

Dental Practice Increases New Patient Appointments by 90% and 5 More Success Stories



The Phone is the Lifeline for Your Practice

Congratulations! People are finding your practice and choosing to pick up the phone to call you to make an appointment.

Statistically, though, almost half of potential patients end the phone call without booking.

Scheduling Obstacles

- Insurance Coverage
- Scheduling Issues
- Pricing Concerns

Every single one of these obstacles can be overcome. Your team just needs to know how to address them.

The receptionist's friendliness, helpfulness and overall attitude are also factors.

Here are the stories of six dental companies that worked with Patient Prism to improve the new patient phone call experience – a decision that dramatically boosted call conversions and increased revenue across the board.

Know What's Happening with Every Call

In every case, the owner-dentist wanted to understand what was happening with calls – without having to listen to them or read long transcripts.

They implemented Patient Prism, a cloud-based software system that tracks inbound calls, records them, and then analyzes every new patient call. Patient Prism combines artificial intelligence with experienced call coaches to tag each call with the services the caller requested, the revenue opportunity associated with those services, and the caller's insurance information. Patient Prism's patented technology gives a visual representation of the call so team members can quickly see the relevant details.

Every time a potential new patient does not book an appointment, Patient Prism emails the call analysis back to the practice. It contains specific coaching tips within an hour so the team can follow up with the potential patient and win them back.

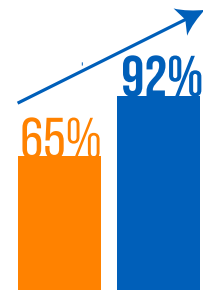


Melissa Smith, DDS
Owner, Washington Smiles

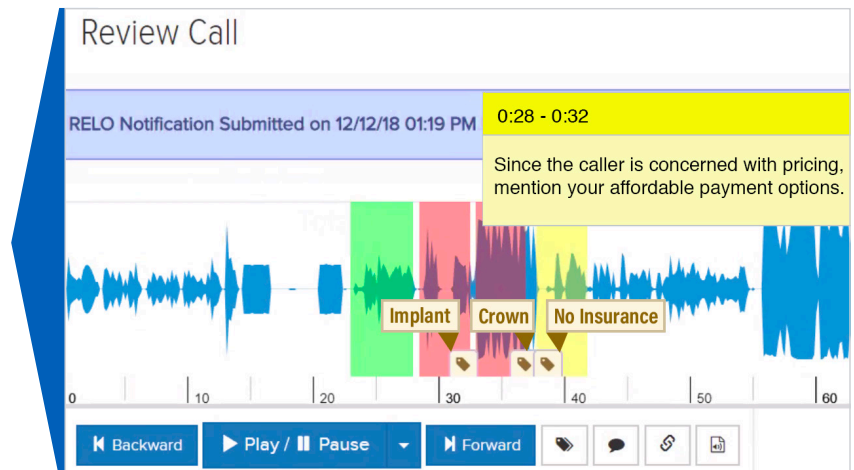
“With Patient Prism, I know what’s happening with every call, almost in real time. **It’s the best way to see how calls are being handled without micromanaging my team,**” said Melissa Smith, DDS, who owns Washington Smiles, a dental group with four affiliated locations in Missouri. Dr. Smith had used another call tracking company for years and only listened to two calls that entire time because it was so time-consuming. With Patient Prism, she can scan the information quickly.



“We’ve gone from booking 65% of new patient calls to booking 92% of callers. **It’s definitely increased new patient revenue; there’s a direct correlation,**” said Nicole Struckhoff, the Office Manager at Washington Smiles.



NEW PATIENTS BOOKED



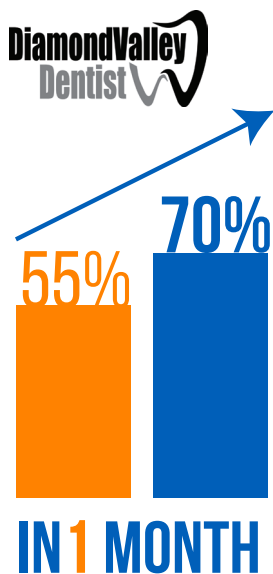
CASE STUDY

Brothers Nilash and Nitash Patel, who own three Serenity Dental practices near Tampa, FL, had even more dramatic results. They increased their new patient acquisition rate by 90% – and added \$600,000 in new patient revenue in one year.



