



# **AUTOMATED DENTAL PRACTICE COMMUNICATION:**

**HOW TO KEEP MORE PATIENTS WITH LESS WORK**

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## INTRODUCTION

Nothing promotes better dental health than a good relationship between a patient and their dentist. With a trusted expert on their side, patients can count on practical advice for preventive care and early diagnosis of bigger issues. Likewise, this same trusting relationship benefits the dental practice. Clear communication means patients are receptive to follow-ups and future appointments. The patient's teeth are healthy, and so is the practice. Big smiles all around.

Unfortunately, it can be difficult to maintain communication with patients. Patients are usually busy and often hard to reach. Consistently reaching patients at both a good time and in their preferred method of communication - whether phone calls, emails, or even social media - can be a challenge.

Because of the time required to interact with patients, oftentimes even the most common communications fail to be sent. It's hard work to fit unscheduled patients into the practice, which is why automating your communications to get the results you want is critical to the success of your practice.

Read this guide to learn about the best ways to message your patients, and how to automate each communication channel so you can save time and money while drastically increasing patient retention and profits.





# THE IMPORTANCE OF PATIENT COMMUNICATIONS

What if you could keep every patient you ever saw? Production would skyrocket, gaps in your calendar would fill in, and you could spend less time and money on costly acquisition advertising. Although some churn will always occur, this idea need not be far-fetched. Besides providing excellent patient care, the key to better patient relationships is having consistent, personable, and well-timed open communication channels with patients.

## Keeping Loyal Patients Is More Cost-Effective Than Attracting New Patients

The most important forms of communication with current patients are recalls and reminders. If you increase retention, you'll improve profitability, as it's easier and more effective to keep a patient than to attract a new one. In fact, 70% of companies have found that they spend less to retain a customer than to acquire a new one.<sup>1</sup>

If you increase the budget for retention efforts, such as reminder messages and patient loyalty promotions, you are targeting an audience that has already said yes to you once. You have the contact information of existing patients which means you can reach them without paying for each interaction.

## Communication Builds Trust

At the end of the day, patients don't particularly want to switch dentists unless they have to. In fact, a study found that only 16% of dental patients were likely to consider switching dentists in the next 12 months.<sup>2</sup> Among the top reasons why a patient would switch providers was "loss of trust" (38%)

and "difficult to schedule a visit" (23%). Therefore, the best way to build trust is through consistent, timely, and thoughtful patient communications.

## Different Patients Prefer Different Communication Methods

The challenge that dental practices encounter when staying in touch with patients outside their appointments, is that different patients respond better to one communication channel over another<sup>3</sup>

- 30% of patients overall prefer appointment reminders via **text**
- 65% of patients over age 34 prefer reminders by **email**
- 40% prefer to schedule by **phone, online, or text** rather than in-person
- Two-thirds of **direct mail** is looked at, and more than 40% of consumers made a purchase in the past three months because of a piece of direct mail they received.<sup>4</sup>

## The Bottom Line

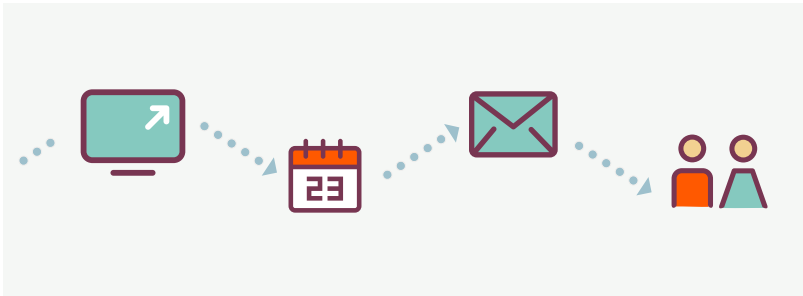
Consistent, friendly communication with all patients across the different channels they prefer will improve your profitability. Varying your communication channels is important, as it limits fatigue and spam filtering, allowing your dental practice to stay top of mind with patients. With strong interactions, you can remind your loyal but busy patients to come in regularly and you can reclaim patients who may have become disaffected over time.

## WHY IT'S TIME TO AUTOMATE COMMUNICATION

Phone calls, emails, texts, and postcards to existing patients are less expensive than advertising to attract new patients – but it's a big job. Luckily, there are components that can be automated and still provide a personal touch without involving the whole dental office team.

