



Patient Studio 2.0 eNewsletter User Guide

Marketing to Patients

July 1, 2014

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eNewsletter

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Your eNewsletter will routinely be sent around the first to the third of each month – enough frequency to provide “repetition and recognition” but without causing the patient to think they are being spammed. With this in mind, we have a clear link for the patient to unsubscribe on every eNewsletter.

If a patient does opt out, we recommend that you call to make sure the patient is not unhappy with something or someone else in your office.

By engaging your patients with interesting information about your practice and educating them with articles about conditions and procedures and new treatments and other services offered by the office, you will be maintaining relationships and forging bonds that will be long-lasting. And the best part, you should see an increase in elective services by raising your patient’s dental IQ.

But don’t be surprised if one of your patients sees an article about a condition relating to a friend, forwards the eNewsletter on and, viola, you have a new patient. For example, you may post an article that describes a diastema and how to improve the cosmetics with porcelain veneers. While your patient doesn’t have this condition, their good friend may and he/she might send the article to the friend with great “before and after” photos and, of course, a good recommendation about their dentist. The case almost sells itself.

We suggest that you add a sign up section for a free eNewsletter to your website. Just ask for the person’s name and email and add them to your newsletter database. This is great marketing for potential new patients and should increase the size of your practice with qualified patients who already seeking the dental and health services that you offer.

Your office can choose a template style and setup an entire year of eNewsletters in about 1-2 hours. And it’s easy to make changes to the content at any time before the monthly issue is sent. Once you have created a series of newsletters, they will automatically be sent in the beginning of each month. In your management account under the link “eNewsletters,” there is a “Sending History” that show the date each issue went out, to how many patients it was sent and which articles were included.

Overview/Summary

This section shows quick glance of your current settings and choices; from here, by clicking on the appropriate button, you may navigate to a specific section to view past history and/or see your future schedule. When the new page appears, changes and edits will be possible.

Template Settings

Template Settings

Introductory Text

Please enter the text used to introduce your newsletter.

[Help With Formatting](#)

Preview Current Style: **Elegant**

""Welcome"", to the monthly issue of ""[Type in doctor's name or practice name]"" eNewsletter. We hope our newsletters prove to be informative, educational, and beneficial. Each issue will cover different topics that can affect your health and the way you look and feel. Please don't hesitate to e-mail this newsletter to whomever you think may benefit from its information. And as always, feel free to e-mail us or call our office with specific questions.

Welcome. to the monthly issue of **[Type in doctor's name or practice name]** eNewsletter. We hope our newsletters prove to be informative, educational, and beneficial. Each issue will cover different topics that can affect your health and the way you look and feel. Please don't hesitate to e-mail this newsletter to whomever you think may benefit from its information. And as always, feel free to e-mail us or call our office with specific questions.

Links

Website

Facebook

Twitter

LinkedIn

From the eNewsletter drop down menu in the top blue tools bar, choose "Template Settings." When the page appears, you will be able to activate your settings.

Look at the default introductory text that will be seen at the top of the newsletter. If you like wording, just **type in the doctor's name or the name of the practice** in the designated position. You can delete our text and customize the introduction with any text of your own. You can use bold, italic and change the size of the font. For the correct method of HTML formatting, click on "Help with Formatting." As you type, you can view the box to the right to see what it will actually look like.

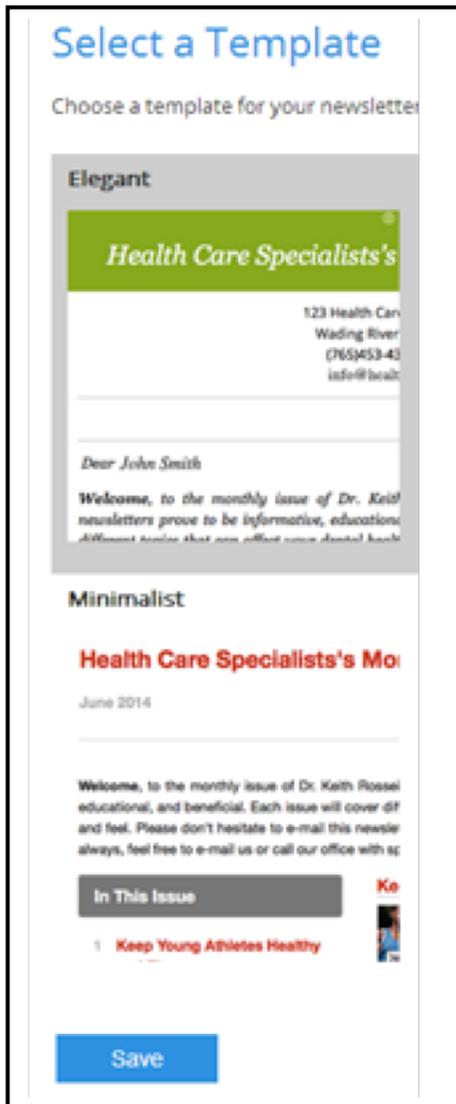
Note: You do not have to type in "Dear" or a patient's name; those are added automatically by our program.

You may add any or all the following links to your newsletter – your website or your pages on Facebook, Twitter and Linked-In. All the boxes next to the links are empty. **Click on the box next to the link** you want to add. A check mark will appear in the box and a text box will appear to the right; type in your URL address and then click on the green check/circle or hit "return" to save the link.

