PatientSmart: ADA patient education for your website

PatientSmart is the easy, affordable way to put ADA patient education brochures and videos on your website. The robust library of ADA patient education content is accessible directly from your site when you add an easy-to-install button on your home page. PatientSmart can put your patients at ease by highlighting the full range of services you offer and aligning your practice with the ADA, a name patients know and trust.

Featuring a broad range of topics, this simple tool helps you engage with patients and reinforce treatment options and best practices. Customize the platform to your practice by selecting which of the 48 topics to display, choosing a color scheme, and featuring your practice information. Patients see a collection of content you recommend, written in easy-to-understand language to enhance accessibility and case acceptance.

Patients have access to videos, text and images provided from the ADA’s best-selling brochures. Each topic is provided in both English and Spanish. You can even print out or email the content to patients before or after an office visit.

Sample Menu Page
When one of the nine main categories such as “Taking Care of Your Smile” is clicked, a menu of topics appears. You have the option to hide topics or entire categories if you wish.
Do You Grind Your Teeth?

When you are grinding your teeth or clenching your jaw, it’s called **bruxism (b**r**Ü**k**s**-i**s**-im)**.

**Grinding** is when you slide your teeth back and forth over each other. **Clenching** means you tightly hold your top and bottom teeth together. Bruxism is something that children and adults of any age may do.

Many people with bruxism wake themselves up during the night with a loud grating or grinding sound. The sound may even be loud enough that other people can hear it. However, bruxism may also be silent.

People who suffer from bruxism may have one or more of these symptoms:

- headache or earache
- sore jaw
- jaw clicking
- frequent toothaches
- sensitive teeth
- facial pain
- worn or cracked teeth or fillings
- markings from pressing your teeth into your tongue
- trouble sleeping

**What causes bruxism?**

Stress, sleep disorders and a bite that is not normal are some things that may play a role. What is causing you to grind your teeth may not be known for sure.

Your dentist can see if you have bruxism by checking for unusual wear spots on your teeth and looking at any related symptoms. Regular dental checkups are important to find damage in the early stages. Your dentist can help you manage bruxism and the related symptoms, as well as repair your teeth if necessary and help prevent further damage.
How is bruxism treated?

Your dentist may recommend that you wear a **night guard** during sleep. Night guards are custom-made by your dentist from plastic or other materials. The night guard slips over your upper or lower teeth and prevents them from touching. It protects your teeth and helps keep them from wearing down.

![Teeth worn by bruxism](image1)

Custom-made night guards protect teeth from wear.

![Custom-made night guards protect teeth from wear.](image2)

Treatment depends on each person's situation. Your dentist may also suggest one or more treatments, such as these:

- ways to lower stress
- medication for pain or muscle spasms
- exercises to relax jaw muscles
- fillings or other dental treatment to repair damaged teeth

You may need to try a few different treatments to find out what works for you. You can help manage bruxism by paying attention to the symptoms, having regular dental visits and talking with your dentist.

*Bruxism and bite guard photos courtesy of Dr. William J. Moorhead, www.flemingsburgdental.com*
Email Content

When the “Email This Content” button is clicked, the below window appears. Enter the patient’s email address and change the message as you wish, then click Send. Your patient receives an email with a link to that topic page.

A Dental Link for You - Do You Grind Your Teeth?

Practice: Johnson Dental Associates

Doctor's Name: Dr. Jordan Johnson

From: drjohnson@johnsondental.com

To: 

Subject: A Dental Link for You - Do You Grind Your Teeth

Message Body:

Hello patient,

I'm sending you some information that I believe is important for your dental health. Please take a moment to view the web page linked below. Our practice looks forward to helping you maintain a healthy smile.

https://education.avident.com/ada/Index.php/portal/emailed/a

SEND EMAIL
Print Content

With one click, you or your patient can create a printer-friendly version of the topic page, also labeled with your practice contact information.

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Cost and How to Subscribe

Your subscription will cost only $359.40 annually, plus a $99 one-time start-up fee.

There are no hidden costs and you will never be asked to pay for updates, new editions, or special software. And you can cancel anytime.

How to subscribe
1. Place your subscription order
   Order online at www.adacatalog.org or call the ADA at 800.947.4746.