### Cheaper and More Effective

You can save your front-desk time through patient marketing automation tools. Not only does such a solution prevent over-working your office manager, but it allows staff more time to focus on other vital tasks. Plus, while there's always a risk of human error, automated systems increase consistency of communications across all channels. No patient will slip through the cracks because an automated system follows-up with everyone on its list. **Studies demonstrate that patient no-shows decreased 22.95% after dentists set up an automated appointment reminder system.**<sup>4</sup>



### Just the Right Amount of Outreach

A good system is set up to ensure that when a patient gets a call, text, email, or postcard, they don't receive another instance of the same message in too short a time via the same or a different channel. Subsequent touchpoints are purposefully varied in their content, timing, and channel to maintain interest and get the desired response. Not to mention, an automated system continues running 24/7, with no sick or vacation days.

### What Automation Says About a Practice

When dental patients receive a text or automated communication, they form the opinion that the practice is on the cutting edge with technology throughout. It's important to also note that 51% of dentists are already using automated appointment systems now, so it may become an expectation from patients if it isn't already.<sup>5</sup>

### The Bottom Line

Automated patient communications are consistent, always on time, and at a balanced frequency – and they reduce overall costs by saving your front-desk time. Such systems use many different communication channels, and we explore the major ones in this paper.

## COMMUNICATION CHANNELS: COMPARISON

To start, here is an overview of different communication channels and the types of messages for which they are best suited. Next, we'll go deeper into each channel.

	Calls and Voicemail	Text Messaging	Email	Direct Mail	Social Media
Appointment confirmations and reminders	X	X	X		
Appointment scheduling			X		
Brand reinforcement			X	X	X
Daytime reach		X	X		X
HIPAA-sensitive info*	X				
Inform and announce			X	X	X
Long-term reactivation	X		X	X	
Nighttime reach	X		X		X
Rappor building	X				X
Special occasion	X		X	X	
Year-round awareness			X	X	

\*HIPAA is the Health Insurance Portability and Accountability Act



## COMMUNICATION CHANNELS: CALLS AND VOICEMAIL

For years phone calls have been the number one way dental offices communicate with patients. They are one of the safest ways to discuss HIPPA-regulated information.

### Best Used For

When you need a direct conversation with patients about dental health concerns, phone calls are ideal. They are also good for interactive, robotic voicemails that patients can address later, when they have time to confirm upcoming appointments. Some patients might not have a mobile phone or an email address, which makes a landline call one of the most reliable ways to reach them.

### Benefits

Phone calls provide a warm, personal touch, and they give your practice the opportunity to overcome any objections that a patient may have in scheduling their next appointment. Calls also allow patients to easily confirm their appointment by pressing a single button.

### Drawbacks

Personal calls can be time- and labor-intensive—and there's no telling what a patient may be doing when you call, which means you could be interrupting them, or you go to voicemail, which could be ignored or forgotten. This is especially true between 9 a.m. and 5 p.m.—when dental practices typically make calls—because most people are working.

### How to Automate

- Confirm appointments via voicemail.
- Schedule automated phone calls for after-work hours between 6 and 8 p.m. when people are most likely to be available to answer their phones.
- Use automated calls to reduce the volume of confirmation calls that the office team members need to make a day or two before an appointment.

### Example

*Auto-reminder calls should use simple scripts that contain all pertinent appointment information and that insert names and times automatically. A simple brand mention is appropriate, too. Whether the patient picks up or lets it go to voicemail, they'll get the same information.*

Hello, <Name>, this is Dr. Tooth at the Smile Factory! This quick call is to remind you that we'll be seeing you for your checkup tomorrow, <May 20th>, at <9:30 a.m.>. We're looking forward to seeing your smile!

### HIPAA Tips

You and your staff are generally allowed to talk to patients directly on the phone about PHI (personal health information), such as dental health checkups, home healthcare instructions, post-appointment follow-up, and treatment plans. Never leave PHI in a voicemail or on any automated system, instead request a callback. Be sure to understand which activities are classified as “telemarketing,” as you may first need a patient's consent before you message them. If the marketing is related to the practice's own offerings, it can still be okay. [Read more about HIPAA-compliant marketing directly from the US Department of Health and Human Services](#) <sup>6</sup> (please note that this tip does not constitute legal advice).

## COMMUNICATION CHANNELS: TEXT MESSAGING

Ninety percent of US adults have mobile phones,<sup>7</sup> and 50.8% use only mobile with no landline at all, a trend that is growing at roughly 5% per year.<sup>8</sup> When combined with the general dislike of phone calls by young people, it means that texts must be part of your communication mix.

### Best Used For

Text messages are best for auto-confirmations and for day-before and same-day appointment reminders.

### Benefits

A text is typically unobtrusive and short by nature. A text doesn't take up room in a cluttered email inbox, or ring someone's phone during a meeting—and it can be read and understood in seconds. Plus, with simple reply commands, a patient can confirm an appointment with something as simple as “Y” and then move on with their day.

