



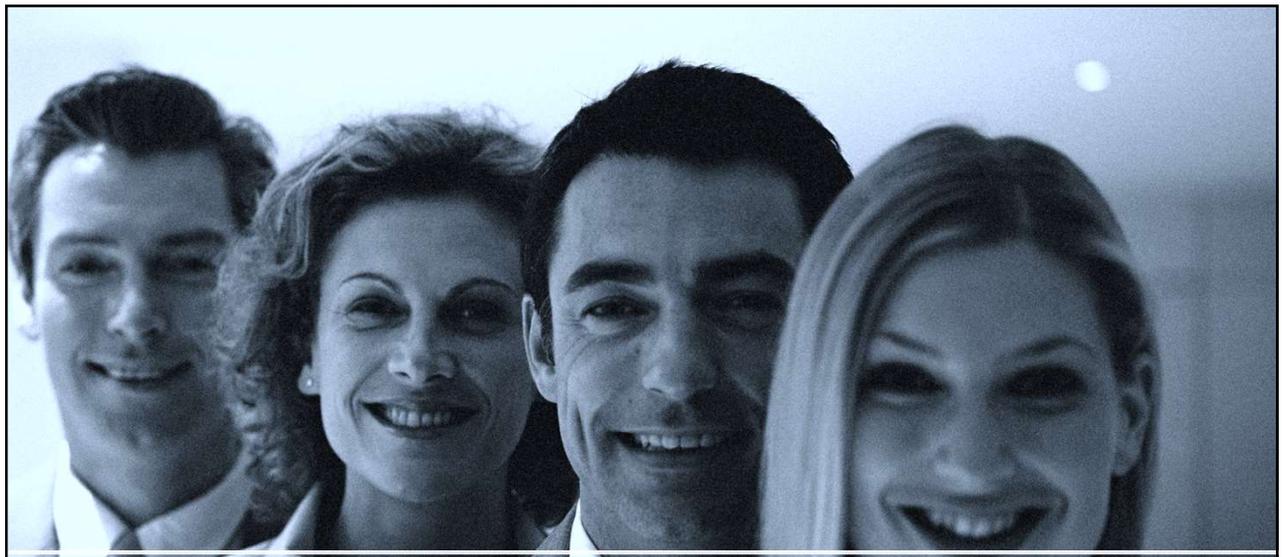
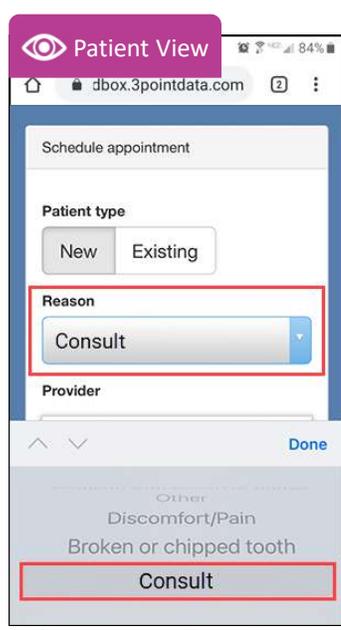
3. Click **New Appointment Reason**.



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 operator 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

The screenshots show the 'Time Slot' configuration window and the 'Working Hours' tab for 'Amy Daniels'. The 'Time Slot' window shows 'Prophy' as the title, 'Monday' as the day of week, and '9:00 AM' to '12:00 PM' as the available time. It also shows 'Daniels, Amy - HYG1' and 'Nielsen, Katie - HYG2' as providers that can be booked. The 'Working Hours' tab shows a calendar view for 'Alpine Dental LLC' with a yellow highlighted area for Monday from 9:00 AM to 12:00 PM. A 'Setup Working Hours' dialog box is also visible, showing options for cycle size and start/end dates.



**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?

The screenshot shows the 'Time Slot' configuration window with a red box highlighting the 'What type of appointments can be booked online?' section. The 'Recare' checkbox is checked, while 'New Patients', 'Existing Patients', and 'None' are unchecked. The 'What appointment reasons can patients choose from?' section shows 'Routine exam/cleaning' checked and other options like 'Broken or chipped tooth', 'Discomfort/Pain', 'New Patient', 'Other', 'Problem with crown or bridge', and 'Whitening Consultation' unchecked.





