4 Tips To Help Your Perio Practice Thrive In The Digital Age

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Introduction

It's no secret that the world of dentistry is changing rapidly, and patients are more educated and informed than ever before. They are constantly connected with the world through their smartphones and have access to vast amounts of information about their oral health care. With the introduction of new technology and trends, it can be difficult for an "old school specialty" like periodontal dentistry to keep up with all the changes that are happening.

It is absolutely vital for dental practices, especially periodontal practices, to embrace this digital age to ensure long-term success. So without further ado, we've put together a comprehensive guide for your digital journey, which includes everything from building a digital presence to dental tech stack recommendations.

Tip #1

Build a solid digital presence

In the digital age, it's not enough to just have a website and a social media account.

Your periodontal practice needs to have a strong online presence that can help connect with patients on a personal level, educate people about periodontal diseases and treatments, and even generate leads. Not sure where to start? We've got you covered.

Website and Search Engine Optimization

Looking to increase your practice's visibility? Building a website that showcases your practice will make it easy for prospective patients to find you online.

One thing to note: Use keywords that people would search for when looking for periodontal care in your area such as "Periodontists near me" or "Perio specialists in Toronto, ON". This will help Google rank you higher than periodontal practices which don't have as much information about their services listed on their website.

Reviews

Online reviews are important for periodontal practices because they help patients make informed decisions about their oral health care providers and possible treatment options.

Here are some steps you can take to ensure your practices are getting the best reviews possible:

- Encourage patients to leave reviews after their appointments when their experience is still fresh in mind.

- Invest in a patient communication software with a tool that will automatically prompt your patients post-appointment to leave an online review.

- Respond promptly if a patient leaves a negative review. By responding to negative feedback, dissatisfied patients respond positively when practices make it a priority to take appropriate actions to diffuse the situation.

Social Media

Social media is an essential component of any marketing strategy these days. It's free advertising that reaches people all over the world at any time of day or night - and it doesn't stop when you close your practice doors at the end of the day or on weekends!

How can social media elevate your periodontal practice?

- You can share useful information with your current and prospective patients, helping them make better decisions about their oral health.

- You have the opportunity to show off your practice's personality and appeal to new patients by providing interesting and insightful content.

- Trying to attract new patients to your practice? Posting about your promotions will encourage people to come to your dental practice!

Tip #2

Streamline your workflows

Automation can help streamline workflows, cut costs, and improve your practice's overall quality of care!

From the front desk to the treatment room, your dental team has to manage multiple tasks simultaneously. But it's not always easy to stay on top of every demand that comes up. Fortunately, we know of a few dental software tools that can help.

Dental management software

Dental management software streamlines workflow by automating tasks like appointment scheduling, charting, and billing — allowing you to spend more time with patients instead of paperwork.

This kind of efficiency also leads to increased profitability, since it allows you to spend less time on tasks that consume valuable time during your day — freeing up hours for excellent patient care.

Dental imaging software

Imaging software is crucial to diagnosis and treatment planning in periodontal dentistry. In addition to reducing diagnostic errors, a detailed visual image of their oral health can help patients better understand their conditions.

With the help of dental imaging software, you and your patients can work together to achieve optimal oral health results!
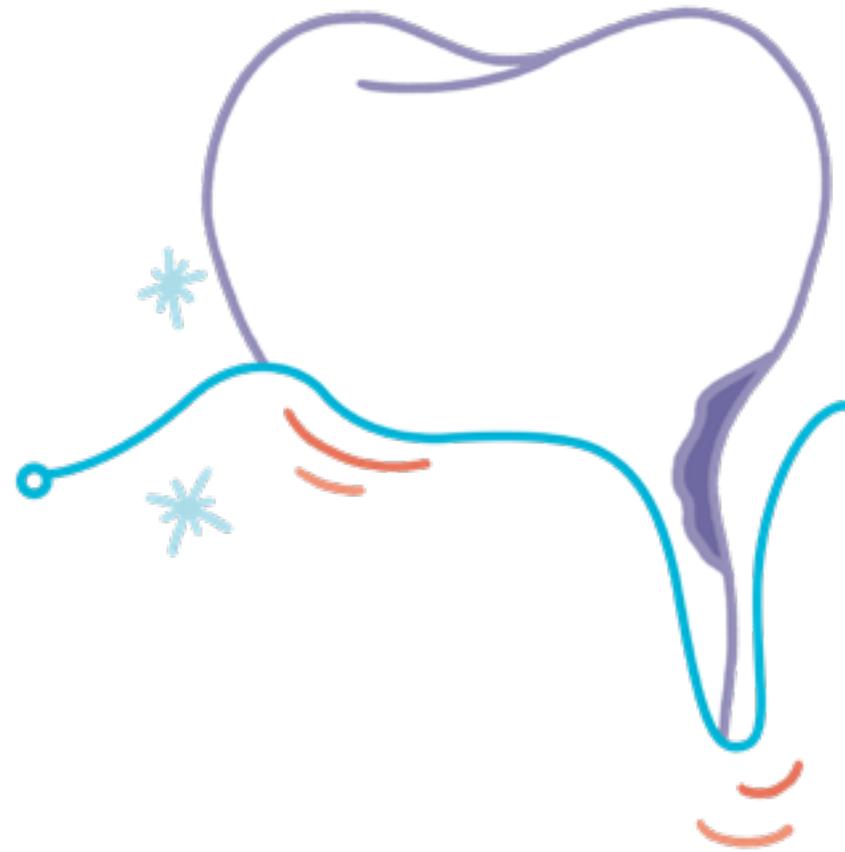
Electronic prescription services

For periodontal practices, the benefits of electronic prescriptions are numerous.

