

FollowApp.Care

How patient engagement technology is helping Brite Dental shine brighter

Brite Dental is a group practice of joint venture clinics offering both NHS and private cosmetic dentistry to patients in Scotland. Originally launched by an award-winning team of dentists more than 10 years ago, it went on to become the first fully-digital dental group in the UK, and now operates five practices – in Edinburgh, Paisley, Clarkston and Bridge of Weir - and two digital labs: one for prosthetics and one for crowns and bridges, with a combined turnover of more than £6m per year.

With technology integral to the business from the beginning, Brite Dental continues to invest in next-generation digital tools to ensure patients receive outstanding care, and partnership clinics run efficiently and profitably.

The group recently expanded its digital approach when it adopted FollowApp.Care - an automated patient engagement system which enables practices to create a streamlined patient follow-up protocol to check post-treatment progress (and respond where necessary), trigger new appointment bookings and encourage online reviews.

Brite Dental co-founder Stuart Thomson explains how the group uses FollowApp.Care, and the difference it is already making to each clinic, to its practitioners, its dental teams and its patients.

“There are a number of things FollowApp.Care does brilliantly: It communicates quickly with patients with an opt-in or opt out function; and it helps to grow Google reviews, which is great way of externally celebrating what you do.”

Care beyond the chair

Brite Dental clinicians use FollowApp.Care to send out post-treatment questions to the patient's mobile phone. It can ask them 'are you in any pain', and if so, 'how bad is your pain'. This allows the clinic to act proactively, to deal with any issues, rather than the patient having to make a phone-call. “It's a really good way of dealing with a pain problem before it becomes an issue because we can give people immediate direct advice, or potentially prioritise them for an appointment the following day.

Double boost

FollowApp.Care's effect on encouraging positive Google reviews, has been nothing short of remarkable according to Stuart Thomson. It has not only helped to raise Brite Dental's star ratings, it is also helping to boost its dentists' and team members'

morale considerably with positive feedback about their clinical and interpersonal skills. It can also flag up where service improvements might be needed.

"The reviews we've been getting are phenomenal...and part of the reason for that is the way the FollowApp. Care system asks patients for a review...it is really clever and subtle because it goes through a complete patient communication process before asking for a review," says Stuart Thomson

He adds that the ability to ask for and receive great patient reviews is also a major psychological boost for individual practitioners. "A Dentist's life is an incredibly lonely one; you're essentially in a 12 x12 ft room with a chair, and in some cases no windows and artificial light all day. If you're a Dentist you are ruled by the clock and the number of patients you need to see, all of whom have expectations, and you don't really get any feedback. So being able to give timely feedback to the team, such as '*Emma was amazing, professional but very friendly...*' is not only good for the wellbeing of our clinicians, it also helps us to quickly identify if there are any problems and rectify them. Prior to FollowApp.Care we didn't know about issues until people call after a couple of days, when the issue has flared up and we are not in a proactive care position"

Remarkable results

"The new system is ensuring we are 'on it' and helping us drive our net-promoter scores. It's currently at 83.6%, which means 83% of people who have responded to us, would recommend us."

He adds that in less than two months Brite Dental's Google review average has risen from 4.2 to 4.7. In August alone, one of its practices achieved fifty-nine, five-star Google reviews and in the first few days of September a further six, five-star reviews. "With one of our clinics we only had 17 reviews in 12 months, but on implementing FollowApp.Care that same practice had 17, five-star reviews in July, 59 in August and seven in the first few days of September!"

He also points out that so far in September, as a result of contact via FollowApp.Care, 147 people have already booked follow-up appointments; 25 haven't yet, but four have requested a call-back. "Part of the success of a mixed practice is how you manage your bookings and the gaps. A lot of dental practices run at least one day every week where they don't generate any revenue because they're dealing with 'zero value' appointments, including un-booked time, emergencies, short-notice cancellations or failed-to-attend appointments."

"This is something we work hard at, and because FollowApp.Care allows us to track appointments and rebookings, we know that we're at around a half a day per week when we don't generate any revenue. Many practices will be much higher than that."

Stuart Thomson concludes: "FollowApp. Care does three things for us; it supports the wellbeing of our clinicians through good feedback. It communicates exceptionally well with our current patients and ensures they are doing well, and it communicates with prospective patients about who we are and what we do well, through Google reviews, and because of that, it reassures everyone we are caring, skilled, patient-centric and doing things right."

How FollowApp.Care works:

1. Integration: Integrates with your practice management system to automatically extract the data needed to ensure appointment notifications trigger patient communications
2. Communication: Makes patients feel cared for, while checking up on post procedural health, requesting feedback and prompting reviews.
3. Results: Results are analysed and collated in the FollowApp.Care web application where clinics can resolve flagged issues or sit back and watch FollowApp.Care work for them by garnering improved Google reviews.

More than 5,000 dentists have already used FollowApp.Care - predominantly in the UK and Australia, and millions of patients have connected with them through the app. For more information please visit <https://www.followapp.care/>

More information about The Dental Hygiene Studio website can be found at <https://dentalhygienestudio.co.uk/>

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