



Increase Patient Satisfaction Rates with Dental IT Tools

November 14, 2016

by Naren Arulrajah with Vikas VJ, Ekwa Marketing

Several patient-friendly dental IT (information technology) tools are available today to help improve the levels of patient satisfaction. At the same time, these tools can make a dental practice more operationally efficient. Dentists who adopt new technologies and innovative IT tools can empower patients and serve them more effectively.

A number of dental offices have adopted the digital dental record maintenance online systems that a patient can access from anywhere at any time. A few innovative practitioners have even introduced e-prescribing to offer more efficiency and convenience to their patients. Comprehensive dental websites sometimes include a unique patient portal where the patient can log in directly to update their contact details, dental history, and make special requests and comments.

One of the most patient-friendly systems is online patient appointment scheduling, which a patient can use from their computer or mobile device. Innovative knowledge-based dental IT systems are now emerging to support patient self-care, diagnostics and oral hygiene, which can transform the way dentists deliver their services. Although IT systems involve some initial investment, but the pay-off in the long run can be very significant, and the practice can differentiate itself from the competition.

In the near future, dentists should be prepared for advanced web portals to facilitate online communication between a dentist and a patient over a secure server. An interactive portal can allow the dental staff and the patient to schedule, remind or cancel appointments, share lab test reports, review dental history, prescriptions and other information, and even pay the dentist's fee online.

Cutting edge in-office information systems such as electronic kiosks and tablets can help a dental practice to distinguish itself in a competitive market environment. Multi-lingual dental health and hygiene education material can be disseminated through in-office digital kiosks.

Patient-friendly dental mobile and computer apps can help patients to update their dental insurance information, dental records, and consent documents prior to their scheduled appointment with the dentist. Patients will love such a tech-friendly image of the dental practice and feel more connected.

About the Author

Naren Arulrajah is President and CEO of Ekwa Marketing, a complete Internet marketing company which focuses on SEO, social media, marketing education and the online reputations of dentists. With a team of 140+ full time marketers, www.ekwa.com helps dentists who know where they want to go get there by dominating their market and growing their business significantly year after year. If you have questions about marketing your practice online, call 855-598-3320 to speak one-on-one with Naren.