

USING TRACKER AS A MARKETING TOOL

WEBINAR – 7TH JUNE 2019

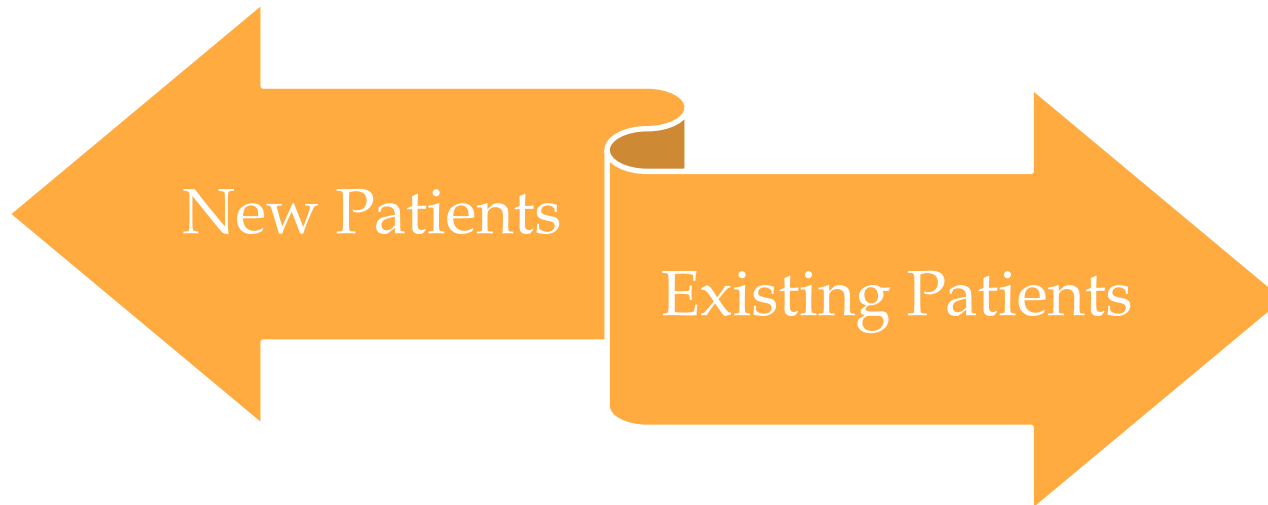


What to expect today ?

- ❖ How you can have Tracker send out Automatic triggers for referrals and new patients
- ❖ How you can utilize Tracker to grow your e-Marketing through the use of T-word
- ❖ Importance of tracking Referrals
- ❖ Boost your case acceptance through Tracker's Mount Portfolio
- ❖ How Tracker e-Services can help you:
 - ✓ Measure Patient experience
 - ✓ Handle Estimate follow ups
 - ✓ Measure Treatment plan acceptance using Tracker Metrics
 - ✓ Handle Overdue or Pending recalls
 - ✓ Measure your Hygiene retention
 - ✓ Make patients feel special on their birthdays.
- ❖ Get that Google review for your practice



Who is your target audience ?



