



THE PATIENT JOURNEY

HOW DO YOU CONNECT
WITH TODAY'S PATIENTS?

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GAINING INSIGHTS INTO THE PATIENT JOURNEY

What is it like to be a dental patient today? Now, more than ever, patients have questions and are grappling with anxiety and uncertainty. They want an experience that is touchless and safe, yet personable and caring.

As a dental team, what can you do to make your practice and processes more appealing and inviting? How can you up your game to meet the new challenges? This eBook will help you find answers as we go inside the mind of a modern patient.

Today's patients expect a high degree of digital savviness. Dentrrix eServices make it simple, providing the tools you need for high levels of communication and service that keep patients satisfied and your relationships strong.

As we follow one patient's journey, you'll see how eServices that integrate with Dentrrix supply the tools you need to cultivate strong relationships throughout the patient journey, and get the answers to questions such as:

- What does your patient want to know and when?
- How can you keep your patients informed with features like Dentrrix Patient Engage Campaign Studio and automatic appointment reminders?
- How can dental teams save time — while offering more convenience to digitally savvy patients — with tools such as the Patient Portal, two-way texting and online booking?
- What does the patient feel when your office provides a seamless experience with electronic forms via the Dentrrix Questionnaire and Health History Modules?
- How do patients prefer to pay?

Ultimately, you're looking for a patient experience that attracts the next generation of patients and cultivates lifelong loyalty from current ones. You'll find you can easily make all this happen with integrated Dentrrix eServices.

LET'S JOIN ASHLEY ON HER PATIENT JOURNEY

Make an Immediate Connection: One to Two Weeks Prior to Visit

Meet Ashley. She's out for a stroll and her upcoming dental visit isn't on her mind — until she gets a notification on her phone. Without breaking her stride, she's reading an update on office policies, thanks to her dental team's use of Campaign Studio. Without Ashley needing to call or look anything up, all her questions about social distancing and other protocols have already been answered! It's such a personal touch that she doesn't even suspect the message is automated.

Ashley based her choice of dentist mostly on this practice's website, which was awesome thanks to [Dentrix Website](#), which helps gather reviews and enhance dentists' online presence. The positive reviews and genuine photos really struck a chord — she felt an emotional connection. Ashley used Online Booking on the practice's website and was impressed with how soon she heard back. The website and new patient emails have been so informative.

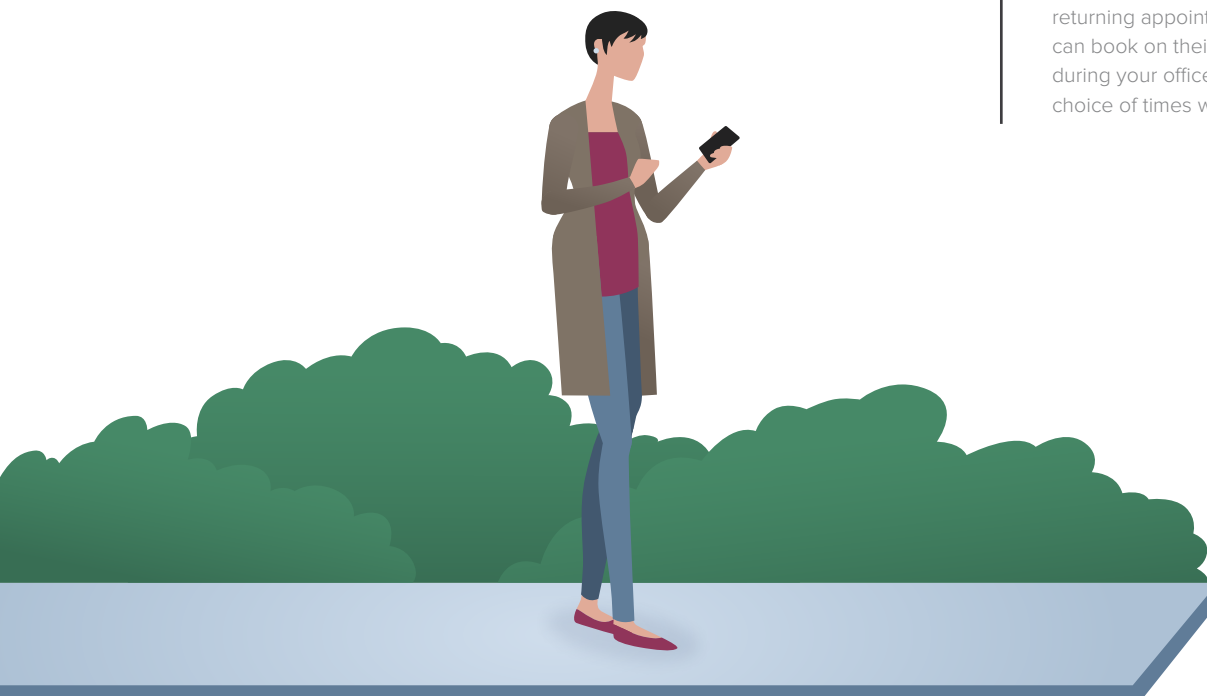
It's still a week ahead of the appointment, and she's already appreciating the practice and how communicative they are. She just got her appointment reminder via text, which is her preference. All she had to do was tap the confirmation button!