When all your settings have been established, **click on "Save"** to the lower left.

To get to the next step, if this is the first time you are customizing your newsletter, you may either click on "Preview" and you will be directed to the appropriate page, or from the eNewsletter drop down menu in the top blue tools bar, choose "Select a Template."

Select a Template

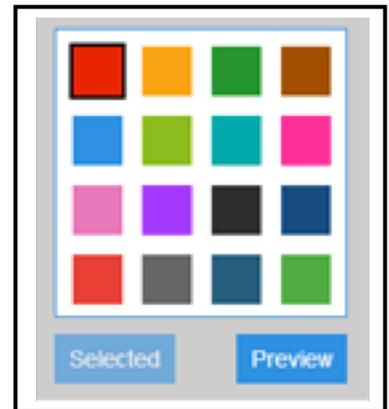


From the eNewsletter drop down menu in the top blue tools bar, choose “Select a Template.” When the page appears, you will have a choice between two different template styles – “elegant” [single column] or “Minimalist.” [two column] It is recommended that you decide which template design you like and stay the course to protect your branding image.

Next, to the right of the chosen template, choose a highlight color by clicking on the desired colored square. A black line will appear around the square [example here red is picked] and the word “Select” will change to “Selected.”

Click on “Save” under the template styles.

A pop-up will be displayed “your information has been saved.” Click OK.



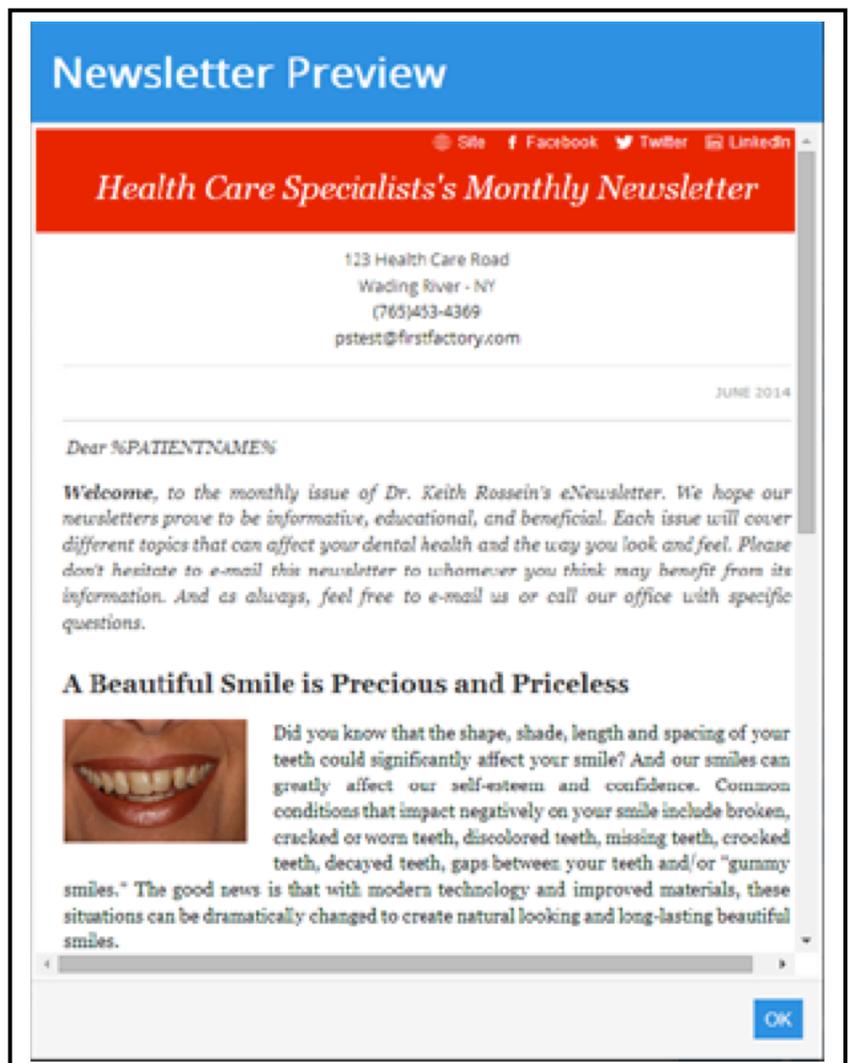
Click “Preview” in the selected template.

Since this is the first time you are preparing your newsletter, you will see one default article, “A Beautiful Smile is Precious and Priceless.” You have the option of deleting or changing that article in the “Set-up Newsletter” section.

If the preview is satisfactory, click “OK.”

At anytime you can return to the previous two sections and make modifications.

To continue first-time preparation, choose “Set-up Newsletters” from the eNewsletter drop down menu in the top blue tools bar, and follow instruction.



Set-up Newsletters

Because of busy offices, try to stay ahead; we recommend setting up 6-12 months of eNewsletters as soon as you are ready to start, but you can prepare them every month if you wish, or you can go back and **make changes in any of them prior to the sending**. Keep in mind that they will be automatically sent during the first few days of every month, so if there are any time-sensitive articles or promotions, be sure they appear in the correct issue. Here are the ground rules.

