

CONNECT WITH SUCCESS

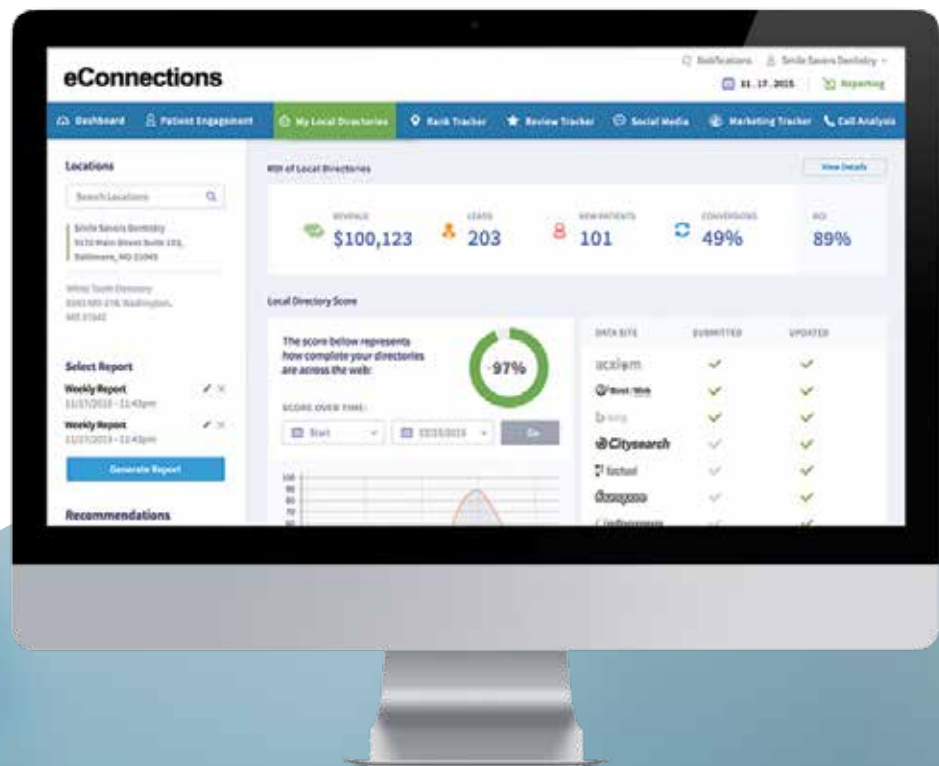
eConnections enables you to manage, market and grow your practice

Gain easy access to all of your appointments, patient lists, online scheduling and more—all in one place—with this innovative patient engagement tool.

Reduce profit-killing no-shows and identify opportunities for building your practice. eConnections, available for CS OrthoTrac, CS PracticeWorks, CS SoftDent and CS WinOMS, makes it happen.



eConnections



eCONNECTIONS: STRONGER PATIENT ENGAGEMENT. GREATER PRACTICE SUCCESS.

1

PATIENT ENGAGEMENT

- Generate appointment reminders, online scheduling, email marketing
- Engage patients through two-way texting
- Reduce cancellations
- Increase patient satisfaction
- Customize your emails with strong calls to action
- Segment your patient lists to ensure relevant content
- Take advantage of our library of existing engaging content
- Easily manage current and future campaigns

2

REPUTATION MANAGEMENT

- Facilitate positive online reputation
- Increase positive reviews on Google, Yelp, HealthGrades, etc.
- Engage patients for direct feedback through surveys and online reviews
- Mitigate the impact of negative online reviews through the service of Advanced Reputation Management

3

ONLINE SEARCH LISTINGS AND SOCIAL MEDIA

- Get found on the first page of internet searches
- Monitor how your practice ranks in online search listings against other practices in your area
- Help increase your local Search Engine Optimization (SEO)—the more information on search engines, the more likely new patients will come to your practice!

4

MARKETING TRACKER

- Convert more leads into new revenue
- Track all calls, leads and conversions with the all-in-one dashboard to help your practice market more successfully
- Integrated reports that automatically update the dashboard for a quick glance at revenue and ROI

5

CALL RECORDING AND CALL ANALYSIS

- Classify call segments, new patient related, reason for lost opportunity and outcome of the call
- Manage your staff and office
- Increase conversions and new patients



eCONNECTIONS

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