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

	Monday	Tues
9AM	<b>Prophy</b> 9:00 AM - 12:00 PM New & Recare Patients HYG2, HYG1	
15		
30		
45		



### 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.



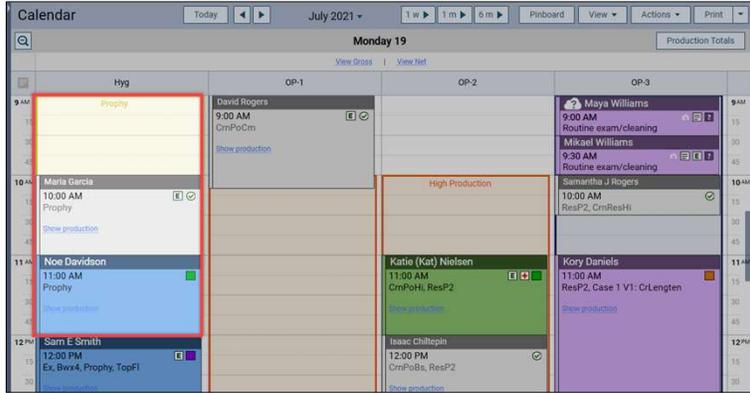
**Tip:** You can copy time slots from one operator to another.

	Monday	Tuesday
9AM	<b>Prophy</b> 9:00 AM - 12:00 PM New & Recare Patients HYG2, HYG1	
15		
30		
45		
10AM		
11AM		
12PM	Prophy	

	Monday	Tuesday
9AM	<b>Prophy</b> 9:00 AM - 12:00 PM New & Recare Patients HYG2, HYG1	<b>Prophy</b> 9:00 AM - 12:00 PM New & Recare Patients HYG2, HYG1
15		
30		
45		
10AM		
11AM		
12PM	Prophy	Prophy

