DataTec
EasyDent

_____

Marketing Tips   Oct. 2019

Dear Doctor & Staff,

Here are some useful ideas and tips to improve your practice ☺

Tip: You Can Easily find patients that…

- Have not been in recently
- Are Not already scheduled
- Might have insurance benefits expiring at the end of the year

Then you can mail them a postcard, letter, or send them an email to encourage them to schedule their appointment! Here's how:

1) From the Reports Menu, run the "Patient Recall Search" selecting the desired patients
2) From the Forms Menu, use the "Recall Cards and Email" to send them postcard or email
3) If you want to send them a letter, use the Forms Menu "Quick Form Mail Merge"

Tip: Email thank you notes to patients after their appointments

1) From the Schedule, select the Tools option, then "Email Appt Notices and Followup"
2) Set the appointment date back to a previous day, then use the new "Past Appt Date" drop-down to select a different email message to send them.
   Example: "Thank You For Your Visit" note

Tip: Use the New Direct Text Messaging for Appointment Reminders

For example, you could send 2000 appointment reminder texts for less than $20/month! Call us to find out how: (636) 256-7401

We would be glad to work with you on using any one of the features. Please give us a call to schedule a time to work together.

Cordially,

Peter Goodall

Phone (636)256-7401