Head into the cloud

Patient education is one of the most important – yet most overlooked – aspects of running a dental practice. Even with the best staff, technology, and equipment in place, a practice will not succeed without a strong patient education strategy.

Fortunately, it only takes CAESY Cloud, an Internet connection, and a computer or mobile device to bring a comprehensive patient education program into your office.

A constant evolution

Patterson Dental first introduced CAESY Cloud in 2011, giving dental practices a whole new level of flexibility in patient education. With just an Internet connection, practices can bring patient education videos and illustrations to computers and mobile devices in the front office, operatories, consultation rooms, and anywhere in the office.

"CAESY Cloud opened up a whole new world of possibilities for patient education," said McKay Ferrell, Patterson Dental creative manager.

Since it was released, dozens of new features and capabilities, and hundreds of multimedia presentations, have been added to CAESY Cloud to enhance patient engagement and case acceptance. "We are constantly evolving CAESY Cloud to provide practices with the most up-to-date patient education tools available," said Ferrell.

Here are some of the many ways CAESY Cloud can help you achieve your practice goals:

Focus on what matters most to you
From the waiting room to the dental chair to the consultation room, you have multiple opportunities to educate and market to your patients. With CAESY Cloud, you can create custom video playlists that

align with your unique practice marketing goals, whether you're looking to highlight CEREC digital dentistry, cosmetic procedures, or preventive care. You can also choose from several fun and informative trivia questions to engage patients and increase retention by bookending trivia around topics that matter most to your practice. Playlists are also a great way to save and share your most commonly used videos within the practice, and can be viewed anywhere in the office there's an Internet connection. "Customers can create rich playlists that will engage their patients on a whole new level," said Ferrell.

3D models give patients an optimal view
Physical models are a great tool for the dental practice, but they have limitations. With interactive 3D models in CAESY Cloud, you can isolate and show specific areas of the mouth that are relevant to the patient's condition. A 360 degree view of the anatomy shows patients exactly where the problem is and opens the door to a productive conversation about treatment recommendations.

Animations bring procedures to life
If a picture is worth a thousand words, then an animation is worth a million. CAESY Cloud offers 190 animations in 3D on common dental procedures. It also gives you the ability to control the speed of the animation or pause to focus on an area that requires further discussion or emphasis.

Patient education takes center stage on your website
Your website is often the first place potential patients go when determining whether your practice is the right fit for them, and it's where existing patients look for more information. Show them that you

are committed to their oral health with links to CAESY videos right on your site. From cosmetic services to clinical procedures, you can pick and choose which videos to add.

Patient communication made easy
With CAESY Cloud, you can easily and effectively communicate with your patients before and after appointments. With just a few clicks, you can email pre-visit communication, information on procedures, post-op instructions and videos. CAESY Cloud also gives you the flexibility to print information and send it home to patients. Additionally, CAESY Cloud integrates seamlessly with RevenueWell dental practice marketing software, allowing you to include links to CAESY videos in your practice's RevenueWell newsletters.

Analyze your practice's patient education habits
How often does your staff discuss certain procedures or dental topics with patients? Unless you keep perfect records or have CAESY Cloud, you'll never know! In the latest release, CAESY Cloud offers analytics for the practice. You'll see at-a-glance which CAESY Cloud videos are watched the most and how your staff members' habits are matching up to your practice's patient education strategy. You can use these analytics as discussion points with your staff and fine tune your plan as you go.

CAESY Cloud by the numbers
CAESY Cloud is constantly being updated with new videos, animations, and models. Here is what you get with CAESY Cloud:
• 252 clinical videos – English and Spanish
• 237 entertainment videos – English and Spanish
• 251 CAESY printable pages
• 190 3D animations
• 37 interactive 3D models
• It's easy to get up and running with CAESY Cloud. There is nothing to install, just a simple registration process and a low monthly fee. CAESY Cloud is also fully supported by Patterson's legendary technical support.

Visit the Patterson Dental Explore Store to learn more: pattersondental.com/Appstore or call 800.294.8504.