



GROW YOUR PRACTICE WITH TECHNOLOGY

by Michelle Anderson

When we're looking to grow any area of our business or to streamline operations, technology is often the first place we look. "Save me time and money!" we ask of the gadgets, tablets and tools that flash at us every day. But it's not enough to have a phone that does 20 different things, for instance, if you can't pick it up and easily call customer service for help. The allure of great technology is therefore a combination of both function and support. And Patterson is able to provide you cutting-edge technology that is flush with both.

Eaglesoft 17 updates

Without a strong foundation, it's very difficult to achieve a robust network of technology in your practice. With Eaglesoft practice management software, you can set up your business software exactly the way you need it to run, so that you're in control. And with the upcoming version, Eaglesoft 17, you can do even more to streamline your operations.

- **Eaglesoft Web:** One of Eaglesoft 17's greatest new features is Eaglesoft Web, which provides you and your team with mobile access to your practice management software. The highly secure mobile portal into Eaglesoft enables you to view your schedule, patient accounts, medical history, prescription history, proposed treatment and clinical images from any portable device with Internet access. You can also assign tasks from your cell phone or tablet. (Eaglesoft Web is included with monthly Service Club membership.)
- **Customized Medical History:** If you're still doing a paper medical history form, the latest version of Eaglesoft comes with a Customized Medical History option, which makes it much easier to customize the information fields you want your patients to complete.
- **Eaglesoft News Feed:** Activated by an RSS button in the upper left-hand corner of your screen, the feed will provide you with software and technology update information to help you keep your practice running smoothly.
- **CareCredit:** A CareCredit bridge will provide you with a direct link to their online application and will automatically populate it with patient information.
- **Dolphin 3D:** Import 3D images directly into Eaglesoft as well as use some of the Dolphin 3D tools to manipulate and enhance images. (An additional DICOM module may be required.)

As always, Eaglesoft's robust eServices can take care of reminders, claims, eRAs and much more, allowing you and your team to spend more time on patient care. Plus, eServices are cost-effective and easy to use, and, like everything Patterson offers, backed by total service and support from the Patterson Technology Center.





Eaglesoft and CAESY are fully supported by Patterson and the Patterson Technology Center staff.

CAESY patient education

One of the most overlooked areas of the practice in which to use technology is in patient education. We all think we're great when it comes to talking with patients about their needed treatments or cosmetic procedure. However, just because you can – and do! – repeat the same information, day in and day out, it doesn't mean that your patients are hearing it or understanding it.

Humans retain more information when what they hear is paired with supporting visuals. That's where CAESY patient education can really make a difference in improving case acceptance in your practice. CAESY has hundreds of video presentations that explain to your patients everything from teeth whitening procedures to root canals, with full-color 3D graphics reinforcing the message every step of the way.

The latest updates to CAESY include the ability for you to link CAESY videos directly to your practice's website and to refer patients – and potential patients – to your online home for more information. You can also send specific videos to patients via email as a way to follow up after appointments and to increase compliance.

We are always producing new content for CAESY and updating the ways in which you are able to deliver video presentations. CAESY Cloud, which launched last year, is an on-demand patient education tool available to

any practice with an Internet connection, and allows you to access patient education presentations from multiple office computers at the same time.

As with Eaglesoft, CAESY is fully supported by Patterson and the Patterson Technology Center staff.

So, now you know that when you're looking to technology to help grow your business, there's a right way to do it. Partner with Patterson for the best and most relevant technology for your business, plus the customer service and support you need to get the most out of your investment.



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