

How to:

1. Improve the Patient Experience, and 2. Increase Case Acceptance Through Technology and Automation

March
2021

COURSE DESCRIPTION:

In 2021 it will be more important than ever to focus on improving the patient experience. In the new COVID19 world patients rightfully expect increased communications, clear direction, no-touch services, and access to technology that simplifies their dental experience and makes them feel safe. In this course you will learn how to meet and exceed these demands using technology and automation. Mastering the skills below will make you, your team, and your patients safer and happier while also improving case acceptance

Upon completion of this webinar the attendee will understand how to:

- Digitize your office and create a paperless office and patient enrollment process
- Increase case acceptance using tools like full mouth and tooth 3D imaging and an Oral Health Score (like a credit score)
- Improve the patient experience and staff productivity, performance and happiness with automation and VoIP communication systems
- Take advantage of advances in automation and machine learning that will increase your ability to remotely generate new patients
- Leverage the power of machine learning and automated software to optimize your schedule with your best existing patients



Paul Intlekofer **President - SFP Capital** **CEO - MMG FUSION**

Paul has had a career of helping companies achieve accelerated growth and profitability in both the public and private sector. He's President of SFP Capital, a venture capital firm, and the Founder / CEO of MMG Fusion, an award-winning all-in-one software system that helps dental practices market, manage and grow.

"Digital" Practice Tools: Gold Standard Attention to Detail

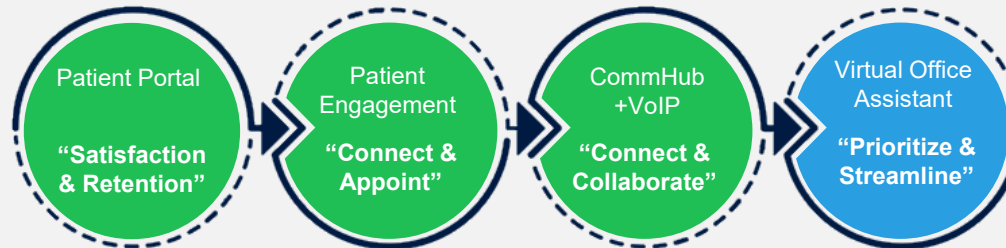
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MARKET → BE FOUND. BE CHOSEN. APPOINT.



MANAGE → AUTOMATE. BE MORE PRODUCTIVE.



GROW: → OPTIMIZE YOUR SCHEDULE. FILL YOUR CHAIR.



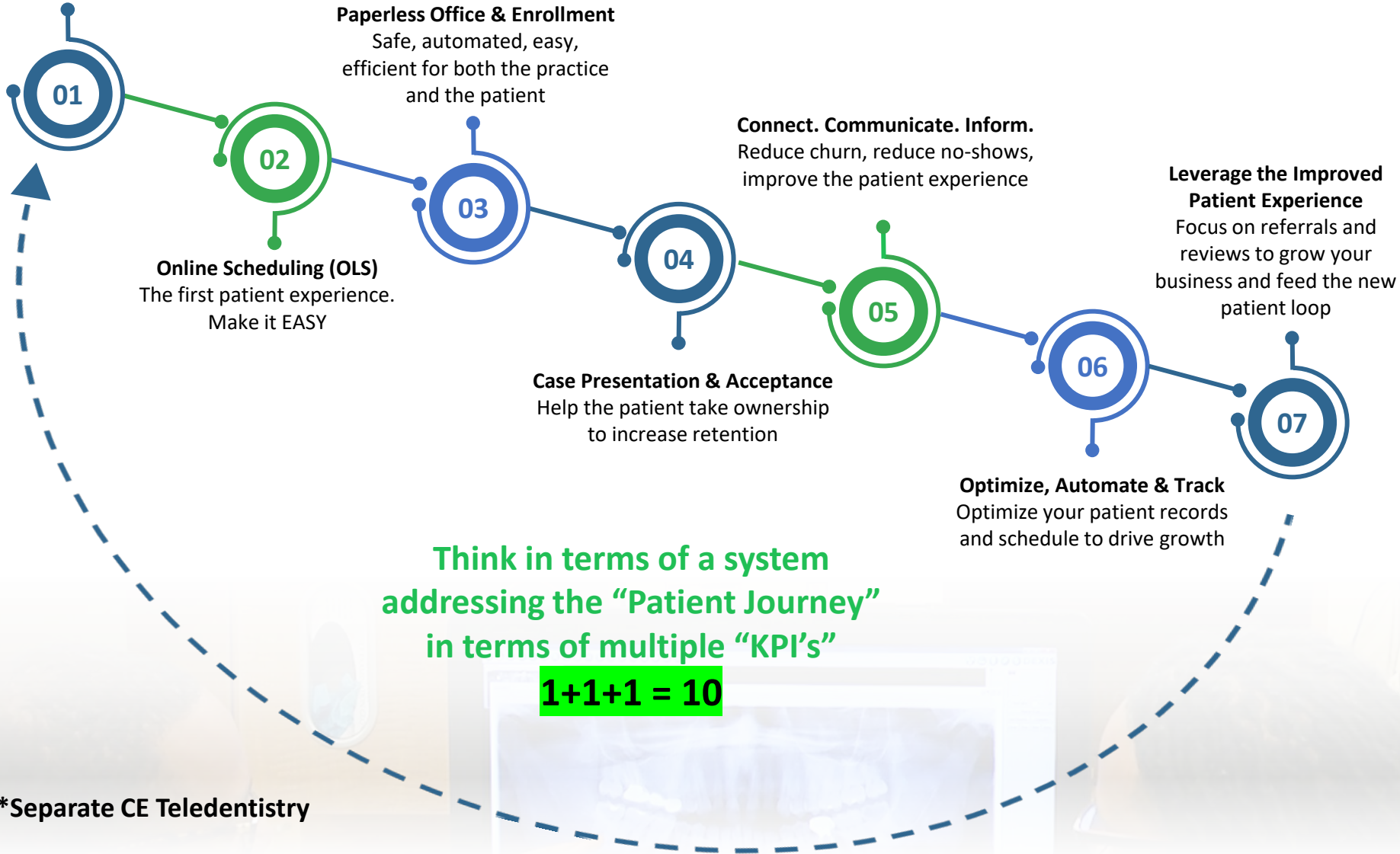
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How the Patient Experience Drives Practice Growth