Electronic prescriptions can save your dental practice time and money while ensuring patients receive the medication they need. And unlike paper prescriptions, electronic prescriptions can reduce human error, send prescriptions to pharmacies instantly, and minimize manual administrative tasks for your dental team.

Patient communication software

Patient communication software helps you communicate effectively with patients throughout their entire journey. With this software, you can send out practice updates, fill appointment requests, request patient feedback, and so much more.

With today's technology, it's easier than ever to communicate with your patients.

How can periodontal-specific software be instrumental in the growth of your practice?

As you know, periodontal practices offer vastly different services than General practices. The periodontal specialty has complex procedures, all with intricate pre-appointment and post-appointment care instructions. For successful treatment and recovery, it's absolutely vital for patients to receive the right information at the right time.

There are so many software solutions available for dentistry, and while they are capable of streamlining general workflows, periodontal practices need a comprehensive solution that can be tailored to their appointment types and patient needs. Perio patients need software that makes it easy to guide them through their treatment plans, whether those plans are for one-time or ongoing procedures.

Tip #3

Develop relationships with dentists in your area

Periodontal practices need to develop relationships with local dentists, but this can be difficult when there are so many other dentists in the area.

In order to develop a referral base, periodontal practices need to focus on the basics: developing relationships, providing quality care, and communicating effectively.

Referral management

Referral management software helps dental practices by helping them manage their network of referrals and patients on top of streamlining the referral process.

A specialty practice like perio can also use this software to determine which dental practices are sending patients their way and how often. This type of information helps periodontists identify strategic partners who can help them grow their patient base - while improving patient retention rates at the same time!

Keep up with periodontal developments

In today's digital world, it's more important than ever for periodontal practices to be on the cutting edge of new developments.

Here are some ways you can keep your practice up to date:

Learn the latest procedures and techniques

The importance of staying on top of the latest periodontal research and technology has never been greater.

As the field of dentistry evolves, so does the way you treat your patients. In order to provide a high quality of care, it's important for periodontists to keep up with new techniques, procedures, and the latest in dental technology.
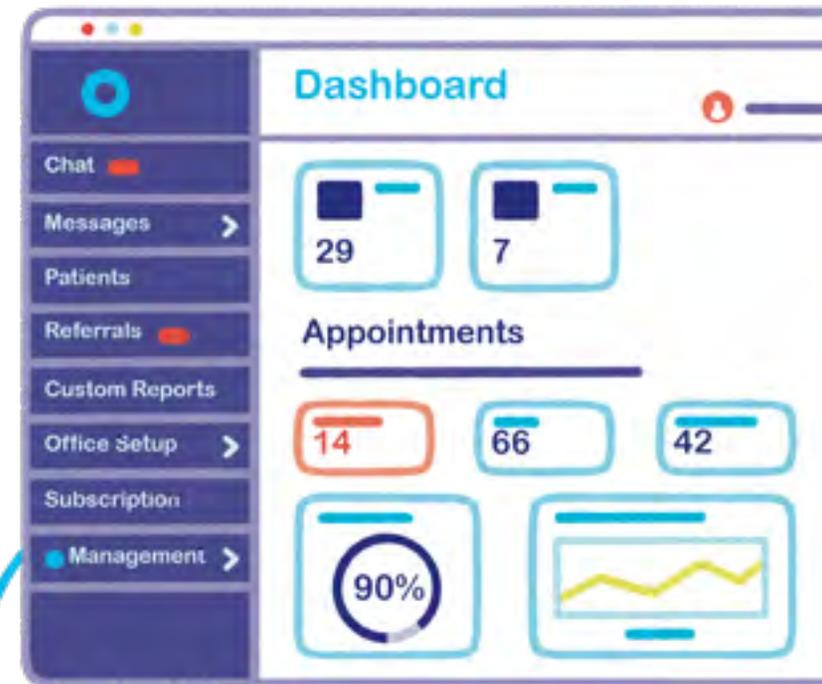
Keep track of clinical studies

Clinical studies are a great way for periodontists to learn about new treatments in the world of dentistry and are an essential part of keeping your practice up to date. It can help you:

- **Maintain current knowledge** of the latest treatments, procedures, and strategies for managing oral diseases.

- **Identify new treatment options** that may be appropriate for your patients.

- **Monitor patient outcomes** over time to refine treatment plans and avoid complications.

- **Learn about new oral health products and technologies** that may be helpful in your practice.

Achieving Success with Intiveo

At Intiveo, we believe that the periodontal specialty needs a comprehensive solution built to specifically address complex appointment types and patient treatment plans. That's why we built Intiveo Perio to handle all intricate procedures and treatment-based communication required by perio practices.

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Did you know that periodontal disease is the [most common oral condition](#)? So when we noticed that there were no patient communication solutions built specifically for periodontics, we immediately got to work!

We wanted to build a tool that can increase patient preparedness, reduce unsuccessful appointments, improve practice efficiency, and minimize annual operation costs - all while meeting security and compliance regulations that will keep your patient data safe.

Intiveo Perio is equipped with all the tools your specialty practice needs to streamline your patient communication processes and enhance the patient experience.

Lastly...

We want to thank you for taking the time out of your day to read this guide.

We at Intiveo understand that it can be difficult to scale and adapt your practice at the speed of the digital transformations happening all around the world. Our best advice is to take your time and do some personal research on technologies that can elevate your practice! Take charge of your own digital transformation plan, and watch your periodontal practice bloom.

We hope you found this guide helpful and we are so excited to see your practice thrive.