Each newsletter may have up to 10 articles. An **“article” is defined as one of 10 “spots”** – they may be articles with images chosen from our archives [if you are a dentist, you may take 2 each month from the dental library; if you are a different type of healthcare professional, you are allowed 2 articles each month from the medical, chiropractic, plastic surgery, etc. library]; you may take any number of appropriate holiday wishes from the holiday library; you may write your own articles, which can be text with your own images, a special message in headline size font [type] or specific promotions, contests and/or instructions. At the end of this section, we have many ideas and topics to help you create your own promotions, enhance your community standing and spread overall goodwill. Just use your own creativity and wait for the great feedback.

Send Monthly Newsletters

June 2016 Reorder

<input type="checkbox"/>	A Beautiful Smile is Precious and Priceless - Did you know that the shape, shade, length ar	Change...	↓	↑
<input type="checkbox"/>	Happy Fathers' Day - Happy Fathers' Day Wishes from the Entire Office	Change...	↓	↑
<input type="checkbox"/>	Child Safety: Poisoning - A poison is anything that you eat, breathe or touch that could cause	Change...	↓	↑

[Add Another Article](#) [Preview](#)

June 2016

	Workplace Ergonomics - According to the United States Department of Health and Human Se	Change...
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[Add Another Article](#) [Preview](#)

July 2016 Reorder

<input type="checkbox"/>	Celebrate Armed Forces Day - All of us would like to pay tribute to the men and women of our	Change...	↓	↑
<input type="checkbox"/>	Happy Independence Day from all of Us - Have a Great July 4th Celebration and Stay Safe	Change...	↓	↑
<input type="checkbox"/>	Sinusitis Got You Down? - During the winter months and at other times when the air is very...	Change...	↓	↑
<input type="checkbox"/>	Mix & Match Treatment for Great Esthetics - In the dictionary the definition of esthetics...	Change...	↓	↑

[Add Another Article](#) [Preview](#)

August 2016 Reorder

<input type="checkbox"/>	A Bite Out of History 1 - People of ancient times believed that the stabbing pain of a toothache	Change...	↓	↑
<input type="checkbox"/>	Barefoot Running - Until recently, most of us considered athletic shoes an important and esse	Change...	↓	↑
<input type="checkbox"/>	The Rise in Precocious Puberty - Many theories exist surrounding the increases in early pub	Change...	↓	↑
<input type="checkbox"/>	Breaking Dental News - Pacifiers Implicated in Ear Infections Acute otitis media, commonly...	Change...	↓	↑
<input type="checkbox"/>	Travel Aches and Strains Can Be a Pain in Your Back - Traveling can be rough on the body	Change...	↓	↑

[Add Another Article](#) [Preview](#)

The first spot in the upcoming month will already have a default article ["A Beautiful Smile is Precious and Priceless" shown in the example below]. One article is shown just to have a starting place. Begin by deciding what you want for your lead article. To do this you need to review the articles. If you want to replace this "default" article, click on "Change" to the right of the placement article, the library page will appear. Whichever article you select, will automatically replace this article when you click on "OK."

In the example, the "Dental Library" was chosen and then the category "Cosmetic." From the list, "Our Patients are Bonded" was selected. Click "OK" to select the article and it will automatically replace the article you wanted to change.

We strongly recommend that you read and evaluate each article that you choose to be sure that it is consistent with the philosophy in your office. Please let us know if you have any concerns with the content.

Set-up Newsletters

Send Test

November 2016 A Beautiful Smile is Precious and Priceless - Did you know that the shape, shade, length ar [Change...](#)

[Add Another Article](#) [Preview](#)

December 2016 [Add An Article](#) [Preview](#)

January 2017 [Add An Article](#) [Preview](#)

Library

Dental Library | Medical Library | Private Library | Holiday Library | Chiropractic Library

Please Select A Category

- Children
- Cosmetic
 - A Beautiful Smile is Precious and Priceless
 - A Crowning Achievement
 - A Twinkle in Your Smile
 - Bonding Breakdown? Time for Ceramic Veneers
 - Bridging the Gaps
 - Cosmetic Customized
 - Ceramics
 - Mix & Match Treatment for Great Esthetics
 - New Teeth While You Wait
 - On the Dark Side
 - One Gorgeous Smile with LUMINEERS®
 - Our Patients are Bonded**
 - See the Light... The Dental

Article Preview

Our Patients are Bonded



How we perceive our smile and appearance affects our self-esteem, our moods and how we function in social and business relationships. Common conditions that impact negatively on your smile include broken, cracked or worn teeth, discolored teeth, missing teeth, crooked teeth, decayed teeth, gaps between your teeth and/or "gummy smiles." Each patient and each specific

circumstance must be evaluated on its own merits. Factors such as occlusion (bite), oral habits, available space, health of the gum tissue, severity of the problem and patient expectation must be taken into consideration while planning your cosmetic makeover. Accidents can occur that will fracture the crowns of a front tooth. If the fracture involves the



Current Style: Elegant

[OK](#) [Cancel](#)

November 2016 Our Patients are Bonded - How we perceive our smile and appearance affects our self-esteem Change...

Add Another Article Preview

December 2016 Add An Article Preview

First article has been replaced.