Reach Every Patient & Save Staff Time With Dentrix Patient Engage Features

[Campaign Studio](#) makes it easy to send an email to every patient to share new office policies, keeping your patients in the know and saving staff time.

[Appointment Reminders](#) can be sent automatically via text, email or phone message, based on patient preference. As you reach every patient, you can reduce no-shows while your staff saves time getting off the phone and focusing on other tasks.

[Online Booking](#) for new and returning appointments means patients can book on their schedule — not just during your office hours — filling your choice of times while you sleep!





KEEP UP THE COMMUNICATION: DAY BEFORE APPOINTMENT

Ashley's appointment is tomorrow, so the practice automatically sends a reminder to check out her Patient Portal. When she set her first appointment, she already filled out forms from a link on the website, and she can now access them in her Patient Portal.

As she's waiting in line at the store, she quickly fills out the COVID-19 screening form and updates her health history form on her smartphone. She realizes she has a question, so she texts the office.

Dentrix Patient Engage Live desktop app notifies the front desk team that there's a message, which conveniently appears in a side window, and the practice quickly texts her the answer. As a result, Ashley feels even more impressed by the staff. They are always so friendly and quick to respond. They reach out again to remind her to text when she arrives tomorrow — she'll be in their virtual waiting room, waiting in her car until they text her it's time to come inside.

What Ashley doesn't know is how much time the automated emails, texts and voice messages in **Dentrix Patient Engage** save for the office staff, not to mention the alleviated stress. Now, they only have to make a few calls, compared to the hours previously spent each day on the phone. And it's so convenient for both the office and patients to have forms completed before appointments. It leaves the dental team time to really focus on their patients.

Patients at this practice stay connected, thanks to automated messages that send reminders only until the patient responds to confirm or reschedule the appointment. Because the automated messages stop once the patient responds, no one is pestered by too much communication. Today's tech-savvy patients appreciate being able to quickly text the front desk for questions or check the practice's website for answers on their own time.

Make Communication Easy With Dentrix Patient Engage Features

With **One-off Messaging**, your staff has emails ready to go to new and existing patients, with links to needed forms such as COVID-19 screenings or their health history. Plus, these emails are customizable, for that personal touch that lets patients know they matter! Electronic forms are a convenient, safe, must-have for today's patients.

Two-way Texting lets your staff stay in touch via the Dentrix Patient Engage Dashboard. In seconds, a text from your team can answer patient questions or send them important updates. Two-way text saves hours by keeping your staff off the phone — and keeping it open for those who do still prefer to call.