Some services also include two-way text messaging, meaning your office manager can jump in on an automated message thread to reply to patients and give them a truly personal conversation. Whether used to fill last-minute openings, remind patients to bring forms, or alert them about a personal item left behind at the office, two-way texting is convenient and reflects well on your practice.

### Drawbacks

Each text costs money to send. Additionally, not every phone number that a patient provides is a mobile phone, which could result in a failed communication attempt.

### How to Automate

- Set interactive auto-confirmation texts to trigger five to seven days before an appointment (e.g. “Reply YES to confirm, or call to reschedule.”).
- Schedule noninteractive reminder texts for the day before or day of, with a friendly message and an address if needed.
- Do not give an automated option to cancel an appointment.

### Examples

**Auto-confirmations** should be enthusiastic but straight to the point

Thanks for making an appointment at 3 p.m. on Thursday, May 1, with Dr. Kimihira! Please confirm by replying YES or call to reschedule.

**Auto-reminders** are a good place to show personality and put people at ease, reducing no-shows

You're just a day away from a brighter, whiter smile! See you at 3 p.m. tomorrow – Dr. Kimihira

### HIPAA Tips

Many of the same regulations that apply to phone calls apply to texts. When selecting an “automated” texting service, it is wise to choose one that enables two-way texting, capturing all incoming and outgoing data into a patient's chart to allow for fully HIPPA-complaint audit trails.



## COMMUNICATION CHANNELS: EMAIL

Thanks to smartphones, many customers have constant access to email even if they don't have a desk job. Emails are the first thing 22% of people check on their phones in the morning<sup>9</sup>, and 33.8% check their emails more than 10 times throughout the day<sup>10</sup>. Emails will be seen, and if done right, they will be read too.

### Best Used For

Emails are versatile and should be used for various reasons. These include practice marketing, appointment reminders and confirmations, birthday greetings, newsletters, and longer or less time-sensitive personal communications. They are also great for post-visit messages that request an online review of your practice.

### Benefits

Emails have space for more content, allowing your practice to display its personality and branding through a logo, team photo, collages of smiling patients, and even videos. Most importantly, emails can contain links to your website's appointment request form or schedule apps and in some cases, can automatically place appointments in patients' calendars, such as Outlook or Google Calendar, which helps prevent no-shows.

### Drawbacks

Emails typically have lower open rates, simply because people receive far too many of them. On average, people receive 121 emails a day, meaning your well-intentioned practice marketing and appointment reminders can easily be lost in the mix. Unlike a call or text, emails tend not to be "urgent," so



people may not read them right away. Plus, it's not uncommon for patients to have multiple email addresses (e.g., personal email and work email). And to reduce spam and volume of emails, they may selectively share an email address that they don't check often.

### How to Automate

- Choose a platform that automatically populates contact information (e.g., "<FirstName>, thanks so much for...") to decrease time spent customizing email campaigns.
- Create a variety of email series that trigger timed sends for appointment reminders, say, a week and then a day out.
- Schedule holiday and seasonal emails for all patients, like back-to-school for families, winter season's greetings, Halloween "scary tooth prevention" tips, and the like.
- Ensure that there's only one message per family (sometimes called "family messaging").

## Examples

**1** **Visit recap emails** are the perfect way to remind patients how grateful you are for their business and to request patient reviews.

Thank you so much for seeing us for a cleaning at Valkyrie Dental. We hope you enjoyed your visit.

Would you be willing to share your feedback so that other patients can see what it's like to work with our practice? If you have a second, please [leave us a review on Yelp](#).

We look forward to seeing you soon!

-Dr. Valkyrie

**2** **Treatment plan follow-ups** are a natural continuing-care message, and through email they can include enough information and links to increase the chances of case acceptance.

We are excited to announce a brand-new, in-office whitening procedure now available at our practice! Click the video below to learn more.

<dental teeth whitening video>

Interested in getting brighter, whiter teeth today? Click the link below to set your appointment:

<calendar with selectable dates/times>

Have a good rest of your day!

- Dr. Valkyrie

## HIPAA Tips

You must ensure that your email service provider (the one that sends automated email series for you) uses HIPAA-compliant encryption to protect PHI. It is wise to use a disclaimer on the bottom of email messages to prevent liability on the part of the practice. For example:

*"The information contained in this transmission may contain privileged and confidential information, including patient information protected by federal and state privacy laws. It is intended only for the use of the person(s) named above. If you are not the intended recipient, you are hereby notified that any review, dissemination, distribution, or duplication of this communication is strictly prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message."*

## COMMUNICATION CHANNELS: DIRECT MAIL

In an age of dwindling physical mail, receiving a personalized card stands out. Patients are more likely to look it over—and hang onto it longer too.

