

5 WAYS TO BOOST YOUR PATIENTS' EXPERIENCE

How to turn patients, their friends, and family into lifelong clients and advocates for your practice.

Every practice strives to “wow” their patients during appointments in an effort to keep them coming back through the door. But the path to a great patient experience isn’t always an obvious one. To be truly efficient, it takes a combination of best practices centered around communication, technology, and front office organization.

With this trio in mind, here are 5 ways to improve your patient experience. They’re likely to keep your current patients happy – maybe even happy enough to tell their friends and family about your practice, too.

1. DITCH THE CLIPBOARD

Using paperless forms, such as those offered from RevenueWell, in your office not only tees up a great first impression for your patients but frees up valuable time for the front desk. Instead of scanning papers or manually entering data, your staff can spend more one-on-one time with patients. With RevenueWell, you can automatically email intake forms to new patients or hand them an iPad instead of a clipboard on their first visit. Patient data streams directly into your practice management system.



2. TALK IT OUT

Although there’s a world of web out there for patients to research their conditions and treatment options, nothing beats one-on-one verbal communication. But an outdated and unorganized office management system can leave both you and the front desk scrambling for details instead of

discussing them with patients. Practice management software such as Fuse offers intuitive patient overview screens that reveal everything from insurance claims and medical histories to treatment plans. Interactive tooth charts allow you to quickly see the history of a specific tooth or range of teeth, so you can pick up the conversation right where you left off.



3. DIVE INTO SAME-DAY DENTISTRY

Digital tools such as intraoral scanners, design software, and milling machines have exploded into the dental market over the past few years. What these tools have in common is the ability to save time and avoid potential headaches for both patients and practices. Instead of juggling emergency appointments for lost temporaries and multiple visits to complete a restoration, you can take a quick digital impression and design and mill a great-fitting crown or bridge in as quickly as an hour. There's an undeniable "wow" factor that comes from patients walking into your office with an issue and walking out fully restored and smiling.

4. SHOW AND TELL

Patient education has moved beyond folded pamphlets of information lined up along the office wall. CAESY Cloud, part of the Eaglesoft practice management software, helps make pamphlets a thing of the past through videos that highlight hygiene, restorative, esthetic, and periodontal topics and procedures. Picture this: while you take your time explaining the details of a procedure, patients see live 3D animations, colorful images, and a 360° view of the mouth. And since dentistry is constantly changing,

Proper patient communication starts with an organized practice.

new CAESY Cloud videos are posted regularly based on the latest procedures and technologies. The tool works with any internet-connected device, so you can show patients videos right in the operator – even on a tablet or smartphone. All will not be forgotten as soon as the patient leaves the chair. Email or print presentations for your patients so they can relive the appointment from home.

5. HOLD THE PHONE

Most of today's patients are turning to the web to find a dentist. So, the more services and information you can offer online, the better. Especially when practice logistics like appointment reminders and scheduling can make or break a good patient relationship. For example, did you know it takes an average of 8 minutes to schedule an appointment over the phone? That's why one solution, appropriately named Solutionreach, offers patients online self-scheduling and sends communications like appointment and payment reminders via text message or email. And in a world where word-of-mouth referrals have taken a backseat to online reviews, anyone in your office can easily text patients a link inviting them to leave a review of their experience before they even walk out the door.