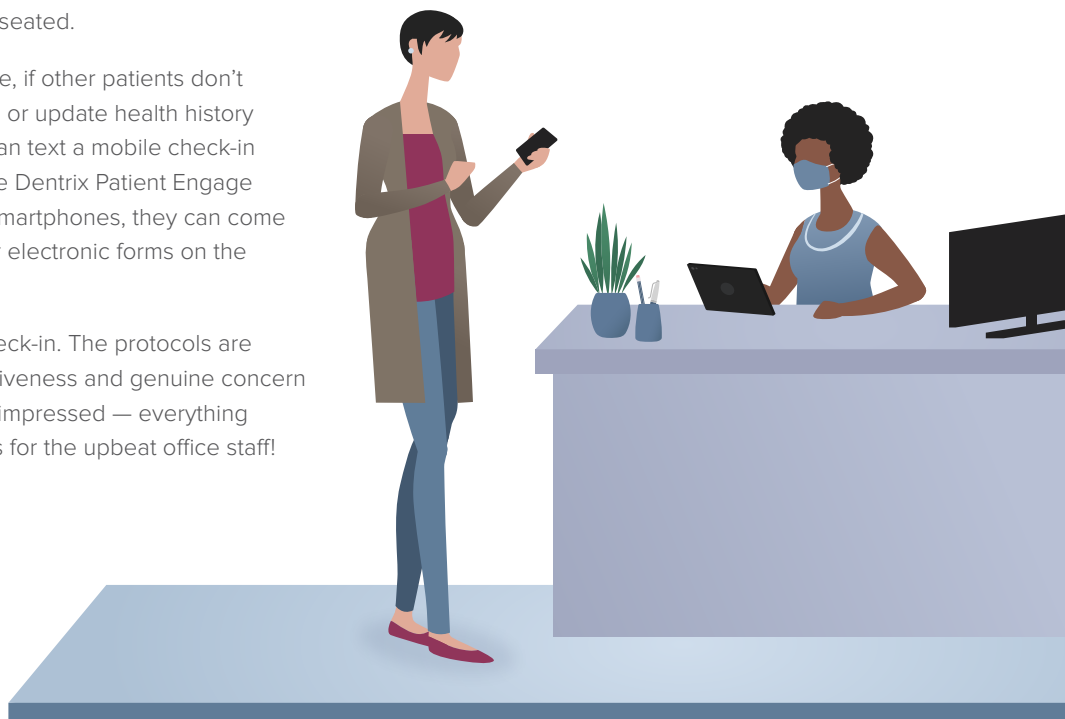
Patient Portal is the modern, patient-friendly way to provide secure access to the practice and to health forms. When patients fill them out in advance, your team gets vital information more quickly and without manual re-entry errors.

CREATE A SAFE, TOUCHLESS CHECK-IN: DAY OF APPOINTMENT

When Ashley arrives for her appointment, she sends a text to let the dental team know she's waiting outside. With two-way texting, they can tell her when it's time to be seated.

Although Ashley's forms are complete, if other patients don't fill out their COVID-19 screening form or update health history prior to the appointment, the office can text a mobile check-in from Today's Follow-Up Actions in the Dentrix Patient Engage Dashboard. Or if patients don't use smartphones, they can come into the reception area to fill out their electronic forms on the tablet kiosk.

Ashley appreciates her touchless check-in. The protocols are different these days, but the responsiveness and genuine concern of the dental team are not. Ashley is impressed — everything flows so well and seems so effortless for the upbeat office staff!



Achieve an Effortless Check-In With Dentrix and Patient Engage Features

Two-way Texting lets your office create a virtual waiting room for safe social distancing. Patients stay in their cars until you let them know it's their turn to come in, keeping both your staff and patients safe. You can conveniently send texts from the Dentrix Patient Engage Dashboard.

Today's Follow-Up Actions in Dentrix Patient Engage automatically lets the office know which patients should receive mobile check-ins and when. Plus, sending them is a breeze!

Dentrix Questionnaire Module takes the work out of forms for your staff. All forms filled out by patients, including health histories and COVID-19 screening forms, automatically sync. Think of the time saved with no paper forms to shuffle or information to type in!

DELIVER CARE COMFORTABLY & SEAMLESSLY: AT THE APPOINTMENT

Ashley's clinical team clearly know what they're doing. They review her health history in the treatment room and make updates directly from her Questionnaire Module. They even invite her to schedule her next visit. Ashley knows she'll receive a text with the scheduled appointment, so she doesn't need to fumble for a pencil and her calendar.

If she doesn't know her future schedule right now, it's no problem — she can always make an appointment later on her own time, 24/7, using [Dentrix Patient Engage Online Booking](#) — it's so convenient! With Online Booking, the office manager can open certain kinds of appointments and times for patients to book themselves directly, giving back more time to the front desk and more convenience to patients.

