

UTILIZING TECH TO MAKE YOUR OFFICE EXTRAORDINARY



ANKUR GUPTA, DDS





WELCOME!

This handbook suggests practical ways to use technology in your practice to make it more streamlined, efficient, and customer-friendly.

Thank you for your time and participation today. I welcome and encourage you to continue the conversation with me at the contact information below.

Be happy, be healthy, and be better,

Ankur Gupta, DDS

734.972.8936

drgupta@northridgevillefamilydentistry.com

www.bebetterseminars.com



 facebook.com/emailankur

 [@bebetterseminars](https://instagram.com/bebetterseminars)

**Copyright © Ankur Gupta, DDS
BeBetter Seminars**

This material has been researched and prepared by Ankur Gupta DDS / BeBetter Seminars. Please do not share or reprint without express consent.

Thank you.

UTILIZING TECH IN YOUR OFFICE

If I want something, I expect to push a button and get it

- If a patient is considering us, they want to be able to stalk us on the internet
- If a patient calls, they get an answer... voicemail is frustrating and old-school
- If they want to talk, to tell their story, they shouldn't feel rushed
- If they make an appointment, they automatically get a welcome packet
- Once they come in, insurance and paperwork can't be a time-consuming part of the check-in process, nor should it be a focus
- Paperwork, forms, consent, etc., should be automatic, digital, easy, and accurate
- Unpaid balances both from patients and from insurance need to be timely followed up and *easy to pay*
- If a procedure is done on them, they should get a followup call
- If a difficult procedure is done, consent, post-op instructions, etc., should be sent digitally so that they can take their time to review it all