Be Found. Be Chosen.

Your online presence and reputation. How patients feel about you



****Separate CE Teledentistry**

Be Found. Be Chosen. Appoint

How to “not lose” a patient!

Your online presence and reputation. How patients feel about you.

Websites &
SEO/PPC

“Attract New
Patients”

Local &
Social Media

“Be Found &
Liked”

Reputation
Management

“Be Chosen”

Online
Scheduling

“Streamline
Appointing”

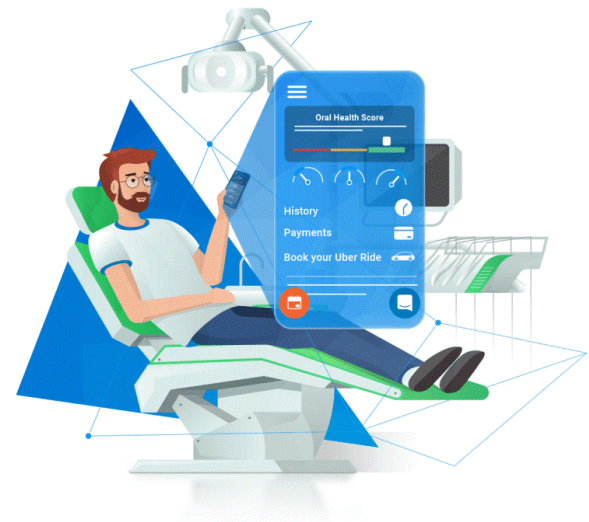


ONLINE SCHEDULING (OLS) & NEW PATIENT ENROLLMENT: THE 1ST IMPRESSION

- Have a **PATIENT FIRST** mentality made simple with technology
- OLS is the FIRST Patient Experience
- Make it Fast & Easy with a simple paperless process

Gold Standard KPI's

- Less than 60 seconds to make an appointment
- Use a set of the right technology and tools to keep openings available within 48hrs
- Don't give them a reason "not to" appoint



60 SECOND ONLINE SCHEDULING

Best Practice KPI



1. Which of the following best describes the nature of your appointment?

- New issue
- Emergency
- Cleaning
- test
- Cleaning
- Crown

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2.

☐ Morning Appointments ☐ Afternoon Appointments ☒ Evening Appointments

Cleaning [\(Change the service\)](#)

When would you like to come in?

Please select the day that works for you. You will select the time on the next screen

Tuesday August 25th 2020

Sarah Brown
3:30pm, 4:30pm, 5:30pm

Wednesday August 26th 2020

Sarah Brown
8:00am, 9:00am, 10:00am and 6 more.

3.

Please confirm

Your Cleaning appointment is with undefined on Wed Aug/26 at 9:00am.

Cancel Confirm

Select the time.

You will review and confirm next.

Sarah Brown
8:00am

Sarah Brown
9:00am

4.

450 Sutter St, Unit 2500
Free Uber within 5 mile radius

Wednesday August 26th 2020 [\(Choose a different day\)](#)

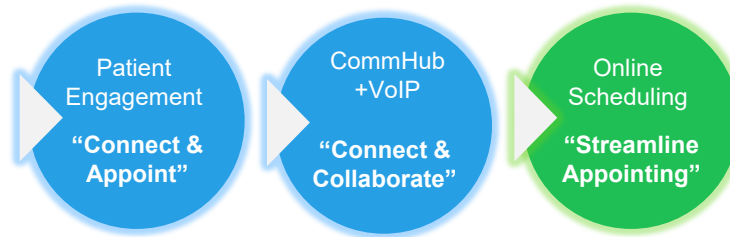
Select the time.

Thank you

Your appointment is confirmed. We will send you an email with the details.

Sarah Brown
10:00am

USE TECHNOLOGY TO KEEP SCHEDULE AVAILABILITY WITHIN 48HRS



- **Offering Immediate Availabilities to Maximize New Patients and Revenue.**
- If an office does not have availability within the next two days from the time that a new patient wants to make an appointment, the patient will most likely not make the booking. It is critical to manage the office schedule to always allow for availability for new patients within the next two days.



