

# Better Guides, Better Practices

Is your guide leading you down the right path? Patterson Dental's Explore Store can help you explore smarter!

Whether you're looking to analyze your practice performance, educate your patients with ease or automate time-consuming marketing activities, the Explore Store has an app, tool or resource that will guide you in the right direction. Launched in late 2011, the Explore Store continues to expand with additional apps that help practices increase productivity while providing the best possible patient care.

## The Right Guides for Your Practice

You wouldn't trust just any guide to lead you through a steamy jungle or down a raging river. Are you using the same caution with the guides you select for your practice?

Patterson's Explore Store apps can help you resolve some of the most common issues faced by dental practices today. Take a closer look at how our apps, tools and resources help practices like yours avoid problems and identify untapped opportunities:

**Issue:** I want to market my practice and communicate with my patients, but I don't have time

**Solution:**  RevenueWell

RevenueWell is a suite of online tools that helps you effortlessly market your practice to new patients and communicate with existing patients. RevenueWell taps into the data housed in your practice management software and helps you create targeted marketing and communications campaigns with little to no effort on your part.

RevenueWell helps you attract new patients and nurture existing patient relationships with:

- **Campaign Manager:** Promote your services and bring patients back to your practice for all recommended treatments
- **Appointment Manager:** Your patients can request appointments online on your personalized microsite and confirm every appointment via email, SMS and automated voice
- **Reputation Manager:** Automatically establish a business profile on key websites and collect and place patient reviews online
- **Referral Manager:** Create ready-to-send referral campaigns, configurable referral incentives and invitations to submit a referral
- **Patient Connect:** Give your patients 24/7 secure online access to their account information and allow them to pay their bills online via a personalized patient portal

**Issue:** I want to protect my important patient data, but I wish there was an easier way



PattLock, Patterson's secure online backup service, is a great addition to your current data backup solution. Using an Internet connection, PattLock securely transmits your data and stores it in a safe location, where it can be easily retrieved with just a few mouse clicks. Though accessing your data from PattLock is simple, you can rest assured that it's securely encrypted and requires a username and password to access your account and files.

PattLock is powered by DataHEALTH, a fully accredited URAC HIPAA Security Business Associate, which safeguards your important information. It is compatible with all practice management software solutions and file types.

**Issue:** I want to better educate my patients about their conditions and treatment recommendations



CAESY Cloud makes educating your patients easy. You and your staff can access CAESY's more than 280 multimedia presentations from anywhere in your practice on multiple devices, including laptops, desktops, tablet devices and smartphones – all at the same time.

Updated presentations are pushed online as soon as they are available, so you can feel confident knowing you are always giving your patients the latest information. Additionally, with CAESY Cloud in your practice, you can place CAESY content on your website where your clients can access it 24/7.

**Issue:** I want to know how my practice is performing



Mercer Advisors has created three apps to help you monitor the health of your practice and identify growth opportunities:

- **Limited Fee Analysis Report:** The free Limited Fee Analysis Report allows you to compare 20 of the most common fees in your practice to other dental offices in your area. Discover at a glance whether you're charging more or less than your colleagues and how adjusting your fees might impact the bottom line.
- **Hygiene Opportunity Analysis Report:** Mercer's free Hygiene Opportunity Analysis Report gives you insight into the health and productivity of your hygiene department. You'll receive a high-level recap of any existing gap between your practice's current and potential hygiene, new patient and restorative revenue opportunities, and find out whether new patient flow is actually masking current patient attrition.
- **OnTrack:** Get access to critical information about your practice 24 hours a day, seven days a week. This powerful practice guide allows you to see at a glance how your practice performance is matching up to your goals and objectives.

**Issue:** I want my staff to spend less time on administrative duties, and more time focusing on patients



Eaglesoft's electronic service tools are the easiest and most effective way to automate common administrative duties. Using eServices will free up time, so your staff can focus on what's truly important – providing high quality patient care.

The Explore Store offers an eServices app for all of your practice needs, including:

- **eReminders:** Uses outbound messaging through phone calls, emails and/or text messages to remind patients about upcoming appointments
- **Credit Cards:** Process credit cards electronically right from within Eaglesoft
- **eAttachments:** Send attachments directly from your software, including X-rays, perio charts, EOBs, narratives and more
- **eClaims and eClaims Status:** Submit claims electronically and track them with eClaims Status
- **Eligibility:** Identify your patients' benefits immediately, without picking up the phone
- **eRA:** Know in advance the claims that have been paid and in what amount with Eaglesoft's Electronic Remittance Advice (eRA) service
- **eStatements:** Easily create custom statements that are printed, stuffed and mailed for you



Don't trust just any guide to lead your practice down the right path. All of the apps, tools and resources available on the Explore Store are backed by Patterson's 100 percent guarantee and legendary service. Start exploring the possibilities today at [www.PattersonDental.com/AppStore](http://www.PattersonDental.com/AppStore).