To continue setting up the first newsletter:

1. Click on "Add Another Article." That will bring you to the "Libraries" page, where you can browse the appropriate library and choose an article. In this example, the "Dental Library" was chosen and then the category "Oral Conditions." From the list, "Is Your Sore Cantankerous?" was selected. **We strongly recommend that you read and evaluate each article that you choose to be sure that it is consistent with the philosophy in your office.** Please let us know if you have any concerns with the content.
2. Click "OK" to select the article and it will automatically be added to your in the second position.

Add an Article

Library

Dental Library Medical Library Private Library Holiday Library Chiropractic Library

Please Select A Category

- Children
- Cosmetic
- Headaches/TMJ
- Holistic
- Implants
- Misc. Dental
- Misc. Non-Dental
- Nutrition
- Oral Conditions
 - Burning Mouth Syndrome
 - Still a Mystery
 - Getting the Point About Oral Piercing
 - Is Your Sore Cantankerous?
 - It's Not What It's Cracked Up to Be

Article Preview

Is Your Sore Cantankerous?



Canker sores [aphthous ulcers] are often confused with fever blisters [cold sores]. They are quite different, however. Canker sores are only found inside the mouth on the gums, cheeks, tongue or floor of the mouth. They cannot be transmitted from one individual to another.

Cold sores are found outside the mouth, usually on the lips but may appear on the chin, outside of the cheek or the nostrils. They begin as a red blister, burst and crust over. The cycle takes 7-14 days to heal. Cold sores, caused by the Herpes Simplex Virus, are contagious, being transmitted by skin-to-skin contact. The virus is dormant most of the time and is carried by almost everyone. Fever blisters occur most often in young adults and adolescents and decline in people over 30.

Current Style: Elegant

OK Cancel

November 2016 Reorder

✕ Our Patients are Bonded - How we perceive our smile and appearance affects our self-esteem Change... ↓ ↑

✕ Is Your Sore Cantankerous? - Canker sores [aphthous ulcers] are often confused with fever blisters Change... ↓ ↑

Add Another Article Preview

December 2016 Add An Article Preview

Article has been added to the second position.

You may continue to add up to a total of 10 articles [spots]; remember you can choose only two per month from your professional library [dental, medical, chiropractic, etc]; the others will come from the Holiday Library or you can write your own articles if desired and start your own private library. This can include articles you have received from other sources. Just be certain they are not copyrighted and you have permission to use the photos.

You may change the position of any article by clicking on the **up or down arrows** in the “Reorder” columns to the right. For example, if you wanted to move the “Celebrate Veteran’s Day” up to position [article] two, click on the **up** arrow to the right of this article.

Set-up Newsletters

Send Test

November 2016 Reorder

<input type="checkbox"/>	Our Patients are Bonded - How we perceive our smile and appearance affects our self-esteem	Change...	↑	↓
<input type="checkbox"/>	Is Your Sore Cantankerous? - Canker sores [aphthous ulcers] are often confused with fever bl	Change...	↑	↓
<input type="checkbox"/>	Celebrate Veteran's Day November 11th - We Honor our Veterans and Give Tribute to them	Change...	↑	↓
<input type="checkbox"/>	Happy Thanksgiving - We Wish all our Patients and their Friends and Family a Happy Thanks	Change...	↓	↑

Add Another Article Preview

December 2016 Add An Article Preview

Set-up Newsletters

November 2016 Reorder

<input type="checkbox"/>	Our Patients are Bonded - How we perceive our smile and appearance affects our self-esteem	Change...	↓	↑
<input type="checkbox"/>	Celebrate Veteran's Day November 11th - We Honor our Veterans and Give Tribute to them	Change...	↓	↑
<input type="checkbox"/>	Is Your Sore Cantankerous? - Canker sores [aphthous ulcers] are often confused with fever bl	Change...	↑	↓
<input type="checkbox"/>	Happy Thanksgiving - We Wish all our Patients and their Friends and Family a Happy Thanks	Change...	↓	↑

Add Another Article Preview

The Celebrate Veteran’s Day article has moved up to the second position.

If you want to delete an article from a specific newsletter, click on the red square with the “X” to the left of the chosen article.

When you have chosen all of your articles for a specific month or at any time that you wish to view the set-up, click on “Preview.”

Newsletter Preview

f Facebook t Twitter

Health Care Specialists's Monthly Newsletter

123 Health Care Road
Wading River - NY
(765)453-4369
pstest@firstfactory.com

JUNE 2014

Dear %PATIENTNAME%

Welcome, to the monthly issue of **[Type in doctor's name or practice name]** eNewsletter. We hope our newsletters prove to be informative, educational, and beneficial. Each issue will cover different topics that can affect your health and the way you look and feel. Please don't hesitate to e-mail this newsletter to whomever you think may benefit from its information. And as always, feel free to e-mail us or call our office with specific questions.

Our Patients are Bonded



How we perceive our smile and appearance affects our self-esteem, our moods and how we function in social and business relationships. Common conditions that impact negatively on your smile include broken, cracked or worn teeth, discolored teeth, missing teeth, crooked teeth, decayed teeth, gaps between your teeth and/or "gummy smiles." Each patient and each specific circumstance must be evaluated on its own merits. Factors such as occlusion [bite], oral habits, available space, health of the gum tissue, severity of the problem and patient expectation must be taken into consideration while planning your cosmetic makeover.

