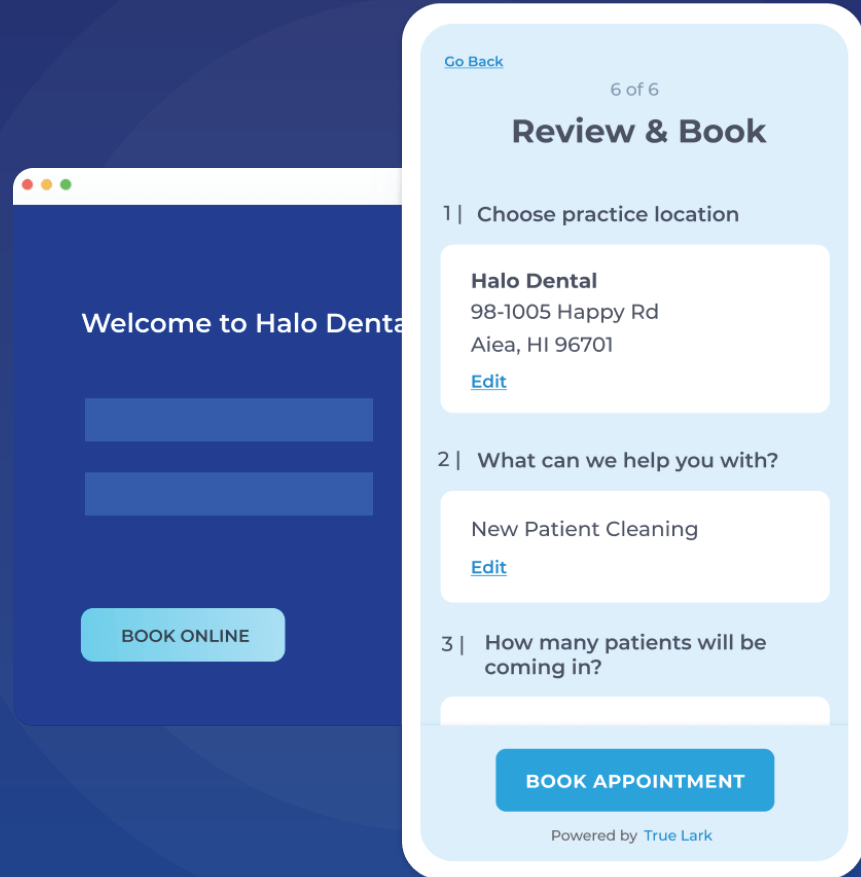




How Dental Scheduling and Communication from TrueLark Drive More Revenue



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There are over [200,000 dental practices in the U.S.](#), and the number continues to grow. With this many dentists competing for patients, you cannot afford to have a dental marketing strategy that does not deliver the results you need.

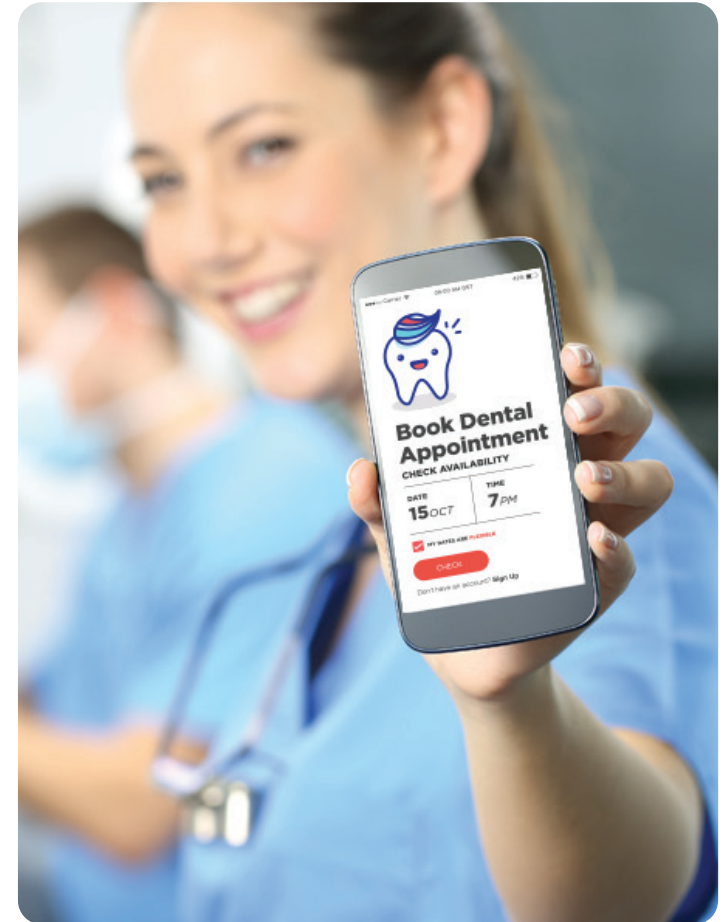
Patient interaction is the most critical part of [dental practice marketing](#). So, good marketing and advertising strategy may not always be effective in helping you grow your practice.

Modernizing patient communication and marketing with [dental patient communication software](#) helps you leverage the power of conversational AI to book more appointments, attract new patients, and retain existing patients.

With TrueLark you can:

- ✓ Engage with patients the moment they contact you intelligently and efficiently
- ✓ Enjoy seamless omnichannel support without tying up your front office staff
- ✓ Manage multiple locations with easy scalability
- ✓ Automate scheduling and handle as much as 85% of every patient inquiry
- ✓ Generate a return on your investment of 20 to 1

At TrueLark, we handle more than 5 million conversations and book more than \$2 million worth of appointments every month. We can save you time and money while helping you book more appointments and retain more patients.