E-MARKETING IN TRACKER VIA T-WORD

An under utilized tool



Summer Dental
Tips For Kids

Utilize your
Dental Benefits
before they
expire

Thank You For
Your Referral

Birthday Letters

A Promotional
Offer On
Whitening Or
Any Service

TRACKER TRIGGERS

New Patients - Referrals



**NEW PATIENT
FORM**

**PATIENT REFERRAL
THANK YOU**

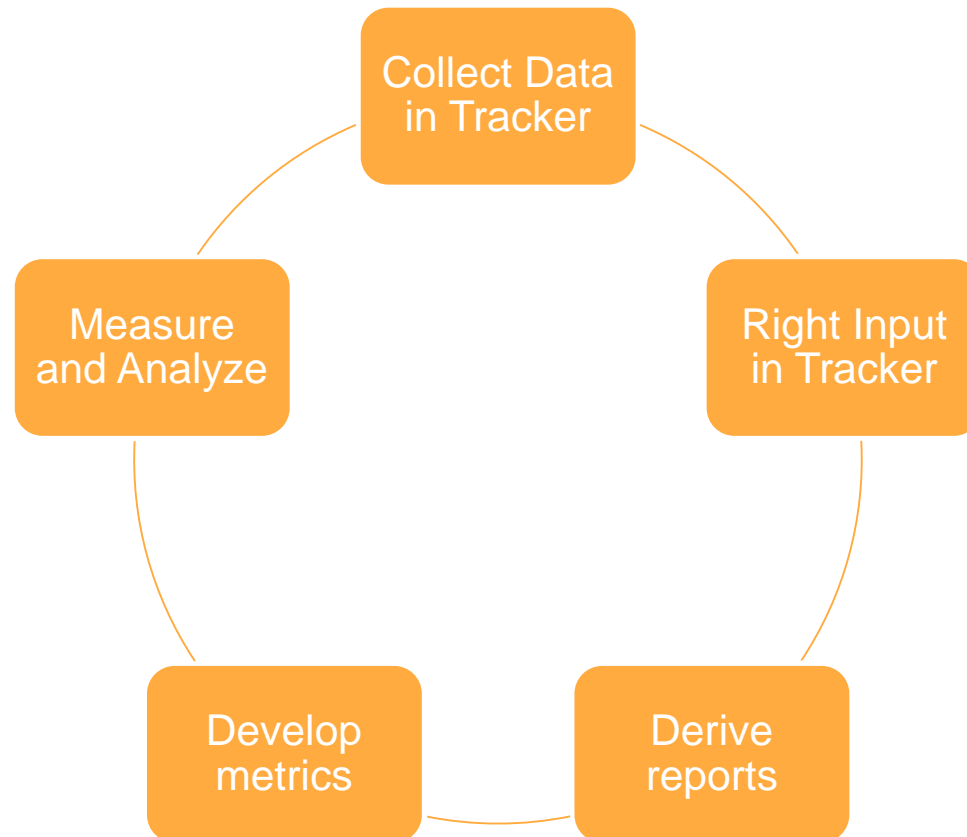
PATIENT EXPERIENCE

REFERRAL TRACKING

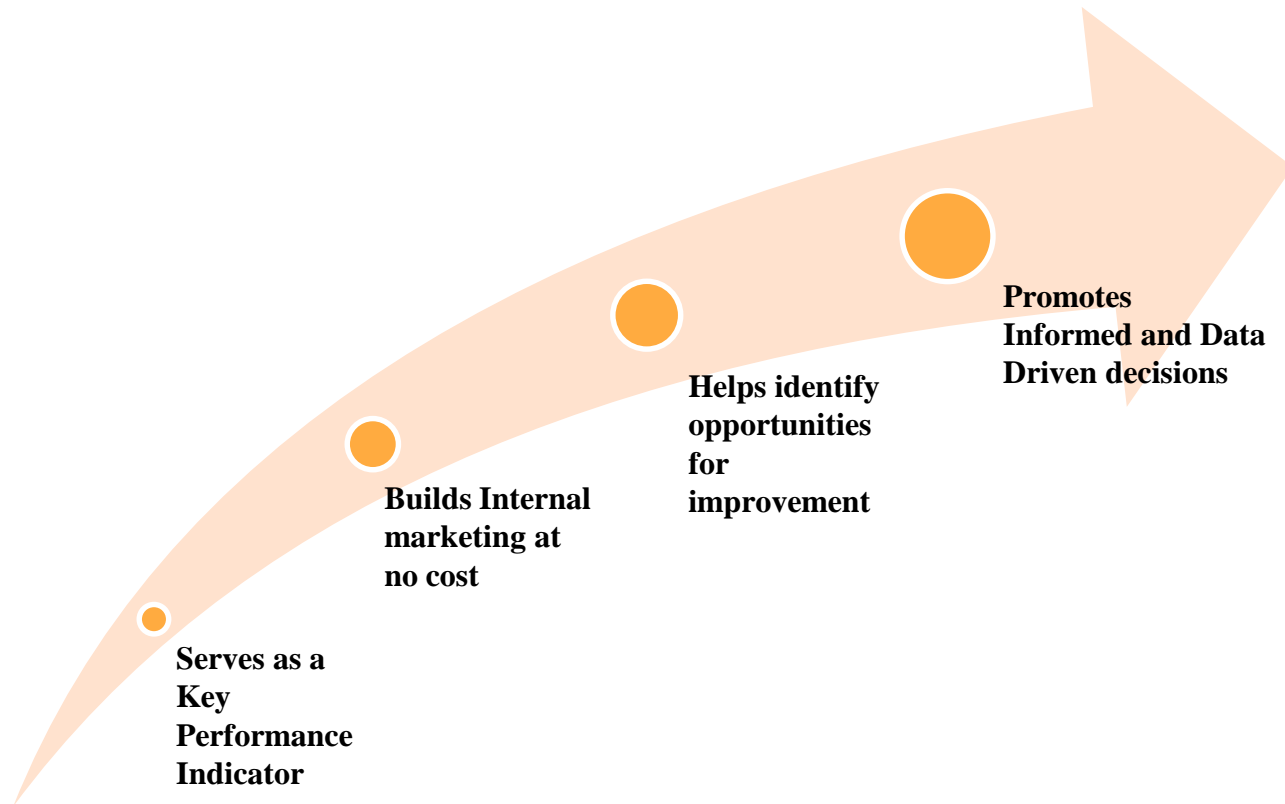
How did you hear about us ?

