

DocTalk



JANUARY 2020

Exclusively for Dental Health Services Participating Dentists and Their Staff

Your Success is our Success

The biggest change that continues to persist for dental professionals is that you'll probably have to spend more money to get the same engagement on your content than you did in 2018, or even the beginning of 2019. You can still maximize your reach on Facebook by taking some time to analyze the performance of your past posts and figure out who your true target market really is. Choosing the right content to boost and pay for, and the right days and times to boost it, can help you make the most of your Facebook marketing budget going forward.

Dentists are not the only professionals seeing a downturn in their social media marketing efforts. In 2017, changes were made to several social media platforms that caused businesses to suffer the consequences. With 2019 behind us and looking ahead, many dentists are still trying to recover from those changes. With Facebook, for example, focusing on family and friends instead of advertising and news, your business may not get the traffic it once did online.

The health care industry in general, and the dental industry, in particular, have taken far too long to catch up to the digitization of paperwork and files. Other industries have been much faster to adopt paperless business solutions and online storage. However, with so much concern around security, it's no wonder the dental and health care industries have been slow on the uptake.

The most obvious reason for the delays is patient confidentiality under HIPAA. Data that is stored on site, and on paper, can easily be protected. You can keep it under lock and key. Of course, there are still risks, but many dentists and patients feel comfortable with paper records that are stored at the physical location of the practice. However, more dental practices are embracing new technologies when it comes to creating an environmentally friendly, paperless work environment. You may already be using new technologies, like online scheduling and other paperless solutions. What other options are there? Cloud Storage is going to continue to be popular in the dental industry because of accessibility and cost.

The first reason that cloud storage has gained traction in the dental industry is because of the affordable solutions it provides. In the business world, companies are often asked to minimize their overhead as a way of maximizing profits to shareholders. The same pressures can apply in the dental industry, as partners seek ways to increase their profits.

More cloud storage companies are moving toward HIPAA compliance and as the current year turns over, we'll be seeing more availability of this type of storage for dentists across North America. They recognize the need for security and understand that dental providers (and their patients) demand solutions that are affordable and safe.

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Online Review Management

Some dentists don't bother monitoring online reviews because they think if a patient has a problem, they'll hear about it, but in today's business world, you need to be vigilant about how you treat your patients: they will just end up online complaining.

80% of all consumers believe that business owners who take the time to respond to online reviews care more about their clients than those who don't.

*Research shows that most patients are concerned about three things when they consider the value of their experience with a provider: **affordability, quality of care and convenience.** How are you ensuring that these aspects are considered in your dental business?*

Something else to consider is that many review sites are external to your website's reviews and so you need to be taking the time to monitor them, including Facebook, which is still a major contributing factor to decision making in the United States today.

Did You Know?

Dental technology has officially reached new heights in 2019. Artificial intelligence (AI) in dentistry will transform the way dentists work and patients receive treatment, especially with the introduction of rob-dentists.

Robots are now able to perform minimally invasive dental work, like filling cavities, teeth cleaning, cap applications, and tooth extractions. Although robots aren't currently accessible for more invasive procedures, recent success in China involving dental robotics are a good indication that AI dentistry may become mainstream in the dental space by the end of 2020.

Rapid changes in imaging technology, social media, telehealth, e-commerce, and demographics have converged to fundamentally change how dental treatments are purchased. The patient is now a consumer. Cosmetic dentistry is a commodity. And credibility is provided by other consumers rather than the professionals. That is where, patient education becomes vital to dental practices.

In early 2019, the first robot designed for dental implant surgery was approved by the FDA! It's designed to ensure accurate and precise oral surgery, specifically for implant cases and implant placements. And it's also just a glimpse at how much robotics could change dentistry.