Set aside team training time for any person on staff who is not yet fully proficient with your system. You should set aside one to two hours each week until your team is fully proficient. Make up a training sheet and give to all the team members to plan proper training time. Everyone on the team should know at least the basic functions of the computer system and everyone should have full knowledge of computer systems where their specific job areas are concerned.

Marketing with your computer system

Your computer system, when used efficiently, can be one of your best marketing assets. Marketing is not always about sending sparkly letters and flashy brochures; it’s also about consistent patient contact and quality care. Consistent contact and quality care can be achieved by sending out the following on a regular basis:

- Welcome to our office letter
- Pre-medication letter
- Before and after treatment letter (see figure 1.1)
- Predetermination follow up letter
- Thank you for your referral letter
- Recall letter
- Periodontal treatment letter
- ”Before and after” photo attached

Dear Patient,

We hope that you are enjoying your new smile and are sure that you have been receiving many compliments from family and friends. You are a great patient and we appreciate your commitment to your scheduled appointments and treatments. This treatment was an investment into your looks and health. We have attached your before and after photos to this letter. As you can see, the final results are dramatic and show a much nicer smile.

It is our goal to help you maintain your new look by offering you the best care available. At this time we would like to confirm that we have reserved time for your next Preventive Care Appointment, with our hygienist Name on Date/Time. Looking forward to seeing you then.

Sincerely, Dr’s Name

Figure 1.1 Before Treatment Letter

Dear Patient,

When you were in our office last week, we discussed the opportunity and options available for aesthetic dental treatment. We realize that you need time to make a decision before committing to treatment and hope that you were able to answer all of your questions. When you are ready to schedule an appointment, you can very easily offer your patients a realistic view to their future. If you have an imaging system in your practice, using it to the fullest extent would include:

- Providing your patient with their before and after photos in their take home patient portfolio
- Before and after photo attached to a treatment acceptance or undecided letter
- Before and after photo attached to a follow up treatment pending letter

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Offices without imaging systems have a number of excellent options as well:
• Intraoral cameras to show patients’ treatment options
• Before and after DVDs and videos
• Computerised patient education systems (for example, Casey)
• Before and after books and photos

There are many fantastic imaging systems on the market today and I highly recommend that each practice make a formal investment in this kind of technology to help improve patient education and case acceptance rates.

To complement your imaging system, incorporate PowerPoint presentations for your patients – a simple presentation that you can make on an office computer to a patient in your consultation room. PowerPoint presentations can also be uploaded to your website for patients to download at their leisure. If at all possible, it would be nice to have a terminal with your presentations available in the greeting area for patients to look through.

If you’re not overly computer literate and don’t have the time or the staff to invest in creating your own presentations, there are a number of companies who design presentation templates specifically for dental practices.

**PowerPoint presentation suggestions:**
1. New Patients: A practice overview
   • Welcome!
   • Meet the dentist
   • Meet the Staff
   • Office Photos
   • Sterilisation procedures
   • Preventive dental care for children
   • Our No Cavity Club
   • Our preventive dentistry care
   • Our No Cavity Club
   • Our preventive dentistry care

2. Children and dentistry: what every parent should know
   • Tooth care for babies
   • Thumb sucking
   • Proper brushing and flossing for children
   • Preventive dental care for children
   • Our preventive dentistry care
   • Our No Cavity Club

3. General patient education: cosmetic and restorative dentistry
   • Introduction to ‘cosmetic dentistry’
   • White restorations
   • Teeth whitening
   • Crown and bridge
   • Orthodontics
   • Implants
   • Tooth contouring
   • Root canal treatment
   • Periodontal therapy
   • Preventive care program

**Using the internet**
In this day and age, a dental practice website is a necessity. Many of your new patients may still be finding you through the Yellow Pages, but you can be sure that the internet savvy will be seeking information about you and your practice online.

Developing a website is a big project and one that is out of the technical comfort zone of many dentists and staff. However, for a reasonable fee there are plenty of independent website designers who can help you to create the perfect patient website.

Reason for a website
• Patients: new, existing and potential. People are looking online!
• An excellent marketing tool for your services
• Providing information and answering questions
• Image: confident, up to date, successful
• The internet is here – it’s staying, so get on board!

The British Academy of Cosmetic Dentistry (BACD) is a non-profit making organisation established to provide training for dentists, technicians and all members of the dental team seeking to respond to the burgeoning demand for cosmetic dental treatments. For further information about attending the 2008 BACD Conference in November please call Suzy Rowlands on 020 8241 8526 or visit www.bacd.com

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**About the author**
Anita Jupp
is an international lecturer and practice coach with the ADEI (www.learndental.com). Anita brings over 30 years dental experience to the table and has helped thousands of professionals to reach their full practice potential.