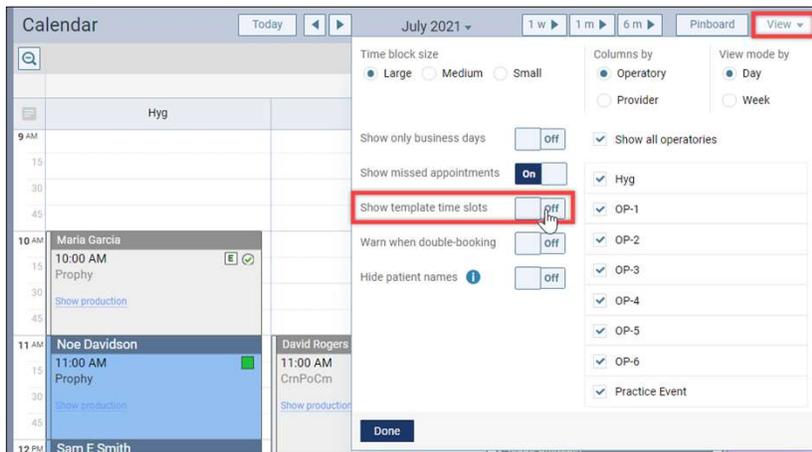


**Tip:** You can show the online booking schedule in the Calendar (Operator view).

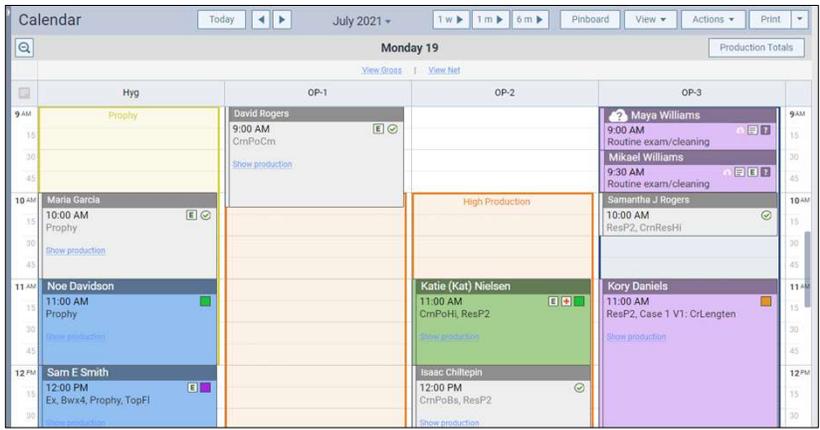


## How To Do It

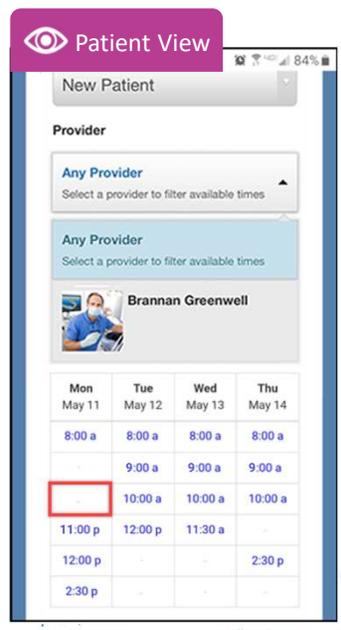
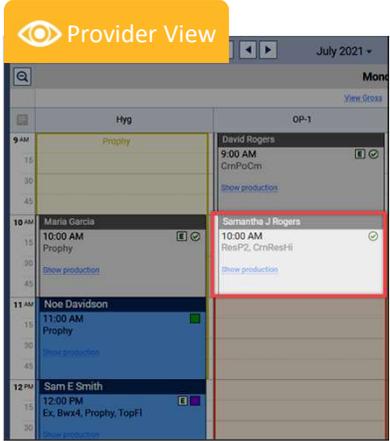
1. Open the Calendar.
2. Open the **View** menu.
3. Toggle **Show template time slots** to On.

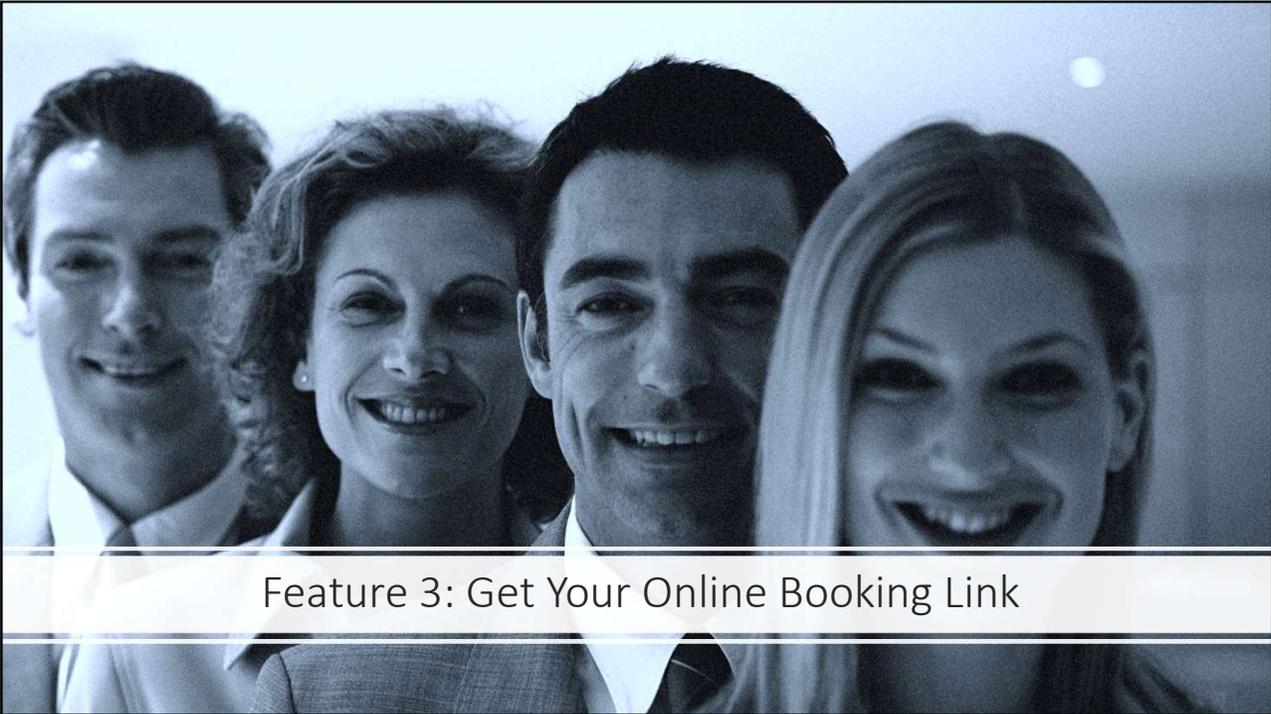


- Online booking slots show up under scheduled appointments.
- You can schedule any appointment type in any time slot.
- As you book appointments, the underlying slot gets hidden.



