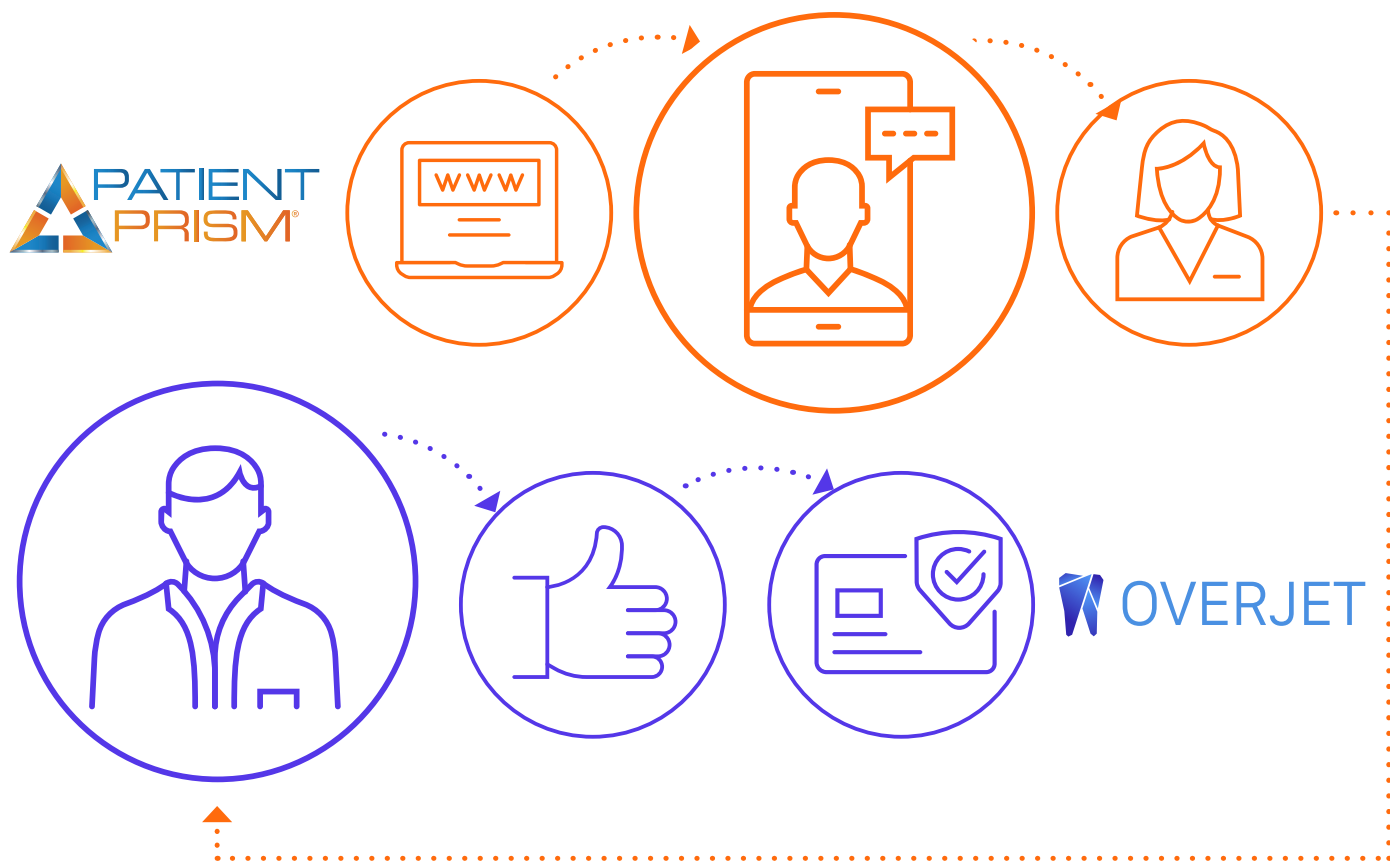


How AI enhances every step of the dental patient journey

By: Amol Nirgudkar, CEO Patient Prism

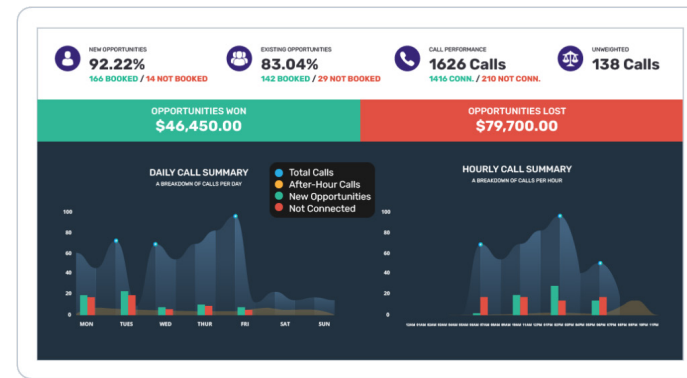
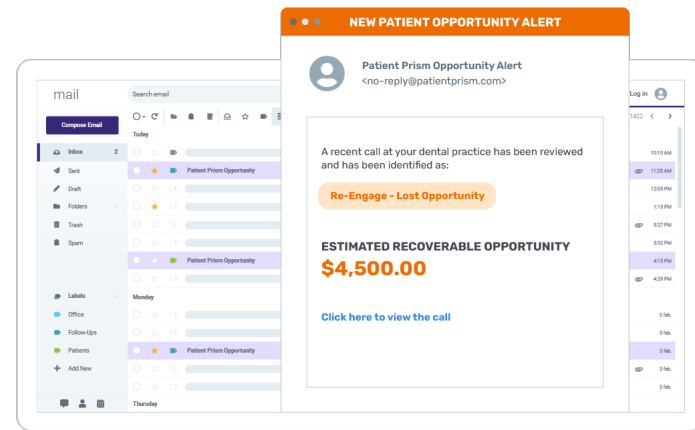


Companies like Patient Prism and Overjet utilize artificial intelligence (AI) to benefit the dental patient experience and provide optimal care.

From dental marketing to new patient onboarding to examination and diagnosis to treatment planning to treatment acceptance to associate and team member training, AI technology helps individual dental locations to maintain consistently high standards and multi-location dental organizations to centrally monitor these standards.

Patient Prism utilizes AI to assess incoming phone calls, identify high-value patients, and report actionable intelligence - while constantly training your front desk team to enthusiastically help patients access the care they want and need.

Overjet's AI assists dentists in interpreting clinical data, reducing risk, and providing predictable treatment. **Here is how Patient Prism and Overjet help with every step of creating a positive patient journey to meet the challenges of patient conversion and treatment acceptance.**



Online Marketing

Patient Prism's AI-generated keywords help identify which search terms to use in optimizing your marketing efforts. And Patient Prism's AI monitors responses to your advertising so you know which messages and marketing channels best engage the high-value patients you want and lead these patients to call your practice.

Front Desk Reception

Patient Prism's natural language processing (NLP) AI has listened to over 6,000,000 dental phone calls to recognize, interpret, and analyze human language. It evaluates your patient calls and **alerts your team within 20 minutes of a potential patient who did not schedule an appointment.** Each alert includes feedback on why the potential patient called and an estimate of the patient's revenue value.

The feedback also includes:

- what went well and what could have gone better during the phone conversation,
- notes from expert call coaches on how to address similar situations in the future,
