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Internet Services &
The Dental Office

The Internet Is Becoming a Part of our Lives

- As of March 10, 2007, 1.4 Billion people use the internet according to Internet World Stats.
- According to the October 2006 Forester Research Report, online sales (e-commerce) will reach the quarter-trillion-dollar mark by 2011

The Internet's Effect On Other Industries

- Currently over 50 million U.S adults bank online rather than go to their local branch store
- 14 Million american users last year reported they used the internet for Educational Purposes
- Imagine the effect the Internet will have on the dental industry?

Use The Internet as a Solution to dental practice problems

- What struggles do you have in your dental practice?
- In our recent interviews with 5 different dentists, we found common problems that each dentist was experiencing

Problem: Educating Patients

- Not enough time
- Patients don't have access to the right resources
- 51% of consumers who have not been to the dentist in the past 5 years report that high costs are an important factor
- Are consumers getting what they paid for?
- Educating Patients should be worth something, shouldn't it?

Solution: Patient Education Portal

- Patient Education Articles
- Links to helpful resources
- All patient education articles and resources are found on your website!
- Patients go to your website as their resource for information
- Patient Education creates better clinical excellence for your practice

Problem: Waiting Rooms

- Patients filling out forms in your office
- Time consuming for your patient
- Time consuming for your office staff
- Legibility issues with hand written forms
- Patient forgets to bring all pieces of information needed to complete form
- Too Much Paper!

Solution: Online Forms

- Patients Fill out forms online
- Submitted to Office from the Internet
- Save office staff time
- Save patient time
- No legibility issues; forms are filled out digitally
- Patient has all information needed to complete form in front of him/her
- Paperless filing systems

Problem: Communication With Patients

- It get's too expensive
- It's too time consuming for my office staff
- I have too many patients to communicate to all at once
- I need more patient loyalty

Solution: Email Reminders

- appointment reminders
- Birthday reminders
- Newsletter emails (patient education)
- **Better Patient Loyalty** (the harvard business review states that a 5% increase in patient loyalty can produce a 25%-85% increase in profits)
- Not time consuming
- Not expensive
- All automatic

Problem:

Cost Efficient Advertsing

- The average practice in the U.S spends 1-3% of gross monthly revenue on advertising
- Is all this advertising really paying off?
- I don't have time to run my practice and do all the marketing!
- Adversting expenses get too high too fast
- Am I reaching my potential customers?

Solution #1:

A website for your practice

- Online brochure of your practice
- Info on how to find your dentist office
- Learn more About the Dentist
- List insurance providers
- Promote unique skills and services
- Patients can Request Appointments
- Answers to Frequently Asked Questions

Solution #2: Search Engine Marketing

- High listings on Google, Yahoo, MSN
- Listing in local online directories (yellow pages)
- Very Cost Efficient
- Analytics to show you the numbers on how well your website is really doing in bringing you more patients

Overall Solution:

- Build your patient education portal
- Make your forms accessible online
- Create email communications to your patients
- Build a website and optimize it for the search engines