2. Watch for an email from ADA PatientSmart
   You’ll receive an email with a link to your Subscriber Page within about one business day.

3. Authorize your site and set your preferences
   Log in to your Subscriber Page. Type in your contact info, practice URL and check the topics you wish to display. You may also upload your practice logo, if you wish.

   Practice Name on Your Web Portal:

   Your Domain:

   Contact Information:

   The following is your personal account. The contact information you enter below will appear on your PatientSmart website and emails.

   *First Name:
   Jordan

   *Last Name:
   Johnson

   Doctor’s name to show on websites:
   Dr. Jordan Johnson

   (leave blank if only practice name is desired)

   *Practice Name:
   Johnson Dental Associates

   *Email:
   drjordan@johnsonental.com
Logo:

Your practice logo will be shown next to your contact info. Logo image must be in JPEG or PNG format.

Topics

- Below each topic is a link. Paste this link into your site if you wish to link directly to a topic page, rather than to the PatientSmart main menu.
- To hide a PatientSmart category or topic, uncheck the ‘Show this Category’ item or ‘Show’ box (first column) for a topic.
- To put a topic in your Favorites, check the Favorites checkbox (second column).
- If you would like to disable the “Email This Content” feature on any category or topic, uncheck the box in the “Email Content Button for this Category” or “Email Content” (third column) for a topic.

<table>
<thead>
<tr>
<th>Show</th>
<th>Favorite</th>
<th>Email Content</th>
</tr>
</thead>
</table>
| Category Name: **Your Dental Visits**  
- Show this Category  
- ‘Email Content’ Button for this Category  
- Brushing  
  //education.avendent.com/ada/index.php/portal/ac527801324234/1/1 |
| Category Name: **Your Dental Visits**  
- Show this Category  
- ‘Email Content’ Button for this Category  
- Do You Grind Your Teeth?  
  //education.avendent.com/ada/index.php/portal/ac527801324234/1/45 |
| Category Name: **Your Dental Visits**  
- Show this Category  
- ‘Email Content’ Button for this Category  
- Flossing  
  //education.avendent.com/ada/index.php/portal/ac527801324234/1/2 |
| Category Name: **Your Dental Visits**  
- Show this Category  
- ‘Email Content’ Button for this Category  
- Fluoride: Nature’s Cavity Fighter  
  //education.avendent.com/ada/index.php/portal/ac527801324234/1/41 |
| Category Name: **Your Dental Visits**  
- Show this Category  
- ‘Email Content’ Button for this Category  
- Baby Bottle Tooth Decay  
  //education.avendent.com/ada/index.php/portal/ac527801324234/2/5 |
| Category Name: **Your Dental Visits**  
- Show this Category  
- ‘Email Content’ Button for this Category  
- Baby Teeth  
  //education.avendent.com/ada/index.php/portal/ac527801324234/2/7 |
| Category Name: **Your Dental Visits**  
- Show this Category  
- ‘Email Content’ Button for this Category  
- Healthy Smiles for Kids  
  //education.avendent.com/ada/index.php/portal/ac527801324234/2/26 |
| Category Name: **Your Dental Visits**  
- Show this Category  
- ‘Email Content’ Button for this Category  
- Mothers and Babies  
  //education.avendent.com/ada/index.php/portal/ac527801324234/2/6 |
4. Cut and paste
Choose the button you want to show on your site. Then, paste its “code snippet” into your page. Site visitors can click the button to see PatientSmart content. If you prefer to link to each topic individually, embedded code is provided for each topic page and video. If you need help with setup, customer support is just a phone call or email away.

Choose from 10 different button options.

Buttons HTML (Copy)

Option 1 - 300 x 200 pixels

Copy the code:

```html
<a href="/education.avident.com/ada/index.php/portal/show/ac527801324234" title="ADA dental patient education center">Click here to learn about:
- healthy smile tips
- dental care for kids
- cosmetic treatments
... and many more topics provided by your ADA member dentist
</a>
```

Option 2 - 250 x 250 pixels

Copy the code:

```html
<a href="/education.avident.com/ada/index.php/portal/show/ac527801324234" title="ADA dental patient education center">
<img src="/education.avident.com/ada/images/ADA_PS_250x250_button.png" title="videos and articles about dental care from your ADA member dentist" /></a>
```

5. Share with your patients
You’ll get the most from your subscription by emailing PatientSmart pages to patients before, during, or after visits. And of course, the information will be easy to find for patients who visit your website on their own.
Frequently Asked Questions

If you don’t see your question below, feel free to contact the ADA.