### Best Used For

Postcards are best used for patient retention and as part of the recall and reminder mix. They are also good for practice announcements, such as a new practice location or associate, or to advise patients of important changes to insurance or financial terms. You can send long-time-no-see reminders to get back on patients' minds, as well as holiday cards to stay with them year-round. Especially powerful are birthday cards because, marketing message or not, it's nice when someone remembers your special day.

### Benefits

In the age of daily email spam, postcards catch attention and can reactivate a dormant patient. Dentists using postcards have seen as much as a 750% return on investment (ROI), in part because this form of communication is so relatively inexpensive and because it is somewhat unexpected. The physicality of a glossy, friendly postcard is so novel at this point that it becomes an asset in and of itself. A postcard also has a lot of staying power—recipients can't just click delete—and people can leave it on the counter or hang it on the fridge as a reminder.

### Drawbacks

The obvious downside is cost – postcards must be designed, printed, and mailed. Some services charge \$1 of a standard postcard. While not expensive



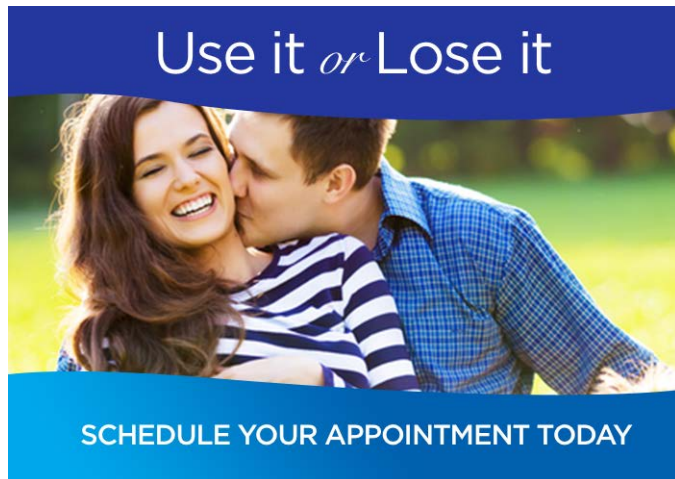
per card, an entire year of campaigns does add up. You must have a patient's current home address for postcards to hit the mark, of course. Also, it's difficult to track engagement with a postcard—you don't have digital metrics on open or click-through rates. You can always ask patients if they saw it, but responses will be subject to recall biases.

### How to Automate

- Target all patients with practice announcements (such as insurance changes or a new location) and special promotional offers.
- Make it the primary communication channel for patients who don't have an email address or mobile phone number on file.
- Send postcards to patients who haven't responded to a six-month reminder texts or emails.



## Examples



**Benefit reminder cards** get forgetful patients back in at no cost to them, making it a win-win.



**Holiday cards** get keep your practice in mind when it matters the most.

## HIPAA Tips

So long as postcards are only for patient recall or season's greetings, you should be fine under HIPAA. Obviously, don't send any treatment specifics or PHI printed on the postcard, as there would be no chance of privacy.

## COMMUNICATION CHANNELS: SOCIAL MEDIA

Ten years ago only 5% of the U population was on social media. Fast-forward to today, and it's now used by 69% of U.S. adults!<sup>12</sup> A strong social media presence has become vital to a practice's success and presents unique opportunities for patient interaction and engagement.

### Best Used For

Social media is best for responding to reviews (both positive and negative) to demonstrate an attentive practice and for responding to any direct messages, questions, or comments that users might have. Facebook is also a good place to collect various types of information to better understand patients. You can conduct small surveys or polls to learn opinions and utilize "social listening" to see what people are saying about topics related to dentistry.

### Benefits

Social media is effective because of its immediacy, how often people connect with it, and the wealth of patient data it contains. Having a solid social presence, especially on Facebook, makes your practice appear modern. Being responsive to questions and concerns is like a sign of life for frequent social media users. And when you manage customer service issues well in a public forum, you signal to other patients that you are a caring dentist who doesn't ignore problems. Best of all, reviews on your practice's page contribute to a star rating tied to a map location, and each review appears with a real person's name and face. Because of these aspects, in addition to a sense of community, what social media brings most of all is trust and transparency.

### Drawbacks

Managing your practice's social media accounts is time-consuming. It requires dedication to posting high-quality, relevant and engaging content while also managing and responding to reviews, questions, and comments. To do well in Facebook community management, whoever is handling it must be well versed in the basics of technology and marketing. The platform never sleeps and requires frequent attention. It is a full-time job, and if it's simply added to a staff member's responsibilities, things could be missed.

### How to Automate

- Chatbots are automated artificial intelligence that handle instant messaging and provide resources to patients in a real time and in a more natural way. They are becoming more popular and can be used to automate the messenger part of Facebook.
- Other forms of automation aren't possible in direct Facebook communications, but there are inexpensive ways to outsource the work so that it becomes less of a chore and doesn't require additional staff.