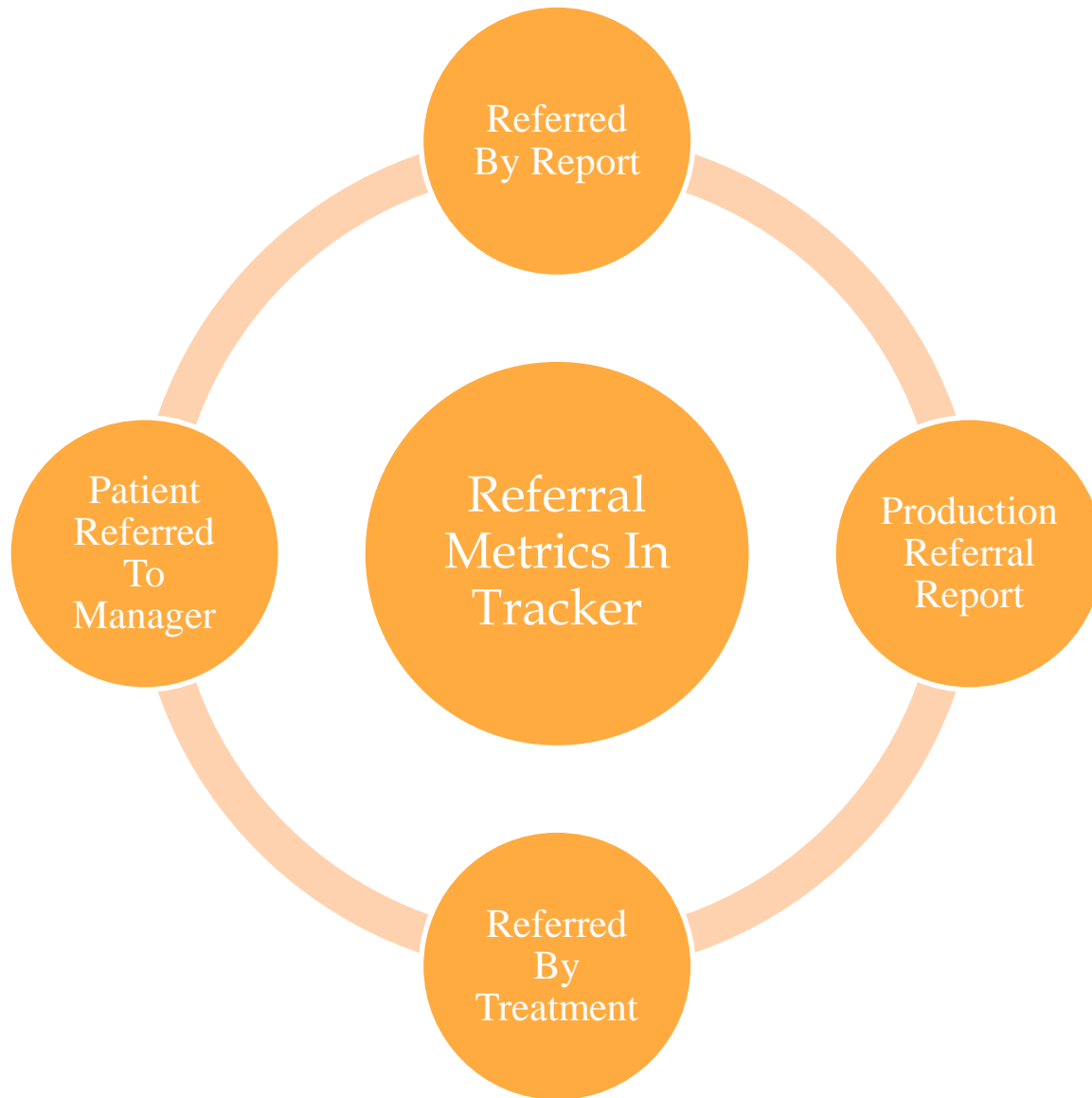


Understanding your Dental Practice Performance



Why is Referral Tracking Important ?





