When consumers go online, the vast majority of them start at a search engine. According to research from Pew Internet, 93 percent of online activities begin with a search.1 When they search, health care is a popular topic as 72 percent of Internet users looked online for health information within the last year.2 Today, the No. 1 source for new patients searching and scheduling appointments with health-care providers in the United States is Healthgrades.

Each year, more than 225 million visitors use the Healthgrades.com website to search, evaluate and connect with providers that best meet their treatment needs. Healthgrades.com visitors represent the ideal demographic for dentistry: overwhelmingly female (72 percent), highly educated (84 percent have some post-secondary education) and affluent (52 percent have annual household incomes greater than $75,000).

Healthgrades offers orthodontic practices a large, highly focused audience of prospective patients. During the past 12 months, Healthgrades tracked more than 20 million searches for dental-care providers, with orthodontists being one of the top searched specialties. Most importantly, Healthgrades users don’t just search — they schedule appointments. More than half (54 percent) of Healthgrades visitors will schedule an appointment with a local provider.

Healthgrades has established a partnership with Sesame Communications, and dentists can now secure an “Enhanced Profile,” which will offer several advantages over a standard Healthgrades profile and give your practice better access and exposure to prospective patients. Just a few of the powerful benefits include:

- **Featured Provider** placement on Healthgrades.com: A Healthgrades enhanced profile provides your practice with greater visibility and exposure to prospective patients looking to schedule an appointment with an orthodontist in your area.
- **Automatically published post-appointment reviews:** Leverages your high-quality reviews to differentiate the value of your practice and ensures all reviews are really patients.
- **Premium phone number and online appointment requests:** Enhanced Profiles allow patients to request an appointment with your practice by simply clicking a button on your Healthgrades profile.

New case starts are core to your growth and profitability. For many orthodontic practices, online search has become a primary source for new patient opportunities. Healthgrades is a highly compelling channel, with millions of prospective patients ready to schedule an appointment the moment they find the right orthodontist.

**Healthgrades® Enhanced Profiles from Sesame**

Get priority access to more than 20 million prospective patients looking to schedule an appointment with a dentist.

**Enhanced Profiles Give Your Practice:**

- Click-to-request appointments
- Unique tracking phone number to monitor your ROI
- Comprehensive Practice-branded doctor profiles
- High-quality, verified patient reviews that drive higher rankings in organic search results
- Removes competitive practice listings

**Get More New Appointments**

- 54% will schedule an appointment
- 38% schedule the same day they search

**Target Your Ideal Demographic**

- 72% of users are female
- 52% have annual household incomes greater than $75,000

Find out more at the AAO booth #1937

866.489.7778

sesamecommunications.com/healthgrades

---

**References**

1) [www.pewinternet.org/Reports/2012/Search-Engine-Use-2012/Summary-of-findings.aspx](http://www.pewinternet.org/Reports/2012/Search-Engine-Use-2012/Summary-of-findings.aspx)

2) [www.pewinternet.org/Reports/2013/Health-online/Summary-of-Findings.aspx](http://www.pewinternet.org/Reports/2013/Health-online/Summary-of-Findings.aspx)