

How to build memorable patient experiences

Use patient engagement software to elevate your interactions



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Tammy Bair, Patterson Tier II Technology Advisor, has spent over 20 years helping customers take smart steps in their software journey.

The importance of creating positive patient interactions cannot be overstated. Everyone knows this. But the question always follows: *What's the best way to do it?* And of course, the answer isn't black and white. So, we turn to an expert.

With over two decades of software training and consulting experience at Patterson, Tier II Technology Advisor Tammy Bair has a good understanding of how to approach software integrations for each unique office.

"I try to ask a lot of questions if they bring something up – for example, if they bring up RevenueWell for social or Solutionreach," Bair said. "Even though dentists do similar work across the board, they may not all need the same thing."

"I just don't think it's fair to pigeonhole everyone and say, 'This is the software you need.' Each one has its benefits, and each has its pros and cons. It may not be my personal favorite, but it's going to get the result they have in mind."

In her time at Patterson, Tammy Bair has developed a keen sense for how patient engagement measures can create better overall experiences and result in a more loyal patient base. Bair mentioned **online forms**, **patient communication**, **patient education** and **virtual reality** as ways practices can make quick gains.

Check out what Tammy had to say about each.

ONLINE FORMS

The first thing Bair mentioned about online forms is the convenience that modern dental patients are after.

“Right now in the environment we’re in, I feel like everyone wants life to be quicker, easier and have solutions available when it’s most convenient,” she said. “If an online form can be sent and autopopulate some areas we would normally handwrite, or if it cuts down on time in the reception area, it’s so beneficial.”

What’s more, there are obvious benefits to the practice too. Double-processing paperwork – logging handwritten forms into a computer program – is not an ideal use of office resources.

“It makes the office more efficient as well – the time that’s being used on facilitating and processing this paperwork can be better spent elsewhere.”

PATIENT COMMUNICATION

When it comes to utilizing software to connect with patients, Bair stressed the importance of letting your demographics dictate your strategy.

“Usually what I’ll ask customers is what kind of patient base they have, demographically speaking,” Bair said. “If there’s a Spanish-speaking population, you need to use certain tools that can support this just as well as what might be intuitive for English-speaking populations.”

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RevenueWell Marketing Solution

Built specifically for dental practices, RevenueWell’s Marketing Platform lets practices automate many common patient communications. RevenueWell maximizes patient value and streamlines processes, enabling you to focus on what matters most: your patients’ oral health.

PATIENT COMMUNICATION

continued

And be sure to consider how different generations communicate, too.

“Are you mostly serving millennials? If so, the office will want to get good surveys and engage through a variety of social media channels,” Bair said. “It really depends on where the doctor is trying to do business and who they want to contact – we offer solutions based on what they tell us.”

PATIENT EDUCATION

It’s been said a million times that a picture says a thousand words. And with the advent of so many digital tools to communicate treatment plans, patients have become more acclimated to engaging visually. According to Bair, this leads to treatment acceptance.

“If there’s a video or picture a patient can see, that sense of understanding the necessity for a procedure is there,” she said.

And while helping patients learn more about potential procedures or advancements in dentistry can be helpful, Bair suggests that a plan that takes timing and customer habits into consideration is the best way forward.

“I think it’s amazing different software solutions have these deep repositories of patient education content,” Bair said. “It takes real intentionality and a good plan to maintain that presence on a social platform, but if that’s what your patient base likes, it can be really helpful in staying connected.”

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VR EXPERIENCE

We've all heard of virtual reality. But have you seen it used in a dental practice?

"It's something that you wouldn't necessarily expect to see in a practice, but it's a cool and modern way to attack the problem of anxiety or pain in dental work," Bair said.

Bair sat through a number of demonstrations recently and has heard positive reviews from customers.

"I'm finding practices are more and more interested in technology like this," she said. "It's amazing that a piece of equipment like this can affect us in a similar way that medication might, without any of the risks that can come with injectable or topical anesthetics."

Bair said this also addresses a shift in how many patients are thinking about holistic health – not just oral health.

"We're in a time where people have become increasingly health conscious and are taking note of what they're putting into their bodies," she said.

And of course, there's the added benefit of decreasing chair time.

"This also cuts down on the amount of time a patient is in the chair in a dental office – no more waiting for nitrous to kick in or clear," Bair said. "As soon as you turn on the VR, you're ready to work because of the immersive sensory experience." ●

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