E-SERVICES

Patient experience reviews – Birthday Letters



eForms

Have patients fill in their own “New Patient Forms” and submit directly into Tracker.

Have patients review & sign consent forms on a tablet and submit directly into Tracker.

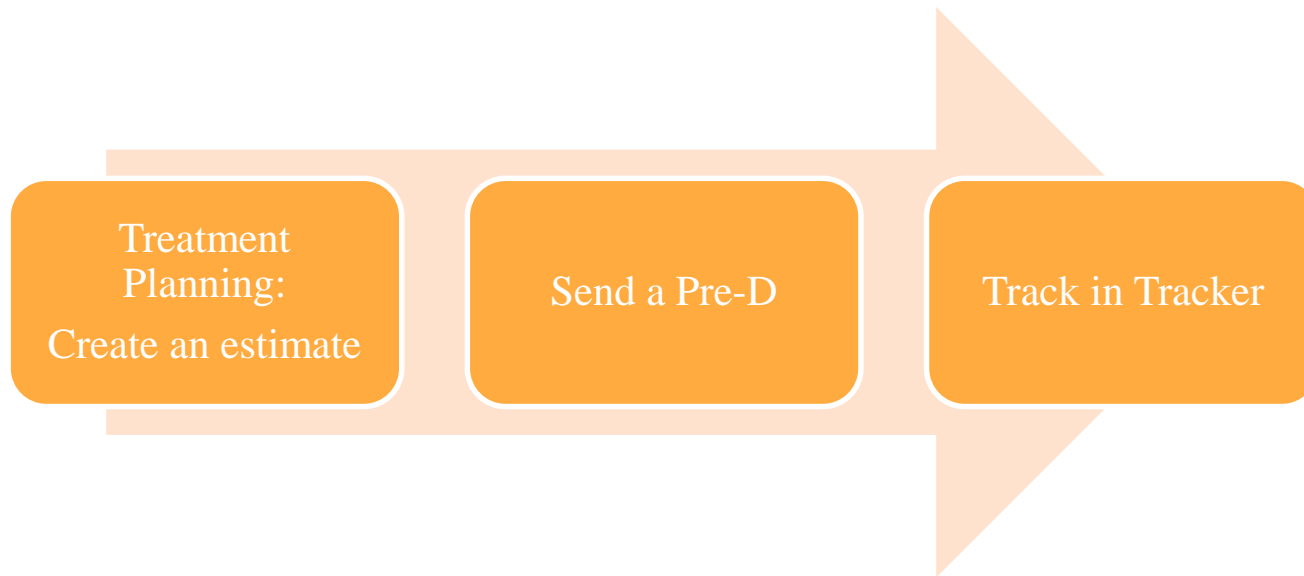
Generate your 5-Star Reviews using patient feedback surveys.

Easily add Online Patient Referrals (i.e.: New patients will be automatically entered into Tracker).

