



DENTAL PRACTICES USE CASES

3 Ways to Accelerate Sales and Improve Your Patient Experience with Cloud Communications

DIGITAL INTERACTIONS HAVE SKYROCKETED IN POPULARITY, TRANSFORMING INDUSTRIES FOREVER - AND THAT INCLUDES DENTAL PRACTICES

A fully integrated cloud communications platform goes a long way toward improving patient experience, outreach, and engagement within and beyond the dental office. With the right communications platform, you can quickly and easily transform your patient experience, from appointment scheduling to reminders to follow-up. Let's take a look at how a digital-first communications model improves sales, service, and the patient experience.

EFFICIENCY: EMPLOYEE PRODUCTIVITY

UNIFIED COMMUNICATIONS TO INCREASE EMPLOYEE EFFICIENCY

You want your staff to be as effective as possible - whether they're at their desks, or with a patient, at a dental convention, or anywhere in between. This means empowering them to answer patient inquiries on any device and from any channel. Stepping away from the desk? No problem. The patient wants to move to a video call? Easy to do.



UNIVERGE BLUE CONNECT is an integrated communications platform that helps you to personalize the patient experience and allows your staff to easily connect with patients and other staff. Move seamlessly between text messaging, phone calls, and video chats. Answer inbound calls from the desk phone, move to mobile, and then use video conferencing to virtually walk the patient through their questions, procedure, etc. Need to follow up with more-specific information? Upload video content or use the meeting app to take notes. Your patients can choose their preferred communication methods with a team that's ready, willing, and able to answer questions from any channel on any device.

BENEFITS



BETTER PATIENT SERVICE

Never miss important calls and texts, and provide options to easily work from a desk to the patient room, at a convention, or anywhere in between using our Mobile App.



MORE FLEXIBILITY

Empower a more flexible and effective team that communicates anytime, anywhere, and on any device.



INCREASED COLLABORATION

Extend reach and facilitate increased collaboration with easy, efficient, and quick communications among departments.





SERVICE: APPOINTMENT SCHEDULING

QUICKLY AND EFFICIENTLY SCHEDULE PATIENT APPOINTMENTS

Your patients want easy and convenient appointment scheduling – without frustrating dropped or misrouted calls and lengthy hold times. You want more right appointments with less no-shows or cancellations. Scheduling is a snap with ENGAGE Contact Center from NEC. Customize call flows and use automatic attended or live transfers to route calls to the right agents for efficient interactions and scheduling. Eliminate busy signals with smart queuing, and play in-queue music and messages promoting teeth whitening specials, office updates, referral requests, and more.

Once the patient appointment is scheduled, you can proactively deliver timely – and if needed, repeated – reminders of outstanding payments, new patient paperwork requirements, and appointments with Dynamic Notifications. Use call data – such as volumes and hold times – to gain better insights into call trends so you can plan staffing and improve service levels throughout your dental office.

The result? Quick and easy scheduling and effective reminders can increase patient satisfaction and generate patient loyalty.

BENEFITS



FASTER SCHEDULING

Customize call flows for more-efficient interactions and scheduling.



BETTER PATIENT SERVICE

Eliminate dropped calls and reduce hold times with intelligent queuing and routing.



IMPROVED CLIENT EXPERIENCE

Eliminate busy signals with queuing, and provide in-queue music and voice playback (e.g., teeth whitening specials, etc.).

“23% of patients don't show up for appointments unless they are reminded”





PATIENT EXPERIENCE: MULTICHANNEL ENGAGEMENT

COMMUNICATE THROUGH PATIENTS' PREFERRED CHANNELS (PHONE, CHAT, TEXT, VIDEO)

Patients now spend more time researching online before they even contact a dental office. To keep pace, dental practices need to transform brick-and-mortar businesses into digital, multichannel patient experiences. Patients expect to interact quickly and easily with your office and staff through text, email, phone, and online and video calls – and they may switch between channels as circumstances dictate. If contact requires more than a few clicks – or forces customers to wait too long on hold – the chances of losing those clients increases significantly.

UNIVERGE BLUE CONNECT can improve patient interactions across multiple channels, supporting integrated chat, SMS, video conferencing, phone, screen sharing, and more. Use CONNECT to respond to patient inquiries via all of these channels – and within a single platform – and to provide the seamless, digital service and support your patients expect.

BENEFITS



BETTER PATIENT EXPERIENCE

Minimize transfers and eliminate dead ends with intelligent routing and selfservice interactive voice response (IVRs).



SEAMLESS INTEGRATION

Move easily between integrated chat, SMS, video conferencing, phone, screen sharing, file sharing, and file backup.



SUPPORT A DIGITAL JOURNEY

Support patients' expectations of a seamless digital journey from first contact to follow-up support and everywhere in between.

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