OK

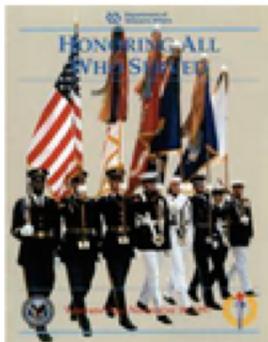
When the eNewsletter is sent, the patient's name will appear at the top where you see "Dear %PATIENTNAME%".

The links you selected will appear at the top in this format.

Newsletter Preview

[Click here for results](#)

Celebrate Veteran's Day November 11th



We Honor our Veterans and Give Tribute to them on this Day

[Origin of this holiday](#)

Is Your Sore Cantankerous?



Canker sores [aphthous ulcers] are often confused with fever blisters [cold sores]. They are quite different, however. Canker sores are only found inside the mouth on the gums, cheeks, tongue or floor of the mouth. They cannot be transmitted from one individual to another.

[Click here to learn more](#)

Happy Thanksgiving



We Wish all our Patients and their Friends and Family a

OK

Scroll to view the entire newsletter. By clicking on the links at the bottom of each article "Click here to see results," "Origin of the Holiday," etc., the reader will navigate to the entire article or be directed to a website with appropriate information.

When you are finished reviewing the newsletter, click on "OK" at the bottom right and you will be returned to the Set-up Page.

Write Your Own Article

Suggestions for Customized Content

So what are some articles that are easy for your staff to put together and will be effective in marketing your practice? Here are some proven recommendations.

Run a Promotion – Here's a great way to market all your services to your existing patients and increase patient flow without any additional cost. The article can be just a few headlines, like a display ad. You can place it along side an article from our library on the same topic. Change it up each month or run for several months – something like 50% off all tooth whitening; receive 20% off all elective dentistry; back to school specials; ask us about Invisalign to correct crooked teeth with no metal bands; maybe, just list all the services you offer; or "Ask us about Botox!"; summer camp specials – just be creative and watch for the results.

Run a Contest – This can be the same article published each month over a period of 3 – 6 months. Decide what you want for your efforts and decide on the prize. Why not use this as a means of collecting patient's email addresses? In the article explain that you are updating your records and collecting email addresses; place a bowl at the front desk for 3-6 months with a sign asking patients to fill out a card with their name and e-mail address and that there will be a drawing at the end of the period for a free tooth whitening or a DVD, or a color TV or anything you want to give away. When you have the drawing and get a winner, take a digital photo of the winner holding the prize and publish it as an article in your next issue. This is powerful marketing.

How about this idea? Again, choose a time frame for the contest to run. Whomever refers the most patients to the practice within that time will receive a fantastic prize – what's it worth for you to spend on a prize say for 5-10 or even more newly referred patients, depending on how long you run the contest? That's your decision. But the article should talk about the prize and the rules – perhaps, how you will identify who made the referral; the referred patient has to make an appointment during the contest period; if two individuals refer the same person, who gets the credit? If a family is referred, do you get credit for each family member who makes an appointment or is it just one referral? If an adult is referred, and they refer the rest of the family, who gets the credit? So, give this some thought so that you make goodwill in the community and get bombarded with new patients. Again, take a digital photo with the winner holding the prize and publish it in the next issue. Keep in mind that the best source of new patients comes from patient referrals.

Short Notice Appointment – When you have a no show patient, or often a last minute cancellation that is nearly impossible to fill in, you lose income that can never be made up. Here's an example for a standing monthly article that may solve this problem for you. Just use our text and customize the last sentence. Decide on the discount. Whatever your decision, it will be better than earning nothing for that time.

"Put Your Name on Our List" (Article Title)

"Many of our patients have busy schedules, making it difficult to schedule an appointment for needed or elective dentistry too far in advance. We have a potential solution that makes sense for you and our practice.

From time to time we get last minute cancellations anywhere from an hour to a day before the scheduled time. So, here is our offer: give us your email address and permission to add you to our 'last minute fill-in' list.

Whenever we get an opening, we will email everyone on the list to contact us if you are interested in taking the appointment time. There is no obligation. The first person to respond will be accepted.

The good news is that you have a choice if it works for your schedule.

The really good news is that you will receive a 15% discount for short notice hygiene cancellation fill-ins and 10% if the fill-in appointment is with Dr. John Doe."

Patient of the Month – This is a creative practice builder. You can publish this monthly or less often if you don't want to put in the effort. Choose a patient whom you like and you see from the schedule will be coming in soon. Approach them and say, "We so much enjoy having you as patient that the office has chosen you as 'patient of the month' and would like to honor you in our newsletter." Get about a paragraph of information about their background and take a digital photo of them. Type it up as an article with the image. For other patients who receive the eNewsletter and know that person, it's like a 3rd party endorsement of your practice, even though you are highlighting the patient. And here's the best part, you can be assured that that patient will forward the eNewsletter to many friends and family who are probably not your patients...yet.

No Cavities Hall of Fame – Here's the title and another good monthly article that will be special to your practice. This article doesn't have to have a lot of text – example- "All children coming for check-ups that have no cavities will be inducted into our 'No Cavity Hall of Fame' and will be entered into a drawing for 4 movie tickets. Congratulations to Harry [first name only]; take a digital headshot photo of the winner and publish it in the article. It's not a bad idea to get an inexpensive digital camera and have your hygienist take a photo of each child after a "good" check-up. Get permission from the parent to use their first name and photo. You can publish up to 5 photos in each article.