Another true convenience is that Ashley doesn't have to do anything to make her copay. Her credit card is already on file in [Dentrix Pay](#), and she knows she'll get an email statement with an ePayment option for any additional charges, since the practice uses [Dentrix QuickBill](#). Her touchless checkout is as seamless as her touchless check-in, and all the front desk staff have to do is smile and thank her for coming.

Ashley is more comfortable than she ever remembers being at the dentist. Her experience has been amazing — everything has been so convenient and everyone on the dental team so relaxed and warm!



Achieve the Best Care Experience With Dentrix eServices Features

[Dentrix Questionnaire Module](#) and [Health History Module](#) make it easy to review a patient history in the treatment room and even schedule the next appointment. Updates automatically sync, saving your staff time and preventing transcription errors.

When it comes time to check out, the obvious choice to keep it touchless is [Dentrix Pay](#), which delivers contactless payment with a credit card already on file. Patients and your staff all appreciate this convenience — and so does your bank account.

For additional expenses or patients without credit cards, [QuickBill Email](#) allows your staff to effortlessly send accurate email statements, and the online payment feature means that patients can make payments easily and immediately.

[Online Booking](#) with [Dentrix Patient Engage](#) allows patients to reschedule at their convenience — not just during your office hours — so they are more willing to commit to a re-care appointment while still in the chair. The office manager always has control over the schedule; they simply make certain times and procedures visible to allow patients to directly book their own appointments.

WIN LOYALTY AND ONLINE PRAISE: DAY AFTER THE APPOINTMENT

Back at home, Ashley receives an email message from her dentist to log in to her Dentrix Patient Portal to retrieve a secure message containing her treatment plan. She accesses the message from her Patient Portal and sees the attached treatment document. Ashley has a follow-up question, which she can send by texting the office or replying directly to the secure message within her Patient Portal. It's all so easy!

She had a great experience she can't wait to share. She knows how important customer reviews were to her when she was looking for a dental office, and she wants to help guide others to this practice. So she answers the quick patient survey that the front desk automatically sent through Dentrix Patient Engage. A five-star review? At least!

Not only will she be back for every step of her treatment plan, but she'll be telling her family and friends, too. This dental practice is the best!

Improve Patient Satisfaction and Grow Your Practice With Patient Engage Features

Patient Portal, the modern, patient-friendly way to provide secure access to the practice and to health forms, helps patients keep on top of their treatment plans. When patients can easily check their plans and communicate with your office, your team saves time — while fostering patient loyalty and treatment-plan follow-through.

Patient Surveys, which can be sent automatically after an appointment (at an interval set by the practice), give you priceless feedback, informing your next moves. Follow up with requests for reviews and referrals — via email or text — to your most satisfied patients to effortlessly keep your chairs full.

Campaign Studio provides you with templates and more to craft marketing campaigns and professional communications. Take the work out of the daunting task of marketing to readily fuel practice growth.





WHAT ARE YOUR INSIGHTS FROM THE PATIENT JOURNEY?

Many of your patients — and potential patients — are uncertain about the new normal. Strong patient communication is more critical than ever to reassure them, helping patients feel confident about coming into your practice for treatment and regular hygiene appointments. This is an opportunity for your team to reach out, explain the new processes and calm fears. It's time to become a trusted partner in achieving the health outcomes that your patients want.

Your technology tools are the key to improvement. You can cultivate patient dependability, loyalty and glowing online reviews as you use Dentrix and integrated tools such as Dentrix Patient Engage (with features like automated reminders, online booking, patient forms and patient surveys and reviews) and integrated eServices such as Dentrix Pay and Dentrix QuickBill to create more convenient, patient-focused procedures.

Meanwhile, your team will save many hours on routine tasks like making reminder calls or confirming appointments over the phone, and their energy can be directed to making personal connections with your patients. Current patients will notice, and new patients will be impressed by your office before they even walk through the door.

Even though change can be intimidating, Henry Schein One is here to help you with the right tools, supporting you as you guide your practice in addressing today's needs and challenges. To find out more about how Henry Schein One provides the tools that help you create the best patient journey, visit our [website](#) or connect with a product specialist at 833.228.9414.



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