



Attract more new patients every month
and **accelerate your business growth**

CONSISTENTLY GROW YOUR PATIENT NUMBERS, **EVERY MONTH**

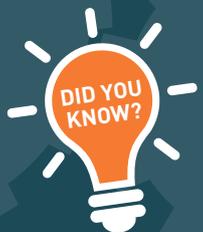
HOW MANY NEW PATIENTS DO YOU SEE EACH MONTH?

At a time when an increasing number of patients are either postponing or skipping appointments, the need to ensure a steady flow of new patients has never been more keenly felt. However, despite the importance of new patients to practice success, few dentists have in-depth knowledge in this area; with our latest research telling us that 28% of dentists do not even know how many new patients they need to grow their business.

Whatever your practice type, you need the tools to promote your practice and make it easy for both new and existing patients to book their appointment.

Research from over 1,500 practices shows that focusing your new patient acquisition across 4-5 channels is key; with the most successful practices are attracting 18 new patients each month, per dentist. Word of mouth referrals have always been a vital part of attracting new patients, and utilising this patient feedback online is now critical for successfully promoting your practice – backed up with a seamless online booking process.

Work with us to implement a new patient strategy that means you too can attract the patient numbers you need to grow, month on month.



47% of Online bookings are made outside of office hours

“The practice is now attracting around 180 new patients every month with 54% booking appointments out of surgery hours... which is a fantastic result.”

Deborah Morris, Practice Manager, Temple Street Dental Practice



Channel Track

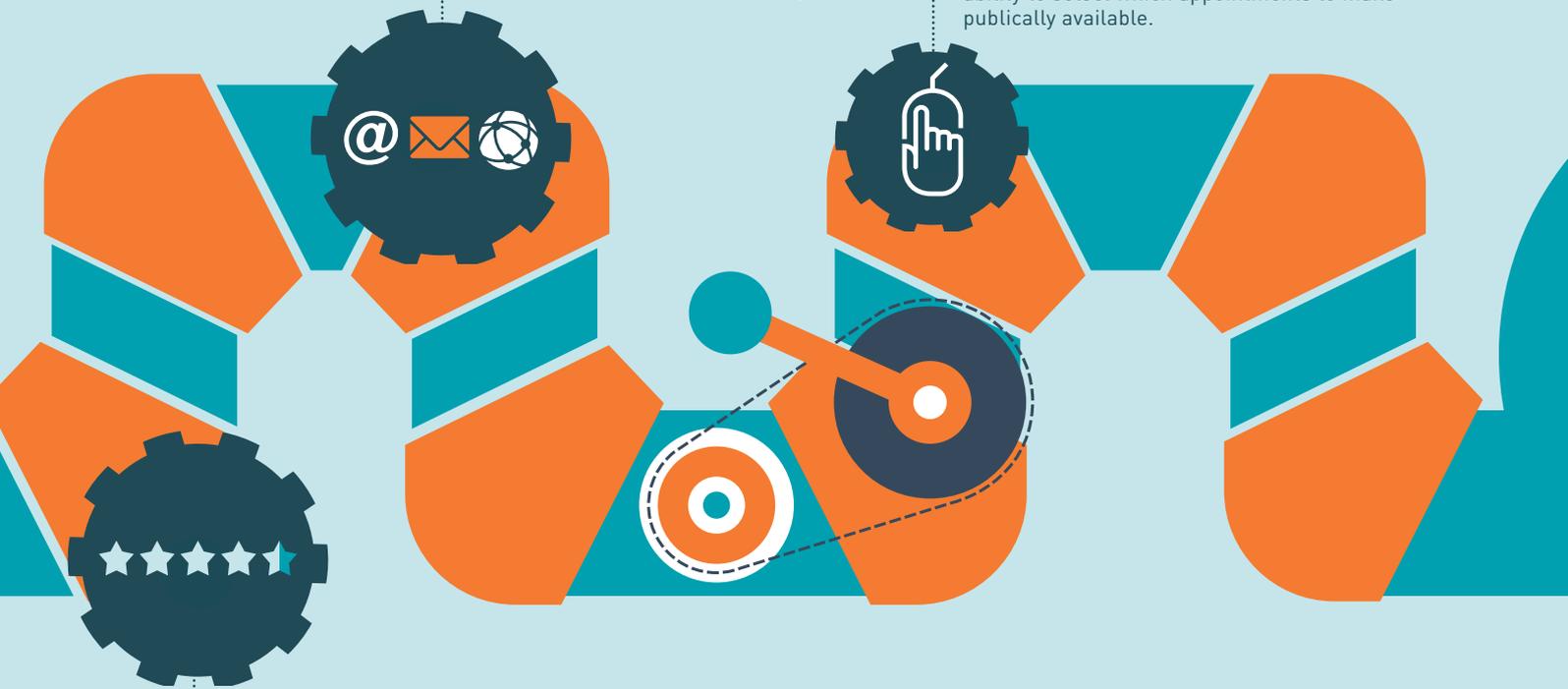
Channel Track gives you the ability to delve deeper into your marketing metrics; meaning you can track exactly where your new patients are coming from and which campaigns are helping you attract them.

By adding unique phone numbers to each of your marketing channels and dynamic phone numbers to your website, you can track exactly which type of communication works best. Listen to phone call recordings of patient responses to gain further insight that can help shape future campaigns.

Products and services from Software of Excellence that can help you achieve new patient growth, every month:

Online Booking

Online Booking ensures that new patients select your practice and existing patients rebook around the clock with the click of a button. Keeping you in control, you have full management of your diary with the ability to select which appointments to make publically available.



Online Reputation Manager

Online Reputation Manager allows you to control your practice's online image and build up a portfolio of positive reviews. Asking for reviews within the practice ensures you collect more feedback and achieve better results. Integrated with **EXACT**, Online Reputation Manager then emails your patients at the end of each day encouraging the top reviewers to replicate their posts to Google Reviews. With reviews now having a major impact on your Google ranking, controlling these through Online Reputation Manager enables you to appear at the top of the map.



Turning good practices into **great businesses**

**SOFTWARE OF
EXCELLENCE**
A HENRY SCHEIN® COMPANY

“With online booking patients can book themselves an appointment at a time that suits them, without the need to call the practice. This has proved to be very popular, as patients like to be able to book outside of normal working hours when they are at home, which is extremely convenient for them.”

Jackie Cooper, Practice Manager, NHS Dentist

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TALK TO AN EXPERT

Find out how Software of Excellence can help with your new patient numbers. Speak to a Best Practice Consultant today!