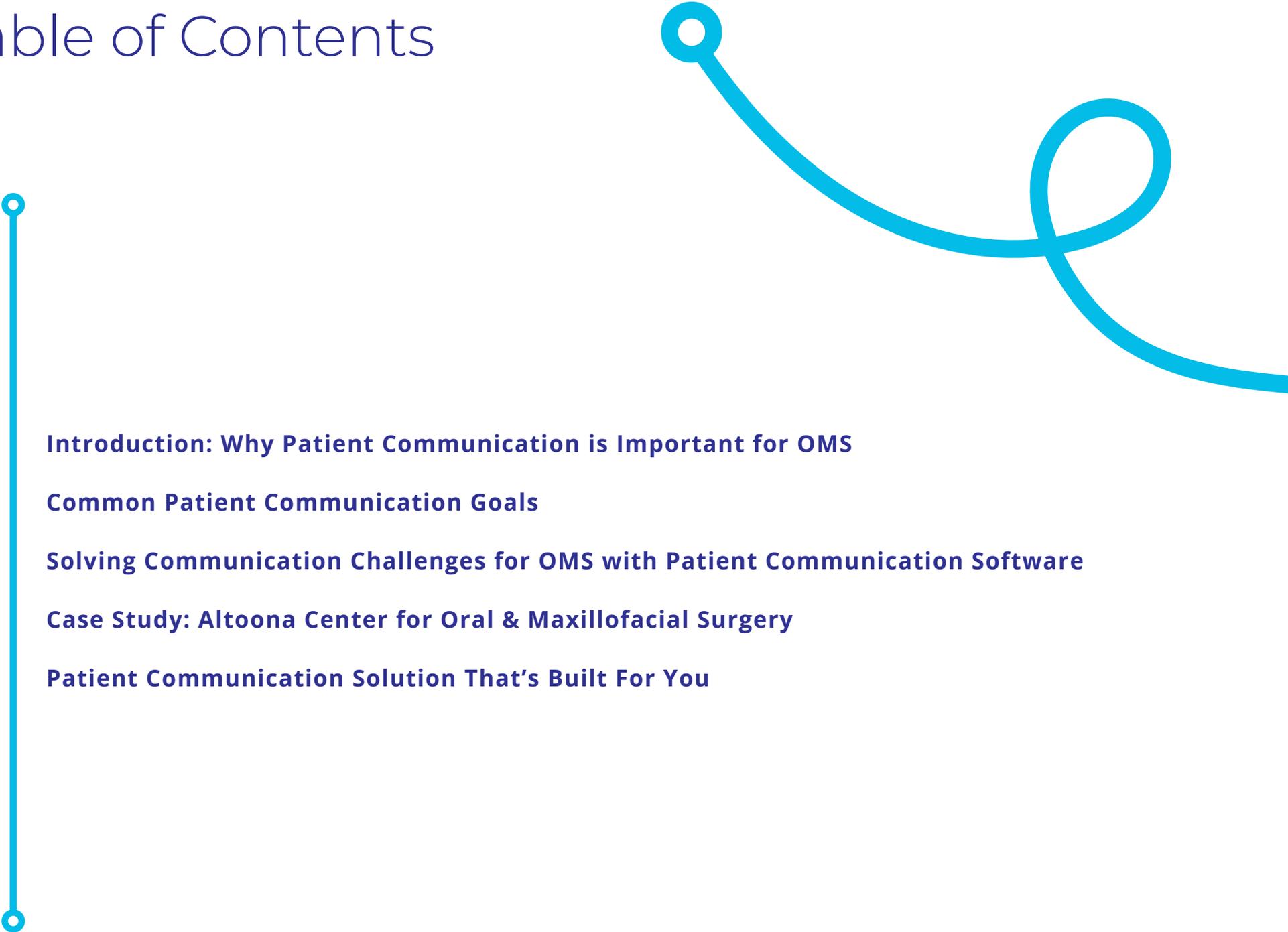


Solving Patient Communication Challenges for OMS



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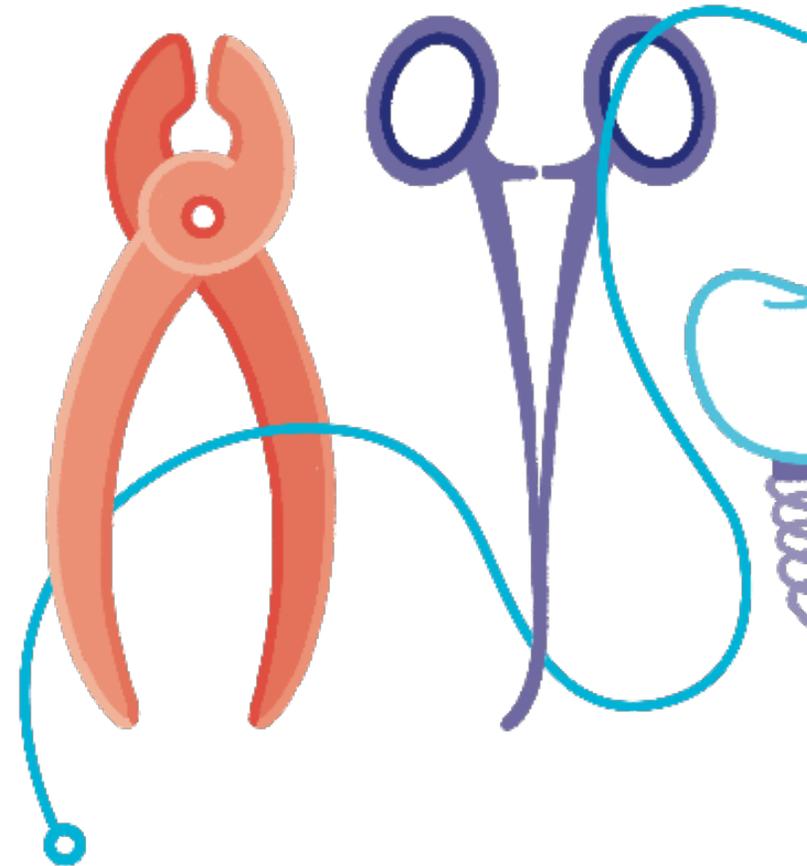


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Introduction: Why Patient Communication is Important for OMS

For Oral and Maxillofacial Surgery practices, ensuring your patients receive proper care goes beyond just performing procedures. Communication is a crucial component of every step in the patient journey. Whether it be relaying important pre-op instructions or checking in on patients after their appointments, communication is always present.

With effective communication methods in place, both the patients as well as the practice can benefit immensely. Practices with strong communication policies can save time for their staff, increase efficiency and confirmation rates, decrease cancellations, ensure patients are properly prepared for their procedures, and minimize unsuccessful appointments.



Introduction: Why Patient Communication is Important for OMS

There are many tools out there that can help dental practices effectively communicate with patients. Unfortunately, many solutions take a one-size fits all approach, and are typically geared towards General Dentistry. OMS practices however, need a more comprehensive and tailored tool to effectively guide their patients through complex oral surgeries and recovery.

In this guide, we review:

- ① Common patient communication goals for OMS practices
- ② Top 5 communication challenges and how to solve them
- ③ An OMS communication case study



Common Patient Communication Goals



Reducing manual work to free up time and increase efficiency for staff to focus on other responsibilities.



Ensuring patients receive the appropriate pre-op and post-op instructions based on their procedure.



