



Use Data to Create Extraordinary Dental Patient Retention Outcomes

**Retention perhaps isn't as "sexy," but it's
still essential**

❏ On average, a dental practice loses more than 20% of its patients.

❏ Calculating lifetime patient value by assigning a relevant cost-per-patient figure to active patients can

reveal how much opportunity is lost by not retaining patients.

Make patient retention and the data surrounding it a more appealing process

-  Better patient engagement.


-  Increased practice and/or organizational revenue.

Digitize your patient connection points

-  Easier and more secure access for your patients.

-  Improved workflows and tracking for your team(s).

Give patients a simple, secure way to schedule




-  Online availability gives new and current patients 24/7 access to schedule – when it's convenient for them.

- Virtual consults using teledentistry allow patients a safe, secure, and time-efficient solution for asking questions and determining next step treatment options.




Use online “channels” to build and deepen patient relationships


- Monitor your social media platforms for patient comments, shares, etc.
- Engage with them conversationally while guarding your clinical trust with them.
- Encourage online reviews and be prepared to welcome the good and bad input. Respond to each while making whatever improvements are necessary.
- Keep your dental marketing strategies consistent with your “brand” and the trust your patients place in you. Deliver value more than you promote.


Energize your patient engagement

-  Prioritize your hygiene recall system.
-  Plan your face-to-face patient conversations in advance. Use available patient data to frame and focus your conversations with them.
-  Promote good communication by determining your patient's "channel" preference (e.g., email, SMS, mail, phone, etc.).

Maximize your patient satisfaction


-  Monitor your patient wait-times and look for time drains you can improve.
-  Track patient data relative to when they prefer to schedule, how they prefer to pay out-of-pocket costs, etc.
-  Train your team(s) around your discoveries and champion outstanding service providers.

 Improve Your Dental Front-Office Productivity By Maximizing Your Team and Technology.


 3 Tips on Optimizing your Dental Practice Operations with Software Solutions

Choose the tools that help you achieve success as a DSO, group practice, or solo private practice

 Integrates seamlessly with your chosen practice management software/platform.

 Presents the metrics you want and need in an easy-to-view dental dashboard that reduces data complexity for growing dental practices, dental groups, and DSOs.

Improve your dental office productivity with optimal software solutions

 Success as a DSO, group practice, or solo private practice depends on efficiency. Investment in the right software will improve your dental practice

operations, and end frustration your team suffers daily.



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Use software that presents the metrics you want and need in an easy-to-view dental dashboard that reduces data complexity for growing dental practices, dental groups, and DSOs.