



Surgery Line

NETWORK EUROPE GROUP

Patient Information Point for Dentists gives patients improved communication services, and improves practice efficiency by over 45%

J R Dental Surgery situated in Sevenoaks is a new modern practice with dentists caring for residents in Kent that are predominately private patients. The surgery is a very modern practice that offers the most up to date dental services and products for a wide range of patients, including families and senior citizens.

Prior to installing the new Patient InfoPoint System (PIP) solution (www.patientinfopoint.com) the practice had been unable to find a fully integrated patient entertainment, information and marketing system that would keep patients informed about the practice and the treatments offered, both when patients were in the reception area and

when they were at home or in the office. With an efficient private practice patient waiting times are short and so it is vital to immediately capture patients attention and engage their interest in the reception area and to extend the way that patients can stay up to date about the practice and the practice can stay in touch with patients.

The practice had investigated a number of surgery entertainment/patient information products but found they could not find a solution that offered a fully integrated quality waiting room experience, a connected website and the ability to track patient interests and target market to them. When the Surgery Line team called to discuss the PIP, this solution seemed the obvious choice. 'The PIP solution offered a method for improving practice communication with patients and better understanding of what other treatments they might be interested in' explains Jayesh Ruparelia the Principle at the practice. The additional patient tracking and marketing functions and features of PIP were also very impressive and we felt that this would solve both our



desire to communicate effectively with patients in the waiting area and also when they are at home or at work via the Internet'.

Jayesh comments that 'The PIP system has lived up to all expectations. The service and support from the NEG team has also being exceptional and also very flexible.'



The new Patient InfoPoint system has been an instant success with the patients; when they are in the reception area they instantly see our new 40-inch LCD infoScreen. The information on the screen is customized by our practice and includes general news, weather, sports and entertainment news, dental health information, fun dental quizzes and also our own practice information and details of the treatments that we offer and dental products that we sell. This information is updated regularly via the Internet and I can quickly and easily update the practice information whenever I wish.

The InfoPoint touch screen kiosk has also been a fantastic addition to the waiting area.

Patients can view more details about our practice, dental information, treatments and procedures, and even complete a practice survey, all via the InfoPoint. The InfoPoint further enhances the communication between the practice and the patient.

By installing the PIP solution in our practice it has reduced the perception of our patients waiting time by up to 50%. I believe that 90% of our patients watch the InfoScreen; therefore practice information is given to the patient quicker without the additional cost of booklets and leaflets that the practice previously produced.

The PIP system also includes a website. This can be included or linked with an existing practice website too if you wish. The website contains all of our practice and treatment information that is displayed on the infoScreen and the InfoPoint so that patients have access to all of this information at home or work and can share it with friends family and colleagues - thus leading to more word of



mouth referral opportunities. The website also tracks what patients are interested in and allows me to create marketing emails and send them to those patients I know are interested in particular treatments. It's a great 24/7 patient communications and practice marketing tool!

JR Dental - top five reasons for choosing the Surgery Line PIP for Dentists

1. Efficient and effective patient communication and enhanced practice profile.
2. Increased revenue from the promotion of our treatments, services and products that we sell.
3. Ability for patients to get up to date practice information 24/7.
4. Accurate and reliable tracking of patient interests.
5. Ability to send both general and targeted emails to all or selected patients.

The response from both patients and staff has been positive. 'I like the new solution,' explains one of Jayesh's team. 'It is easy to use and very professional. By having the PIP in the reception area I can be certain that patients receive the practice information I want them to have and can get the same information from home or work. It also keeps the patients interested while they wait for their treatment.

Jayesh and his staff are very satisfied with their new PIP solution and would be more than happy to recommend it to other practices in a similar situation to themselves.

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For more information on how the Surgery Line system can help you visit www.negplc.com or call

0800 096 86 26

