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5 Trends That Will Shape Dentistry In 2023

We're back to help guide your dental practice through 2023 with these important trends!



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Introduction

The dental industry is constantly evolving and has been affected by major technological advancements and shifting patient expectations over the past decade! 2022 filled the world of dentistry with ups and downs but as the year comes to a close, it's time to prepare for trends in 2023 that will surely shape your practice.

Here are some of the biggest trends we're anticipating in the coming year:



Trend 1

Staffing challenges?
Automation software can help



Staffing challenges? Automation software can help

It's no secret that job vacancies in North America have reached an all-time high. This is due to a variety of factors such as (but not limited to) the increasingly high number of retirements since 2020, the COVID-19 pandemic, and a vital shift in workers' expectations.

With that being said, the demand for dental care has not stopped. A large number of dental practices are struggling with a lack of staff and resources to meet the increased need for dental care.

But there's hope. Automation software can help ease the burden on staff by automating much of what they do today - from scheduling appointments to processing claims - so they can focus more on face-to-face interactions with their patients rather than time-consuming manual tasks.

We suggest looking into these types of software to streamline your manual processes:



Practice management software



Patient communication software



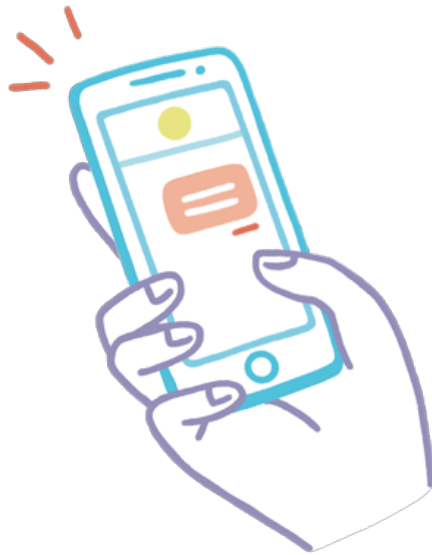
Electronic prescribing software



Dental imaging software

Trend 2

Teledentistry is here to stay



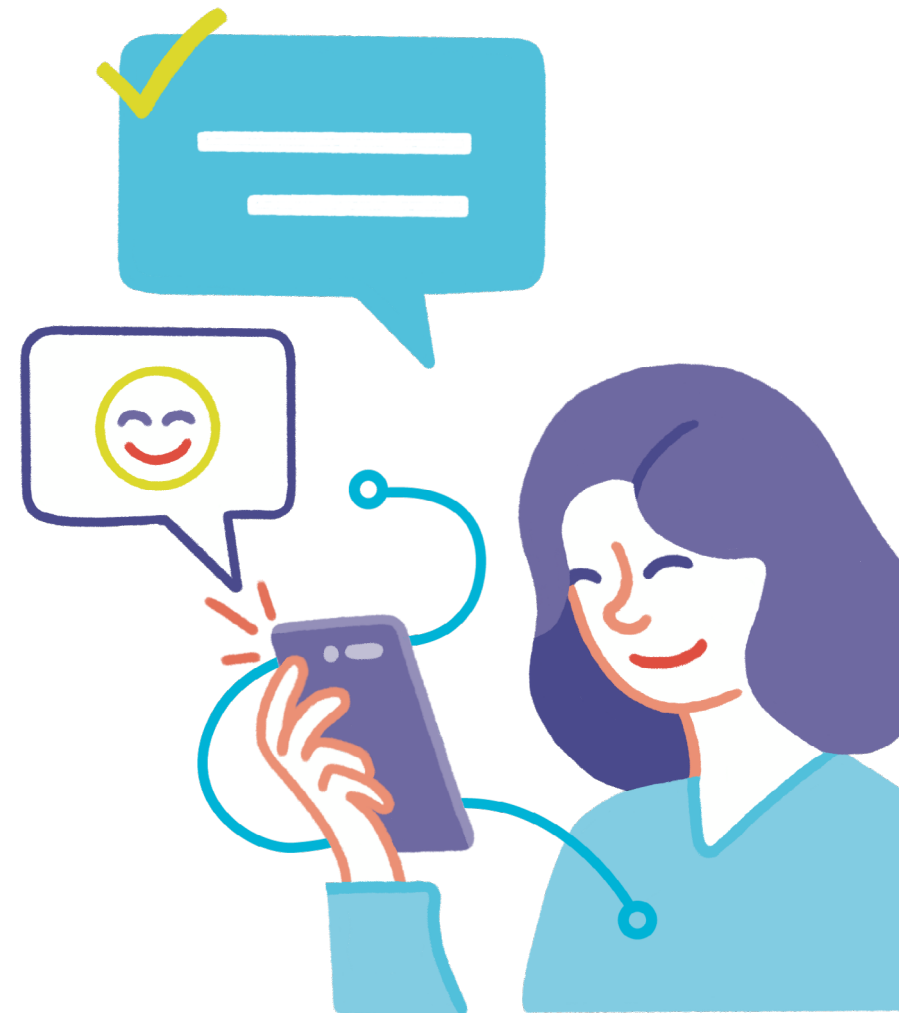
Teledentistry is here to stay

Dentistry has always been about getting your teeth cleaned by a professional. But now, there are many different ways to get your dental needs met without having to leave your home at all.