## Examples

**Responding to Facebook criticism** in a calm, polite manner is vital to good community management. Get the commenter to a different form of communication as fast as possible.

**Dr. Book:** Excited to see so many prom-ready smiles!  
<picture of dental patients smiling>

**Ashley Promgoer:** DR. BOOK COULDN'T GET MY TEETH WHITE AND MY PROM PICTURES LOOK HORRIBLE!!!!

**Dr. Book:** We appreciate your feedback and are sorry to hear that you were not satisfied with your service. We will reach out to you directly via phone to make sure you are satisfied.



**Chatbots** can be used in Facebook messaging to free up staff time from answering basic questions, and they can pass information over to an employee when a live person is needed.

**Curious Patient:** What are your hours??

**RoboDental DDS:** We are open Monday through Friday, from 9 a.m. to 3p.m. Do you want to make an appointment?

**Curious Patient:** No not yet. Where are you located?

**RoboDental DDS:** You can find our practice at 123 Fake Street. &lt;map&gt;

**Curious Patient:** Okay, thanks. Maybe I'll make an appointment later.

**RoboDental DDS:** Our pleasure! If you'd like to make an appointment, you can use our easy scheduling tool at any time [www.robodental.com/schedule-appointment](http://www.robodental.com/schedule-appointment).



## HIPAA Tips

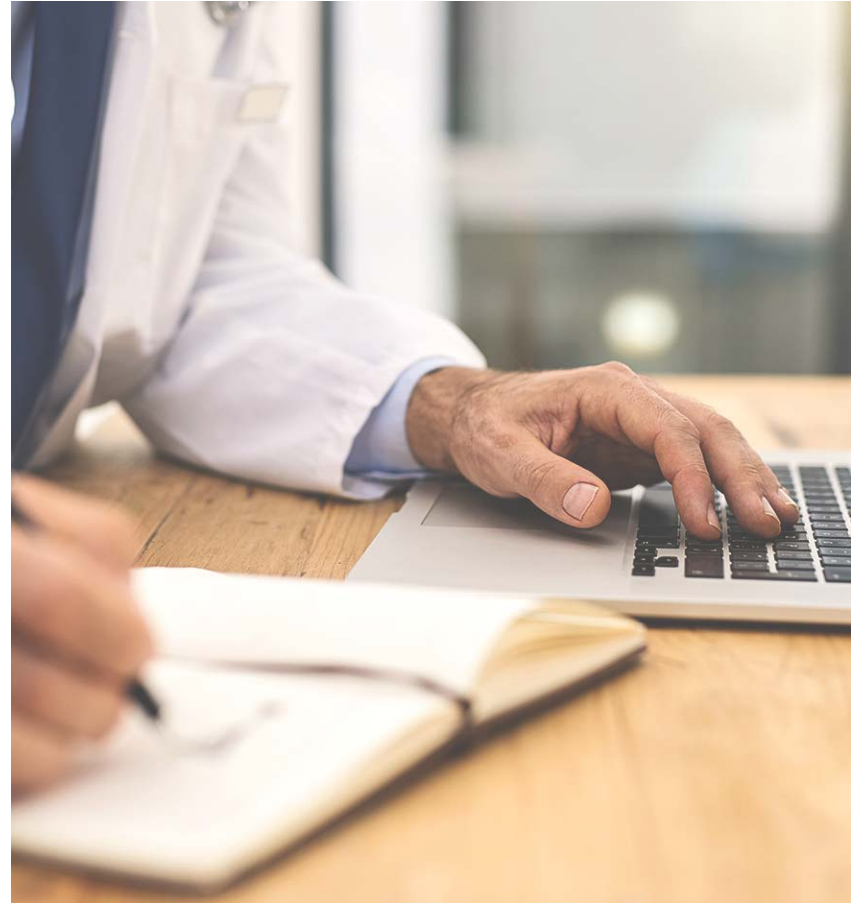
For social media interactions, it is more a matter of training staff on HIPAA-compliant communications than anything else. It's a good idea to have a practice wide social media policy that includes information about what to look out for, such as avoiding posting even the tiniest identifying details regarding patients—time of day, date, and location of an appointment, for example. Don't post anything, even vaguely, about a patient without their consent—photos, case studies, anything. This goes for interactions in Facebook Messenger, too. It is reasonable to assume a lack of privacy in all social media interactions, so play it safe. See the Society for Human Resource Management sample on which to base your own policy.<sup>13</sup>



