# Patient Prism is a proven way for dentists to boost new-patient acquisition

### Dentists spend money to make their phones ring Now they can turn more callers into patients Patient needs more services. Patient refers How Patient Prism helps win new patients: friends & family. Revenue keeps **Caller becomes** growing. With Patient Prism, the practice wins more new patients a new patient. Staff handles call well. Caller books a first Referrals appointment. Billboards **Direct mail Dental office invests** Search marketing Office receives call The front office wins in marketing or loses a new patient **Mobile marketing** Without Patient Prism, the practice loses more new patients **Public relations Online ads Staff handles** Website call ineffectely. Caller doesn't book an appointment. **Practice loses** investment is The average lifetime value for a new partly wasted. ongoing revenue stream and referrals. dental patient is \$20,000 to \$30,000. The dentist is aware of the damage. • Patient Prism quickly identifies and fixes problems in managing inbound phone calls. Dentist-owners or office managers can spot **Patient Prism uses** patent-pending artificial failed calls fast. They can take quick action 0:27-0:49 intelligence and human Caller placed on hold without to recover lost patients. name or contact information. coaches to review calls. Patient Prism explains how to improve staff The call coaches highlight behaviors that cause loss of new patients. It problems and suggest also encourages the right behaviors. improvements. The system provides this feedback in about an hour. For multi-office practices, oviow Call a dashboard provides real-time insights across 0:29-0:34 all locations. Although you answered the caller's question, you could have asked what the main concern was. 20

### 2. Patient Prism shows which marketing investments are most productive.

	New Opportunities				
	Phone Number	II	Phone Number	Name It	Opportunity V
ons -	Website	Ke colons -	Website	Kelly	\$12,000
tions 🗸	Postcard	Carc	Postcard	Carol	\$11,000
		ors.≁	Billboard 1	Carlos	\$8,500
ions -	Billboard 1	Car ors -	Website	Catherine	\$3,200
E		Actions -	Website	Cristen	\$2,400
-	Website	Actions -	Website	David	\$2,000

The system shows which marketing tactics or channels generated individual inquiries.

It also shows the dollar value of each opportunity.

## 3. Managers or practice owners can coach and train the front-office team to be more effective on the phone.

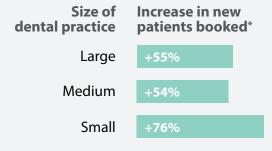
Patient Prism customers get free use of ConstantCoach.Me, a learning management system for dental practices.

ConstantCoach.Me offers a library of on-demand training videos, with pretesting and post-testing. It also offers free webinars, industry roundtables, and other resources.

With online education resources at their fingertips, dentists can train their team faster and in real time.



### Patient Prism helps practices grow, regardless of size:



\*Actual results from individual practices of varying sizes.

Patient Prism works effectively for practices that range from small solo offices to large DSOs.

Dental offices typically increase new-patient bookings within 3 months of using Patient Prism.

The system normally pays for itself with just 2 or 3 new patients.

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For more information, call Patient Prism at **800-381-3638** or visit us online at **www.patientprism.com** 

We bridge the gap between your dental marketing and patient conversion.