Patient
Portal

“Satisfaction
& Retention”

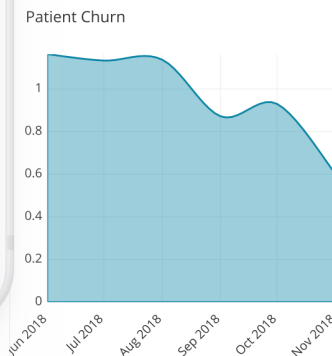
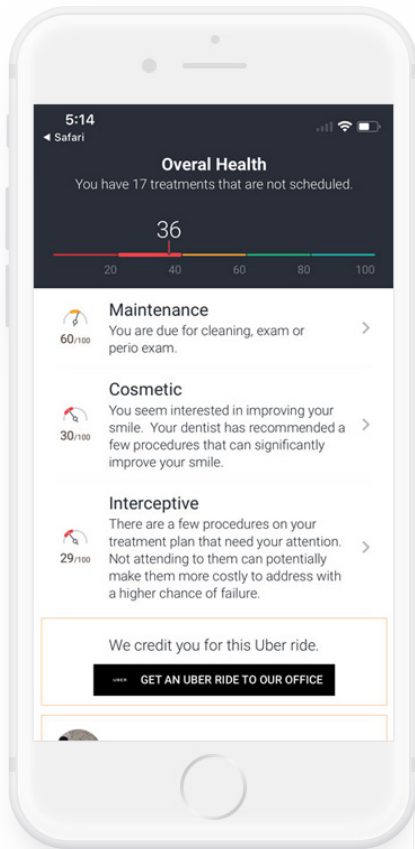
PAPERLESS OFFICE & ENROLLMENT

Using a **PATIENT PORTAL** Lowers Churn and Increases Lifetime Value. Patients will stay with your practice for 35% longer

- AI powered mobile and desktop portal vastly improves patient experience and the speed at which they can enroll

- **Online new patient registration (eForms)**
- **Online patient consent form**
- **eSignatures**
- **Online medical and dental history**
- **Online insurance eligibility checks**
- **Online Oral Health Score review (more on this later)**
- **Online payment information, payments, financing, disputed charges**

Meet patients where they are – on their smart phones, tablets and home computers!!



Patient Portal

"Satisfaction & Retention"

PAPERLESS OFFICE & ENROLLMENT

Please answer the following questions carefully.

Update

General information

How often do you brush?
times per day

How often do you floss?
times per week

What type of toothbrush do you use?
Manual/Electric Soft/Medium/Hard

Have you received deep cleaning in the past? ☒ Yes ☐ No

Do you wear a night-guard or sleep appliance? ☐ Yes ☒ No

Have you ever had orthodontics in the past? ☐ Yes ☐ No

Do you wear a retainer now? ☐ Yes ☐ No

Have you ever been instructed to take antibiotics before a dental procedure? ☐ Yes ☐ No

If so, please describe the reason.

If your last visit to a dental office was not in our office, when was it?
Enter an estimated date

If you have taken X-rays in a different office, when was it?
Enter an estimated date

Dental history

Is keeping your teeth important to you? ☐ Yes ☐ No

If yes, why?

On a scale of 1-10, 10 being the best, where would you rate you with your smile?

☐ 1 ☐ 2 ☐ 3
☐ 4 ☐ 5 ☐ 6
☐ 7 ☐ 8 ☐ 9
☐ 10

On a scale of 1-10, 10 being the best, where you rate your oral health?

☐ 1 ☐ 2 ☐ 3
☐ 4 ☐ 5 ☐ 6
☐ 7 ☐ 8 ☐ 9
☐ 10

Does having dental treatment make you afraid or nervous? ☐ Yes ☐ No

If yes, what specific things bother you?


Where do you see your overall oral health and/or your smile in the next 5 to 10 years?

Is the brightness of your teeth important to you? ☐ Yes ☐ No

Are you experiencing any of the following problems?

Medical history

5:14
Safari



Jenny Rosen
#C76F183D-0001


\$22.50 USD due on May 4, 2019
Choose how you'd like to pay.

☒ Card ☐ Bank transfer

Card number MM / YY CVC

Pay invoice

 This includes the first month discount we discussed. Thanks for your business!

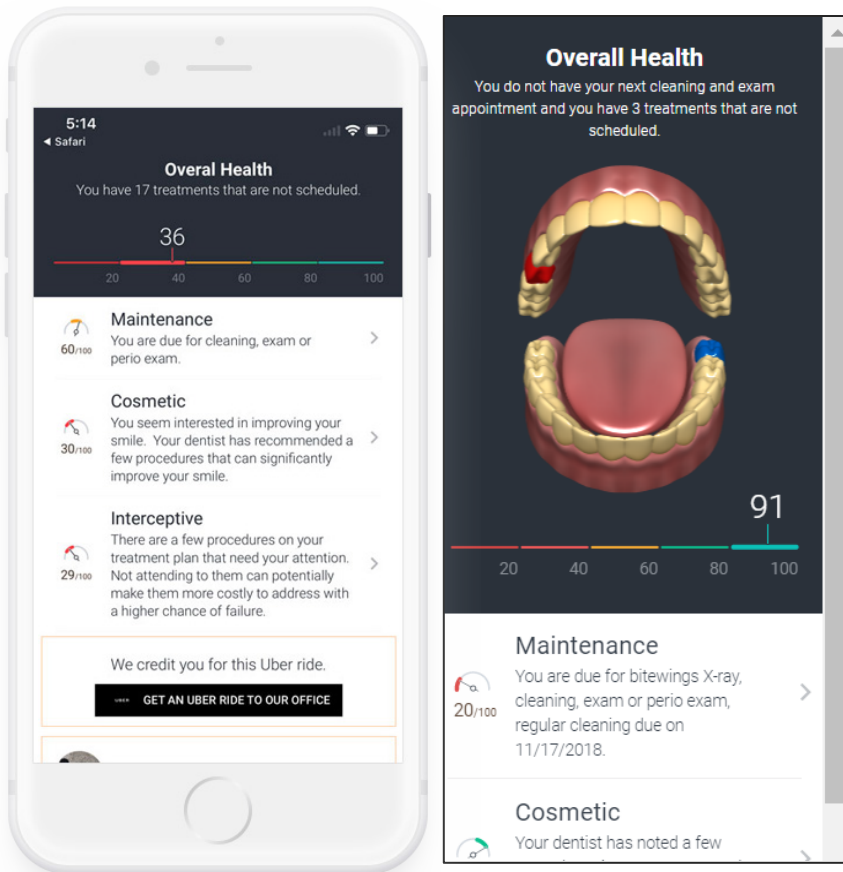
DESCRIPTION	QTY	PRICE	TOTAL
Growth Plan	1	\$20.00	\$20.00
 PDF		Tax (12.50%)	\$2.50
		Amount due	\$22.50

