



OUTSOURCING

Your competitive advantage



A common misperception is that only DSO's and large companies benefit from outsourcing. With the introduction of managed outsourcing services, offices and businesses of any size can now enjoy the competitive advantages.

Managed outsourcing services means companies like Dentist Recalls manages outsourced employees on a day to day basis, on key business functions like payroll, HR, IT and often times training. The employee supports your dental practice by offering back office support in non-clinical areas over a wide spectrum, from insurance verifications to new patient calls, to A/P and billing to recalls. Additionally, Dentist Recalls can reactivate your patients that you haven't seen for over 18 months. The average dental office doesn't have the resources to call these patients, yet a phone call is more effective than automated recall systems (DemandForce, SolutionReach, Lighthouse 360) or mailing a postcard.

On average, most dental offices answer 80% of their new patient phone calls and convert less than 50%. We've invested in the infrastructure, technologies, training, and management to answer over 95% of phone calls within 15 seconds and convert 60% of calls into new patient appointments.

Outsourcing is increasingly popular in dental

- Dentists working with Dentist Recalls find their staff can spend more time interacting with patients, improving the overall patient experience.
- Practices see an increase in utilization, or the number of patients per operatory, without the need for expensive expansions.
- Gain access to marketing experts that have experience with marketing hundreds of practices throughout the United States.
- Filling empty schedules by calling unscheduled treatment calls means more production.
- Most practices find they don't have the capabilities, competencies, and technologies that can compete with managed outsourced firms.

Traditionally, most small private practices in the United States struggle with the business management responsibilities and operations experience that were not taught in their dental education.

Outsourcing relieves office staff of many repetitive tasks and allows dentists to focus on providing excellent care.

How Dentist Recalls has helped Hawaii's largest group dental practice

Dentist Recalls has helped Hawaii dentists schedule over 189,000 patients. Outsourcing has enabled one of our clients, Hawaii Family Dental, to free up its local dental staff from administrative work, to focus on delivering excellent patient care while increasing the number of patient visits. Their ability to scale with Dentist Recalls has helped them reinvest money into staff and training, resulting in higher employee retention and more personalized patient visits. This is evidenced by their average Yelp and Google ratings increasing by a company average of 2.5 stars to 4 stars.

"In another patient reactivation campaign for Hawaii Family Dental, we consistently scheduled over 150 recall appointments daily for patients that haven't seen a dentist in over a year. The campaign achieved 80% growth over five years, by allowing office staff to focus on a greater number of open treatment calls, rather than recalls."

The trend to call center outsourcing

Call centers are a key foundation for customer service for many businesses, with happy customers all-important to a successful business. Creating and operating an efficient internal center when this isn't your main focus or skill requires substantial time, money, staff recruitment and resources, which is why many businesses are now outsourcing their back offices.

Outsourcing your redundant tasks will save you money compared to hiring local staff and will free up time that can be used to provide improved customer service. Dental teams can now focus on what's important - the patients in front of them.