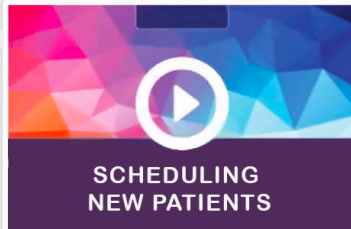
Rapid Call Analysis and Coaching

It's the rapid call analysis and coaching that makes the difference with winning back potential patients. The team at Diamond Valley Dentist in Hemet, CA, saw an immediate difference. They went from converting 55% of new patient calls to converting 70% in just one month.



"I've worked with other companies that recorded your calls but never gave you feedback on it," said Tanya Garcia, the Office Manager at Diamond Valley Dentist. "This is the first time a company listened to our phone calls and told us how we can better communicate with our patients."

Recommended Training Videos



"Now patients are much more interactive with us, and we're asking them the right questions. It's helped us to shift the focus to patient care instead of just the insurance and money aspects of the call. **We still get all the information we need, but it's a very patient-focused phone call.**"

Patient Prism sends out the Re-Engage Lost Opportunity (RELO) alerts within an hour of the call not booking. It's fast, actionable data.



Marcelo Mattschei, DDS
Owner, Dental Crown
in an Hour

"I had a gut instinct that our conversion rate was not where it should be," said Marcelo Mattschei, DDS, who owns Dental Crown in an Hour, a dental group in southwest Florida. "The RELO alerts have made a big difference. We find that we have a more satisfied customer because we're answering the right questions on the call."

"We've hired two more associate doctors because the business is much more robust. There's absolutely a correlation," said Dr. Mattschei.

Create a "Wow" Moment for Potential Patients

When potential patients take the time to call your dental practice, they're hoping to make an appointment. How that phone call goes will determine whether they actually schedule.

But there are so many things that can go wrong. The phone may not be answered, or the caller may be placed on hold so long the person hangs up. Perhaps the caller's dental insurance is out-of-network, or the caller wants to know how much the visit will cost and it's against your policy to quote fees over the phone.

After analyzing **more than 1.5 million phone calls**, Patient Prism identified **hundreds of reasons why callers don't book – and solutions to win them over.**

"A lot of them do come back on the follow-up call," said Almarie Burch, the Communications Center Manager with Normandy Dentistry, a dental group with two practices and a call center in Jacksonville, FL. **"It gives us a chance to deliver 'amazing' to our patients.** I'm into customer service and this just makes it so incredible to follow-up, show compassion, make sure they were taken care of, and it leaves a lasting impression. It's absolutely increased our revenues."



DECISIONONE

"We saw a **16% increase in new patient revenue month-over-month** in the four practices we

implemented Patient Prism. We've now expanded the program to all 26 of our dental practices," said Susan Schramm, the Marketing Coordinator for DecisionOne Dental Partners, a fast-growing Dental Support Organization (DSO) based in Chicago.

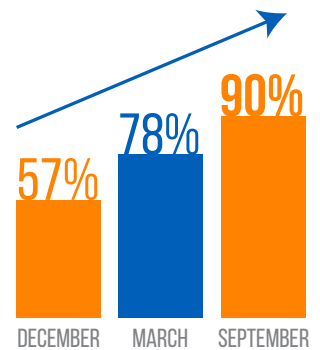
In addition to helping win back people who didn't book on the initial phone call, the training helps the team members learn how to convert more first-time callers. It can be interesting to see how team members drag out calls, which means they're missing other calls. Or the team members jump straight into asking about insurance – before they even ask the for the caller's name or reason for the visit.

Train Your Team to Succeed

Professional athletes work with coaches every day, reviewing tape and running plays, always thinking of how they will handle the next situation. The world's highest-paid CEOs and industry leaders hire business coaches, speaking coaches, and even life-balance coaches to help them improve. So why is there often pushback when a dentist wants to implement a coaching software?

"Listening to your calls is the most intimidating and uncomfortable thing we have done as a team. But what a wonderful way to get better and understand what the caller is hearing," said Almarie Burch, the Communications Center Manager at Normandy Dentistry. "Now it's something we use daily. Everyone is listening to their calls and watching the training videos, and it shows in our results."