Patient Testimonials – Most practices will have patients who express their excitement after seeing the results of cosmetic treatment, having the relief of pain, observing joy on their children's face after treatment, having a much better experience than expected and/or appreciating the efforts of staff to keep them comfortable. Don't lose these opportunities. In their moment of expression, ask them if you may quote them in the next eNewsletter issue; if yes, get the quote immediately; make that digital camera investment pay off and take a head shot of the patient with their permission. Even though you get verbal permission, it's a prudent step to have them sign a simple permission slip; example - Patient name and date – "I authorize the use of my testimonial and photo for educational or promotional purposes in the 'name of practice' eNewsletter and/or website." – print name and signature.

Staff Person of the Month or Quarter – Everyone likes to be complimented. Why not reward a staff person who goes above and beyond to help the practice and show them off in an article. Present a little background on the person, explain their position in the practice and ask them for a photo of themselves to enhance the text.

Depending on the size of your practice and the number of staff, you can publish this monthly or less frequently. This is good for staff morale and elevates the practice in the eyes of your patients. In this same spirit, a great way to introduce a new staff member to your patient population is with an article in your eNewsletter.

Once you have written your own articles or found other articles that you have permission to use, they must be uploaded to your "Private Library" so that they can be included in current or future Newsletters.

1. From the eNewsletter drop down menu in the top blue tools bar, choose "Write Your Own Article."
2. When the page appears, using the drop down menu in the "Select a library for the new article," highlight "Private Library."
3. Select a "Category" from the drop down menu in that box; or click on "Add New Category" and type in the name and hit the save button. You may have many categories or just one, but at least one must be listed.
4. Type in the name of your article or copy and paste the text.
5. In the text box to the left entitled, "Article Text" type in the entire article [without the title] or copy and paste the article from a word document; **note:** you may use bold, italic or headline type that is larger and bolder; for help with HTML formatting, click on the link, "Help With Formatting." This guide will also explain how to create a link to the Internet within your text.
6. As you type and format the text in the "Article Text" box, you can view what it will look like in the text box to the right entitled, "Preview."
7. From the text you have just placed in the "Article Text" box [left], copy 1-2 paragraphs that you want to appear on the front page of the newsletter and paste that into the text box, entitled, "Front Page Text."

Write Your Own Article

Select a library for the new article.

Private Library ▼

Select a category for the new article.

Promotions ▼

Add New Category

Name of the article.

Put Your Name on our List

Display text.

Link to full article

Click here for offer

Link to other website

No link

Article Text

[Help With Formatting](#)

Many of our patients have busy schedules, making it difficult to schedule an appointment for needed or elective dentistry too far in advance. We have a potential solution that makes sense for you and our practice.

From time to time we get last minute cancellations anywhere from an hour to a day before the scheduled time. So, here is our offer: give us your email address and permission to add you to our 'last minute fill-in' list.

Whenever we get an opening, we will email everyone on the list to contact us if you are interested in taking the appointment time. ****There is no obligation.**** ***The first person to respond will be accepted.***

The good news is that you have a choice if it works for your schedule.

The really good news is that you will receive a ****15% discount**** for short notice hygiene cancellation fill-ins and ****10%**** if the fill-in

Preview

Many of our patients have busy schedules, making it difficult to schedule an appointment for needed or elective dentistry too far in advance. We have a potential solution that makes sense for you and our practice.

From time to time we get last minute cancellations anywhere from an hour to a day before the scheduled time. So, here is our offer: give us your email address and permission to add you to our 'last minute fill-in' list.

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The good news is that you have a choice if it works for your schedule.

The really good news is that you will receive a **15% discount** for short notice hygiene cancellation fill-ins and **10%** if the fill-in appointment is with Dr. John Doe.

Front Page Text

Many of our patients have busy schedules, making it difficult to

Preview

Many of our patients have busy schedules, making it difficult to

You may include from 1 to 5 images in your article (Maximum size/image: 5MB). Click on "Upload Image" and this will allow you to browse your computer and upload an image. When you find the photo you need, click on "Open" and the image will appear below the "Upload Image" button on this page. If you have uploaded more than one image, only one image will appear with the text on the front page of your newsletter. You must designate which image that will be by clicking on the image itself and the image outline will become bold. Complete the upload of the article and images by clicking on "Save Changes" so that your article is saved in your private library. There will be a pop-up saying "Article Saved Successfully" and click "OK."

You can edit or delete articles from your private library in the future by going to the library and clicking on the "Edit" or "Delete" buttons.

Front Page Text

Many of our patients have busy schedules, making it difficult to schedule an appointment for needed or elective dentistry too far in advance. We have a potential solution that makes sense for you and our practice.

