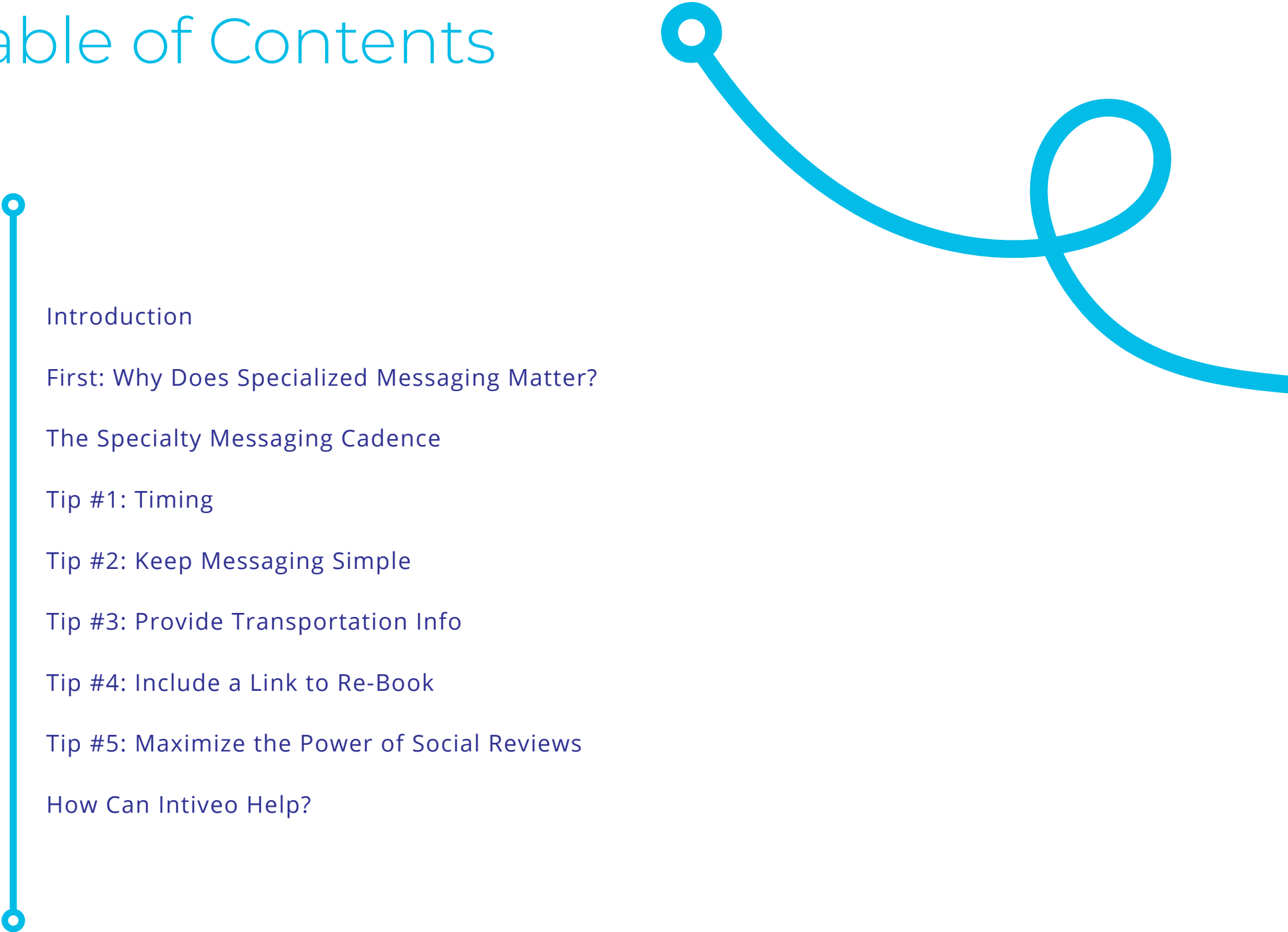


Your Go-To Guide to Messaging for Specialties



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Introduction

Every single one of your patients has different communication needs. A pediatric patient, for example, will need a guardian to sign for them; an adult OMS patient will need the appropriate pre-procedure instructions for a successful visit. Attending to all these needs can feel daunting!