Patient Portal

“Satisfaction
& Retention”

INCREASING CASE ACCEPTANCE

Oral Health Score

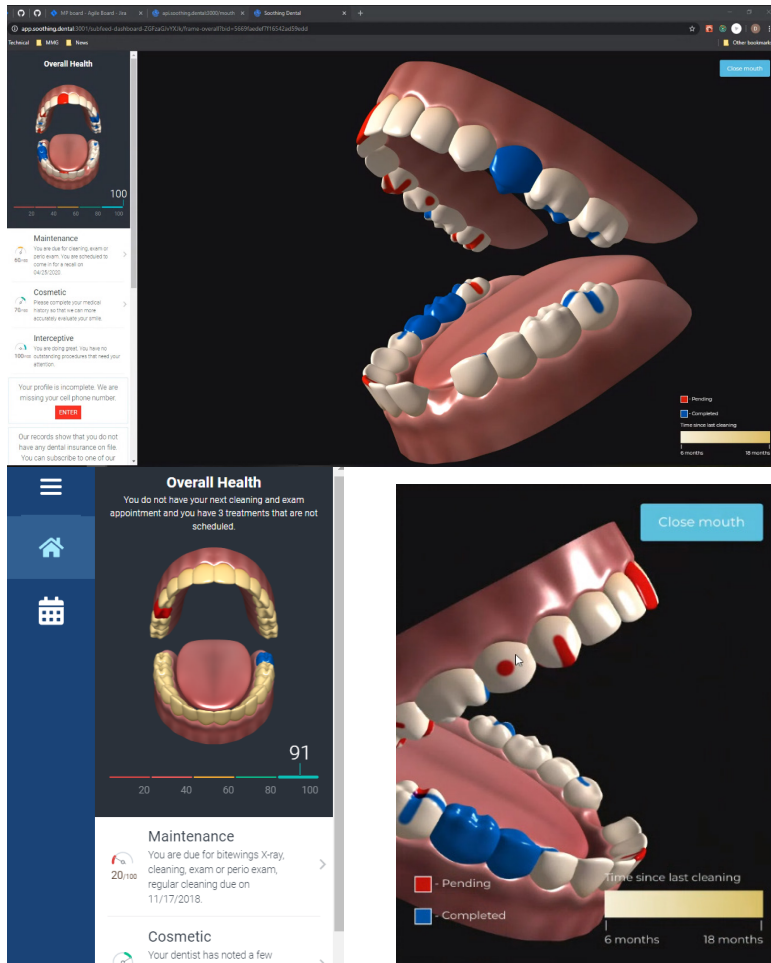


- Innovative **Oral Health Score** increases case acceptance
 - Keep patients engaged and motivated to improve their score – just like a credit score
- The oral health score rises, or falls, based on meeting or missing milestones. It will fall if you don't come in for your regular cleanings. It will rise if you complete a recommended filling.
- Gives an Increased understanding of the what, how, and why of a treatment plan
- Empowers patients to make the best decision for their oral health.
- Patients can review treatment plans in the portal and then book an appointment online.

INCREASING CASE ACCEPTANCE: 3D Modeling

Patient Portal

“Satisfaction
& Retention”



3D MODELING AND EDUCATION

Detailed modeling of a patient's oral history increases case acceptance

- 3D Modeling and virtual case presentation engages patients with rich, meaningful information
- Color coded to show pending and completed treatments (standardized colors across all PMS)
- Patients can select any color-coded tooth issue and click it to schedule an online appointment
- Pulls all data directly from the PMS
- More patient friendly as it is not a scary x-ray image with technical jargon