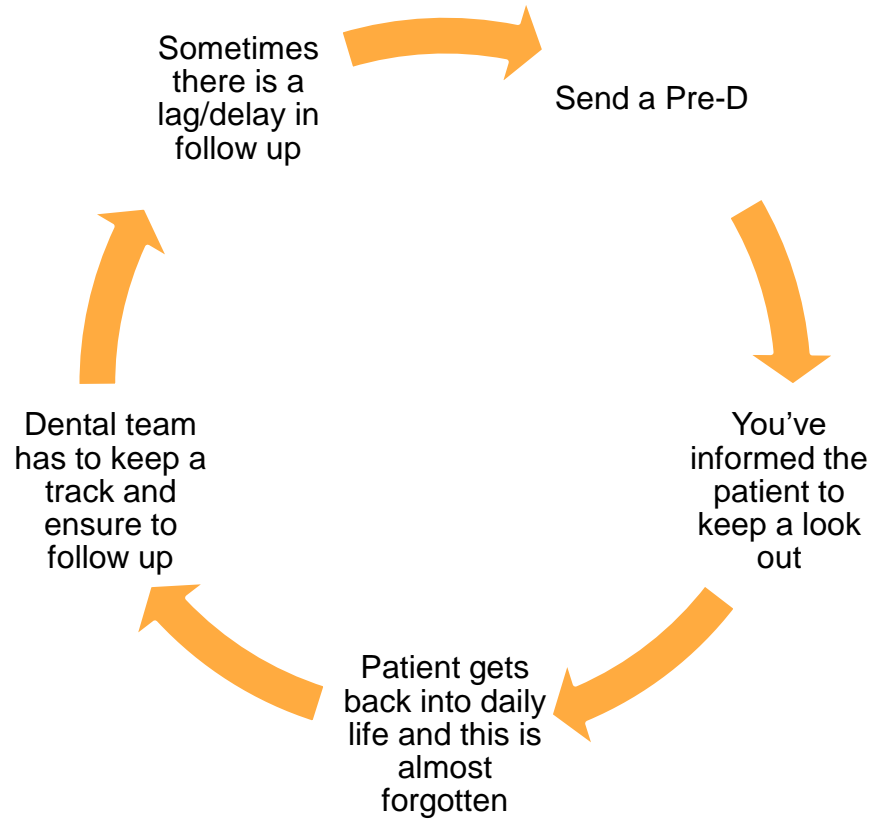


Send Automated Birthday messages via text or email to your patients with Tracker e-Services

Creating an Estimate



Have you heard back on that Pre-D?



HAVE TRACKER DO THE WORK FOR YOU



Use the Estimate Follow ups feature with Tracker's e-Services



Have
overdue
Recall
patients



A long
pending list
to be
followed up
on

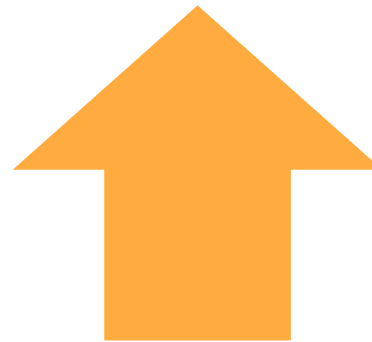
**Have Tracker send
Automated
notifications to
patients through
e-Services**