Never Miss Another Call or Contact

With TrueLark, you will never miss another call. If your staff is busy and cannot answer the phone or if a patient calls after your office is closed for the day, TrueLark captures their number, sends them a text to determine what they need, and guides them through the process.

If patients text your dental practice or use web chat on your website, our virtual agent automatically engages them to take care of their needs. You can also integrate TrueLark with your social media platforms, such as chat via Facebook messaging, your text-only phone number on Instagram, or the contact button on other social media platforms.

TrueLark can handle approximately 85% of all requests, including booking appointments. So patients can contact you whenever they want and however they prefer.

Improve Response Times, Provide Better Customer Experience

You will also significantly reduce your response times, which is critical to providing a superior customer experience and growing your business. More than eight out of 10 prospective patients never call back when you miss a call.

Speed of response plays a significant role in patient satisfaction. Nearly 70% of people surveyed say they judge customer service mainly by the [speed in which you respond](#) and how you respond. Three-quarters of people expect you to understand their needs and answer their questions immediately. This is precisely what TrueLark does.



Deploy Powerful AI Conversation Tools

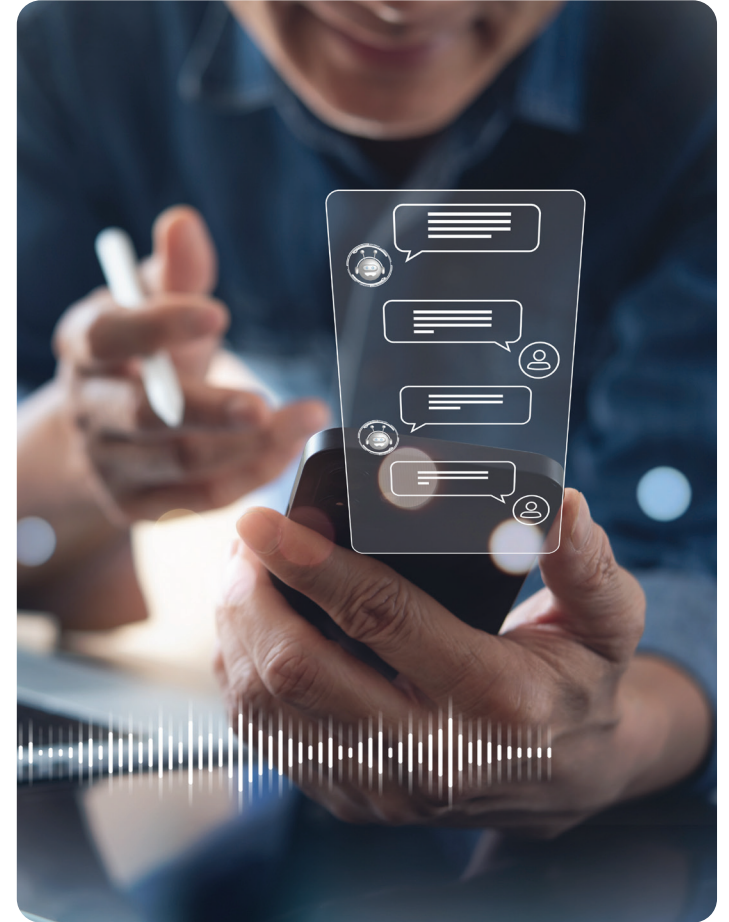
Our AI-enhanced virtual agent uses natural language processing (NLP) to identify patient needs and answer their questions and conversational AI, making it difficult to tell whether it is a virtual assistant or an actual person responding. This leads to better interactions and more appointments.

Book More Appointments

Including TrueLark in your [dental practice marketing](#) enables patients to book and reschedule appointments through your website or via text using self-service options. You no longer need to tie up your front desk staff's time to take or make phone calls to set appointments. If things change, patients can quickly reschedule or cancel.

TrueLark works 24/7 so you can catch the 30% of patients who prefer to [book appointments after office hours](#). You will book more appointments and will also significantly reduce your no-shows. Studies show that patients who book appointments themselves have [much lower no-show rates](#).

Since TrueLark works in concert with your practice management software or booking platform, you can rest assured that your calendar is always in sync.



Better Communication with Patients

TrueLark also provides powerful tools that help you maintain communication with patients and keep your dental practice top of mind with them.

Automated Follow-Ups

If a patient fails to follow up with you or book an appointment after making an initial inquiry, an auto-timed response will reach out to them to encourage them to continue and complete the process.

Patient Outreach

You can also use TrueLark to send one-way text messages to highlight important information, share updates about your practice or let patients know about new services you may offer.

Reactivating Patients

Since attrition rates can run as high as 20% for some practices, retention is always a significant part of your growth plan. You can use TrueLark to launch strategic marketing campaigns to reactivate patients you have not seen in a while.

Monitor Sentiment

TrueLark also measures patient sentiment and categorizes contacts as happy or unhappy. This allows you to prioritize more urgent calls and review transcripts to see why patients were unsatisfied.

Notifications for Callbacks

When patients specifically request a callback, you get a notification so your front desk staff can follow up by phone.



Modernize Your Dental Marketing and Dental Patient Communication Software

These features and more make TrueLark the best dental patient communication software for your practice. Real-time, online scheduling and 24/7 patient support improve your patients' customer experience, which drives more revenue.

Want to modernize and streamline patient communication and improve your dental practice marketing results?

[Book a demo](#)

and learn how we can help grow your practice.