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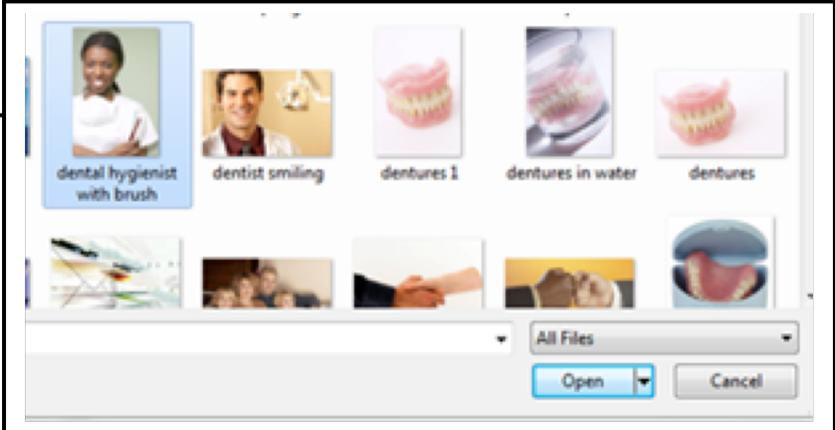
Preview

Many of our patients have busy schedules, making it difficult to schedule an appointment for needed or elective dentistry too far in advance. We have a potential solution that makes sense for you and our practice.

From time to time we get last minute cancellations anywhere from an hour to a day before the scheduled time. So, here is our offer: give us your email address and permission to add you to our 'last minute fill-in' list.

Upload Image

Cancel Changes Save Changes



email address and permission to add you to our 'last minute fill-in' list.

Whenever we get an opening, we will email everyone on the list to contact us if you are interested in taking the appointment time. **There is no obligation.** *The first person to respond will be accepted.*

The good news is that you have a choice if it works for your schedule.



Edit Article Delete Article

Browse Article Library

From the eNewsletter drop down menu in the top blue tools bar, choose "Browse Article Library." When the page appears you will see your Patient Studio Professional Library, the Holiday Library and your Private Library.

1. Click on the library button that you want to view; this will bring up a list of categories. The example shows the Dental Library highlighted and a partial list of categories.
2. Next click on a category, and the list of available articles in that category will appear.
3. Click on an article, and it will appear in the "Article Preview" window.
4. Scroll to see entire article.
5. **We strongly recommend that you read and evaluate each article that you choose to be sure that it is consistent with the philosophy in your office.** Please let us know if you have any concerns with the content.

Browse Article Library

Library

Dental Library Private Library Holiday Library

Please Select A Category

- + Cosmetic
- + Headaches/TMJ
- + Holistic
- + Implants
- + Misc. Dental
- + Misc. Non-Dental

Article Preview

Please Select A Category

- Cosmetic
 - A Beautiful Smile is Precious and Priceless
 - A Crowning Achievement
 - A Twinkle in Your Smile
 - Bonding Breakdown? Time for Ceramic Veneers
 - Bridging the Gaps
 - Cosmetic Customized Ceramics
 - Mix & Match Treatment for Great Esthetics

Article Preview

The highlighted article will appear in the preview box; the example below shows the “Cosmetic” category and the chosen article, “A Beautiful Smile is Precious and Priceless” is highlighted.

Please Select A Category

- Cosmetic
 - A Beautiful Smile is Precious and Priceless**
 - A Crowning Achievement
 - A Twinkle in Your Smile
 - Bonding Breakdown? Time for Ceramic Veneers
 - Bridging the Gaps
 - Cosmetic Customized Ceramics
 - Mix & Match Treatment for Great Esthetics

Article Preview Cur

A Beautiful Smile is Precious and Priceless



Did you know that the shape, shade, length and spacing of your teeth could significantly affect your smile? And our smiles can greatly affect our self-esteem and confidence. Common conditions that impact negatively on your smile include broken, cracked or worn teeth, discolored teeth, missing teeth, crooked teeth, decayed teeth, gaps between your teeth and/or “gummy smiles.” The good news is that with

modern technology and improved materials, these situations can be dramatically changed to create natural looking and long-lasting beautiful smiles.

Each patient and each specific circumstance must be evaluated on its own merits. Factors such as



Sending History

From the eNewsletter drop down menu in the top blue tools bar, choose “Sending History.” When the page appears you will see that Patient Studio keeps a running record of each sent issue, showing the sending date, the number of eNewsletters that went out and the included articles. This quick guide can be used to evaluate responses, choose future articles and set-up patient marketing schedule.

Patient Database

To manage your patient database, click on “eNewsletter” and then on “Patient Database.” This will bring up a list of all patients that have been entered.

This will bring up a table with 4 columns and various action buttons.

Column #1 lists the referral’s name; column #2 records the patient’s email; column #3 indicates whether the patient is Opted In or Opted Out; column #4 allows the user to edit or delete a patient.

Import Patients		Search: <input type="text"/>	Show All	Show Only Opt-Out	Show Only Opt-In
Name	Email	Opt-Out	Actions		
Verda Marron	patientstudiopatient@gmail.com		Edit	Delete	
Tom Cruise	tom@cruise.com		Edit	Delete	
Mr. Thomasine Nadel	patientstudiopatient@gmail.com		Edit	Delete	
Steve Herr	patientstudiopatient@gmail.co		Edit	Delete	
Stefani Denny	patientstudiopatient@gmail.com		Edit	Delete	
Sharen Providence	patientstudiopatient@gmail.com		Edit	Delete	
Mrs. Sarah Peterson	msegura@richcoastit.com		Edit	Delete	
Mr Ronny Rojas	rv@richcoastit.com		Edit	Delete	

“Import Patients” – Brings up a new page that quickly allows the user to upload and/or import a database of patients.

