

## What Has Your Website Done for You Lately?



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**F**ive years ago, a website was a luxury. Today it is a necessity. Your practice website should be working for you in three ways: 1) Marketing Your Practice/Services You Offer; 2) Educating Your Patients; 3) Extending (automating) Patient/Customer Service. Here are some tips to help you understand how your website can do more to serve you.

### Practice Marketing

Your website should indicate the types of services that you provide. For example, if orthodontics is your specialty, or one of the services offered, your website could have a page dedicated to orthodontics, including your philosophy of ortho treatment, before and after photos of patients with captions of treatment length, patient age, and the treatment process. The photos will speak for themselves to visually represent the treatment, and site visitors can get a good idea of the results they too can benefit from. Not only will you be marketing to new patients, but to existing patients as well.

As your practice services change, your website should reflect the same with regular updates. As I counsel clients on websites, I indicate that a site is never “finished” and requires updates and continued development to match the growth and changes of the practice. Therefore, I suggest that you look at your website as an ongoing journey, not a destination to arrive at. This cost becomes a part of your annual marketing budget.

### Patient Education

As quoted by June Williamson, RDH and owner of Orthorama Seminars, “A well educated patient ensures success in all facades.” Your website can certainly work for you as a source of patient education by explaining the services that you offer and their benefits. With a detailed description of your service, curious patients/prospects will understand the benefits, the investment of time, and the process. You can add some other benefits from your expert point of view. For example, the orthodontic page could have content on occlusion benefits, airway effectiveness, etc.

Why not print the web page to educate about the service, and hand it to the patient? They will have a hard copy of this valuable information to take home and digest. Patients only retain about 33% of what

they hear the following day, and that percentage diminishes with each passing day. The hard copy will help them understand and make an informed choice. Can you

imagine how much time that will save you and your staff? Sample the site of [www.DrDagostino.com](http://www.DrDagostino.com) where a newsletter educates patients with a new topic each month. Post op care pages are printable, and contain the practice contact information for patient convenience. As a result of the regular content updates to this site, (as well as search engine optimized pages) this practice continues to be in the top 5 sites returned by most search engines, and has translated to a new patient referral percentage of over 50% in the past year.

### Patient Service/Administration

More and more clients are using the internet for their convenience and offering patients an opportunity to communicate with your office voice mail can be a time saver for them, and for your staff as well. For example: [www.DrKevinWilliams.com](http://www.DrKevinWilliams.com) has a form on the main page of his site, allowing patients or prospective patients to “Ask The Doctor” anything. New patients inquire, existing patients ask questions, and the process of communicating online has allowed patients to do so 24 hours a day, 7 days a week.

Dental sites can offer appointment booking, new patient forms to print and complete in advance, search fields for finding specific information and more.

What has your website done for you lately? Or more importantly, what have you done to ensure that it is working for you?

For a free website consultation, contact me personally, and I will review your site and provide a written report of how it can perform for you at its maximum potential.

Best wishes for a productive website!

*Penny is a consultant committed to helping dental offices achieve their goals with training and motivation toward practice goals. She can be reached through [www.NorthernLightsPresentations.com](http://www.NorthernLightsPresentations.com).*