



How to Leverage Technology to See More Patients

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Your dental practice is far more than just day-to-day clinical operations; it is a management strategy as well. Your clients rely on you for more than a cleaning and various dental procedures, they want to have a relaxing, stress-free and hassle-free trip to your office. Your multi-faceted business requires all of your attention and resources to make each experience memorable while still remaining profitable.

Dental practices that have adopted technology into their daily operations have found that technology not only saves time and money, but it can transform the doctor-patient relationship and can drive more patients into the office.

Recently, Dr. Arthur A Kezian, DDS wrote an article for AustinPUG Health that discussed the 5 strategies that dentists can use to grow their practice, maintain clientele and attract new patients. The list consisted

of marketing, referrals and reviews, dental answering services, communication and special deals. The effective use of technology is directly related to all of Kezian's suggested methods of operations.

When a prospective patient is searching for a new dentist, the first place they go is to the Internet via a computer, laptop or mobile device. Websites are still the most effective source of marketing, but many websites are limited and don't engage clients. Creating a website that is educational and interactive will make you the number one source for all dental inquiries in the future. Creating a site that is formatted for mobile devices will put you on the top of the list. New clients want to read reviews, find deals and communicate with the office without actually having to talk on the phone.

Technology allows prospective clients to sit in the driver's seat and take charge of their medical decisions. In addition to ease of access and image, your website can be used to strengthen your relationship with existing clients by providing them with the ability to manage their scheduling and appointment reminders with the click of a button, instead of requiring them to call during business hours and sit on hold while they try to schedule an appointment. An online appointment scheduling and reminder service will also permit current and future hearing-impaired patients to control their medical care without having to endure the frustration that typically arises out of a telephone conversation or office visit.

Technology isn't limited to improving the customer's online experience, it creates a more accommodating

atmosphere in the office as well. Technology allows your staff to stay organized and up to date during each critical minute that your doors are open for business. If a client can walk in or call the office without being put on hold or shuffled around, they will want to keep coming back. When the office embraces technology to organize, schedule and communicate, the experience for the patient is transformed as soon as they walk through the door. Technology alleviates monotonous tasks and inefficient processes so you and your staff can make better use of your time with new and existing patients.

Discovering the Possibilities.



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