## CREATING A PATIENT COMMUNICATION PLAN

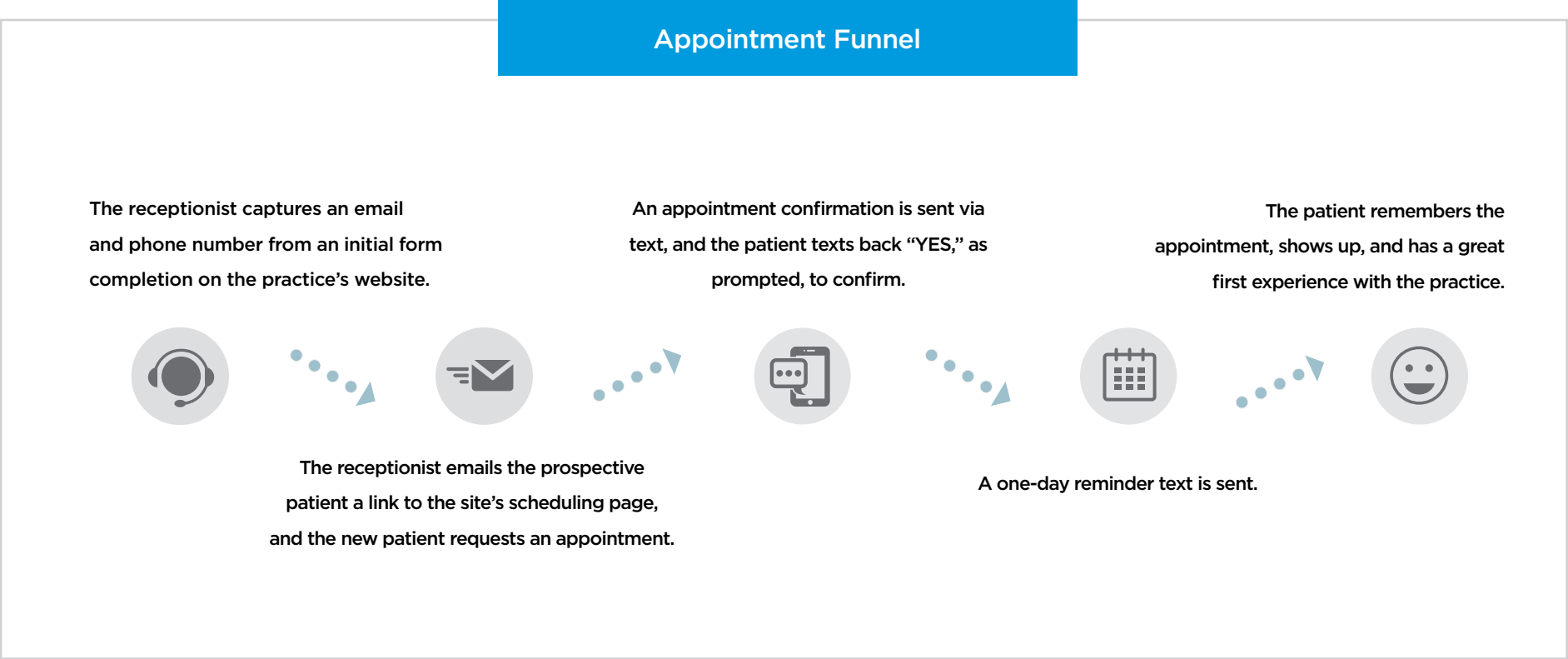
With all the foregoing channels at your disposal, you can craft a complete communication plan that reaches your patients regardless of gaps in the contact information you have for them. It will require a tool that can pull data from your practice management software and stay in sync with it—you don't want to risk double-messaging someone and putting them off with your outreach efforts.

A good communication plan involves not only an automation tool but also knowledgeable, friendly people behind it to give oversight and correct potential errors. For example, an office manager may know that your patient Felicia has an email on file but that she never responds to email, so the assistant excises email from Felicia's communication plan.



## Example Communication Plan

The following is an ideal way to move a patient from the acquisition funnel to the retention cycle so that you can be sure to maximize their lifetime value.



## Retention Phase: The Continuous Cycle



The patient is in the practice management system and receives automated communications.



Patient receives an email thanking them and requesting a review.

One day after appointment.



Patient receives an eNewsletter from their dentist with tips and office updates.

One month after appointment.



Patient receives newsletters just often enough where they aren't annoyed and don't unsubscribe.

Every few weeks



Patient receives a text, email and postcard from the practice encouraging another appointment.

At the appointed continuing care date.



Office manager sees the patient's name on a list of people to follow-up with. Receptionist calls the patient and invites them to a cleaning. Patient accepts.

One week later



Patient goes through reminder steps again, with more follow-ups in the future.

Ongoing



## Annual Marketing Touchpoints to Build Loyalty

You can reach out to patients throughout the year for many other reasons than appointment reminders.

