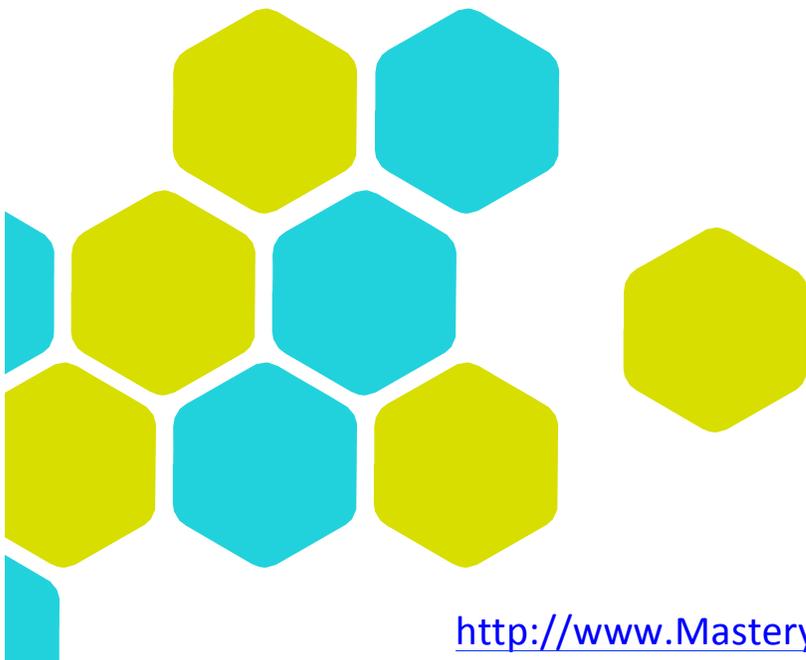
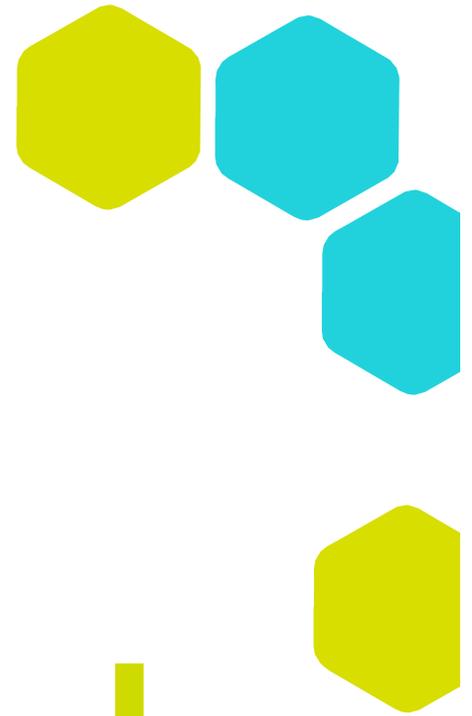


The

MasteryLab

Podcast



<http://www.Mastery-Lab.com>

Transcript: Episode 2



Welcome to the Mastery Lab podcast. I'm your host, Jackie Adame.

Today we're going to talk about your e-mail service. The e-mail service that you guys have either through Solution Reach, Demandforce, Lighthouse, Revenuewell - to name some of the more popular ones. Those are those services that we find most dentists are only using the confirmation part, the appointment reminder piece. And maybe they'll send out a birthday message but that's about the extent of the use of that system.

It's software and an investment that I would say ranges anywhere from \$299 a month and up, two hundred ninety nine a month and up. And what's really great about these services is they have a lot of features and they have content, libraries of content, templates, service offers that you can use is just part of your everyday monthly.

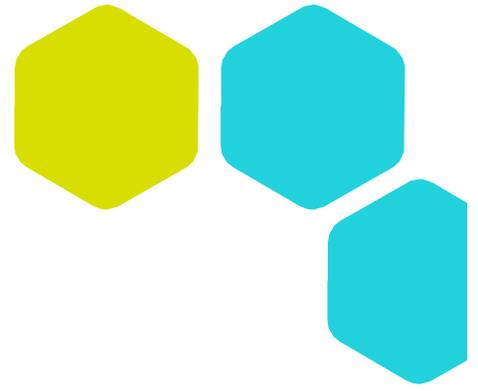
So I'm going to give you **the top three** things to take a look at for your email service provider something that'll fill your schedule specifically and promote the services that you want to get more of.

So #1 you should contact your service provider and check out the features on how to follow up with unscheduled treatment plans. You know those treatment plans that you presented that didn't get scheduled. Start about six months back and have them segment the list. Most of them can segment the list out by procedure code so you can take a look at getting a list set up that has all the patients you've diagnosed implants for. And they even have stock content.

#2 - check out their templates and their stock copy and images. They have content that you can customize and you should customize. You want to make sure it's within your brand and that it sounds like you, it sounds how you would actually talk to a patient. They have content and they have offers.

They have campaigns so you can run multiple emails regarding the same service or topic. All of this is ready to go for you to customize. You just pop in your photo, put in your branding and most of the time your account rep with the service providers will help you do this. Then you can attach it to that segmented list and voila, you're following up with unscheduled treatment plans. Just a little side tip here, go ahead and put in your in-office financial options. So whether using Care Credit or

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Compassion Finance or you have some in-office program, an in-office membership program, go ahead and put that at the bottom of the footer somewhere. It's nice to let patients know that they can get started with treatment for low monthly fees.

#3 - My last big tip for e-mails for today would be to go ahead and make it personal. Have fun with it. Record a video of you and your team shouting 'Happy Birthday' or 'Happy Anniversary!', 'We love having you as a patient it's another year together! Another year making you smile!' Even the little things, little greeting reminders, very simple things. You know about the seasonal reminders the 'Happy Mother's Day', 'Happy Father's Day', those things can really go a long way. Especially on Mother's Day when your service provider sends out texts and just getting one of those nice texts, it really means a lot. And if you can personalize it with the video even better. So get creative. Check out all the features. Contact your service provider and ask, 'What am I not using? What's new?'

What are some of your other offices really like taking advantage of?' They're so innovative. Every year there are so many more new features being added. We didn't even get into how they can help you with reviews and social media. So think of your email service as more than just a tool for appointment reminders. That's what I have for you today.

Don't forget to [subscribe to the Mastery Lab podcast](#) and leave a comment or a review to help other dental professionals find us. Thanks again for stopping by.

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