

CAESY CASE STUDY

With CAESY Cloud as part of a comprehensive patient education plan, Family First Dental has seen “as much as a 90 percent acceptance rate.”

- Front Office Coordinator, Jennifer Dailey

EXECUTIVE SUMMARY

Implementing a well-developed patient education plan with CAESY Cloud leads to engaged and informed patients who make informed decisions, which means accepting the cases their clinicians present to them. As front office coordinator at the Family First Dental location in Hawarden, Iowa, Jennifer Dailey helps lead a team that’s focused on patient education with CAESY Cloud and has seen the results firsthand.

CHALLENGES

Hawarden is a small town and the practice had undergone frequent ownership changes, though most of the team members remained consistent. Patients were hesitant to establish a long-term relationship with the practice, and didn’t know how long its doctors would stay. The practice needed a way to differentiate itself and chose to do so through education.

HOW PATIENT EDUCATION + CAESY CLOUD HELPED

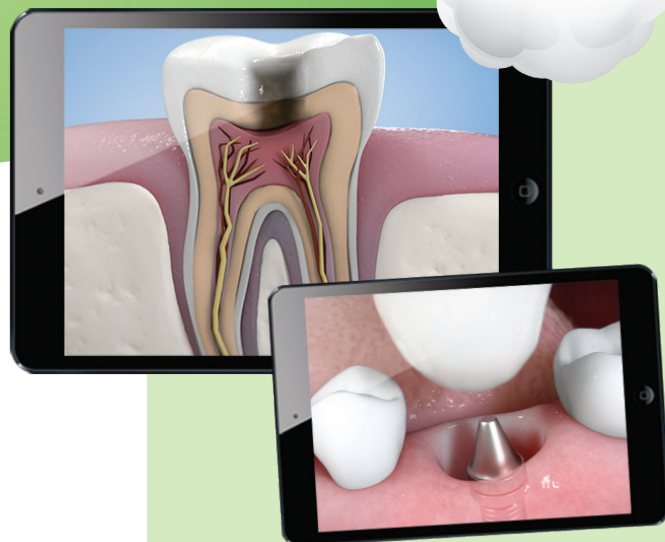
Family First Dental, like most practices, presents many large treatment plans to their patients. Front Office Coordinator Jennifer Dailey knows that patient education is vitally important to make sure those treatment plans are received as intended, and hit home with the patients.

“We need to make sure we work hard so patients understand every step of the process and they don’t feel like they’re throwing their money away,” Dailey said. “It can be a huge investment to ask people to make. Patient education sets us apart from other practices and because of that our patients feel more comfortable with the practice and with scheduling treatment.”

Patient education is particularly important for office managers, Dailey said, who have to balance the emotional and rational sides of the patient experience. With everything that’s at stake for a patient – oral health, overall health and financial implications – it’s not always easy.

“They are trusting you with their perfect smile,” Dailey said. “Sometimes they will come out of an operatory and have this look on their face like, ‘Oh man, I just soaked up a lot of information.’ I try to break it down and use terms that simplify it for them – to really do whatever it takes to make it clear to them on their level of understanding. This is where tools can help as well.”

One of the most important tools Dailey uses for patient education is CAESY Cloud. CAESY Cloud’s award-winning, comprehensive education library has more than 400 multimedia presentations to help teach patients. Dailey and her team also use CAESY Cloud pages – printable PDFs with



WHY CAESY CLOUD

CAESY Cloud helps you with all aspects of patient education, starting with customer acquisition, piquing interest, providing alternatives, and providing post-op instructions.

- Bring in new patients
- Help patients understand treatment procedures and options
- Provide education and patient loyalty
- Promote procedures
- Bilingual patient care



descriptions about procedures, post-operative care and more – to reinforce the message by sending the pages away with patients as they leave.

“Seeing things visually and getting the information that way is a much easier way to help people understand than just explaining verbally,” Dailey said. “CAESY Cloud is an amazing tool to help us do that. The patient understands their treatment needs better when they have something they can see and to hold on to. They learn it here but they can also take something home and discuss with their family when they have a substantial treatment plan. They are much more likely to go forward with a treatment right away when they hear it, and they see it, and then they see it again.”

When things are going well, Dailey said, that means an exceptional case acceptance rate. Family First Dental weaves CAESY Cloud into a comprehensive patient education plan along with radiographs, intraoral images and more.

“It may seem high but at times we have seen as much as a 90 percent acceptance rate with more education,” Dailey said. “We’ll show a video, then hand out a pamphlet, then pass along a treatment plan once I’ve run the numbers and have a pre-estimate. I’ll also personalize a financing-options letter that details payment options too – what happens if you pay cash, if you finance, or if you pay by credit card. And then I’ll also send another copy of the pre-authorization along with a CAESY Cloud page about their treatment plan, just to make sure they absolutely have everything they need.”

As part of the practice’s comprehensive patient education plan, CAESY Cloud adds another important element: consistency. It’s important to have a consistent message for patients regardless of which team member is delivering it, and if days, weeks or even months have passed since the message was first delivered.

“Consistency is huge and to reinforce that message again the exact same way really makes a difference for patients’ understanding of what’s going on,” Dailey said. “And consistency goes a long way with kids, too. We’ll show them videos of how to brush and why oral care is important – and we show them over and over again. Depending on the age of the patient, we tailor our education program to them. So, kids may really like watching videos, where older patients appreciate it when we send them printed information via mail so they can read it at home. Patients today also like to do their own research and find information on the internet – our job is to ensure that they leave our practice with the right information to make the right decision.”

Family First Dental’s patient education plan is helping them do more than increase case acceptance, too. They’re seeing a better ability to retain patients, attract new patients, and keep the schedule busy. It’s an important part of the DNA of the practice now.

“We felt like in addition to the clinical benefits of patient education, we needed to start to tell a story about our practice,” Dailey said. “Hawarden is a small town and we had gone through frequent ownership changes and a few dentists, so people didn’t know how long anyone would stick around here. Most of the staff has been here since we opened, but the doctors have not been consistent. Our new dentist is here for the long haul, and she wanted to be able to show our patients that. Patients have been really impressed and see us and think, ‘They know exactly what they are doing.’ Word is spreading and it’s really setting our practice apart.”

**For more information, please
contact a Technology Specialist
today at 800.294.8504.**

FAMILY FIRST DENTAL HAWARDEN, IOWA

The Hawarden office is one of 30 locations in the Family First Dental community. Family First’s foremost focus is on providing the best in dental care, using the most current technologies and materials, at each location. Part of Family First’s commitment to serving their patients is providing information that helps them to make more informed decisions about their oral health needs.

BUSINESS CHALLENGES

- Practicing in a small town with a limited patient base
- Changing a perception of a lack of commitment to the community due to ownership changes
- Needing to improve case acceptance

BENEFITS ACHIEVED

- By including CAESY Cloud as part of a comprehensive patient education plan, the practice has gained differentiation and a new appreciation among its patients
- Delivering a consistent message to all patients has positioned the practice and its staff as experts who care about their patients’ oral and overall health
- With a patient education plan including CAESY videos and takeaway pages, the practice has seen up to 90 percent treatment plan acceptance