What is PatientSmart?
PatientSmart is the ADA offering that allows you to put ADA patient education information right on your website. An easy-to-add button (one small block of code) gives your patients access to up to 48 different topics—right from your own home page.

Is PatientSmart a website?
PatientSmart is a way to boost the effectiveness of your existing website. With this tool, the ADA is making their long-valued, high-quality brochure information available to your practice and your patients electronically, through your online presence.

Why might I need PatientSmart?
For potential new patients, having a robust website with meaningful ADA content adds credibility to your practice and will help turn web visitors into first-time patients.

With your existing patients, PatientSmart education materials will help you make the most of your valuable face-to-face time. Patients will arrive having read the information you sent and are more ready to accept your treatment plan. And you can follow up with additional information electronically.

Well cared-for patients, who feel their dentist communicates with them, are loyal to the practice and attract new patients to that practice.

Is it just videos?
No; each topic has a video and related text and images drawn from the ADA’s most popular brochures.

Won’t all that information overwhelm my patients?
No. The information is concise and easy to process. The list of treatment areas will include only the ones you choose based on your practice needs. Patients see just one article at a time. And patients can select the format they prefer—video or text.

Does PatientSmart work on iPads and mobile phones?
Yes. PatientSmart can be viewed on most devices and browsers, so your patients can see it even when they’re on the go.

I already pay someone to update my site. Why do I need this?
With PatientSmart, anytime the ADA makes an update to the content—that’s what your patient will see. It’s always accurate and always trusted. A webmaster can maintain your site but can’t always know which online content is accurate and current. With this tool, you deepen the quality of your web content with virtually no effort—and definitely no worry.

What does it cost?
PatientSmart is very affordable.
A subscription costs only $359.40 annually, with a one-time $99 set-up fee. There are no hidden costs and you will never be asked to pay for updates, new editions, or special software. And you can cancel anytime.

**What if I decide to cancel?**
No problem. Should you need to cancel your subscription, just call the ADA at 800.947.4746 and fees for any unused months of the subscription will be refunded. However, after 30 days the ADA will be unable to refund the $99 start-up fee.

**How is PatientSmart different from what other web companies are offering?**
PatientSmart is an affordable, concise library of carefully selected content designed to inform, educate, and increase treatment acceptance—without overwhelming the patient or the practice staff. And because it comes from the ADA, it is specifically designed to address our members' concerns. There’s no sales pressure and there are no hidden fees.

**Will this information all be under my web address?**
Because the ADA maintains this information (and automatically updates it as needed) it must be housed centrally and not under your URL. But to make sure your practice is promoted, any time a patient accesses a PatientSmart page through your site, it will be clearly marked with your practice name and clearly marked with a one-click return to your home page.

**I have more than one dental office. Can PatientSmart be used for the other offices too?**
One PatientSmart subscription covers one domain (URL) for up to three practice locations. However, just one set of contact information can be used with each subscription. If you have more than one domain and/or more than three practice locations, call 312-440-2391 to find out about institutional/group practice pricing.
Build Your Practice with PatientSmart

Attract new patients
PatientSmart content will make your website more robust, and ADA-created content will lend additional credibility. Your reputation combined with that added credibility will help turn web visitors into new patients.

Increase treatment acceptance
You can make the most of your PatientSmart subscription by emailing information to a patient before or after a visit. (Every one of the 48 topics has an “email this” feature that makes it especially easy.)

In the privacy of their own homes, and taking as much time as they need, patients can watch a video or read text in support of your treatment recommendations. They arrive at their next visit ready to comply.

Make the best use of your valuable chairside time
Don’t just talk about dentistry—practice it! A well informed, well prepared patient asks more focused questions, places greater trust in recommendations, and arrives at his or her visit ready to get to work. And that makes you more efficient and more successful!

Even saving a few minutes with each patient can more than cover the cost of your PatientSmart subscription.