- the potential revenue value of the caller,
- notes for making a callback call, and
- links to short training videos of relevance.

Patient Prism constantly coaches your front desk team on exactly what to say to increase conversion rates and set patient expectations for an optimal patient experience. Teams using Patient Prism

become adept at making callback calls that successfully win over patients. That's where the quick feedback from Patient Prism makes a world of difference. If potential patients are called back within an hour of their original call, 25% or more of the patients will be converted.

Preparing for Patient Visits

Patient Prism's AI-tracked call information helps in scheduling and preparing for the patient's visit. Overjet's auto charting streamlines patient record-keeping and ensures clinical information is not missed.

Patient Interaction with Dentists, Hygienists, and Dental Assistants

Patient Prism constantly reminds your administrative team members to set the expectation that everyone cares about the patient as an individual and is there to help the patient have a wonderful experience, including comfortable conversations with clinical team members about oral health and treatment concerns, questions, and preferences. Patient Prism coaches your front desk team to rave about the doctor's and hygienist's expertise and compassion. Patients enter the operatory feeling confident the dentist and hygienist will appropriately address their concerns in a caring way. The stage is set for building relationships of trust and helping patients make treatment decisions in alignment with their oral health goals.

Examination and Diagnosis

Overjet delivers intelligence from cutting-edge computer vision, data science, and dental research so you can provide patient-centric and evidence-based dental care. Overjet's clinical intelligence platform analyzes radiographs in real-time to detect pathologies and informs you about the latest relevant research. You have the assurance that you are not missing conditions requiring periodontal and restorative treatment and insights into the predictability of alternative treatment modalities.

