

# aesthetic

trends & technologies™

## ANTI-AGING & WELLNESS

Intravenous Vitamins for Men

## DERMATOLOGY

Smile Reminder Software System

## LEGAL CASE OF THE MONTH

Medical Malpractice  
Insurance Checklist

## MEDICAL SPAS

Key Indicators to Unlock  
Your Business Potential

## PLASTIC SURGERY

Brachioplasty

## PRACTICE MANAGEMENT

The Cosmetic Surgery  
Economy

## LASER & LIGHT TECHNOLOGY

# LaserTight CO<sub>2</sub> Fractionated Portable Device

*the leading physician journal for aesthetics and wellness*

# Smile Reminder

## PATIENT MESSAGING SOFTWARE SYSTEM

By Robert Prince, Contributing Editor



Smile Reminder™ is a patient messaging software system that provides a secure and effective way for practices to directly communicate with patients by automatically sending personalized, real-time text messages to patients on their cell phones, email addresses, pagers, and more. As the innovator of electronic Contact Management Solutions, Smile Reminder is the clear market leader in both functionality and service.

Smile Reminder is continually rated by industry associations as the #1 Contact Management program on the market.

Smile Reminder is a SERVICE,

not a product. This means that you have all the benefits of ownership without the burdens of high cost and constant maintenance. With the Smile Reminder service you do not pay for product enhancements, support calls, or re-training of staff, nor do you have the need to hire a "tech-guy" to integrate or oversee anything.

### **SIMPLE AND SECURE**

Smile Reminder integrates with your existing practice management or

office software system, so there is never a need for double entry.

The Smile Sync updater automatically gathers patient

*With the Smile Reminder service you do not pay for product enhancements, support calls, or re-training of staff, nor do you have the need to hire a "tech-guy" to integrate or oversee anything.*

information from your software (schedule, patient information, birthdates, etc.) and sends the information via the Internet (using a secure 128-bit encryption technology) to a secure server where



Shelly,

We wanted to wish you a Happy Birthday!  
Hope you have a wonderful day and we  
look forward to seeing you again soon.

Sincerely,

*Dr. Elaine Bennett*

Eclipse Med Spa  
4835 Main Street, Suite 300  
Buffalo, NY 14127  
Phone: (888) 555-1721  
Fax: (888) 555-1727  
[www.EclipseMed.com](http://www.EclipseMed.com)

in advance of their appointment, and even hours in advance of their appointment. Because some patients need to be reminded a little differently than others, your reminder schedule can be customized right down to the individual patient or client.

Reminder messages always include your

the data is stored.

The Smile Reminder system then personalizes and delivers each and every message according to the specific delivery settings of your practice.

The web-based system is accessed via the internet, just like online banking applications. This eliminates the need for office or

*The web-based system is accessed via the internet, just like online banking applications.*

network integrations and provides an added layer of security. Smile Reminder messaging includes appointment reminders, follow-up care, recall, pre-med alerts, late cancellations, group messaging, product and service marketing, birthday wishes, and

more. Messages can be sent—on predefined schedules or at a moment's notice—to all patients or select patients and on any electronic device.

### REMINDERS

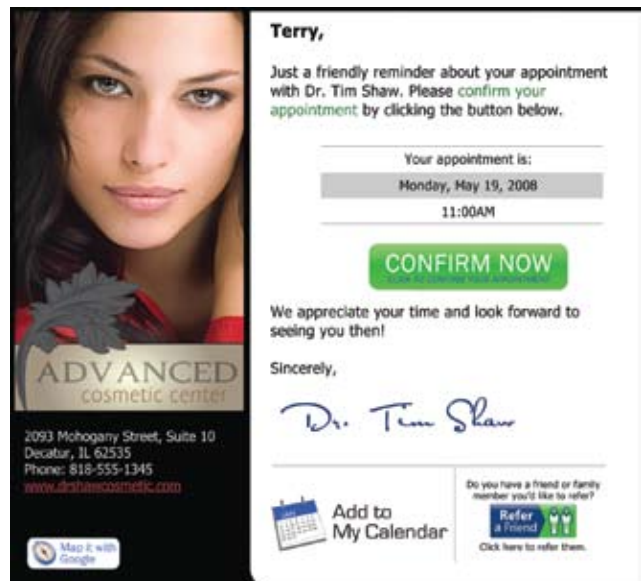
Consider that 50% of all missed appointments

