

Getting the most from your ADA PatientSmart® subscription

A user's guide for the dentist and office manager

So you've logged into the PatientSmart subscriber page and typed in your contact info? Great! You're ready to get started. Here are some tips for situations where PatientSmart can really help get your dental messages across to patients. If you have other ideas for how to use PatientSmart, we'd love to hear from you! Email us at patientsmart@ada.org.

Where to put the PatientSmart link on your site

You have two main considerations:

Make the PatientSmart link easy to find on the site. It's recommended that you put the PatientSmart link on your practice's home page so patients see it right away. (Of course, you can put PatientSmart links on more than one page.) The larger PatientSmart button links are more visible. If you choose a smaller button or text link, place it "above the fold," the part of the page visitors can see without scrolling down. Text links are best placed at the top or upper left of the page for maximum visibility.

If you use a button link, consider adding a sentence or two next to it, such as "Visit our PatientSmart pages to learn how to have a healthy, great-looking smile. You can watch videos and send pages to friends and family. The pages are in English and Spanish."

To embed a button, click Choose a Button and copy and paste the HTML code to your website's code.



Buttons HTML (Copy)

Copy the desired button's HTML code and paste into your website's code. The button chosen will appear on your website and link to PatientSmart.

Option 4 - 250 x 250 pixels



Copy the code:

```
<a
href="//education.avadent.com/ada/index.php/portal/show/91
c068e3bc1ce3" title="ADA dental patient education center">
</a><!-- This button links dental
patients to information about gum disease, tooth decay
```

If you prefer a more custom approach, you can embed PatientSmart topics and videos into your existing website structure. Your Subscriber Page includes embed code for all of these, too.

Give web visitors a clear path to follow. It's true for any website – arrange content logically and you'll give your visitors a more satisfying experience. If a patient is looking for information about tooth whitening, help him or her find it in as few clicks as possible. And if your site names the services you offer, keep them all in one place—avoid having multiple lists at different links.

Many PatientSmart subscriber sites have a link called “Patient Education” or “Services,” with links to individual topics (such as Tooth Whitening). You can link directly from there to the PatientSmart Tooth Whitening page. Or, if you already have your own Tooth Whitening page, add some text such as “For more information about tooth whitening from the ADA, click here,” and link it to the PatientSmart Tooth Whitening page.

To link directly to a specific page, visit the Select/Favorite Topics page. Choose your desired topic and paste the link directly onto your site.

Tooth Whitening

<//education.avadent.com/ada/index.php/portal/show/91c068e3bc1ce3/4/12>

How to Customize PatientSmart for Your Practice

PatientSmart offers a wide variety of treatment information across its 48 topics. Not every topic might be offered at your practice. To customize the information available

based on your services, visit your settings page. Under Select/Favorite Topics, you will see all the available topics. Uncheck the box in the gray column next to any of the topics you don't wish to display.



You can also explore the Site Analytics page to see how your patients interact with your website. Review your number of visits, likes, and views. Click the arrow icon next to Total Views to see which topic pages are the most popular.






Show	Favorite	Email Content	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Brushing //education.avadent.com/ada/index.php/portal/show/91c068e3bc1ce3/1/1
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Do You Grind Your Teeth? //education.avadent.com/ada/index.php/portal/show/91c068e3bc1ce3/1/43
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Flossing //education.avadent.com/ada/index.php/portal/show/91c068e3bc1ce3/1/2

You can also explore the Site Analytics page to see how your patients interact with your website. Review your number of visits, likes, and views. Click the arrow icon next to Total Views to see which topic pages are the most popular.

Your PatientSmart Analytics

Number of Visits: 1952
Unique Visits: 8
Returning Visits: 3145

Total Views: 841 
Total Likes: 0 

Views per Topic	
Topic Name	Views
Orthodontic Treatment for a Healthy, Beautiful Smile  Improving Your Smile	10
Tooth Replacement Options  Restoring and Replacing Teeth	9
Dental X-Ray Exams  Your Dental Visits	50
Should You Take Antibiotics Before Your Dental Treatment?  Dental Problems and Treatments	26
Tobacco and Oral Health  Keeping Up with Oral Health	6

Get your team up to speed with PatientSmart

To make the most of PatientSmart, **the whole team needs to know how and when to use it.** If you have computers with Internet, the “how” part is easy—just bookmark the PatientSmart login page, education.avadent.com/ada (you should only need to log in the first time). For faster access, make this the browser’s home page. You could also make a Shortcut to this PatientSmart page on your computer’s desktop. And if you have PatientSmart on your practice website, you can always access PatientSmart from there as well.

As for the “when,” think about how PatientSmart will fit into your patient education process. Start with a few main situations when you want every team member to use PatientSmart. Set aside 15 minutes in a staff meeting to show them the site and state your expectations for how they will use it. For example:

- Each time an extraction is scheduled, the treatment coordinator will email the patient the link to the PatientSmart Extraction page.

- Whenever scaling and root planing is recommended, the assistant will show the Periodontal Treatment video.
- Whenever you see a child at high risk for caries, the hygienist will show the parent the Early Childhood Caries video and print the page as a handout for them.

Let the team know that you have chosen PatientSmart to share trusted ADA messages with your patients. **The more team members use the site, the more it will reinforce your recommendations and the more you'll get out of your subscription.**

Use PatientSmart for...

Promoting your practice to new patients.

