ELECTRONIC COMMUNICATIONS: HOW TO PUT THE PATIENT AT THE CENTER OF YOUR PRACTICE

I. What does it mean to have your patients at the center of your practice?

II. Discussion on the importance of building relationships with the patients. How can we build relationships through communication?

III. Overview of the current trends in Patient communication and the effectiveness in retaining, acquiring and educating your patients.

   A. Text messages
   B. Emails
   C. Newsletters
   D. Videos
   E. Smart Phone Applications

IV. Through these tools we are able to engage each patient with:

   A. Appointment reminder
   B. Surveys
   C. Recall notifications
   D. Last minute cancelation notices
   E. Birthday Messages
   F. Eyewear ready notifications
   G. Internal Marketing
   H. Patient education

V. How can social media help you attract new patients and keep your current patients engaged and educated? How can social media hinder you...?

   A. Google and other search engines
   B. Online presence and reputation
      1. How to manage your webutation
      2. How to improve your webutation
   C. Facebook
   D. Twitter
   E. Youtube

VI. Conclusion:

   A. Case studies of offices who have implemented a patient engagement system and their success stories.