NEW PATIENTS BOOKED



"I would say we were very apprehensive at first, but the team members quickly got over the apprehension because they saw the value of the coaching comments," said Nicole Struckhoff, the Office Manager at Washington Smiles. That practice recovered about \$19,000 in August 2018 just from patients who booked during the follow-up calls. "I think that was a huge motivation when the team could see those numbers increase."

Team members also like being recognized for their success. Patient Prism generates certificates when team members hit certain benchmarks.



"We've given out over 200 awards of excellence," said Almarie Burch. "We have a wall of fame where we post them because it just makes us feel good to see how we're making a difference."

Measure What You Want to Manage

It makes sense that you need to measure what you want to manage. But honestly, sometimes it can be hard to find the time. Patient Prism helps the marketing and operations teams know where to focus their resources because it's easy to see what's working.

DecisionOne Dental Partners uses A/B tracking on its direct mail postcards to see which images and messaging drive the most phone calls. With Patient Prism, they can see the number of calls coming in from each different postcard and track the results all the way through the services the callers requested, they type of insurance each caller has, and whether the caller books an appointment.



“Having Patient Prism in place, we’re able to track and measure the success of our marketing efforts in real time,” said Susan Schramm, the Marketing Coordinator at DecisionOne Dental Partners.



“It’s helped bring marketing and operations closer,” continued Susan Schramm. “I can create the marketing programs but you really need operations to drill down with the front desk and understand the importance of getting the phone answered and the call converted. It’s helped us work together because now we have the data behind us. They get to see how our marketing programs are working and they believe in what we’re doing now because they can see what’s working.

They can see that direct mail is delivering a bunch of new calls and the outcomes.”

Patient Prism does more than just show how calls came in from the practice’s **marketing efforts, website, and Google Maps listing**. It also shows the services each caller mentioned and the **potential revenue opportunity**.

“We put so much time and energy into our marketing campaigns and it’s really helpful to have the tags that show what the callers asked for on the call, without having to listen to the call ourselves,” said Tanya Garcia, the Office Manager at Diamond Valley Dentist.

See a Problem, Fix a Problem

Patient Prism provides visibility into every new patient call. The call tracking details exactly how new patients are finding the practice. The call analysis details exactly what the potential new patient wanted. And the call coaching provides specific phrasing team members can use to address callers’ concerns and win back those people who didn’t book on the initial call.



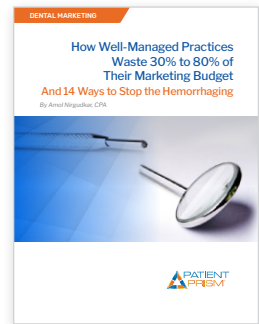
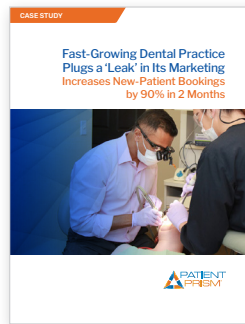
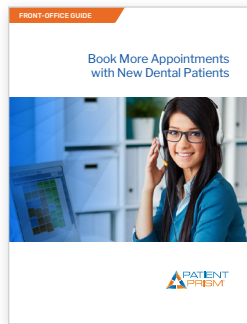
“Without the resources I’ve been provided by Patient Prism, it’s hard to know where to focus and identify your areas of opportunity,” said Almarie Burch, the Communications Center Manager at Normandy Dentistry’s call center.

“It’s definitely increased new patient revenue,” said Nicole Struckhoff, the Office Manager at Washington Smiles. “We’ll call somebody back right away, address their concern, and then we get them in the door. Once they’re in the office, it’s easy for us to wow them.”

About Patient Prism

Patient Prism provides call tracking and call coaching software designed exclusively for dental practices to improve new patient call conversions and increase dental practice revenue. It provides business analytics, coaching tips, and actionable data to improve staff performance and recapture callers who initially did not book an appointment. In addition, it offers Patient Prism Academy, a learning management system with more than 550 training videos and interviews with dental industry leaders. This gives dental practices a way to consistently provide team members with access to the industry's most respected leaders so they can stay up-to-date on the latest trends and best practices.

Please visit PatientPrism.com to download more resources to help you grow your dental practice.



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

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