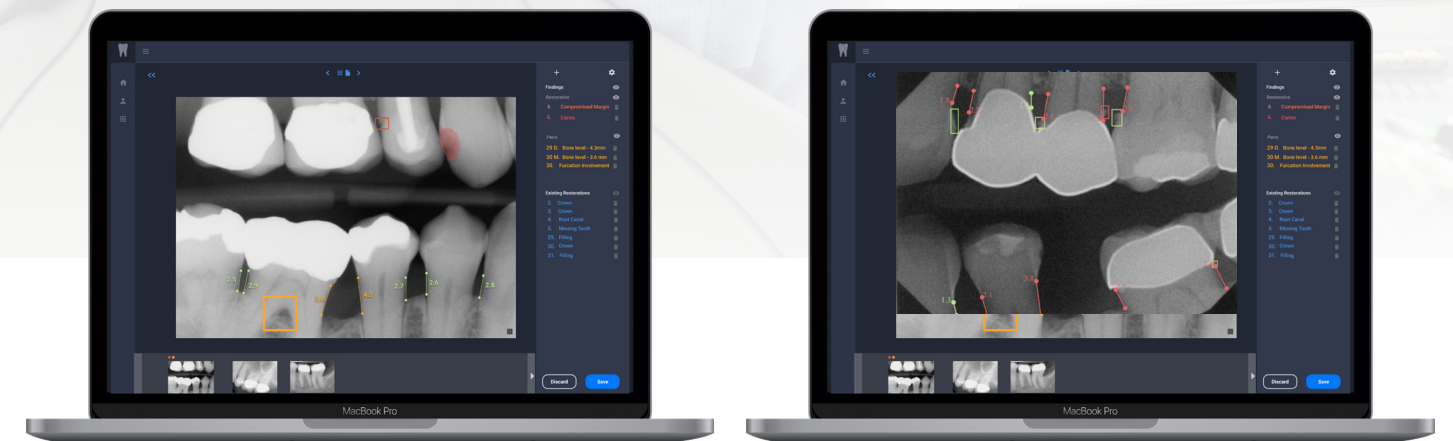
Treatment Acceptance

Acceptance of dental treatment and an optimal treatment experience often boils down to the patient's trust in the clinicians and administrators who will serve them. Trust in your diagnostic workup and treatment recommendations escalates when you discuss the findings of Overjet's AI and patients see scaled images of the oral health problems in need of treatment. Patient Prism's AI intelligence and Patient Prism Academy prove and reify the value of constant optimal communication, compassionate support, and exceptional service at each stage of the patient journey...at each decision point...and each hand-off. The positive culture the team sustains increases both treatment acceptance and employee engagement with their work.

Treatment Coordination and Billing

Patient Prism coaches your front desk to make a great first impression about your team's exceptional service, payment options, and insurance billing expertise. From the start, patients will be made to feel more comfortable discussing obstacles to their care and listening to options that make it more affordable or otherwise more comfortable to receive treatment. Your team will continue helping patients understand you have their best interests in mind and building on the seeds of trust.

Overjet's AI platform enables efficient and accurate claim review and real-time payment integrity to ensure insurance claims are paid at the right time for the right amount.



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When your patients consistently have wonderful experiences throughout their patient journey and are highly satisfied with the predictably successful care you provide, you are posed to grow.

The trend is clear. Dental Service Organizations (DSOs) are intentionally investing in AI platforms for:

- monitoring key business indicators and employee performance,
- reducing the cost of patient acquisition,
- onboarding new patients,
- developing team members,
- earning patient trust,
- improving the accuracy of diagnosis,
- evidence-based treatment planning,
- increasing periodontal and restorative case acceptance,
- standardizing care and customer service at the highest level, and
- enhancing the patient experience

The result is a scalable, highly profitable business that serves more people, fills community oral health care needs and does so by treating patients as valued, special individuals worthy of the best care.

Clearly, business success and branding are optimized by the intelligence delivered by AI. But putting business considerations aside, the key thought I hope you take away is that ultimately, artificial intelligence benefits the people you serve - your patients.

Natural language processing (NLP)

>6 million calls

Since 2015 Patient Prism AI has listened to over 6 million dental phone calls - to recognize, interpret, and analyze human language.

Computer vision

Millions of images

Since 2018 Overjet has trained its AI with millions of images - to interpret x-rays, identify disease and provide treatment recommendations.

Scan the QR Codes to start the Got Ai conversation with our teams



patientprism.com



overjet.ai

