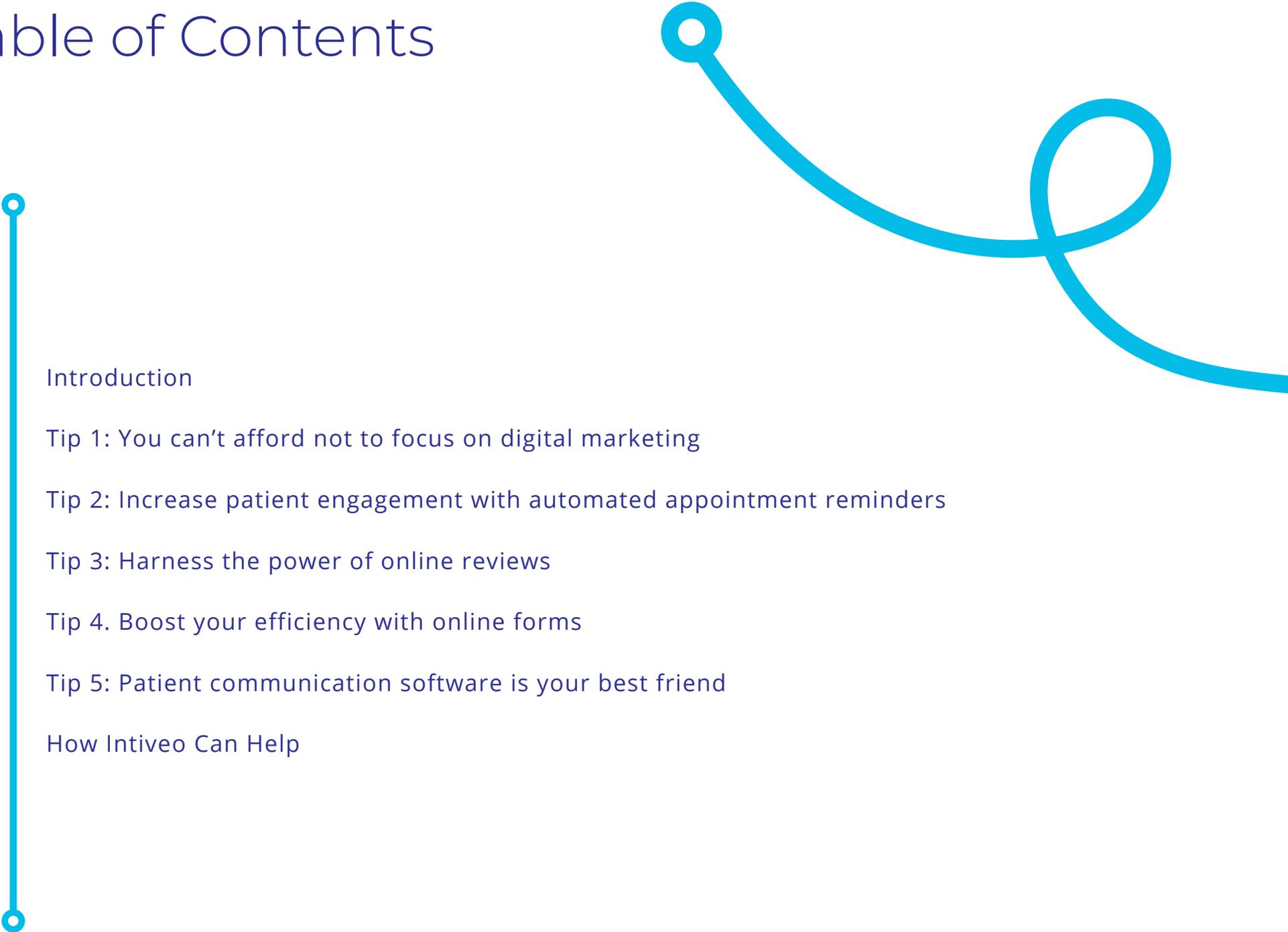


# 5 Things Your Dental Practice Needs to Know for 2022

Your guide to understanding 2021 & how to plan for 2022



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# Introduction

Taking stock of the old year, getting ready for the new. This is what dentistry practices all over North America are doing right now.

In 2022, you will be applying the lessons learned in 2021, and strategizing how you can make your practice grow and flourish in the coming year. In a way, 2021 was unique, because we were already a year into the pandemic. We had more of a sense of what to expect.

But, there are always surprise challenges along the way!

**Here's what your practice needs to know to meet the challenges of 2022.**



1

# You Can't Afford Not to Focus on Digital Marketing



# 1 You Can't Afford Not to Focus on Digital Marketing

Digital marketing became a huge priority for dentistry practices in 2021.

38%

One survey showed that 38% of dental practices felt that marketing would make their practice more profitable or productive.<sup>1</sup>

52%

Another showed that providers who don't address online reputation are 52% less likely to feel they are making good revenue.<sup>2</sup>



With the increased shift towards focusing on digital marketing, don't let your practice get left behind! Investing in dental software that automates these processes and allows you to keep up with your digital marketing goals.

For example, strategize by automatically prompting your patients for a review right after their appointment is over!

<sup>1</sup> Vyne's State of the Dental Industry Report 2021 - Vyne Dental  
<https://vynedental.com/blog/vynes-state-of-the-dental-industry-report-2021/>

<sup>2</sup> Top 9 Dental Industry Trends (2021-2024) (explodingtopics.com)  
<https://explodingtopics.com/blog/dental-industry-trends>

2

## Increase Patient Engagement With Automated Appointment Reminders

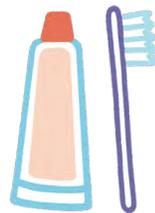


## ② Increase Patient Engagement With Automated Appointment Reminders

It may seem obvious, in some ways - of course you have to remind your patient to come to their appointments! But when and how are important factors.

42%

What we know is that 42% of patients say they would be more engaged if they were contacted between visits. <sup>3</sup>



Appointment reminders are a powerful tool, especially in a Covid-changed world. With automated appointment reminders, you can connect with your patients regularly. You can convey complex instructions right when they need to be reminded - like fasting the night before in preparation for a dental surgery.

Automated appointment reminders also can help to guarantee revenue. Getting a patient at the right time ensures they come prepared for the appointment, reducing cancellations!

Staying engaged with patients also ties into digital marketing! Engaged, happy patients become advocates for your practice, often leaving great reviews!

<sup>3</sup> The Shocking Truth About Patient Engagement ([healthitoutcomes.com](https://www.healthitoutcomes.com))  
<https://www.healthitoutcomes.com/doc/the-shocking-truth-about-patient-engagement-0001>

3

## Harness the Power of Online Reviews



### 3 Harness the Power of Online Reviews

Online reviews are one of the most trusted sources of information about your dental practice.

84%

What we knew in 2021 was that 84% of people now trust an online review as much as they would trust a personal recommendation.

52%

In addition, 91% of consumers read online reviews.<sup>4</sup>

71%

These two facts, when taken together, paint a picture of how valuable an online review can be. Indeed, 71% of new patients use online reviews when choosing a new dental practice.<sup>5</sup>

<sup>4</sup> Local Consumer Review Survey: How Customer Reviews Affect Behavior ([brightlocal.com](https://www.brightlocal.com/research/local-consumer-review-survey/))  
<https://www.brightlocal.com/research/local-consumer-review-survey/>

<sup>5</sup> Quoted in How Patients Use Online Reviews: What You Need to Know | Software Advice  
<https://www.softwareadvice.com/resources/how-patients-use-online-reviews/>

## 3 Harness the Power of Online Reviews

So what does this mean for you?



In harnessing the power of online reviews, some of the best tactics to employ are:

- Automate requests for reviews right after the appointment, when their experience with you is fresh!
- Aggregate your reviews in one place - this helps keep track of all the feedback you've received!
- Embed the reviews on your website. This allows you to showcase the really good reviews!

4

## Boost Your Efficiency With Online Forms



## 4 Boost Your Efficiency With Online Forms

In 2020 and 2021, many functions of the dentistry practice went digital in order to cope with the Covid-19 pandemic.



Since patients could not come into dentistry practices, a long-term solution for digital forms became a priority. This is especially true since wellness surveys have become an integral part of keeping your staff and patients safe.

**The good news? Online forms increase practice efficiency!**

With manual, paper forms, your patients will often come to their appointments with forms incorrectly filled out. Or, they take up valuable appointment time filling them out at the office. Then, your staff has to manually input all the information, as well as finding somewhere to file the form itself.

Online forms save all that time spent on manual tasks, by:

- Giving your patients the opportunity to fill out forms before they come
- Storing all information automatically
- The information is both protected and accessible to your staff

**Invest in online forms in 2022 to boost your staff's efficiency!**

5

## Patient Communication Software is Your Best Friend



## 5 Patient Communication Software is Your Best Friend

What we saw over and over this year is how integral patient communication software was to managing your dental practice!



In fact, most of these tips can be accomplished with the right patient communication tool. We live in a fast-paced world. Immediate connection is valuable. Plus, the challenges posed by Covid-19 have made the ability to connect remotely that much more important.

### So what does this mean for you?

This means that being able to automate messaging and connect with your patients is a must. The most efficient way to do that is through patient communication software. Recommendations on a good tech stack for patient communication software, vary - but the basics stay the same:

- Appointment reminders, automated where possible
- Pre- and post-procedure messaging
- Online form tool- including custom form templates, smart send, and reporting
- Reputation management - prompts for social reviews are a huge bonus!
- Wellness screening surveys
- Accommodations for independent or multi-location practices
- And more!

**It's never too late to get started with patient communication software.**

# How Intiveo Can Help

Each dentistry practice has something unique to offer. Every team of staff will find a way to meet the challenges of 2022 in a way that works for them.

At Intiveo, we strive to offer patient communication software solutions that will work for your individual needs.

As we continue to be a low-touch society, prioritizing communication through the digital space, Intiveo offers these solutions for your practice:

- Different types of patient communication software, including tools tailored to OMS and periodontic practices that integrate with your current patient management software
- Customizable add-ons for online forms and social reviews
- A 2-way chat, forming a real-time virtual waiting room
- 100% satisfaction guarantee (we our website for details)

**The future looks bright for 2022. The team at Intiveo wishes you a very happy new year!**