That's why we created a guide to messaging for specialties. Depending on what kind of dental services your practice offers, your patients' messaging needs will vary.

In this guide, we'll walk you through how to get that messaging cadence right for your practice and your specialty.

Let's get started!



First: Why Does Specialized Messaging Matter?

Messaging patients according to their needs is a key part of patient engagement. Patients are constantly having consumer experiences outside of the dental office that speak directly to their needs - whether that's at a salon, at a restaurant, or a massage therapist.

What we know is that, for many years now, at least 42% of patients, if not more, would be more engaged if they were contacted between visits.

So what does this tell us about messaging? This tells us that patients want to be contacted between visits. Pertinent messaging makes patients feel valued as returning clients at their dentist. Not only this, but it supports great oral health outcomes. The dentistry practice is providing the patient with the right message, at the right time, to support them in being prepared for procedures.

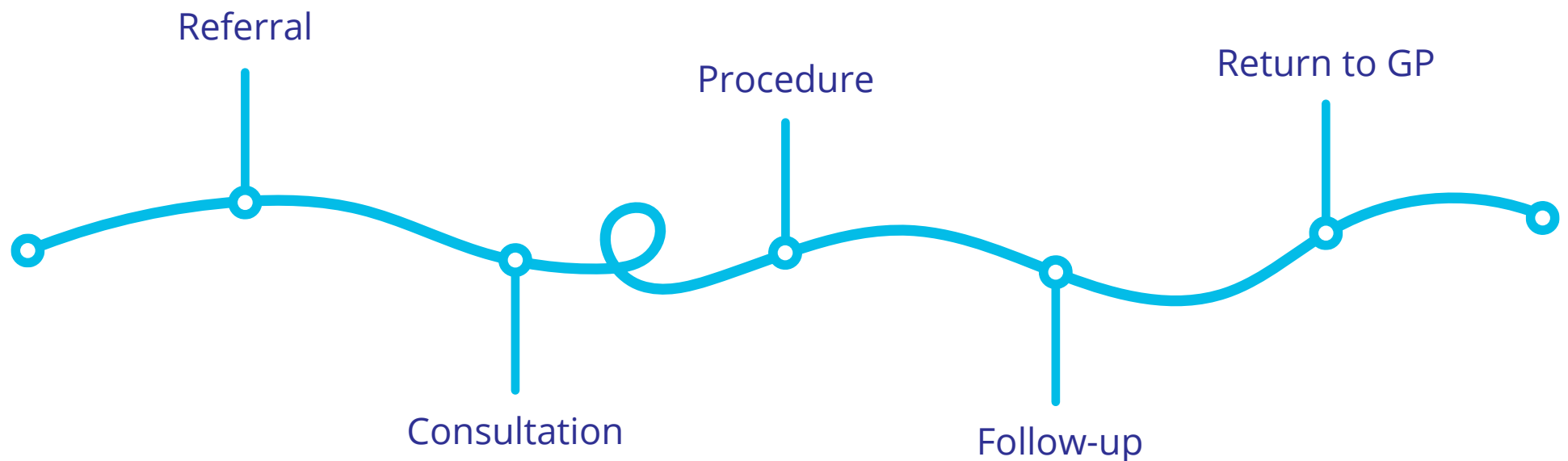
Let's see how.



The Specialty Messaging Cadence

Different specialties offer very specific procedures. These procedures often require important preparations, as well as thorough aftercare. A number of forms are required for both consultation and procedure to take place!

Ensuring that patients are adequately prepared for these procedures is one of the main functions of good messaging. Since patient will be referred from their general practitioner to the specialist, most appointment journeys will follow this pattern:



With a forms-heavy messaging cadence, a key part of the patient experience is reminders. Coordinate your appointment reminders with sending forms and form reminders!