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





### 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.



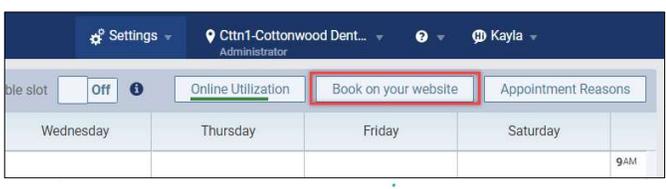
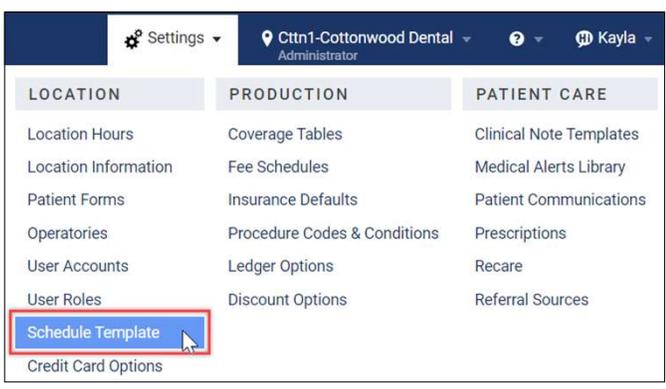
The image shows a computer monitor displaying the Cottonwood Dental website. The website has a white background with a blue header. The main content area features a 'Welcome to Cottonwood!' message and a prominent green 'Book Now!' button. The background of the slide is a blurred office setting with a person's hands on a keyboard.

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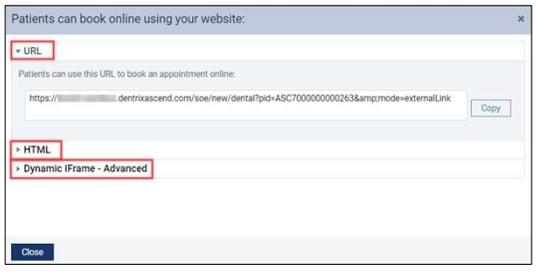


# How To Do It

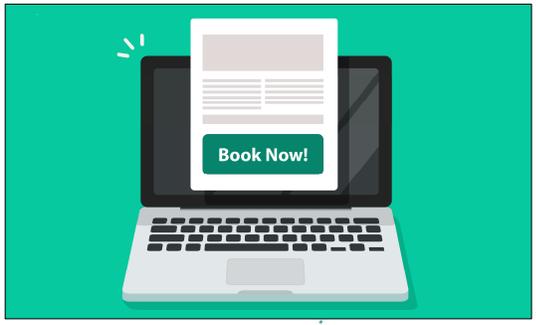
1. Click **Settings > Schedule Template**.
2. Click **Book on your website**.



3. Choose the link version.

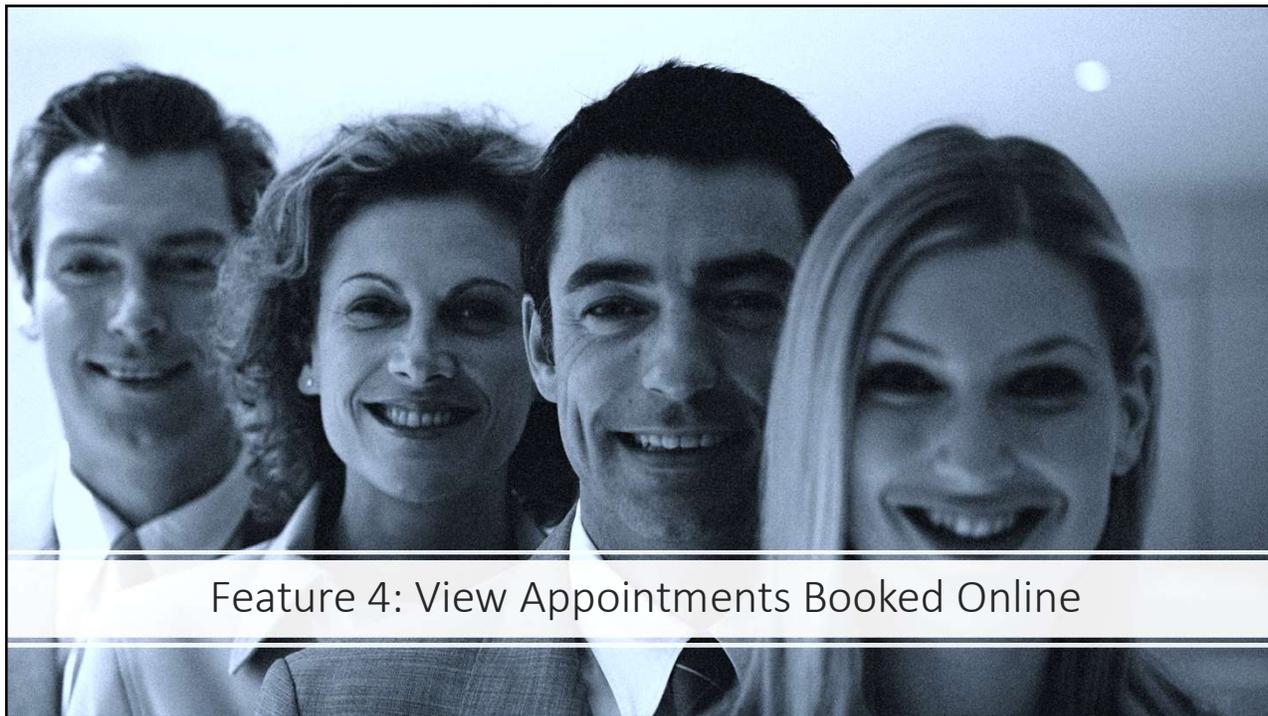
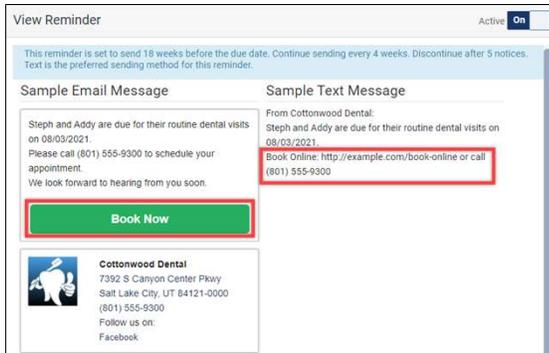