SEAMLESS REAL-TIME COMMUNICATIONS

VoIP / Comm-Hub

Patient
Engagement

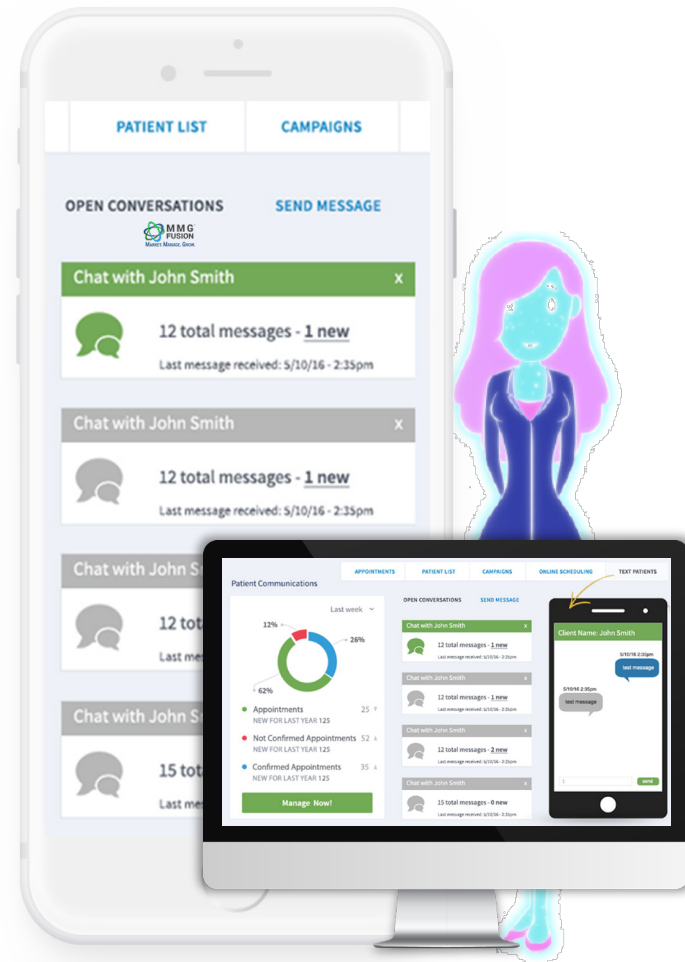
“Connect &
Appoint”

CommHub
+VoIP

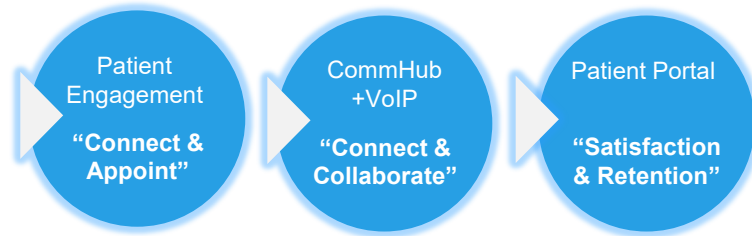
“Connect &
Collaborate”

Efficient communication with patients and within the office lowers churns, reduces missed appointments, and improves patient satisfaction. **2-way text, email, web chat, and phone.**

- Enhance communication and collaboration within the office
- Eliminate redundancy and improve office efficiency
- **Speed up processes and better engage with patients through detailed screen-pops**
- Automate information capture with **AI Web Chat**
- Seamless integration will complementary software products the practice may already be using
- **Add VoIP phones to improve efficiency and reduce your phone bill. Multiple extensions, call log tracking, call transferring, direct extension dialing between locations, user permissions, robust customizable call routing, and call overflow routing.**



APPOINTMENT REMINDERS, RECALL & RECARE



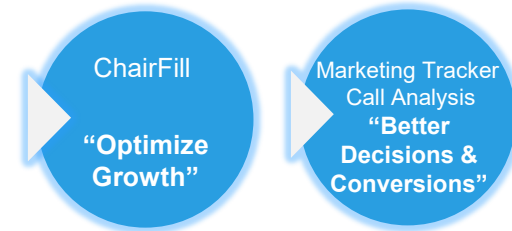
- Patient Engagement = Optimized Growth Strategy
- The Basics of Retention and Case Acceptance

- Appointment Reminders and Recall Notices reduce “No-shows” to maximize your conversions and revenue
- Re-care email and text campaigns easily educate and engage via “mass-marketing” approach
- I refer to as the “shot-gun” approach; effective but not precise