Search Bar – Allows the user to search any field in the patient table by typing in name.

Show All – Shows all patients in database.

Show Only Opt-Out – Only shows patients that opted out of receiving emails.

Show Only Opt-In – Only show patients that have not opted out.

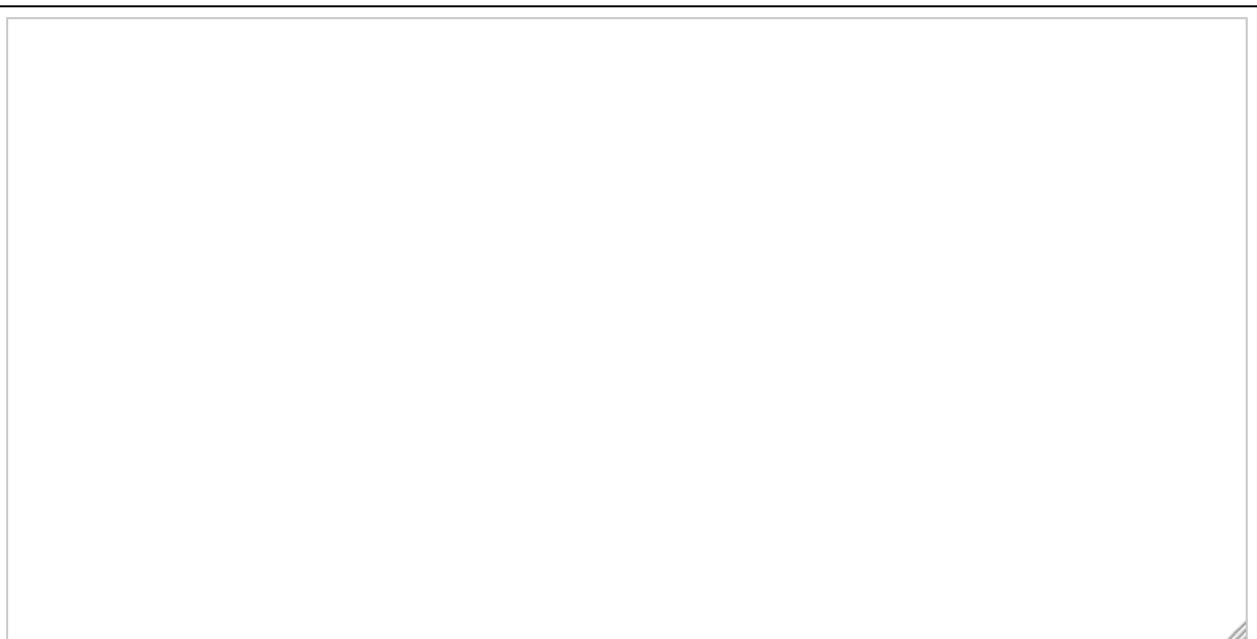
Import Patients into Database

There are two ways to import multiple Patients at one time. You can place the Patient's information as three fields (columns) in **Microsoft Excel** - first name, last name & email address (order is irrelevant). When your list is complete, **save the file as a 'CSV file (comma delimited)'**.

The other option would be **to create a list in a Microsoft Word document**. List on separate lines the first name, last name & email address with each, separated by a comma. **Save as 'Plain text'** file (found under other formats). Follow our instructions below.

Please refer to the following example:

First Name, Last Name, email@domain.com, 12/1/80



Drag and drop a file containing them here.

[You can also click here to search your file.](#)

Start Upload

Next Step

Once the file is dragged onto the browser or chosen to be uploaded manually, you can begin the upload process.

Note: The proper format when entering the birthdate is: MM/DD/YYYY or MM/DD/YY

In this example, the file is titled CSVPatients.csv. Click on the orange “X” to cancel. Once you have the correct file, click on Start Upload.

You will then see the list of names and emails in the CSV file now in the importer.

Drag and drop a file containing them here.

[You can also click here to search your file](#)

CSVPatients.csv 0.11 KB

X

Start Upload

Next Step

Jon,Smith,jon@firstfactory.com,9/2/90
Kim,Peterson,email@email.com,1/12/82
Mike,Jones,mike312@gmail.com,11/20/87

This is an editable field, which allows you to make additional changes to the patients if needed. Click on “Next Step” once you are ready to proceed.

Patient Studio will now create the proper columns that you can customize depending on what is in your file.

Column 1 Jon Kim Mike	Belong to... First Name
Column 2 Smith Peterson Jones	Belong to... Last Name
Column 3 jon@firstfactory.com email@email.com mike312@gmail.com	Belong to... Email Address
Column 4 9/2/90 1/12/82 11/20/87	Belong to... Birthdate

Belong to...

First Name

Skip

Birthdate

Email Address

First Name

Last Name

Click on the following drop down menus to select which column belongs to its proper field. Do this for all the columns listed. In the case of this example the columns are First Name, Last Name, email, and birthdate, respectively.

Click on Cancel Changes to cancel the import process and return to the previous screen.

Troubleshooting the Import Process

If you receive an error message such as this, you will need to Cancel Changes to go back to the previous screen and correct the issue

Wrong Email format in line 1.

OK