

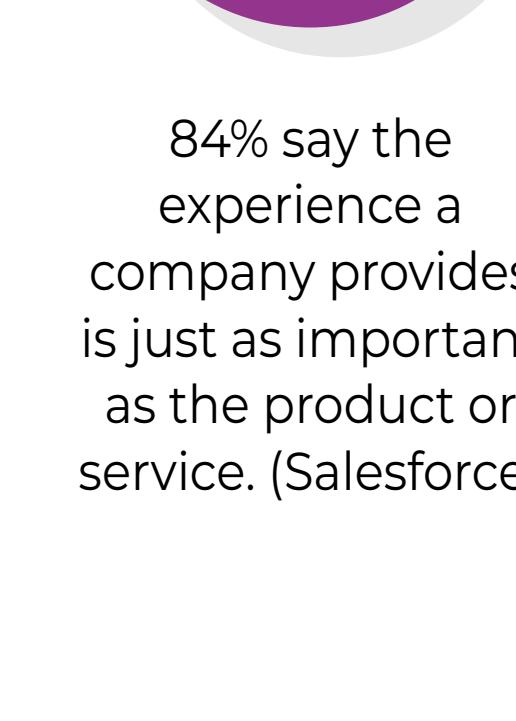
Making Patient Experience a Growth Engine

You're vying for the same patients as the doc up the street, but you're busy. Where do you find time to get new patients? What's the most impactful way to bring in new patients without tons of time and effort? It's all about patient experience. First, let's talk about why.

Why Patient Experience?

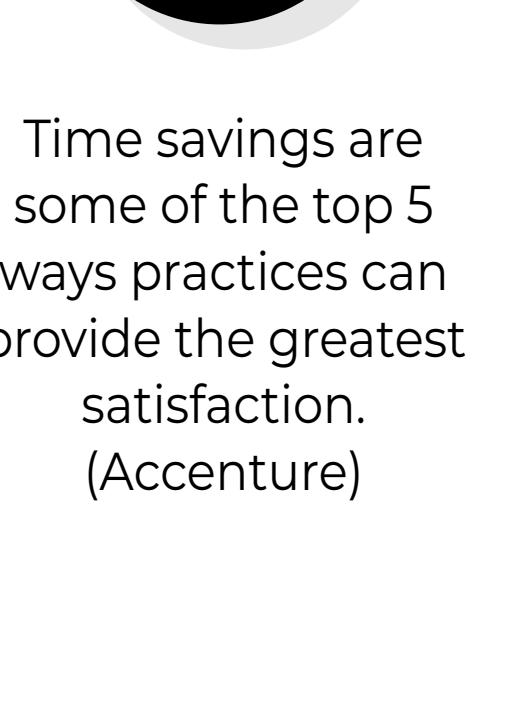
Sick of This?

Most practices use one of the following approaches to getting new patients—none of them are good.



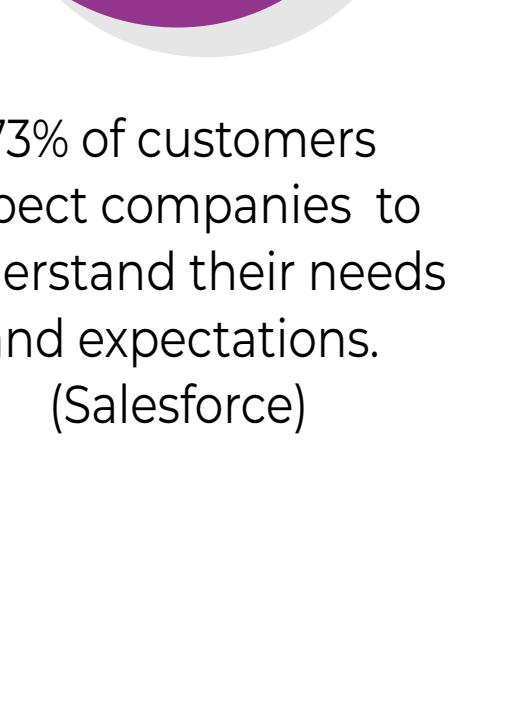
Hamster Wheel

Does the same things over and over. Never makes progress.



Roulette Wheel

Picks a new tactic every time. Almost always loses.



Asleep at the Wheel

Doesn't really do anything and might be driving toward a cliff.

Try Focusing On Patient Experience

Provide Great Experience

Patient's journey from finding you to loving you.

Create Practice Champions

Turning regular patients into people who advocate for you.

Get Better Reputation

Better search rankings. Better online reviews & star ratings.

Get New Patients

More patients and a growing, thriving practice.

Because Patient Experience Is Powerful

Instead of focusing on marketing tactics, think about how to cash-in on great customer service.

84%

73%

67%

84% say the experience a company provides is just as important as the product or service. (Salesforce)

Time savings are some of the top 5 ways practices can provide the greatest satisfaction. (Accenture)

73% of customers expect companies to understand their needs and expectations. (Salesforce)

67% of customers cite "bad experience" as their reason for churn. (Kolsky)

And Reputation Is Critical

Asking for reviews is a surefire way to make your reputation skyrocket.

How to Grow With Patient Experience

How you see the practice

You think you're doing well, but is it good enough?

How patients see the practice

Patients could be happy, indifferent, or mad. Do you know?

What people see online

Does your online reputation match your office reputation?

Find Out What Patients Think

Do your patients see your practice the way you do?

Turn Patients Into Champions

When you give happy patients a voice, they become your champions.

Patients

- No feedback.
- No referrals.
- Indifferent.



Champions

- Boost reputation.
- Provide referrals.
- Advocate for you.

VS.



Use Your Reputation to Grow.

With a way to turn patients into champions and a better online reputation, you'll start seeing new patients automatically.

New Patients



Make It Easy With Swell

Swell is an automated growth platform for dental practices. Once set up (it takes about 30 minutes), it's an easy way to turn existing patients into a marketing machine.

1 Interact

Create meaningful interactions with customers through text, email, and more.

2 Understand

Learn how customers feel through reviews and surveys. Address issues and improve your practice.

3 Leverage

Online feedback fuels a better reputation, provides higher SEO rankings, and results in new patients.

4 Acquire

Webchat lets you interact with new patients so you can provide top-notch service at every part of the patient journey.



Get a Swell Demo at Swellcx.com

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