

Top 10 Email Campaigns to Implement This Year

The more you make full use of patient communications, the better they work for your dental practice to retain patients, fill your production schedule, and increase practice revenue. To help you do that, **here are 10 email campaigns to implement this year:**



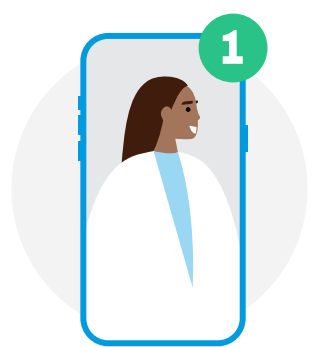
1. Confirmation Requests

For patients with a scheduled appointment, send communications at least a week in advance that ask patients to confirm whether they're still able to keep their appointment, and remind them of any cancellation policies.



2. New Patient Welcome

Tell new patients what they can expect on their first visit. To save your staff time, include a link (where possible) for patients to fill out their onboarding information ahead of time.



3. Same-Day Reminders

Send an appointment reminder to patients a few hours before their appointment so they don't get caught up in something else and forget they're scheduled to see you.



4. Pre-Appointments

Remind patients to schedule their next appointment before they leave your office and follow up by sending them an appointment confirmation.



5. Re-Care Reminders

Strengthen patient relationships by showing them you have their back. Send re-care communications to patients who are overdue for hygiene appointments.



6. Reviews

Prospective patients often choose your practice based on online reviews. To increase new patients, ask existing patients to review your practice and share reviews on your website and social channels.



7. Holiday-Themed Campaigns

Keep your practice top of mind with patients by sending them an email or text on holidays (Thanksgiving, Halloween, etc.) on behalf of your entire dental practice team.



8. Benefit Reminders

Remind patients to utilize all their dental benefits and schedule their hygiene appointment at least twice per year. An end-of-year reminder after September is helpful to patients and your production schedule.



9. School Break

Before patients and their families get busy in the summer, remind patients to schedule a dental appointment their children at the beginning of summer or before school starts up again.



10. Pre-Med Reminders

Send a specific reminder to your patients who should take medication before their appointments so they're ready for their dental visit.

PracticeMojo, the complete patient communication platform, makes all the above easier and faster with automated reminder communications, customizable marketing campaigns, and more.

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