Around-the-clock advice

A website isn’t just a way of listing the treatments you offer, but a way of providing post-treatment support to patients, says Amy Rose

In the 21st century, everybody wants convenient access to information. People do not want to wait. In the era of mobile phones and electronic mail, life is moving faster, and everyone expects instant satisfaction. The internet has become the perfect resource to satisfy these expectations—if we want to hear a particular song, we can download it from the web in seconds. If we want to listen to a specific radio show that we might have missed, we can listen to it at a more convenient time through the station’s website.

In dentistry, the website has become a necessary facet of the service. Not just a marketing tool that lists the treatments you offer, not just a method of communicating to prospective patients your whereabouts and contact details, the site can also provide assistance with post-treatment support.

Of course, dentists will always tell their patients what to do when they get home, and what precautions they need to take in the near future. However, to ensure patients do not forget any of this information, it is a good idea to make it available 24 hours a day, seven days a week.

A helpful resource

With a comprehensive list of post-treatment advice, patients will be able to use your website as a resource to find out what to do after local anaesthetic, or root canal treatment. Your site can also warn patients to avoid certain foods in the case of temporary crowns, and so on.

As your list of available treatments grows, so will your body of post-treatment advice. Your web service provider should assist you with regular updates to keep your site current, so that if new findings mean that existing advice needs to be amended, you can have changes made.

A patient favourite?

With the right support from your web solution provider, you can develop your site with unique HD (High Definition) animations to describe treatments and unlimited pages of helpful advice and information, your site will find its way onto your patient’s ‘favourites’ list on their internet browser. Then, when they need treatment in the future, or want to discuss possible cosmetic dental procedures for example, you will be their first port of call.

The potential of your website is enormous, and there are many facets to the comprehensive solution. By making post-treatment advice a priority, you will show your patients that you care as much about them after they have left your practice as you did when they were in surgery.

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**About the author**

Amy Rose has over six years experience in the dental profession, working predominantly in a marketing capacity. She currently heads up the design and marketing team at Dental Design Ltd.

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