And in 2022, teledentistry was all the rage. The trend actually started during the height of the COVID-19 pandemic, when patients were able to receive consultations, diagnoses, and patient education from their dentists via telehealth technology.

Dental care is now more accessible than ever with the ability to navigate the different oral treatment options via video calls rather than traveling across town or waiting weeks for an appointment.

Teledentistry is on the rise and it's showing no signs of slowing down anytime soon.

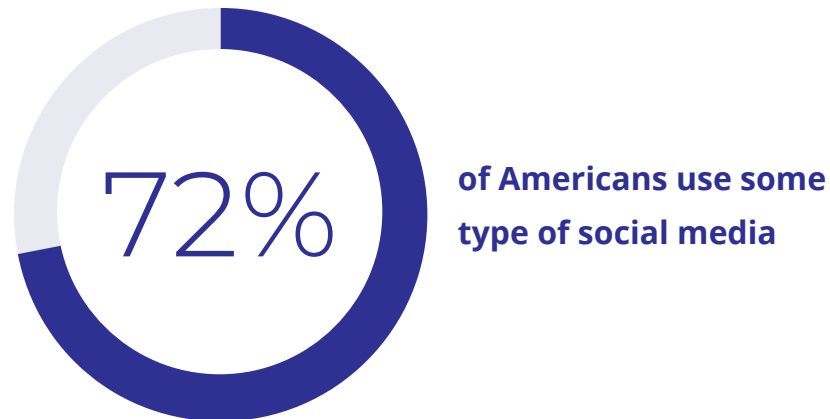


Increase brand awareness through social media

As technology continues to advance rapidly, dental professionals are being forced to adapt and change with the times. While some may be hesitant to take on this new challenge, it's an essential step if you want your practice to remain competitive.

Many dentists are already using social media as a way to increase brand awareness and build their patient roster.

In fact, [research shows](#) that



While this number may seem small, it's actually quite impressive when you consider how many people are on these sites ([Can you believe there are over 2.91 billion monthly Facebook users as of 2022?](#)).

We're sure these numbers will continue to grow throughout 2023. And since most of the world uses social media sites regularly, there's no reason why you shouldn't incorporate this important trend into your dental practice.

Trend 4

Patient education is an expectation



Patient education is an expectation

We know that dental trends are always changing and evolving, but one trend we've seen over the past few years is an increased focus on patient education.

Patient education is so important because it allows patients to take an active role in their dental treatment plan. This can reduce their stress level throughout the process, making them less anxious and more comfortable with their care.

However, patient education is vital [in light of current research](#) showing that many people don't know how to properly maintain their oral health at home. Taking the time to educate your patients before and after their appointments can give them the knowledge they need to take proper preventative measures at home - which can save them a lot of time and money in the long run!

Here are some of our favorite ways to educate patients:



Provide oral-health-related resources post-appointment such as booklets or mobile applications.



Leverage your patient communication software to automatically send out procedure-specific educational material.



A classic: use visual aids like charts and diagrams to explain procedures in great detail.

Trend 5

Keep your patients coming back with excellent customer service



Keep your patients coming back with excellent customer service

Excellent customer service is the most important component of any successful business, but it's especially important in the dental industry.

With the rise of online reviews and a shift in societal expectations, patients expect a certain level of service when they come to your practice. They want their questions to be answered, their needs met, and their concerns addressed.

Here are some ways you can better serve your patients in 2023:



Be proactive with providing excellent service: This means being proactive in every aspect of your practice - from initial communication to post-appointment.



Inform your patients every step of the way: Let them know exactly what to expect from their procedures!



Don't forget about follow-up care! As soon as a patient leaves your office after their treatment, start thinking about how to follow up with them and make sure they're getting the support they need from you for their teeth to stay healthy and strong over time.

Ring In The New Year With Intiveo

The world of dentistry is constantly changing and evolving. Staying on top of yearly trends can help your dental practice reach a larger audience, grow your patient roster, and keep your practice fresh and ahead of the competition.

And at Intiveo, we want to help your practice do exactly that.

We offer a patient communication software built to:

- Send practice updates and fill appointment requests
- Remind patients about their upcoming visits and provide screening surveys before their appointments
- Manage all your patient forms in one place
- Chat with your patients in real-time
- Request patient feedback and generate positive online reviews
- And so much more!

Thank you so much for taking the time to read our guide, and we hope your practice continues to thrive throughout 2023. The team at Intiveo wishes you a very happy new year!