ADVANCED PATIENT ENGAGEMENT

AUTOMATED, TARGETED & PERSONALIZED RE-CARE

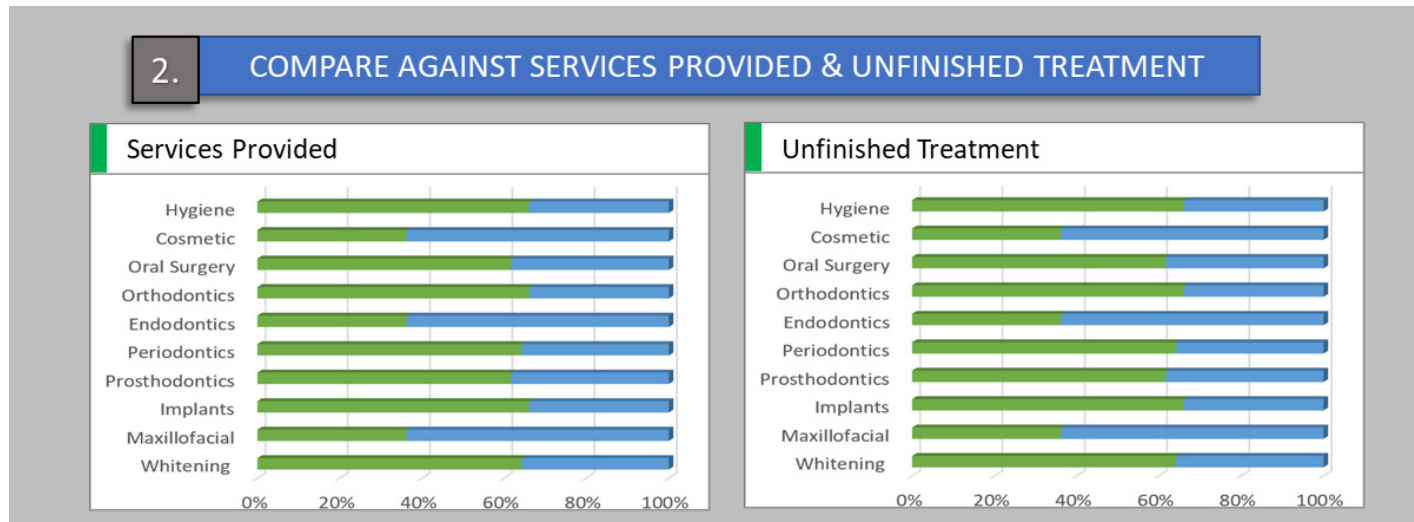
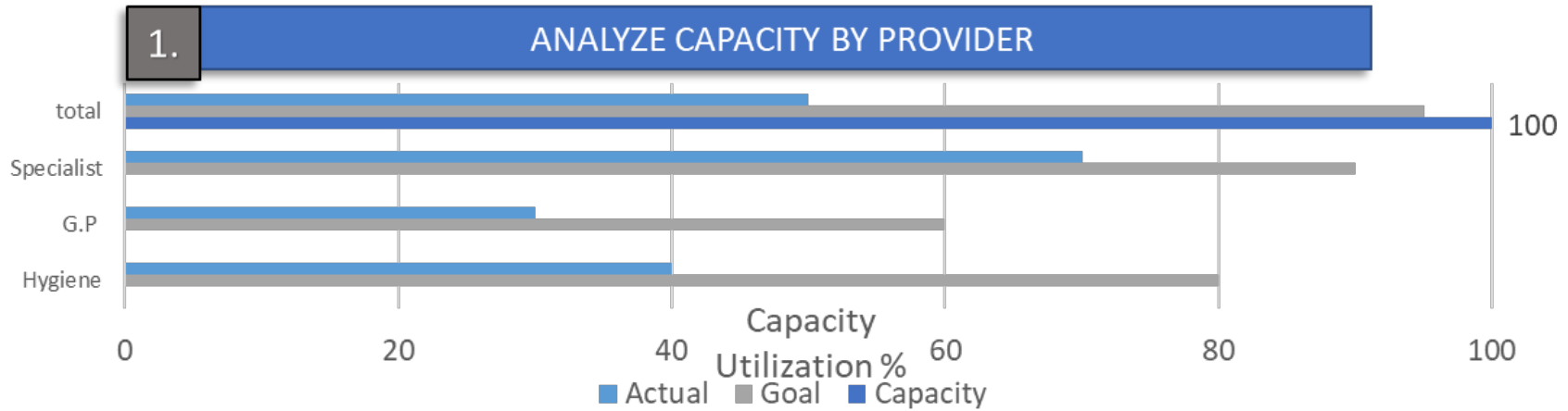


- Optimize and fill your calendar using software and machine learning to automatically create custom-targeted campaigns for all your unfinished treatment and unscheduled patient leads
- Technology allows you to automatically communicate with your patient base and leads in ways we could never imagine in the past
 - Generate 8-10 additional quality appointments a month
 - Use automated software to track and understand if your marketing campaigns are working
 - Make informed marketing decisions