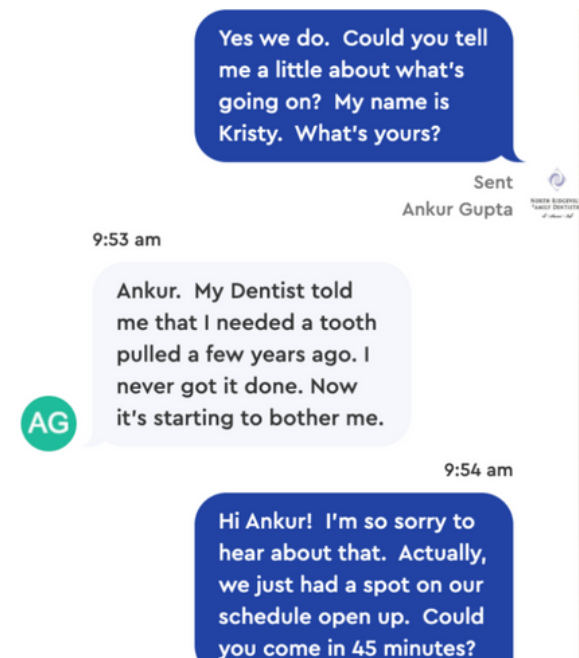
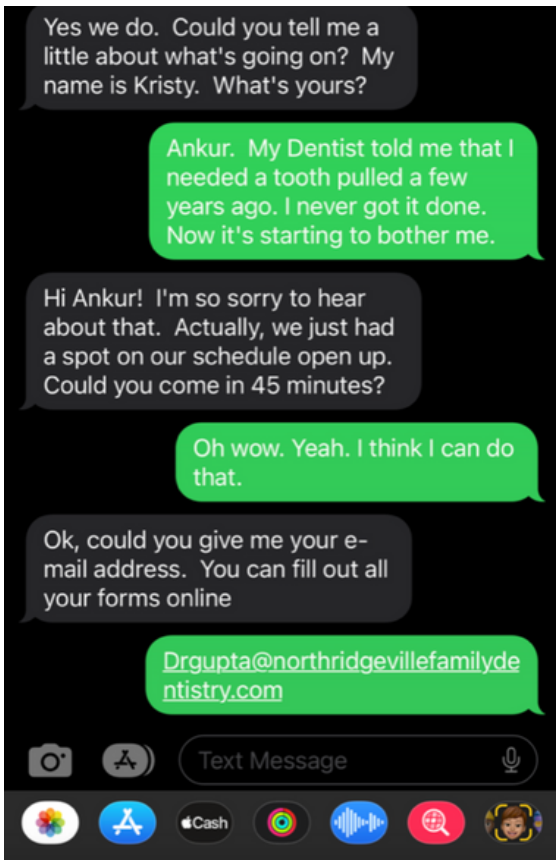
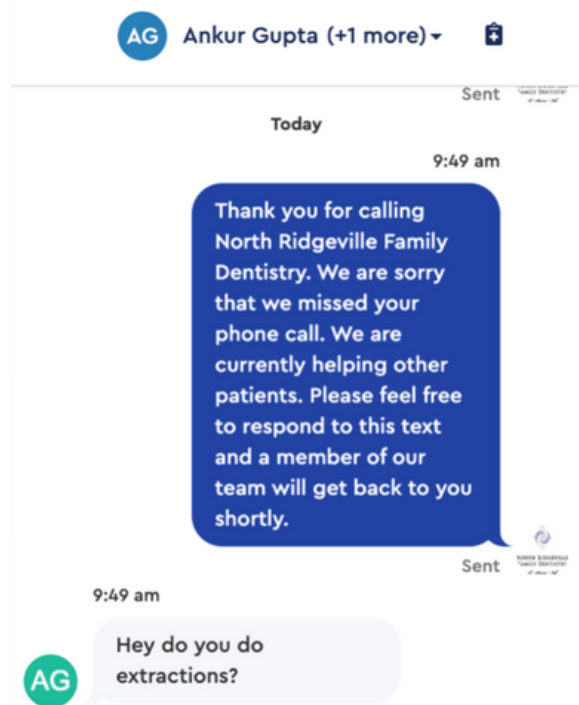
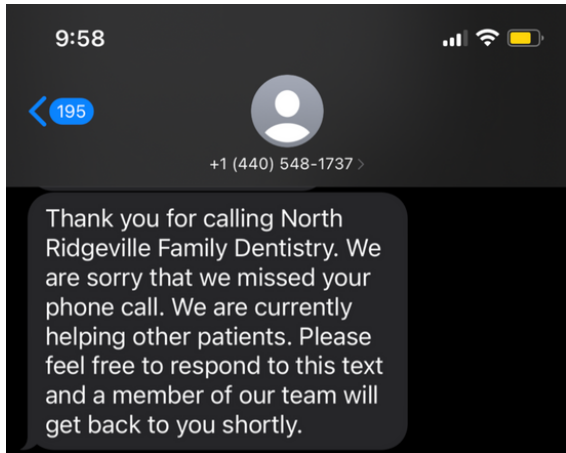
HOW CAN WE ACCOMPLISH ALL OF THIS, WHILE STILL MAINTAINING:

- ✓ Excellent new patient experience
- ✓ Thorough, non-rushed treatment planning
- ✓ Comprehensive fee presentation
- ✓ All needed forms, documentation, consent, and record keeping

BY UTILIZING TECH

Software can now:

- Automatically request Google and Facebook reviews
- Automatically text the patient during business hours, apologizing for missing the call, and giving patient chance to interact via text, easing the time burden on the reception team



When the office is closed, and a patient calls, off-site scheduling service can

- cancel the appointment
- take calls for new appointments
- utilize an ASAP list to fill open blocks
- provide real human interaction during emergencies, without us having to give out our cell numbers

The off-site call service I use is called Reach. Learn more here:



Reach

WHAT ABOUT FORMS, DOCUMENTATION, CONSENT, ETC.?

By using tech:

- New patients automatically get an e-mail w/ all needed forms to fill out in advance
- Consent and post-op can be emailed to the patient in advance
- Insurance breakdowns can be determined in advance, and written into your practice management software

All interactions with patients, via text, look like they are coming from the office, even if you use your phone.

The patient communication software I use is called Practice By Numbers.

Learn more about it here:

