



## DENTRIX COMMUNICATION MANAGER<sup>™</sup>

Streamline and automate patient communications



Imagine how much more your team could accomplish without the need to manually produce reminders or call every patient to confirm an appointment. Dentrix Communication Manager performs these functions efficiently and effectively, while improving your practice's image and increasing your bottom line.

Communication Manager uses the information in your Dentrix Appointment Book to automatically send appointment reminders and recall cards to your patients. The automated emails, text messages and postcards keep your schedule full and reduce no-shows—all while improving your front office productivity.

### Communication Manager Features:

- Automated postcard, email, and text message appointment reminders
- Automated postcard and email continuing care reminders
- Centralized correspondence tracking and management
- Web-based appointment manager
- Integrated satisfaction surveys
- Patient and professional referral tools
- Electronic newsletter tool
- Practice statistics reporting
- Calendar import files
- Appointment confirmation posting

### Keep patients coming in with automated continuing care reminders

Communication Manager automatically sends emails and postcards to efficiently notify your patients when it's time for a visit. The emails and postcards are selected from a large library of professionally designed templates, personalized with your practice's contact information and sent to your patients that are due for an appointment. The automated process eliminates expensive postcard inventory and the need for manual postcard creation.

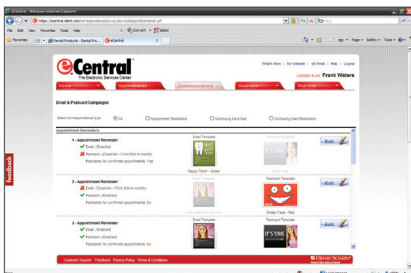
### Reduce no-shows while freeing time for your front desk

Reducing no-shows is easier with Communication Manager. The fully customizable process allows your team to remind patients of their appointments using popular and convenient means of communication. The first appointment reminder is typically a postcard that is sent three to four weeks before an appointment. The professionally designed postcards are available in a large variety of attractive templates and personalized with your practice's information and relevant messaging.

And now Postcard Reminders are interactive! Patients using a mobile device can scan a QR code to confirm appointments, update their calendars or view a map and directions.

**Your Practice Will:**

- Reduce no-shows with a robust reminder process
- Reduce confirmation calls with automated confirmations
- Improve front-office productivity with automated communications
- Eliminate costly inventory with automatic print-on-demand postcards
- Increase patient base with friend and family referrals
- Improve practice image with professional communications



eCentral Communication Manager provides instant Web-based access to all the information you need to manage appointments and send reminders.

As appointment dates approach, Communication Manager sends matching email reminders that not only replicate the appearance of your printed postcards, but also allow your patients to confirm their appointments with the click of a button. Confirmations from the email reminders are automatically updated in the Dentrix Appointment Book to give the front desk team an at-a-glance view of the remaining patients that need to be contacted.

Communication Manager then sends text message reminders to patients with appointments on that day. These timely reminders further reduce the chance of no-shows and ensure your patients' prompt arrival. Patients can confirm their appointments by responding to text message reminders. Communication Manager also allows front office teams to conduct two way SMS chat sessions with patients. When a patient replies to a text message appointment reminder with something other than a confirmation, your front office team can click to view the message and respond via 2-way chat. Confirmations are automatically updated in the Dentrix Appointment Book.

The series of printed postcards, emails and text messages communicates with your patients in ways they prefer and delivers the right messages at the right time—all to give you the results you want.

**Collect information to improve your service**

Communication Manager gives you valuable information for improving patient experiences and building long-term loyalty. After the appointment, Communication Manager automatically sends timely-satisfaction surveys that capture your patients' opinions while their visits are still fresh in their minds. Satisfaction surveys demonstrate your commitment to providing the best possible dental care and provide you with the information needed to make any necessary improvements. Survey responses are summarized so you can track the progress of your improvements and set a foundation for future success.

**Grow your practice with referrals from satisfied patients**

Communication Manager simplifies the referral process so it's easier for patients and more effective for you. When your patients submit positive referrals, they are automatically invited to refer friends and family members to your practice. Since the referrals are sent to the prospective patients and your front desk team, the follow up communications are expected and better received. The effortless process provides long-term growth.

**View the effectiveness of your communications**

It's easy for you to monitor the effectiveness of your entire communication process. Communication Manager's practice stats page provides summarized data on your patient surveys, reminders and referrals, with detailed reports that are just a click away. Plus, you can access the information at any time, from any computer with an Internet connection.

**Take the Next Step**

Call **800-734-5561** or visit **www.Dentrix.com/CommunicationManager** to learn more about Communication Manager—and start streamlining and automating your patient communications.

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