①

A messaging cadence will likely look like this:

- Consultation date and time confirmation
- Consultation reminders 2 days then 2 hours before appointment
- Send patient intake forms and medical history
- Appropriate reminders before the consultation to fill out forms
- If required by your practice, a wellness survey sent out before the consultation

②

After the consultation and before the procedure:

- Procedure date and time confirmation
- Send patient consent forms
- Send pre-appointment instructions
- Appropriate reminders for completion of these forms
- Appointment reminders 2 days, 1 day, and 2 hours before
- Send post appointment instructions

③

After the procedure:

- Post-appointment instructions sent again
- With a surgery, a follow-up call
- Confirmation of follow-up appointment date and time
- Request for feedback and online review

Committing to all of these messages can seem daunting! However, it becomes a lot more manageable if you are able to digitally automate this sequence. This results in long-term time-savings for your practice. Staff time shifts away from constantly calling patients for appointment reminders or from trying to decipher handwritten patient forms.

And remember: an integral part of the patient experience is a method of communication. Most patients want to choose how they're contacted. Give them the option to be contacted by phone, email, or text message.

Here are some tips to help you make your message cadence a success!

Tip #1

Timing



1 Timing

Right message, right time - this is the key to all messaging for specialty practices. Looking at the messaging cadence above, we can see that the timing of each message has to be meaningful.

Let's take the example of reminding a patient about their pre-medication. The patient experience is vastly improved by receiving a reminder about these pre-meds when they should be taken, as well as when the pre-procedure instructions are given. Patients have busy lives. Supporting them in this way leads to better outcomes for the procedure.

Plus, it also increases revenue for your practice. Fewer day-of cancellations will occur when your patients come prepared for their appointment!



Tip #2

Keep Messaging Simple



2 Keep Messaging Simple

Specialty procedures can be complex - and intimidating! For the parent of a pediatric patient, anxious about their child's extraction, or for a patient getting a root canal for the first time, simple, user-friendly messaging keeps preparation for the procedure manageable

For each message:

- Convey exactly what the patient has to know - date, time, name of procedure
- Include a link to any pertinent forms
- If the patient needs to confirm, include a confirmation button
- Include a link to Google Maps with the practice's location
- Include a link to the practice's cancellation and appointment change policy



Tip #3

Provide Transportation & Parking Info



3 Provide Transportation & Parking Info

While this may seem small, it has a direct effect on the patient experience! As we've noted, it's always good to provide the practice's location.

But even more than that, include a message - usually shortly before the consultation or the procedure - detailing parking information, any unusual quirks about the building, and nearby public transportation info.

This not only increases the user-friendliness of the patient experience. It also increases punctuality and decreases delayed appointment start times - give staff back time to keep delivering great oral health outcomes!



Tip #4

Include a Link to Re-Book



4 Include a Link to Re-Book

If the patient has to cancel their appointment for any reason, a key way to make the process easy for them and to maintain practice profitability is to give them an option to re-book.

Cancellations can be costly for a practice. Inviting your patient to re-book provides a greater likelihood of your practice guaranteeing that income.

For the patient, this also provides peace of mind. They do not lose their appointment in the long run. Including a link in a text or an email to re-book their appointment makes it user-friendly for the patient - while saving on staff time!



Tip #5

Leverage the Power of Social Reviews



5 Leverage the Power of Social Reviews

Social reviews are an essential part of how patients choose a new practice. In fact, [as much as 82% of consumers](#) use reviews to help them choose healthcare services.

Again, the effects of social reviews go two ways. They improve the patient experience because prospective patients are able to navigate towards the right practice for them.

Social reviews also benefit your practice. Reviews give your practice the powerful credibility you need with prospective patients. Google reviews in particular move your practice up in the Google algorithm, giving you more visibility.



How Can Intiveo Help?

Our Resources

As patient communication experts, we offer a [number of resources](#) for you to learn more. Whether you are curious to see some messaging templates or want to learn more about the benefits of online forms, we've got you covered! We offer guides, webinars, and more that speak to the different needs of specialty and general practices.

Our Product

[Intiveo](#) offers communication software aimed at providing unique patient experiences. Connect with your patients effortlessly, using many customizable options such as:

- Appointment confirmations
- Recall reminders
- Booking requests
- Reputation management



Our software connects with most major patient management software. Our software for specialties includes products individually tailored for the following types of practices:

- General practice
- OMS
- Periodontics
- Endodontics
- Pediatrics
- Orthodontics

**The future of the patient experience looks bright with Intiveo!
Book a meeting today to find out more.**