InTouch Practice Communications earns top honors from ADA

Company’s messaging services receive prestigious ADA Business Resources endorsements

By Lauren McCormak, Firstline Media

If you are looking for new ways to maximize the potential of your practice, consider improving your patient relations with advanced messaging services. Professional on-hold messages and automated appointment reminders are powerful tools for connecting with current and future patients.

For the past 12 years, InTouch Practice Communications (formerly On Hold Advertising) has revolutionized the world of dental communications for thousands of dentists across North America.

The company’s name recently changed to InTouch Practice Communications, but its high standards for quality, great staff and tremendous products remain the same.

InTouch Practice Communications is the leading provider of such services for the dental community.

In fact, InTouch was recently awarded exclusive endorsements for both products from the ADA® Business Resources group.

InTouch Practice Communications Vice President Bill Schroeder said he was thrilled to be awarded the endorsements. He states: “The American Dental Association Business Resources group has done its research. It identified the need for our products within the dental community and conducted a thorough review of the firms in the industry. “This was far from a ‘rubber stamp’ endorsement. Analysts reviewed our financials, toured our production facilities, interviewed our employees and spoke with our clients.

“In the end, our years of providing great products and outstanding customer service were validated by this exclusive endorsement.”

InTouch Practice Communications currently offers PhoneTree automated appointment reminder systems for patient communications, a product that is trusted by more than 45,000 clients.

The system sends phone, e-mail and/or text message reminders to patients by using information already tracked in an office’s practice management software and asks patients to confirm their appointments before sending a report of all confirmed appointments to the practice.

Appointment reminders are beneficial to a dental practice in many ways. Dentists using PhoneTree see as much as a 42 percent decrease in missed appointments.

Reminders also reactivate missing patients by alerting them when they are overdue for a check-up.

Simply put, the PhoneTree system saves your practice thousands of dollars annually by retaining business that would otherwise be lost and reactivating patients that have been absent.

Using an on-hold message service is also very beneficial to your dental practice. Callers hear a targeted message that creates an interest in specific services offered by the practice.

For example, a message focusing on cosmetic whitening procedures translates into increased customer awareness and ultimately more sales of that service.

InTouch Practice Communications provides fully customized programs to meet the needs of every practice. A highly experienced staff of scriptwriters makes each on-hold message unique, professional and easy to understand.

Dentists often use on-hold message services to support the image of “short subject” programs practically guarantees a call.

This program not only allows for use of these short subject programs, but also unlimited creation of “short subject” programs that are designed to deliver very specific, timely information about a product or service.

Use of these short subject programs practically guarantees a caller will hear a message about the matter at hand.

One of the most important aspects of any messaging system is ease of use. InTouch Practice Communications guarantees its products are simple to use and easy to change according to your needs.

Make sure to visit InTouch Practice Communications at the ADA 150th anniversary Annual Session in Hawaii. The company will be exhibiting in booths 823 and 718 in the ADA Business Resources endorsed provider area.

At the meeting, InTouch will offer its lowest prices of the year to celebrate the endorsement. Visitors who place an order on the show floor will receive a chance to win a helicopter tour for two over Oahu.

The winner will get to view Waikiki Beach, Diamond Head, the Dole Pineapple Plantation and Pearl Harbor from the beautiful skies over Hawaii.

To learn more, visit InTouch Practice Communications in Hawaii, call (800) 493-9003, or visit them company on the Web at www.InTouchDental.com.

The targeted messages are a great way to inform patients about the importance of oral health, and patients appreciate a practice that is interested in their well-being.

InTouch’s Flex Plus plan offers their on-hold message customers a tremendous amount of flexibility. This program not only allows for unlimited changes to their primary messaging, but also unlimited creation of “short subject” programs that are designed to deliver very specific, timely information about a product or service.

Stop by and visit InTouch Practice Communications ADA Annual Session Hawaii booth Nos. 823 & 718

(Photograph: Hawaii Tourism Authority/Kirk Lee Aeder)