- **Benefit reminders.** If a patient has dental insurance but has not made an appointment, sending reminders to “use it or lose it” is a perfect way to get them back in. It’s truly win-win because the patient generally pays little or nothing, and your practice can get hygiene and potential treatment cases too.
- **Holidays.** Postcards sent with well wishes and cute surprises for every occasion are a nice way to keep your practice top of mind. Halloween, with its ubiquitous candy, is a great opportunity to talk about teeth, as is Easter and Valentine’s Day. For the winter holiday season, it is recommended to stay non-denominational and suggest they get their smiles perfect for “holiday cards.”
- **Birthdays.** Sending an email or card wishing a “happy birthday” and including a small promotional offer can be great—just be sure not to make the reward too big, or patients might learn to wait around for their next birthday before making future appointments.
- **Custom.** Of course, there are always occasions that fall outside the global norm. For example, if you learn when a patient’s anniversary is, that’s a great opportunity to give the personal touch.

## Selecting the Right Tool for the Plan

When considering an automated patient communications provider, here are some questions to ask:

<input type="checkbox"/>	Can it schedule phone calls, texts, emails, postcards, and social media posts?
<input type="checkbox"/>	What if a patient doesn’t have one of the communication methods in my communication plan?
<input type="checkbox"/>	What if patients remain unscheduled for a very long time?
<input type="checkbox"/>	Can I change the timing and method of all of my communications?
<input type="checkbox"/>	Does this tool consider families who might be receiving duplicate communications?
<input type="checkbox"/>	Does this sync with my practice management software?
<input type="checkbox"/>	Do you have visual content and scripts for me, or do I have to provide everything on my own?
<input type="checkbox"/>	What is the price? Are there contracts involved?
<input type="checkbox"/>	What isn’t included in the price (e.g., phone calls, postcards, online appointment scheduling)?
<input type="checkbox"/>	How long does it take to set up?
<input type="checkbox"/>	Is there a learning curve, and does the front-desk need to learn a new software program?
<input type="checkbox"/>	What customer support is available?
<input type="checkbox"/>	What training is available for new hires in the office?

## PROSITES PRACTICEMOJO AUTOMATES PATIENT COMMUNICATIONS

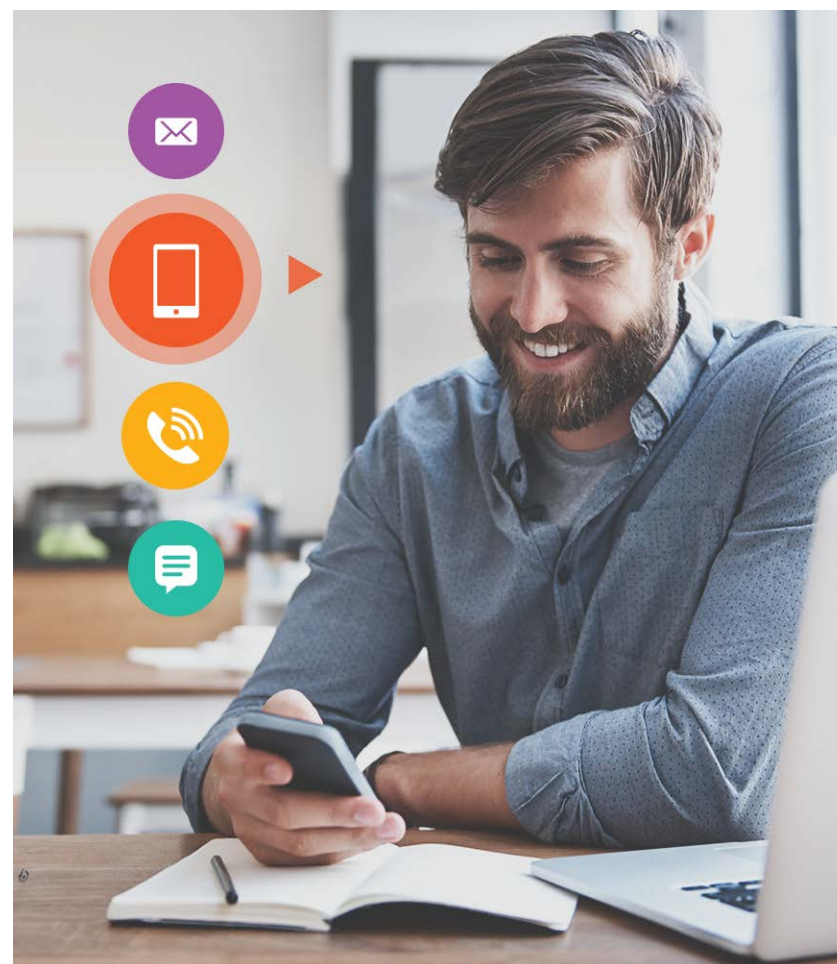
ProSites' PracticeMojo is a platform that can handle everything described herein. It automates every part of your dental practice's marketing, from Facebook posts to postcards. Its unique features include the following:

### True ROI Measurement

PracticeMojo uniquely tracks how many of your automated interactions result in actual appointments being set, not just how many were distributed. A True ROI dashboard keeps you informed, so you understand the value PracticeMojo delivers, rather than its activity without context.