Increase Case Acceptance

by Mining the Gold from Unfinished Treatment



- Personalized re-care marketing segmented by service

Increase Case Acceptance

by Mining the Gold from Unfinished Treatment

3. DEVELOP CAMPAIGN STRATEGY BY TARGET GROUP

☒ All Groups

☒ Accepted/Unfinished Treatment Plans

☒ New Patient No Show

☒ Unconverted Lead

☒ Unconverted Referral

☒ New Patient

Filter by Service and Provider

Veneers Campaign

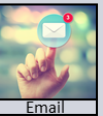



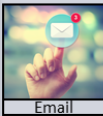
Target Group: Unfinished Treatment

ChairFill Results

200 Patients

120 Female [40 > 60yrs age : 80 < 60yrs age]
80 Males [30 > 60yrs age : 50 < 60yrs age]

Recommended 7 Week Communication Strategy



Email Text Phone Video Mail Email Text

Filters automatically by age, gender and optionally by zip code

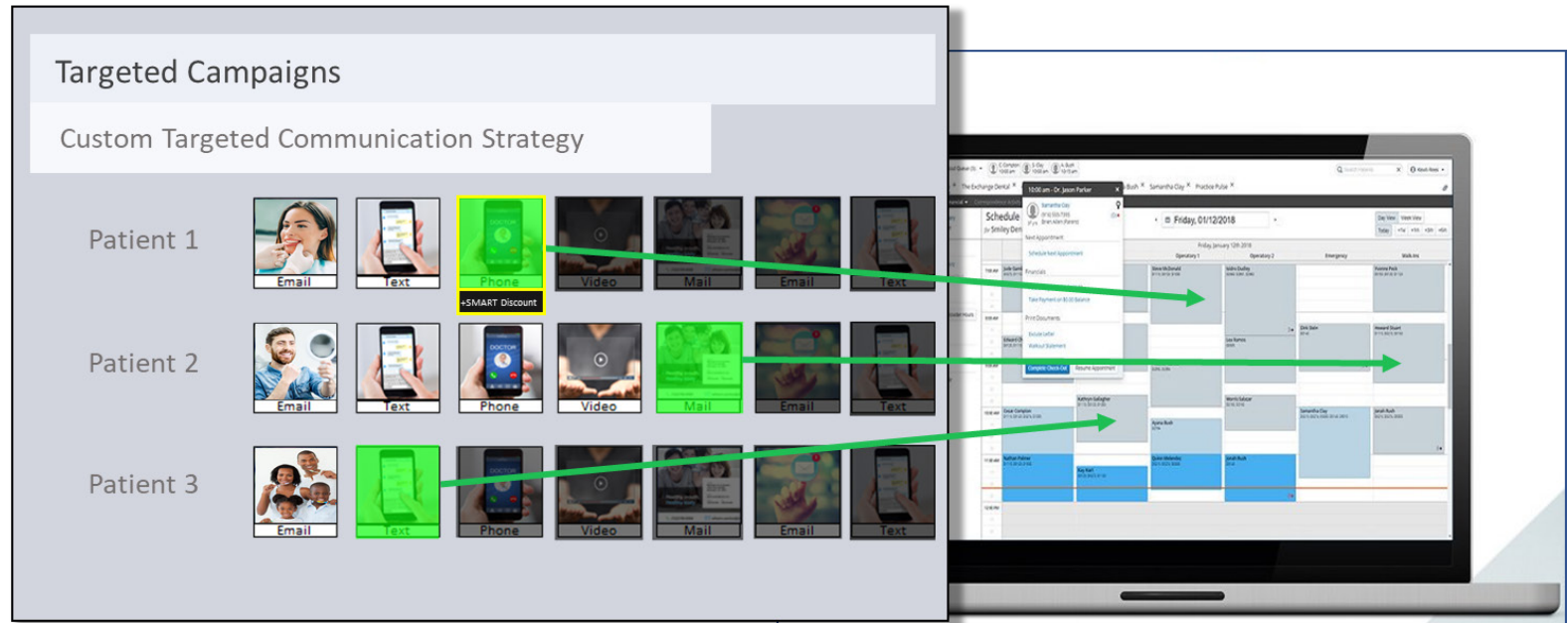
AI/Machine Learning identifies the optimal media type and communication

- Personalized re-care marketing segmented by service
- Profile the patient by gender and age

Increase Case Acceptance by Mining the Gold from Unfinished Treatment

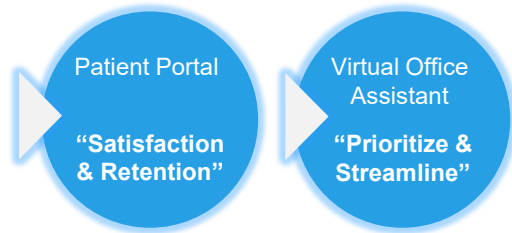
4.

AUTOMATICALLY APPOINT PATIENTS VIA CUSTOM COMMUNICATION STRATEGIES



- Personalized re-care marketing segmented by service
- Profile the patient by gender and age
- Customize marketing based on gender and age using the mediums they use
 - Email, text, video, voice mail, smart promotions

REWARDS AND INCENTIVES



“It’s the little things that matter”



Rewards and incentives such as Uber rides or Starbucks cards **make your practice unique and attractive to new and existing patients**

- **Drive more reviews and referrals to grow your practice**
- Meet the patient where they are (on their phone). Provide these unique features through a patient portal



**A virtual office manager is key to efficiently providing these services to patients. Assigning and monitoring tasks, as well as automatically completing simple tasks, saves staff time and energy they can re-direct to patient care.

THE NUMBERS DON'T LIE

CASE STUDY

DENTALPRODUCTSREPORT

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How to use a full-service software to drive revenue, quality of care

August 31, 2020

Sona A. Saeidi, DMD , Melissa Horn, Director of Patient Success

Dental Products Report, Dental Products Report September 2020, Volume 54, Issue 9

COMPANY: Soothing Dental

4 Locations: San Francisco, Belmont, Los Gatos, SunnyVale

PMS: Dentrix G7

Customer Since: 2017

MMG Services Used: Full Suite

MMG Market, Manage & Grow Suite (PE, Rep Mgmt, Local Directories, Patient Portal/App, Task Manager, Unified Communications, HR & Performance Suite, MT / Call Analysis)

Favorite Metrics:

- **- Increased from 7 new patients a month to 60-70**
- **- # of Reviews: Yelp increased from 40 to 417 over 3 yrs; Google increased from 0 to 63 over 1 yr.**

Results:

- ▶ Revenue Growth: \$1.1M to \$2.7M over 4 years (25% compounded annual growth rate)
- ▶ **Revenue Per Chair Increase from \$157K to \$380K per year**
- ▶ Target Churn of 12%: Reduced churn from 35% to 8%

#4. THE NUMBERS DON'T LIE

CASE STUDY WITH SOOTHING DENTAL, SAN FRANCISCO

- How to use a full-service end-to-end growth software to drive revenue, and improve quality of care
- MMG Fusion's suite of services helped one group practice attract new patients while raising satisfaction among existing patients.



