



Revolutionise your marketing and **grow practice revenues** through automated, multi-channel communications

# ATTRACT NEW PATIENTS, INCREASE PATIENT VALUE, AND MEASURE YOUR RETURN ON INVESTMENT

## HOW DO YOU KNOW IF YOUR MARKETING REALLY WORKS?

**For many dental businesses, marketing is viewed as a significant expense with an impact that is impossible to measure. Without a dedicated resource in the practice team, it is increasingly hard to find time in the working day to manage marketing campaigns and monitor success.**

**As a result and despite the fact that 39% of UK adults do not go to the dentist, only 60% of practices are actively marketing to potential new patients and only 52% are promoting their full range of services to existing patients.**

The most successful practices take a different approach: with a consistent focus on new patient acquisition and developing revenue growth from their existing patients.

They track the new patient journey from Google searches through to online booking, making sure their online reputation is well managed and make it easy for patients to book at a time that suits them. They also nurture potential patients until they are ready to book an appointment, and send regular communications to targeted patient lists, boosting sales of cosmetic dentistry.

**Work with us to kick-start your patient marketing, with an automated multi-channel marketing service that will help you attract new patients, promote your services to existing patients and monitor your return on investment.**



88% of consumers say they trust online reviews as much as personal recommendations



### Channel Track

**Channel Track** allows you to **delve deeper into your marketing metrics** and understand precisely which type of marketing works best. By adding unique phone numbers to each of your marketing channels, and dynamic phone numbers to your website you can **track the effectiveness of each communication**, and pinpoint exactly where your new patients are coming from.

Products and services from Software of Excellence that help you kick-start your patient marketing and monitor the impact on your practice revenues:



### Included in EXACT ★

**Marketing Manager** allows you to create, schedule and automatically send marketing campaigns to targeted lists straight from **EXACT**, and instantly monitor your return on investment.

With access to an array of campaign designs and templates, you can easily create personalised communications incorporating your own practice branding; including email, direct mail, posters and flyers. Automated scheduling will enable you to target the right patients at the right time, encouraging them to take up optimum treatment.

### 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 them to replicate their review on Google+ or any other chosen review site. With reviews now having a major impact on your Google ranking, controlling these through Online Reputation Manager enables you to **get found and get chosen** by potential new patients.

**TALK TO  
AN EXPERT  
TODAY!**

# Turning good practices into **great businesses**

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

“**EXACT**’s ability to support practice marketing is highly effective for private practices. We can easily segment patient data and target groups with personalised emails or mailshots, helping us to attract new patients and introduce new treatments to existing patients.”

*Sarah Marshall, Practice Manager,  
Ardent Dental Care*

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## TALK TO AN EXPERT

Find out how Software of Excellence can help you to create and monitor marketing campaigns. Speak to a Best Practice Consultant today!



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