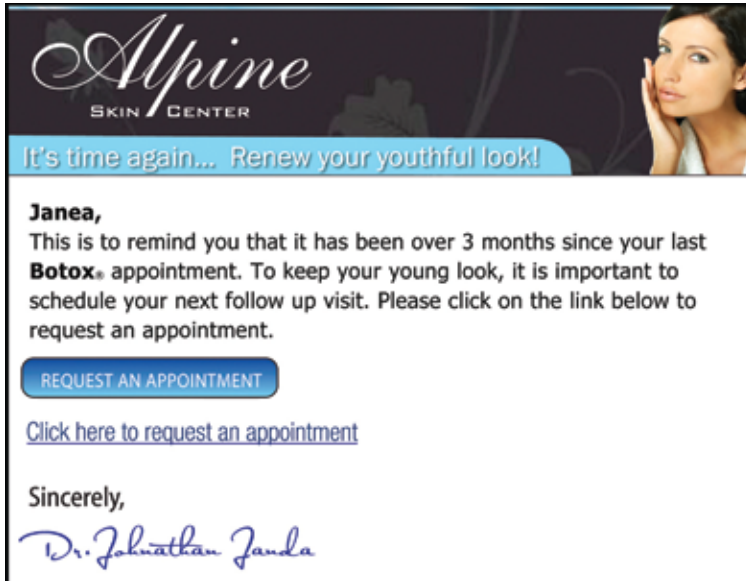
are missed because they are forgotten. Smile Reminder uniquely addresses

this problem by providing a powerful reminder service that allows you to remind patients weeks in advance of their appointment, days

branding elements including logo and photographs, contact information, custom signature fonts, and links to your website.

Messages are personalized to the client's "preferred" name, and the message is customized





for your office. From the reminder message clients can confirm their appointment, place the appointment on their electronic calendar (Outlook, iCal), and even refer friends and family to your office.

Smile Reminder can also generate pre-med reminders for those patients needing to take medication prior to their treatment.

Smile Reminder helps reactivate lost patients and retain existing patients by automatically sending out recare messages prior to a patient's continuing care date. Patients who are not currently scheduled for any care can simply click to request an appointment, and practices are immediately notified in order to best accommodate the patient's request.

## BENEFITS

- Reactivate Lost Patients - Smile Reminder automatically

finds patients in your office or practice who have not had an appointment in the last six months and begins sending Recare Messages.

- Retain Existing Patients - Smile Reminder will continue to send recare messages beyond the continuing care date until the patient schedules an appointment.
- Track Recare Results - Smile Reminder automatically graphs your current and future revenue generated by recare messages.

## FEATURES

- Automated - Recare messages are sent automatically to notify patients that an appointment is

due or overdue.

- Configurable Message Settings - Recare message delivery is based on your chosen settings.
- Customized Message Templates - Write your own message, insert your own image, or choose from a variety of professionally designed templates.
- Instant Appointment Request Notification - Your practice is notified instantly by email when a patient requests an appointment.

## CUSTOM MARKETING MESSAGES

The Smile Reminder messaging system also has custom marketing features. Many of our clients use these to announce new products or services, send seasonal promotions, announce special product days, inform clients of

*Consider that 50% of all missed appointments are missed because they are forgotten. Smile Reminder uniquely addresses this problem by providing a powerful reminder service that allows you to remind patients weeks in advance of their appointment, days in advance of their appointment, and even hours in advance of their appointment.*

new certifications the doctor has earned, or just wish their clients a Happy Holiday.

Custom marketing messages can be sent as often as you want via email, text message, or both. Our customer service team can help practices create messages. 