4. Put it on your website.  
(Ask your website specialist for help.)





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



Feature 4: View Appointments Booked Online

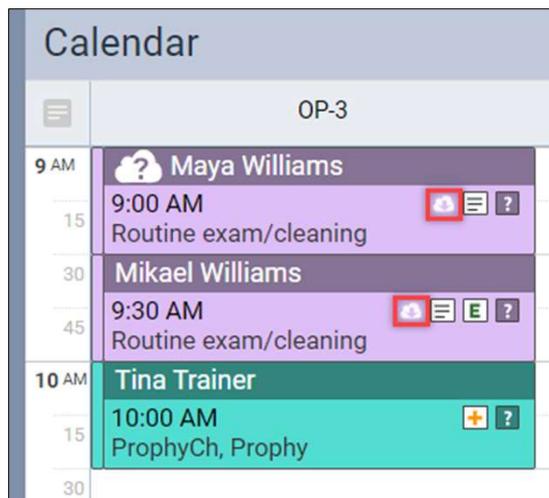


# Where to Find It

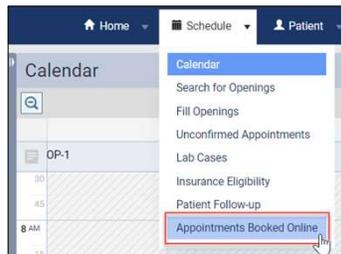
You can see your appointments booked online in two places.

- 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



Appointments Booked Online							
Date Range	Booked On	Appointment	Patient Name	Booking Type	Reason	Operator	Provider
07/05/2021-07/10/2021	07/02/2021	07/05/2021 4:00 PM	Bobby Trainer	Existing Patient	Broken or chippe...	OP-1	Adam McDermott
	07/02/2021	07/06/2021 9:00 AM	Maya Williams	Existing Patient	Routine exam/cle...	OP-3	Adam McDermott
	07/02/2021	07/06/2021 9:30 AM	Mikael Williams	Existing Patient	Routine exam/cle...	OP-3	Adam McDermott
	07/02/2021	07/06/2021 1:00 PM	Jonathan Warner	New Patient	Discomfort/Pain	OP-3	Amy Daniels
	07/06/2021	07/09/2021 12:00 P...	Nick (Kristian) S Yates	Existing Patient	Discomfort/Pain	OP-3	Adam McDermott



**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

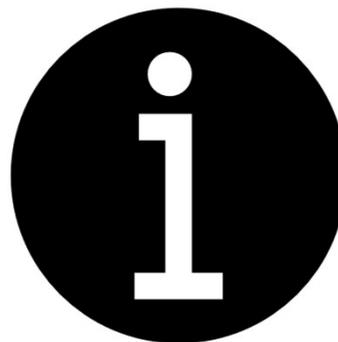
- [Online Booking Overview](#)
- [Validating Appointments Booked Online](#)

### 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.



# Q&A





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