Driving Patient Growth with Dentacoin

Case Study from F3T Dental Clinic, London

Dentacoin, the Blockchain solution for the global dental industry, fuels a set of smart applications to foster patient loyalty, lower marketing costs for attracting new patients, enhance online visibility and promote dental care habits.

The Dentacoin application have already been implemented by 1850+ progressive dentists and the **DCN digital currency** is accepted means of payment at partner clinics, labs, suppliers in 22 countries on all continents.

F3T Clinic - London

F3T Clinic was amongst the first clinics to take Dentacoin onboard in 2017. Situated in Stratford, London, F3T is specialized in dental implant treatment.

Mr. Veselin Matov, Practice Manager, shared **F3T Clinic's** exciting experience with Dentacoin from that initial period and the three major improvements achieved during the first couple of months after implementation.

#1 Less Cancellations of Next Appointment

F3T Dental Clinic is devoted to fixed dental solutions for edentulous (without teeth) and partially edentulous patients. These treatments are usually performed within two main treatment stages and follow-up visits.

| Cancellations	**Before** Dentacoin Trusted Reviews	**After** Dentacoin Trusted Reviews
First to second treatment	14%	**6%**
Second to subsequent visits	11%	**7%**

How was it accomplished?

The use of **Dentacoin Trusted Reviews** combined with the internal feedback system of the clinic delivered a differentiated evaluation immediately after the treatment of each patient. It highlighted the primary points to act upon and provided essentially important hints for improvement.

#2 Referral Rate Increase

Referrals are identified as a key component of the patient acquisition channels for F3T Clinic. However, only patients that are truly excited, not only satisfied, are likely to recommend a service to the people in their surroundings.

More Referrals From Patients

62% Before
+ 30%
After
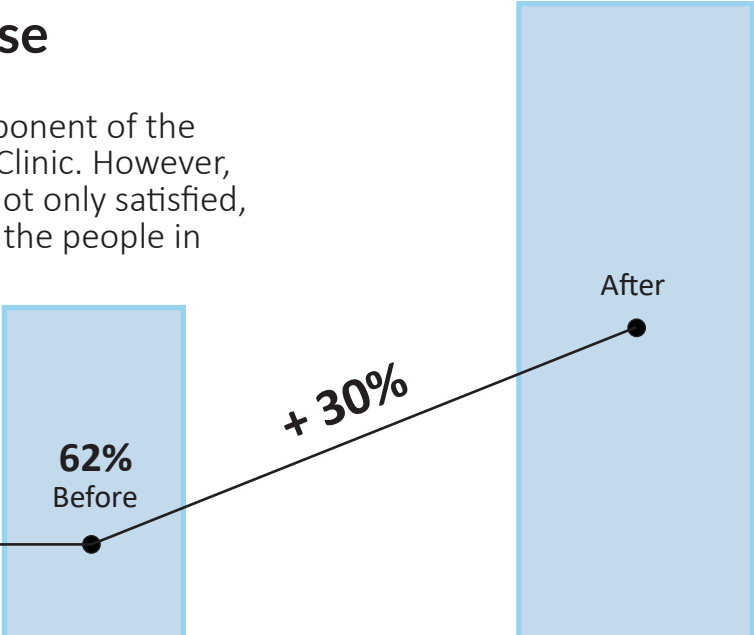
How was it accomplished?

Thanks to Dentacoin, patients had both the tribune to speak out- **Dentacoin Trusted Reviews**, and the motivation to do so- rewards in DCN for their feedback at no cost for the clinic. The triggered word-of-mouth effect increased the number of customers coming from recommendations.

#3 Positive Impact on the Patient Journey

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Patient Relationship Enhancement

F3T Dental Clinic experience with implementing Dentacoin Trusted Reviews as a more automated and secure solution than internal feedback system showed that by asking all patients to give their feedback, they feel more integrated and deeply connected to the clinic. Simultaneously, patients provide to the team helpful advice for improvement of certain activities or processes and thus enable quick identification and immediate reaction to occasional patient dissatisfaction.

Long-Lasting At-Home Oral Care Habits Through Dentacare App

"Our patients download the app while they are still at the practice. Most patients find this app very interesting and useful and are willing to recommend it to their children and grandchildren. The mobile app fits perfectly to our core mission: to improve dental health. It is very well perceived by our patients", explained Veselin Matov.

Ready to drive patient growth?
Start at: www.dentists.dentacoin.com