Making sure any communication tool works with existing systems so they don't need to reinvent the wheel.



Easing the burden on staff by providing tools that are easy to use, manage and learn.

Solving Communication Challenges for OMS with Patient Communication Software

Challenge 1: Saving Time and Improving Efficiency



“ We are spending too much time making phone calls, leaving voicemails, and trying to track down each patient. ”



“ There are too many patients to call, we can't confirm everyone on time. ”

Solving Communication Challenges for OMS with Patient Communication Software

Challenge 1: Saving Time and Improving Efficiency

Challenge

- ① Manual calling is taking up too much time and becoming unmanageable.
- ② Patients don't always respond to missed calls or voicemails, which makes it difficult to confirm appointments.

Solution

Patient communication software can improve efficiency and drastically cut down on phone time by automatically sending out confirmations, reminders, and surgery-related notifications through text and email.

These automated messaging tools allow patients to confirm and acknowledge the message when they are able to, while saving your staff time.

Solving Communication Challenges for OMS with Patient Communication Software

Challenge 2: Improving Confirmation Rates and Minimizing Cancellations



**“ Patients aren’t answering to confirm their
upcoming appointments. ”**



**“ Patient forgot about their appointment
and cancelled at the last minute. We don’t
have enough time to fill the slot. ”**

Solving Communication Challenges for OMS with Patient Communication Software

Challenge 2: Improving Confirmation Rates and Minimizing Cancellations

Challenge

- ① Low confirmation rates
- ② Patients cancelling appointments last minute and practices not having enough time to fill the spots.

