



Improve patient experience

# How to engage your customers with your practice



# Contents

|                               |  |    |
|-------------------------------|--|----|
| <b>1.</b>                     |  |    |
| Introduction                  |  | 03 |
| <hr/>                         |  |    |
| <b>2.</b>                     |  |    |
| Patient discovery             |  | 04 |
| <hr/>                         |  |    |
| <b>3.</b>                     |  |    |
| Patient conversion            |  | 05 |
| <hr/>                         |  |    |
| <b>4.</b>                     |  |    |
| Patient onboarding            |  | 05 |
| <hr/>                         |  |    |
| <b>5.</b>                     |  |    |
| Continuous engagement         |  | 06 |
| <hr/>                         |  |    |
| <b>6.</b>                     |  |    |
| Patient experience management |  | 07 |
| <hr/>                         |  |    |
| <b>7.</b>                     |  |    |
| Effective patient retention   |  | 08 |

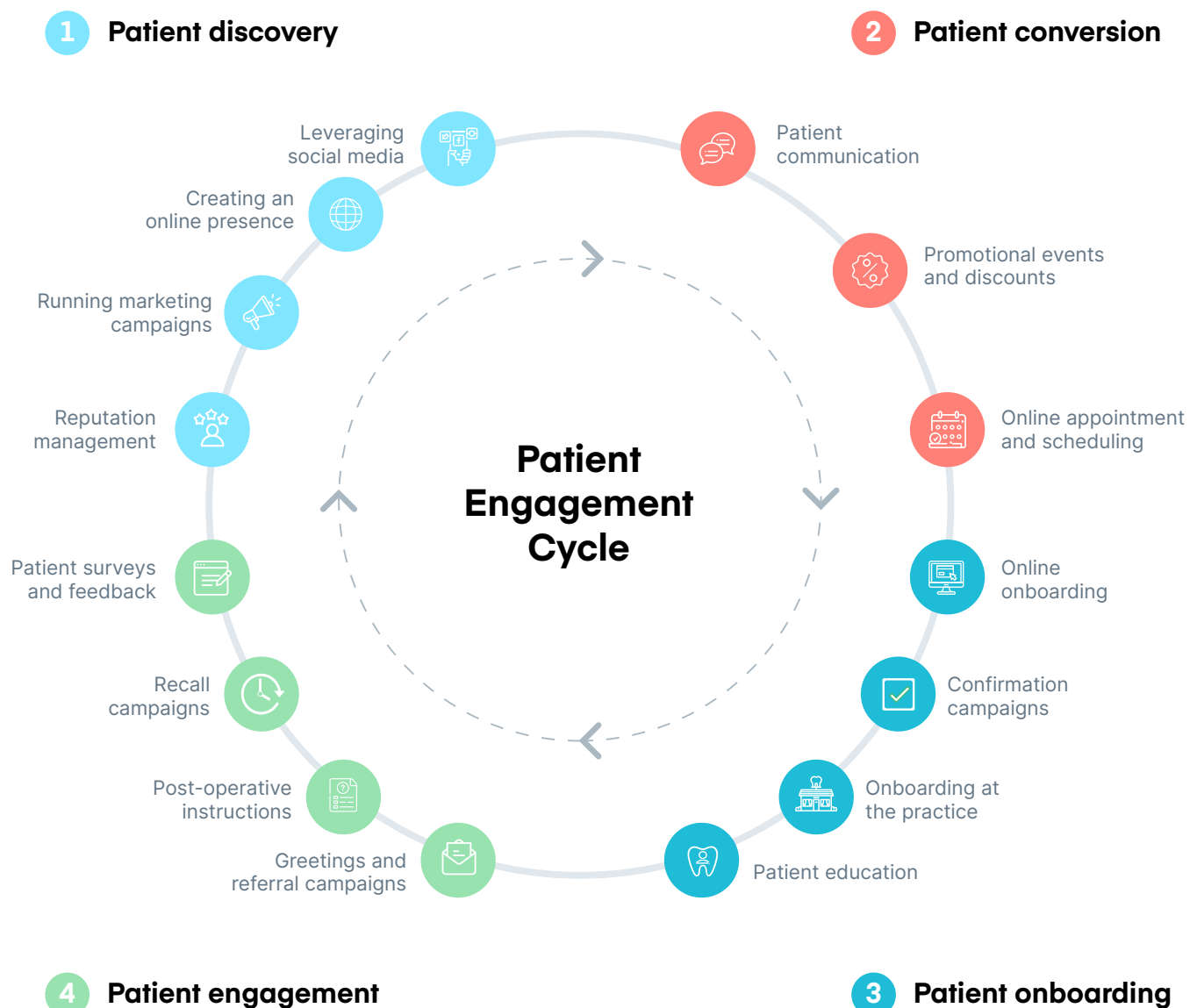
## Introduction

With clinical effectiveness and safety at the forefront, patient engagement can lead to better patient experience. A higher level of patient experience is linked to more effective care and safety.