Patients searching the Internet for a new dentist want to know more about you and your practice. Can they trust your expertise? Will they feel comfortable and welcomed? Having robust educational content on your website helps them feel confident in your care. PatientSmart highlights the full range of services you offer and aligns your practice with the ADA, a name patients know and trust.

Prospective patients who call your practice likely have Internet access, as well. After their initial questions have been answered, suggest that they get to know you better by visiting the PatientSmart area of your website. The range of videos and articles conveys that your practice is transparent, trustworthy and approachable.

At health fairs and other community events, have your practice website available on your mobile device. If a potential patient asks about a specific condition, the information is at your fingertips. You can even email it to him or her on the spot.

Use PatientSmart for...

Keeping your practice to top-of-mind with current patients

Send out a letter or email announcing that PatientSmart is available on the practice website. Or, if you are sending a general communication about your practice website, mention PatientSmart along with the other features and functions you offer – for example, that patients can read dentist and staff bios, book appointments, watch dental treatment videos, etc.

Use PatientSmart for...

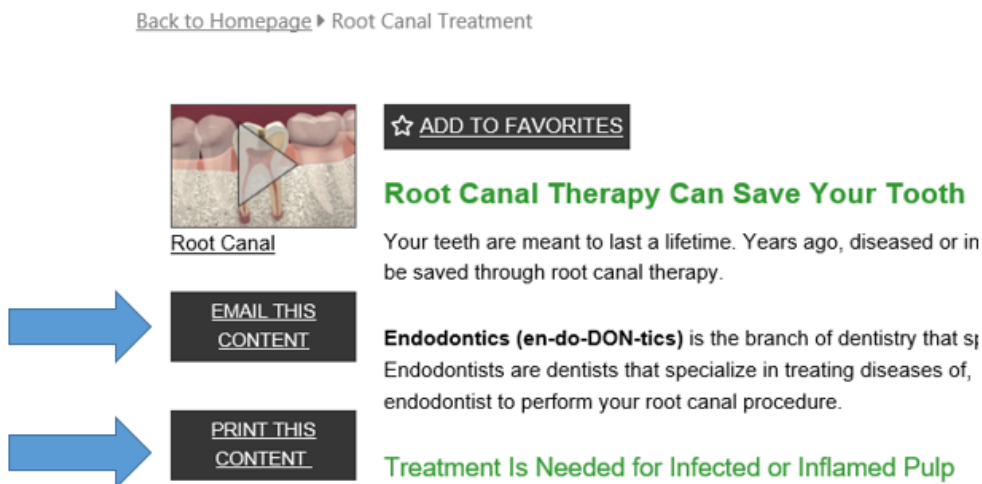
Pre-treatment education.

When patients call or email to schedule, ask if they've seen your website. Suggest they click on the PatientSmart link for additional dental information (make sure to tell them where the link is on your site). If they have further questions, the doctor and team will answer them at the appointment.

If you have a blog on your website, it's a great place to mention PatientSmart. You can focus on dental techniques with a link to a specific video from PatientSmart. Or you may choose to spotlight PatientSmart as a resource you provide to educate patients through multiple channels. Either way, you are showing that patient communication is important to you.

When you book a patient for a procedure, go ahead and email him or her that topic's PatientSmart link. Pull up the page on PatientSmart, click "Email this Content" and fill in the patient's email address.

[Back to Homepage](#) ▶ [Root Canal Treatment](#)



Root Canal

ADD TO FAVORITES

Root Canal Therapy Can Save Your Tooth

Your teeth are meant to last a lifetime. Years ago, diseased or in be saved through root canal therapy.

Endodontics (en-do-DON-tics) is the branch of dentistry that s; Endodontists are dentists that specialize in treating diseases of, endodontist to perform your root canal procedure.

Treatment Is Needed for Infected or Inflamed Pulp

EMAIL THIS CONTENT

PRINT THIS CONTENT

When you send appointment confirmations, you can also send patients the link for the treatment they will get that day—even if it's just a preventive visit. Or, if you're calling patients to confirm, you can remind them to look at the PatientSmart link on your site for dental information and videos. This gets them thinking about different aspects of dental health and may help start a conversation about cosmetic treatment, for example.

Use PatientSmart...

During the dental visit.

Treatment rooms—PatientSmart videos are great for educating patients in treatment rooms. The treatment videos are best for informing the patient about a treatment being recommended, such as *Root Canal*. Some videos are focused on prevention, such as *Sipping and Snacking*, and are more suited for showing if there are a couple minutes of downtime. Be sure to browse around PatientSmart and get familiar with the options.

Reception area—if you have a computer or iPad for patient use, make PatientSmart (education.avadent.com/ada) the browser's home page. Encourage patients to check it out while they wait. Parents can show Dudley the Dinosaur videos to their kids, too!

Use PatientSmart for...

Post-treatment reinforcement

To give patients post-procedure information, choose one or all of these methods:

- Play a PatientSmart video (i.e.; *Tooth Extraction*) for them in the treatment room.
- Print a PatientSmart handout and send it home with them. Go to the topic you want, click "Print This Content" and it will print out with your contact information at the top.
- Email patients the link to the relevant PatientSmart page during or right after the appointment. If you have any individual recommendations to add, you can type them into the email.

PatientSmart Technical Support (programming or login questions):

877.789.4448, 8:00 a.m. - 4:30 p.m. MT

PatientSmart Order Support (subscription renewals, customer feedback):

800.947.4746, 8:00 a.m. - 5:00 p.m. CT