



## PATIENT ENGAGE

Strengthen Relationships  
and Keep Your Chairs Full

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### REDUCE MISSED APPOINTMENTS WITH EFFECTIVE PATIENT COMMUNICATION

Your patients live complicated lives, full of commitments. It can be easy to forget a dental appointment. That's why good communication with your patients is important for keeping your schedule full and your practice running at maximum profitability.



**CALL US TODAY  
AT 866.678.8312**

or visit [Canada.Dentrix.com/PatientEngage](https://Canada.Dentrix.com/PatientEngage)

## SAVE TIME WITH A CONVENIENT COMMUNICATION HUB

Dentrix Patient Engage helps improve patient communication while saving time for your front office, all from within the convenience of one hub. From this comprehensive dashboard, you can automatically send messages in multiple ways: by email, text message (including two-way text) and phone message. You can control your schedule with Online Booking, filling holes in your appointment schedule and saving you time in your front office. You can even create reminders with special instructions before specific procedures.

Communicating appointment and continuing-care reminders at the appropriate times, using the delivery methods patients prefer, reduces your outbound phone calls along with the likelihood of missed appointments.

## IMPROVE HOW POTENTIAL PATIENTS SEE YOUR PRACTICE

Also available within the Dentrix Hub, the Patient Engage Reputation Management and Campaign Studio features enable you to start building relationships before patients even walk in the door.

Managing your online reputation can be complex and time-consuming, but Patient Engage makes it easy, with satisfaction surveys, online reviews, patient referrals and patient newsletters that let you create the best web presence. Now you can be found in the places patients are looking for dentists — and stand out from the competition.

With Patient Engage, your practice has all the tools you need to communicate and build trust among current and new patients — all from the convenience of a single, easy-to-use dashboard.

Patient Engage gives your practice everything it needs to communicate with your patients automatically and efficiently — and helps your practice thrive.

### Patient Engage helps you:

- Automatically connect with patients in the ways they prefer — while saving hours on the phone
- Increase patient loyalty by staying in touch without overcommunicating
- Automate the processing of collecting positive patient reviews
- Build a strong and positive online presence — and attract new patients — by posting reviews from satisfied patients in multiple places
- Easily market your practice with email templates and campaign features
- Streamline checkin and checkout processes with online booking and digital forms

## Did you know?

You can save when you bundle services. Find out more about how you can increase efficiency, lower costs and accelerate growth with add-on services available with the Optimum Pro or Ultimate service bundles.

[Dentrix.com/ServiceBundles](https://Dentrix.com/ServiceBundles)

## Easily Communicate With Patients

### BENEFITS

#### Fill your chairs.

Staying in touch year-round, not just for office visits, makes patient more likely to schedule their appointments online, keep their appointments and refer your practice to others. Patient Engage helps you make a memorable patient experience, throughout the entire patient journey.

#### Increase productivity.

Reducing no-shows helps you see more patients per day and ensures a continuing-care revenue stream. Adding Online Booking to your practice can also fill holes in your appointment schedule, allowing you to see more patients.

#### Save time.

Easily send appointment reminders without spending hours on the phone with reminder and confirmation calls.

#### Avoid overcommunicating.

Appointment changes and confirmations occur in real time, so messages arrive on time and stop as soon as the appointment is confirmed.

#### Reach every patient.

Automated phone calls help you reach patients who don't have cell phone numbers or email addresses.

#### Gather vital information.

Digital forms, a kiosk and a patient portal provide a modern, user-friendly method to transfer data from completed patient forms into the patient's record. The patient portal provides a better patient journey for updating information and communicating with the practice.