FULL CASE STUDY PRESENTED BY
DENTAL PRODUCTS REPORT

Dental Marketing, Management, & Growth

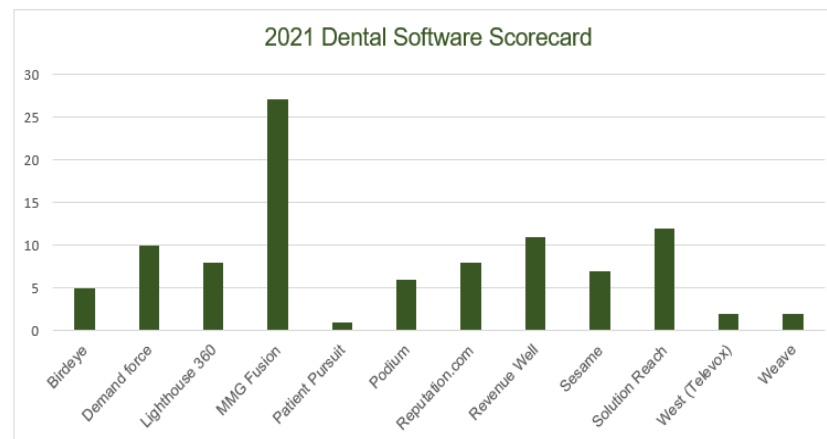
A Comprehensive Score Card of Software Providers and Services


[2021 Comprehensive Dental Software Scorecard](#)



A Comprehensive Dental Software Score Card

Birdeye	5
Demand force	10
Lighthouse 360	8
MMG Fusion	27
Patient Pursuit	1
Podium	6
Reputation.com	8
Revenue Well	11
Sesame	7
Solution Reach	12
West (Televox)	2
Weave	2



 Customize the vendor scores found on the Vendor Scorecard tab by selecting the level of importance of each criteria for your practice or DSO. Utilizing the pull-down selector provided, change Importance from 0 to 5, where 5 indicates 'Extremely Important' and 0 indicates 'Not Important' or 'Not Needed'. Changes made are immediately reflected in vendor scores found on 'Vendor Scorecard' tab.				
Category	Function	Criteria	Importance (use pull-down to select 0 - 5)	Details
Market	Reputation Management	Automatic email/text generation of positive reviews - published in Google/Yelp	1	Build a positive online reputation to generate new patients. 82% of consumers rely on online ratings and reviews before purchasing a service.
		Generate survey templates to collect and manage negative responses from patients with real time notification	1	Proactive responses are critical. Address negative reviews and comments before they affect your online reputation.
	Local SEO / Directories	Update practice information across 50+ local directories and correct any inconsistencies that may affect local search rankings	1	Build customer and search engine trust to drive your practice to the top of search results and remove duplicate listings can reduce your rankings and confuse potential new patients.
		Manually Verify and De-list and or merge duplicate listings on the top major directories	1	Only through manual verification can you achieve truly consistent and accurate listings to generate more new patients.
	Social Media	Create & manage Social Media including weekly postings with access to content library and analytical social media monitoring.	1	Connect with your patients to educate, inform, and stay top of mind weekly with access to high quality content to drive better patient engagement.
		Ability to schedule / view additional postings from the practice	1	Save your staff time and effort with built in posting tools.
	Marketing Tracker & Call Analysis	Tracks marketing activities and leads (PPC/SEO) direct to revenue	1	Understanding your campaign results allows you to replicate success and eliminate ineffective marketing spends.
		Automated Call Analysis with integrated recording, missed opportunity conversion analysis and built-in coaching.	1	Save time and money with fully automated conversion software. No more listening to hundreds of calls.
	Patient Engagement - Appointment Reminders	Schedule & confirm appointments online with automated appointment reminders (voice/2-way-text, SMS/email)	1	Communicate with patients through their preferred medium with easy online scheduling improving the patient experience, reducing no-shows and freeing up staff to focus on the patient in front of them.
		Create and generate email marketing campaigns	1	A simple campaign can quickly reactivate dormant patients and drive revenue for the practice.
	Unified Communications	Collaborative unified inbox for staff with detailed patient screen pops integrated across all patient engagement and marketing	1	Detailed notifications, easy hand-offs, and an intuitive message que ensure team are focused on the correct task or patient without accidental overlap and double-communications.
		Two-way messaging via SMS(text)/email or Web chat with ability to send and receive pictures, videos and attachments.	1	Patients and team can connect or continue a conversation from the office, on the road, or their home, on any device. All office contact comes from the main office number with no use of personal numbers
		Full VOIP Phone system (custom answering messages/VM, call routing, permissions groups, extensions, transcription and recording, patient pop up activation, personalized answering	1	All your existing features plus detailed patient screen-pops, call recording, soft phones, and consolidated information streams from all email, 2-way-text, web chat, and phone communications in a single interface.
		Oral health score for every patient proven to improve engagement (automatically calculated) and 3D oral modeling of patients teeth and prior/upcoming work	1	Reduce patient churn by providing a clear, measurable, proprietary number which keeps patients engaged and receiving required treatment

How to:

1. Improve the Patient Experience, and
 2. Increase Case Acceptance
- Through Technology and Automation**

Upon completion of this webinar the attendee will understand how to:

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- Take advantage of advances in automation and machine learning that will increase your ability to remotely generate new patients
- Leverage the power of machine learning and automated software to optimize your schedule with your best existing patients

THANK YOU FOR JOINING US!

INTERESTED IN LEARNING MORE ABOUT AN END-TO-END SOLUTION?

[SIGN UP FOR A FREE DEMO](#)

<https://mmgfusion.com/>

[EMAIL sales@mmgfusion.com to be
emailed the full presentation and the
Dental Score Card!](mailto:sales@mmgfusion.com)



CELLERANT
Best of Class Technology Award
5 TIME WINNER