



CASE STUDY

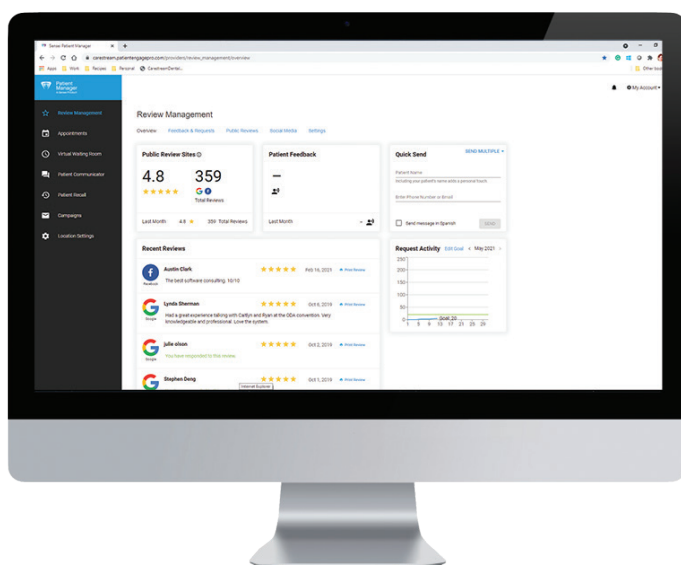
How Carestream Dental's Patient Manager Assisted Forever Smiles in Reputation Management

Dr. Daniel Camacho

With the willingness to embrace technology and work with Carestream Dental, Dr. Daniel Camacho found new patient acquisition success by using the latest integrated patient engagement software, Patient Manager with Sensei Cloud.

"Everything begins with the quality of service and the experience Carestream Dental gives. But if you have [Patient Manager] to help people voice their opinions, I can attribute at least one call a week telling my office they found us on Google, and that's why they are calling to make an appointment."

Dr. Camacho



With more positive reviews and the ability to collect them in an automated way, Dr. Camacho's business benefited greatly.

How Patient Manager helps drive business

Today, every business has to have an online presence to be successful. Research shows that **87% of consumers** use the internet to find reviews on a local organization before doing business with them. Reviews help people form trusting relationships, make well-informed decisions and better understand business best practices.

When 63% of consumers are using a company's website to find and engage with a business, it's important to maintain a great online presence and reputation. Dr. Camacho's new Forever Smiles practice had fewer than 10 Google Reviews before deciding it was time to focus heavily on their online presence and figure out how to get more people on their website.

Along with quality orthodontics, Dr. Camacho attributes his year of success to his ability to embrace technology as a business tool. He likes to weave several classic best practices into the mix but loves the idea of modernizing the process. That's where Carestream Dental's Patient Manager comes into play—the digital center for patient engagement.

Dr. Camacho has been able to free up his staff from time-consuming tasks with the following Patient Manager features:



Two-way texting



Automated
appointment
reminders



Reputation
management



Email
campaigns

“Patient Manager is driving new business and new growth, but the other pieces like the text feature and reminders are making the office more efficient.”

Dr. Camacho

“Guided dental implant surgery makes my case outcome precise, safe and easy to operate. It’s also easy to prepare and plan precise cases without significant investment.”

Dr. Yoko Yamada, DDS, MSD

Dr. Camacho’s Patient Manager success

Within a single year of utilizing Patient Manager for reputation management, Dr. Camacho saw the Forever Smiles online presence soar from 10 Google Reviews to now 76 5-star Google Reviews and growing.

Beyond increased reviews, some of the other successes Forever Smiles experienced within a year of implementing Carestream Dental’s solutions include:

- Visits to the office website are up 240% YOY
- Tracking phone calls to the office are up 144% YOY
- Requests for directions to the office are up 257% YOY
- A 421% YOY Google Search ranking increase for prospective patients searching for a provider near them
- A 668% YOY Google Search ranking increase for prospective patients searching directly for Dr. Camacho’s office online

Working with Carestream Dental



With significant success in only a short time of using Carestream Dental solutions, Dr. Camacho and his staff members are pleased to have made the shift and are excited to see what the future holds. Reviews have given him the opportunity to drive new business via the website, while new features with opportunities to take phone calls and direction requests have made it easier for prospective clients to make their way into the practice.

Request a Demo

800.944.6365

gosensei.com