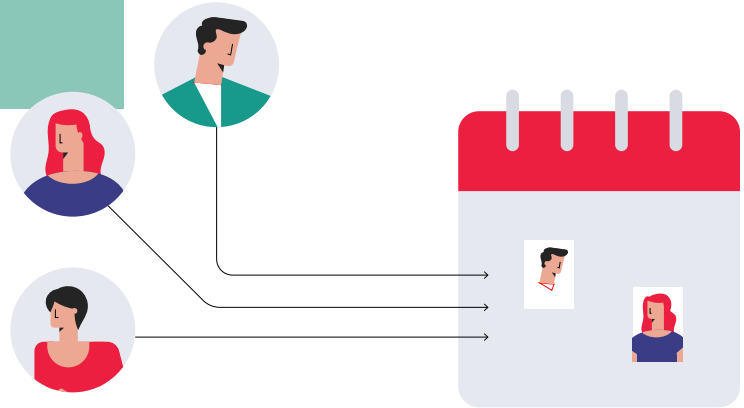
#### Be more responsive — and efficient.

With the Patient Engage Live desktop app, you'll be notified as soon as patients send a message. See and respond to emailed requests and text messages, reschedules and confirmations — all from within the Dentrix Hub.

#### Manage on the go with a mobile app.

Our mobile app gives you the power to run your practice from anywhere. Receive instant notifications, manage patient details and appointment requests, quickly respond to text messages and email sensitive information using the Secure Messaging feature.

[CANADA.DENTRIX.COM/PATIENTENGAGE](https://CANADA.DENTRIX.COM/PATIENTENGAGE)



### KEY FEATURES



#### APPOINTMENT REMINDERS

Automated appointment email, voice and text reminders



#### PROCEDURE REMINDERS

Procedure-based custom reminders allowing for special instructions



#### DIGITAL FORMS

Online digital forms that enable patients to enter information before their appointments



#### PATIENT KIOSK

Patient kiosk that guides patients through form completion



#### MOBILE CHECK-IN

Mobile check-in, enabling a contactless check-in experience



#### PATIENT ENGAGE LIVE DESKTOP APP

Real-time alerts when patients send an email or text message



#### MOBILE APP

An iOS and Android app with all key features of Patient Engage in a mobile-friendly format



#### ONLINE BOOKING

Self-scheduling for your patients that you control

Email marketing offers a staggering return on investment. According to the Direct Marketing Association, it yields an estimated 4,300 percent ROI. Every dollar spent on email marketing offers a return of \$44.

<https://www.entrepreneur.com/article/251752>

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## Manage From a Central Hub

### BENEFITS

#### Simplify communications.

View the status of appointments, as well as all patient communication and marketing campaigns, in one place — the Dentrix Hub. Patients can easily self-schedule appointments online, and you can send reminders automatically, in the ways your patients prefer — text, email or automated phone message — to streamline work and save time for the front desk team.

#### Communicate more securely.

Use the patient portal for more secure communication than regular email and to give patients convenient access to medical forms and account and health information.

#### Streamline check-in.

Stop wasting time trying to decipher handwriting. Create custom registration forms that patients fill out ahead of appointments via email, text message or an office kiosk. Information auto-populates the right fields in your software.

### KEY FEATURES



#### DENTRIX HUB DASHBOARD

Dashboard with appointment management, communication tools, patient information, marketing templates/tools and online forms — all easily accessible from within one hub



#### TWO-WAY TEXTING

Two-way texting within the Dentrix Hub



#### DELIVERY HIERARCHY

Message campaign templates that can be created or edited, with easy views of the delivery hierarchy and activation status



#### CONTINUING CARE

Unconfirmed appointments and unscheduled continuing care that are prominently displayed



#### HOT LIST

Hot List, which lists unscheduled patients who want ASAP appointments



#### APPOINTMENT BOOK

Real-time, synced appointment book, business analytics and reports



#### PATIENT REGISTRATION FORMS

Customizable electronic patient registration forms that automatically populate the correct Dentrix fields



#### SECURE INFORMATION

Portal that offers more secure communication of account and health information than regular email



**“Today’s patients do their research. They glean social proof. They seek out online references before deciding on a new dentist. This includes reviews, social media, selected email lists and recommendations.”**

**JACK HADLEY**  
*My Social Practice*

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## Improve Your Online Reputation

### BENEFITS

#### **Stand out from the competition.**

Attract new patients as you leverage your marketing dollars wisely by using the tools and services that will give you the best return on your investment. Patient Engage lets you manage your online reputation on Google, Yelp, Facebook and other business sites. You can also display your positive reviews on your practice's website and other sites where potential patients are looking for a dentist.