Solution

Ever have that patient who never confirms or cancels, so you don't know whether to fill the spot or wait for them to show up? Or ones who cancel at the last minute because they forgot?

Plans change and sometimes our memory fails us, which is why scheduled reminders are so important. With patient communication software, you can send out automated reminders at timed intervals weeks and days before the appointment, giving patients ample notice to reschedule if they need to.

Solving Communication Challenges for OMS with Patient Communication Software

Challenge 3: Ensuring Patients are Prepared and Reducing Unsuccessful Appointments



**“ Our patient lost their paper pre-op
instructions so now the appointment
cannot be completed. ”**



**“ Patient didn't fill out an online form so
now they need to do it at the office which
delays the appointment for 20-30 minutes. ”**

Solving Communication Challenges for OMS with Patient Communication Software

Challenge 3: Ensuring Patients are Prepared and Reducing Unsuccessful Appointments

Challenge

Losing thousands of dollars because patients show up unprepared for their appointment resulting in procedures not being able to be performed.

Solution

A better communication process can help your patients know what to expect before, during and after surgery.

A patient communication solution tailored for the more complex communication needs of OMS practices can help ensure patients are prepared for their procedures. This should include appointment reminders sent at the appropriate time that's specific for a patient's procedure, ability to include online forms for patients to fill out before coming into the practice, and being able to include educational content for patients post-procedure.

Solving Communication Challenges for OMS with Patient Communication Software

Challenge 4: Sending Out Mass Notifications



“ The office needs to be closed. How are we going to notify all of the upcoming appointments in time? ”



“ The doctor is sick, we need to let all of his upcoming patients know. How do we do this as fast as possible? ”

Solving Communication Challenges for OMS with Patient Communication Software

Challenge 4: Sending Out Mass Notifications

Challenge

Not having a scalable way to send out mass communication, and instead having to manually call patients one by one.

Solution

Office is closed? Doctor is out? Unforeseen situation (ie. pandemic) where you need to let upcoming appointments know?

Save time, resources, and improve efficiency with patient communication software. Many include notification features, which sends mass email/text to specific patient groups or all patients in one go. And in case of emergencies, you can see who has opened and read the message and make sure to contact those who have not.

Solving Communication Challenges for OMS with Patient Communication Software

Challenge 5: One-Size Fits All Patient Communication Solutions



“ Patient communication solutions don’t work for us, we aren’t the same as general practice. ”



“ We’ve used a solution before, but it was the very basic reminders and confirmations. It didn’t help much. ”

Solving Communication Challenges for OMS with Patient Communication Software

Challenge 5: One-Size Fits All Patient Communication Solutions

Challenge

The available solutions are built for general dentistry and don't fit the needs of OMS practices.

Solution

Most patient communication solutions are designed for General Dentistry and can only serve as appointment reminder software. OMS practices need to put patients at ease with tailored information just for their procedure. Your patient communication tool also needs to be able to send the right messages, instructions, and reminders, to the right patients, at the right time.

A tailored solution can adapt to your day-to-day while saving you time and making your day easier through convenient integrations with multiple practice management software, including WinOMS, OMSVision, and DSN.

Case Study: Altoona Center for Oral & Maxillofacial Surgery

Altoona Center for Oral & Maxillofacial Surgery is an OMS practice that prides themselves on care, commitment, and personalized service.

Altoona was originally using Solutionreach, a patient communication solution that was not built with OMS in mind. After switching to a more customizable solution however, these were some of the results they have had:

75% increase in confirmations

Patients are able to confirm via text, email, or voice.

90% decrease in cancellations

Customized reminders allow patients to message ahead of time if they can't make an appointment, reschedule easily, and fill open spots.

1 hour/day time saved

Altoona no longer has to make phone calls to confirm appointments resulting in significant time savings.



Intiveo: Patient Communication Solution That's Built For You

Save time, increase efficiency, increase confirmations, and decrease cancellations all with Intiveo for OMS. No longer do OMS practices have to make-do with manual phone calls or less-than-ideal patient communication solutions. Intiveo is the only patient communication solution that goes above and beyond an appointment reminder.

Built for your OMS practice, Intiveo is designed to handle all of the intricate procedure-based communication flows to send the right message to the right patient at the right time, while seamlessly working with your practice management software. Maintain the personal touch with patients free of phone tags and voicemails. Ease patients' minds by sending them reminders, instructions, and education content tailored to their appointment type and help them better prepare for both pre and post operation.



Book a
30-minute
meeting with
one of our OMS
specialists to
learn more.