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## Marketing Tips

Oct. 2019

Dear Doctor & Staff,

Here are some useful ideas and tips to improve your practice 😊

### Tip: You Can Easily find patients that...

- That have had specific Diagnosis
- Have not been in recently
- Are Not already scheduled
- Might have insurance benefits expiring at the end of the year



Then you can mail them a postcard, letter, or send them an email to encourage them to schedule their appointment! Here's how:

- 1) From the Reports Menu, run the "Recall Search by Criteria" selecting the desired patients
- 2) From the Forms Menu use the "eMail Blaster" to send them an email
- 3) From the Forms Menu, use the "Recall Cards/Letters" to send them postcard or letter
- 4) Another way to send them a letter; use the Forms Menu "Quick Form Mail Merge"

### Tip: Email thank you notes to patients after their appointments

- 1) From the Schedule, select the Tools option, then "Email Appt Notices and Followup"
- 2) Set the appointment date back to a previous day, then use the new "Past Appt Date" drop-down to select a different email message to send them.

Example: "Thank You For Your Visit" note



### Tip: Use the New Direct Text Messaging for Appointment Reminders

For example, you could send 2000 appointment reminder texts for less than \$20/month! Call us to find out how: (636) 256-7401

We would be glad to work with you on using any one of the features. Please give us a call to schedule a time to work together.

Cordially,

*Peter Goodall*

Phone (636)256-7401