

# Theme Implementation Tips

Why the Patient Engagement Theme? We want to create multiple opportunities to engage patients to inspire them to talk about their experiences with you and your team. We want them to show how happy they are- confident, excited, satisfied, etc. Your best patient will take time to engage and promote, automatically self-selecting themselves as your best patients. The Patient Engagement Theme “humanizes” your patient experience and allows your patients to view your practice as more than just a dental office; it will help them to feel connected to you. This connection leads to higher treatment acceptance, increased referrals and patient loyalty. We are conditioning patients to consciously seek out referrals for your practice.

We have created a guide that will help you to implement your theme in your practice each month. Feel free to get creative; these are only suggestions and you can incorporate your theme any way that fits best for your practice and your patients.

1. **Create Postcards for New Patient Hygiene Bags:** Let patients know what you’re doing each month by including a postcard in your new patient gift bags. You can also include these cards with each appointment card for return patients or mail them out to your entire patient base.
2. **Create a Counter Card:** Use the document frame provided to you to display a counter card at the front desk, check out desk, or each patient room. This can be very simple or you may choose to design something professionally. Either way, a counter card can allow patients to ask questions about your theme and start the conversation. *Remember, we will provide a counter card each month, but you are free to create your own if you decide to use a different engagement theme than the one we provide for you.*
3. **Send an E-blast to your List:** Send out an email to your patient list to let any patients who do not have an appointment in your office that month know of any upcoming events or promotions you are running. Allow everyone to get involved!
4. **Promote on Social Media:** You can use social media to promote your theme and allow patients to share with their followers as well.
  - a. **Encourage Patients to “Like” you on Social Media:** Offer a small gift or incentive for social media engagement. Use an office Ipad to allow patients to connect during their visit to get the gift.
  - b. **Run a Contest:** Allow patients to take photos with your staff or your dentist, have them use a specific hashtag and tag your office in their posts, etc. This could be a photo contest “Show us your smile” or something related to the season or holidays, a trivia contest where patients comment their answers, anything! When your patients engage with you on social media, their followers are also exposed to your content.
5. **Give Away an Item or Run an In-Office Contest:** Depending on your theme, you could have a grand prize for one or more lucky winners each month or on specific months. It could be as simple as a gift card for dinner and a movie or something big like an Ipad. This is all up to personal preference, but sometimes an incentive is needed to encourage patients to get involved.