### ReachAll with Attrition Eliminator

The platform comes with preset "recall plans," which are series of different communication methods that trigger to send at set intervals. There are options for long-term reactivation when patients don't interact for years, as well as short ones that set up simple monthly newsletters. There are dozens of recall plans crafted for various situations—all designed to switch up communication methods to prevent fatigue and eliminate attrition and churn. You simply select the ones you want to apply to different patient lists, and then switch off communication methods you don't want for particular patients. ReachAll gets its name because it can build plans that include every communication method possible.





## Appointment Reminders

Calls, texts, and emails can all be sent on behalf of your practice to remind patients about upcoming appointments. Like with ReachAll, just select a pre-built reminder plan for patients, and the software will schedule every call, text, and email while filling in the patient's name and appointment date. You can set it and forget it.

## Family Messaging

You can prevent over-communicating with family messaging. When front-desk staff enter a family member's information into the system, they can denote dependent and family relationships, setting one person as the head of the household for dental care. If a parent and their high-school aged kids are all due for dental work, only the parent will receive the communication, despite each of them having mobile phone numbers in the system.

## Social Media Management

PracticeMojo helps your office manager stay on top of your social media presence too. It offers you two post ideas every week to eliminate the work in continually producing fresh content. Some of the content PracticeMojo provides includes extensive libraries of pictures, license- and royalty-free. Rather than hunting online and paying for stock images, office managers can just take a post idea, select a ready-to-go photo, then customize the message with the



practice's personal stamp. You can also schedule your social media posts so that they automatically go up at set intervals. This helps give your practice a consistent online presence, freeing up time for vital community management and customer service through your social channels.

PracticeMojo also gives you a custom-designed and branded Facebook page, to make your practice look truly up-to-date. Plus, it lets you bring patients right to your Facebook reviews page to lend their credibility and recommendation to your practice.

If you're looking to put everything you learned in this whitepaper into practice, ProSites and PracticeMojo make it very easy.



## CONCLUSION

Better communication, especially through recalls and reminders, is a major opportunity for practice growth, and it requires far less spend per production dollar gained than does traditional advertising. Recalls help reduce churn by targeting existing leads and increasing their lifetime value, and reminders reduce no-shows to prevent gaps in your appointment schedule and needlessly lost patients. Both help you significantly increase revenue.

Automation enables you to maximize the consistency of communication and coverage across your patient lists while minimizing costs for personnel to do all of this important work. This brings expenses down, which means practice profitability grows.

Remember, when choosing to automate it is important to not leave any communication channels on the table. Just like any other conversation you have, one size does not fit all. Some patients prefer text, others like to chat on the phone, and still others are charmed by good, old-fashioned snail mail.

PracticeMojo helps your practice use and automate all of these channels to generate an average of 50 new appointments each month, with an overall 5,413% ROI.<sup>14</sup>

With a communication plan in place and automated tools to make it manageable, you'll be growing your practice in no time.



PracticeMojo helps dentists generate an average of 50 new appointments each month.

## ABOUT PRACTICEMOJO

PracticeMojo helps dentists accelerate practice growth and acquire new patients through innovative online marketing solutions.

We take a consultative approach and create tailored marketing strategies that support your practice goals through our comprehensive suite of online marketing solutions.

- **Automated recalls and reminders.** We help you eliminate last-minute cancellations and no-shows while improving patient loyalty through timely and personalized communications. To reach 100% of patients you can remind them via email, text message, phone call, or direct mailer.
- **Dental Reviews Pro solution.** To help improve your online reputation, we will automatically send a request to patients after their appointment to leave a positive review about your practice.
- **Facebook Pro.** We help you create a strong brand image while actively engaging with patients on Facebook by providing pre-written posts for your practice each week.
- **PracticeMojo insights.** You don't have to guess if your automated communications are working. Your service includes a dashboard so you can easily see the success of your campaigns and overall return on investment. On average, we help dental practices see a 5000% return (\$50 back for every dollar they spend with us)!

To learn more about patient communications from PracticeMojo, call (800) 556-2580 or visit [www.PracticeMojo.com](http://www.PracticeMojo.com)



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