Dental providers can easily add to the overall patient experience through tailored care and attending to individual patient needs.

Here, we explore the various aspects of the patient experience cycle and how to deploy a fulfilling and productive patient engagement.

The patient engagement occurs in a cyclic process that includes the following:



## Patient discovery

The patient experience begins here. Effective patient discovery leads to patient conversion. A practice can employ the following steps to engage patients:



**Leveraging  
social media**



**Creating an  
online presence**



**Running marketing  
campaigns**



**Reputation  
management**

### Leveraging social media

The sheer scale of connectivity and opportunities that social networking provides is something that could be utilized in patient engagement. Having well managed and responsive social media handles can improve customer satisfaction by many folds. Use these channels to engage with clients directly. The utilization of bots that automate this process is recommended if your practice serves a broad customer base. For smaller practices, there are easy-to-use features within these social media platforms that get the job done. The more you engage the patient, the more loyal they tend to be.

### Creating an online presence

In tandem with the management of social media handles, it is paramount to have a website that acts as the endpoint for the entire patient discovery stage. All the campaigns and referrals should ideally push the prospect to your website, where you seal the deal with the patient. To direct your intended prospects to your website, you can employ techniques like Search Engine Optimization (SEO) and Search Engine Management (SEM).

### Running marketing campaigns

Marketing campaigns ensure more traffic, i.e., prospects to your website. Running ad campaigns via social media and email bolsters your patient acquisition strategy. The selection of viable prospects must complement the quality and frequency of campaigns.

### Reputation management

Once your website and social media outlets develop steady engagement, the next step is reputation management. Monitor and respond positively to reviews, while upholding the values of your practice. Technological tools are available to collect and display reviews to your website and other review-sharing platforms.

## Patient conversion

From discovering your practice to reaching the waiting room, the patient goes through an elaborate process that makes or breaks their decision to approach you for their dental needs.

In the dental-care industry, one of the significant challenges dentists face while engaging patients is the fear of the unknown.

### Patient communication

Patient conversion is further achieved by maintaining an open channel with the prospective public. These can be done by communicating the following.

- ✓ The specialties and treatments offered
- ✓ The financing plans offered such as payment plans and insurances

The most effective tool for this is the dental practice website. A patient-friendly website should ideally display these details.

As the trust in your practice builds, effective patient conversion can happen using the following tools:

- ✓ Promotional events and discounts
- ✓ Online appointment and scheduling

### Promotional events and discounts

An effective way to market your practice in attracting clients is through the use of offers and discounts. Rolling out first-time offers for new clients and loyalty discounts to regular patrons makes patients feel valued.

### Online appointment scheduling

With advanced technology and innovations transforming the dental-care landscape, providing all patients with seamless appointment scheduling through online channels goes a long way in adding to the provider's credibility. Online appointment scheduling could be embedded as a feature in the practice website or could be fashioned into an application for smartphones or the web. Bringing advanced capabilities into the process is a definite value add-on. Some of these are the capability to request for an appointment time of choice that once confirmed by the practice, automatically reflects in the practice calendar.

## Patient onboarding

Once the patient engagement at the pre-visit stage leads to patient conversion, the next step in the patient experience cycle is at the time of visit. Using the latest tools that technology has to offer, the patient experience can be elevated to cut down on the time otherwise taken in the onboarding process. These can be done through both online channels and at the waiting room.

## Online onboarding

Once the patient registers for an appointment, the practice can assign a patient portal to the client. The patient can then login to this portal where they can complete onboarding formalities such as medical history forms and signing relevant consent forms.

## Confirmation Campaigns

One of the tools that the practice can employ to cut down on no-shows and missed appointments is to run confirmation campaigns. This can be in the form of text messages, emails or voice calls, where the patient can confirm an upcoming appointment.

## Onboarding at the practice

Just like how the patient portal acts online, the practice can also use sign-in kiosks placed strategically at the waiting area where a new or existing patient can check-in, fill medical forms in quick consumable formats and sign consent forms.