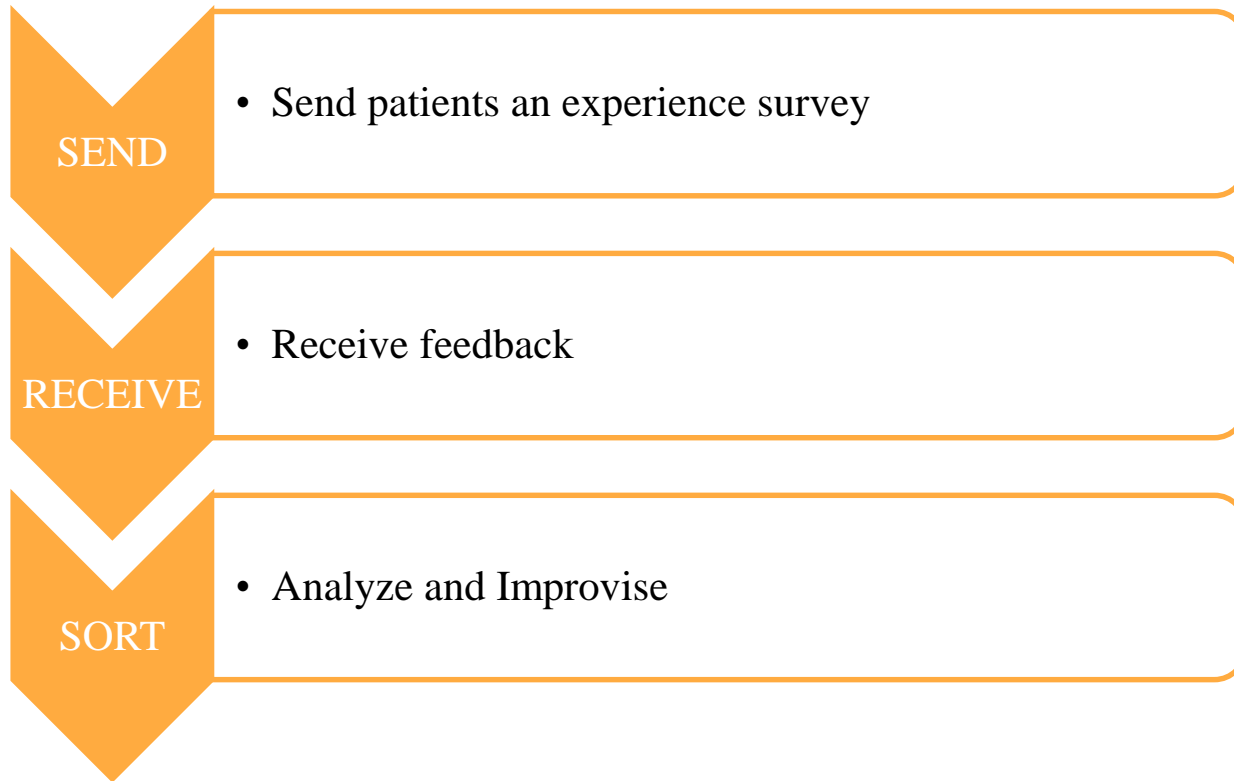
PENDING
REMINDERS



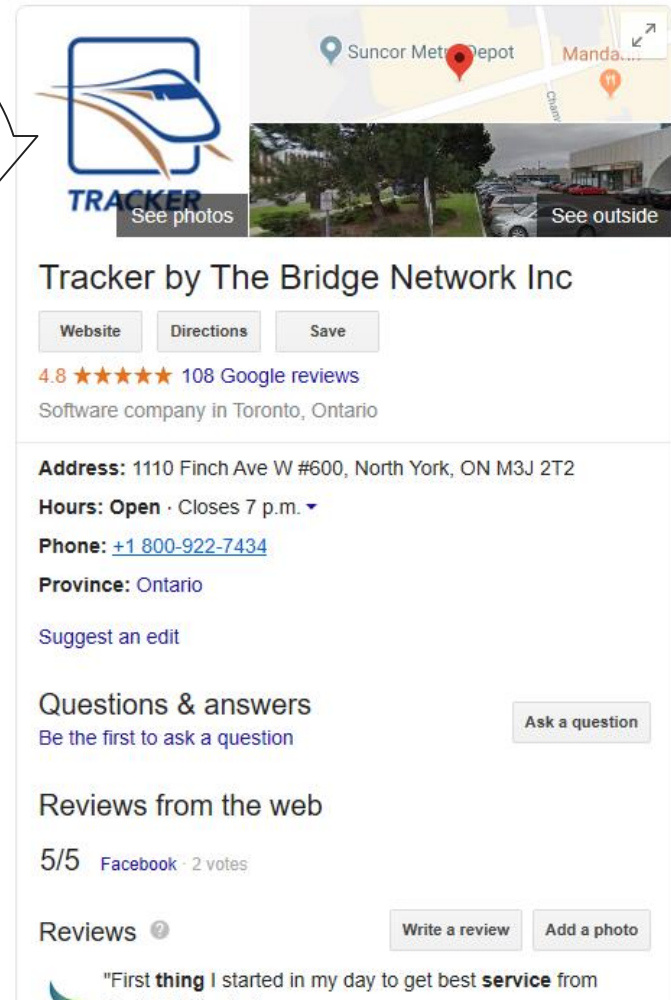
ONLINE
BOOKING



5 Star Review



Have
Tracker
route
patients to
your
office
google
page



The image shows a Google Business Profile for "Tracker by The Bridge Network Inc". At the top left is the Tracker logo, which features a stylized blue and orange train icon above the word "TRACKER". To the right of the logo is a map snippet showing the location near "Suncor Metro Depot" and "Manda...". Below the map is a photo of the building with a "See outside" button. The business name "Tracker by The Bridge Network Inc" is prominently displayed. Below the name are buttons for "Website", "Directions", and "Save". The profile has a 4.8-star rating from 108 Google reviews and is identified as a "Software company in Toronto, Ontario". The address is "1110 Finch Ave W #600, North York, ON M3J 2T2". The hours are listed as "Open" and closing at 7 p.m. The phone number is "+1 800-922-7434" and the province is "Ontario". There is a "Suggest an edit" link. The "Questions & answers" section shows "Be the first to ask a question" and an "Ask a question" button. The "Reviews from the web" section shows a 5/5 rating from Facebook with 2 votes. At the bottom, there are buttons for "Write a review" and "Add a photo". A partial review is visible: "First thing I started in my day to get best service from".



THANK YOU FOR JOINING US TODAY