#### **Create a professional image.**

Use templates to easily create beautiful emails that help you stay in touch with patients or gain new ones, then schedule and measure campaigns.

#### **Improve patient satisfaction.**

Send satisfaction surveys automatically after every office visit. From within the Dentrix Hub, you can respond to reviews in real time.

#### **Save time.**

Know what your online reputation is without spending hours searching the web and monitoring comments.

#### **Expand your online presence.**

Generate more reviews for your dental practice and ensure that it appears in every local business directory online.



### KEY FEATURES

#### REPUTATION MANAGER\*



##### SATISFACTION SURVEY

Automatic satisfaction surveys after each patient's visit



##### INDEX REVIEWS

Satisfaction index showing how new and existing patients rate your practice



##### SOCIAL MEDIA

Social media sharing makes it easy to post a link recommending your practice on Facebook and other social networks.



##### CAMPAIGN STUDIO

Campaign Studio with built-in templates for marketing campaigns

\*Additional services available with the Reputation Plus package

## Patient Engage Dentrrix Hub

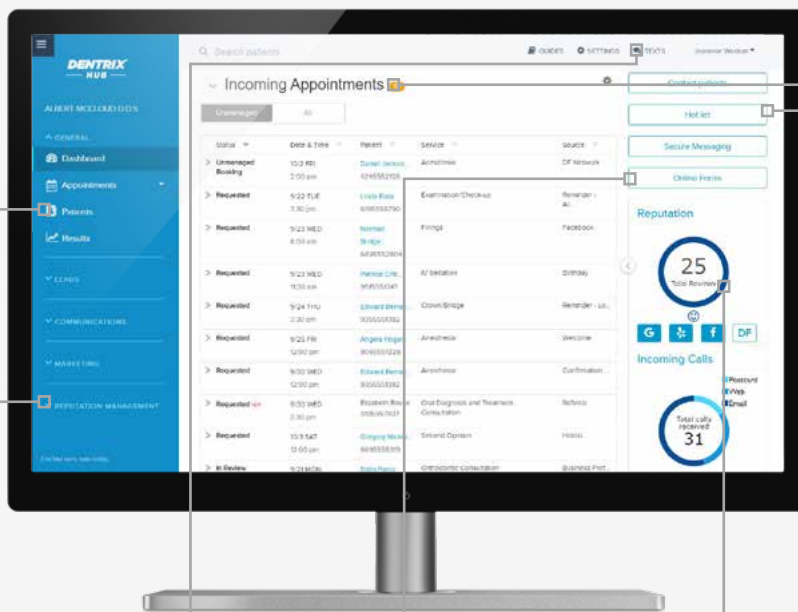
Patient Engage gives you powerful communication tools in one easy-to-use dashboard, the Dentrrix Hub. Now you can easily and effectively manage communication between the practice and patients — so you can fill your chairs and keep your practice running at maximum profitability. In one convenient hub, Patient Engage brings together an entire suite of rich patient communication and reputation tools to help you keep relationships strong with current patients — and attract new patients. Find out how Patient Engage can help you save time for the front office, reduce missed appointments, motivate re-care attendance and improve production.

### Protecting PHI

Patient Engage provides communication tools that help protect confidential information.

### Campaign Studio

Promote your practice and educate your patients throughout the year, enabling your office to build, extend and protect its reputation.



### Online Booking

Control your schedule with Online Booking even during off hours to fill more appointment slots and increase business.

### Hot List

Free up valuable time for the front office by using the Hot List to contact patients via text or email about available appointments.

### Two-Way Text Messaging

Use Patient Engage to create a virtual waiting room using features like two-way texting, online forms and to contact patients.

### Online Forms

Collect essential patient information and reduce patient contact time using Patient Engage customizable online forms.

### Reputation Management

Patient Engage centralizes tools that enable practices to create and monitor their online reputation.



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Henry Schein One delivers **connected management, marketing and patient engagement systems** that work as one to **help practices improve practice management and grow.**