Once the patient onboarding process is done digitally, either through online channels or at the practice, the patient can easily get access to the treatment without spending a lot of time in the waiting room. By cutting down on waiting time and tedious paperwork the patient feels that the practice values his or her time, thereby elevating the credibility of the practice in the minds of the clients.

## Patient education

An important aspect of patient engagement is constructing a clear channel of communication between the practice and its clients. A big part of it is giving patients ample and clear information regarding various aspects of their treatment and visit. The following information can be shared with the patient so that they have a much transparent and positive approach to the practice and its offerings,

- ✔ **Clinical options available to the patient**
- ✔ **Financial options regarding the patient's treatment and insurance eligibility**
- ✔ **Referral options available to the patient from the practice.**

## Continuous engagement

By providing an excellent dental patient experience, a practice can stand out from competitors and keeps patients coming back. However, dental-care woes have limited memory among the patients, and constant patient engagement after the visit is essential to ensure loyal patrons for the practice. Active patient engagement in this scenario also leads patients to recommend a certain practice to their friends and family.

## Continuous patient engagement after the visit can be carried out through :

- Patient surveys and feedback** ● Patient Surveys and feedback campaigns are some of the ways by which the dental practice can assess the quality of their treatment and build up an action plan to improve further.
- Recall campaigns** ● Recall campaigns can automatically be set up during treatment itself, to remind out-patients to follow up after a preset time. This engages the patient with the brand after the treatment is done.
- Post-operative instructions** ● Post-operative instructions can be sent as email or text automatically on the completion of certain procedure codes. Engaging the patient through post-operative instructions are viewed as a caring gesture that adds to the value of the provider.
- Birthday and seasonal greetings** ● To connect with the patients on a personal level, seasonal greetings and birthday wishes can be used. This also helps in getting the patient better acquainted with the brand leading to further visits or referrals.
- Referral campaigns** ● Referral campaigns serve the purpose of bringing in new patients building off of the existing patients' trust. Referrals are highly effective non-intrusive marketing techniques that not only lead to conversions but also help in building the brand image.

The aforementioned techniques in patient engagement results in the influx of new patients, and thus the cycle of patient experience restarts and the workflow continues.

## CareStack offers effective patient experience management

- Enterprise-grade solution** ● Carestack is an enterprise-grade cloud-based dental practice management solution built for dentists with centralization and security in mind. CareStack's wide array of solutions seamlessly integrate every aspect of the dental practice from patient discovery to recalls.
- Tailor-made engagement tools** ● CareStack's patient engagement suite is tailor-made to aid you in almost every aspect of the patient engagement workflow.
- Seamless scheduler integration** ● CareStack provides the ability to integrate online appointment scheduling directly into the provider website. Once the patient uses the provider website to request for an appointment, it is instantly reflected in the practice's scheduler in the CareStack interface. From this, the practice can directly confirm the appointment, and it automatically gets updated scheduler.

### **Patient portal and kiosk**

- Features like patient portal and kiosk provide the patient with the tools necessary to add, edit and fill his/her details, fill medical forms, and even search for slot availability without the need to step into the practice.

### **Dedicated campaign manager**

- The campaign manager within CareStack gives users the power to create and schedule targeted campaigns with greetings, appointment reminders, promotional content, and more. Reviews can also be captured, curated and displayed to the dental practice website.

### **Truly paperless**

- CareStack adds value to the patient engagement workflow. Its paperless approach, along with the seamless integration of technology and automations, helps the practice add value to its service without the involvement of third-party providers and the employment of dedicated staff to carry out the patient engagement.

## **Fulfilling patient experience leads to effective patient retention**

Successful patient engagement techniques not only elevate the patient experience, but also reduce the stress levels experienced by dentists, thereby ensuring superior patient care. In the long run, this adds to the overall scheme of things resulting in more and more patients choosing the dental provider that made them feel the most valued.

Maintaining an excellent provider-patient relationship is a common determinant of treatment effectiveness. Seamless and effective communication and engagement also lead to better use of preventive services. This has a direct impact on primary and secondary care parameters.

However, dentistry is at a crossroads where innovative technology can transform the entire treatment cycle. But as these disruptive new developments take its time to reach the dental offices, innovative technology in patient engagement needs to step in.

Advanced dental project management solutions such as CareStack provide automated engagement solutions that allow providers to use text messaging, emails, Interactive Voice Response Systems (IVRS) and personalized voice calling to reach out to patients and engage them. Using the latest techniques of targeted communication tailored to the personal traits of the patients, while being in line with HIPAA regulations is a fine balance that CareStack easily attains.



**CARESTACK**