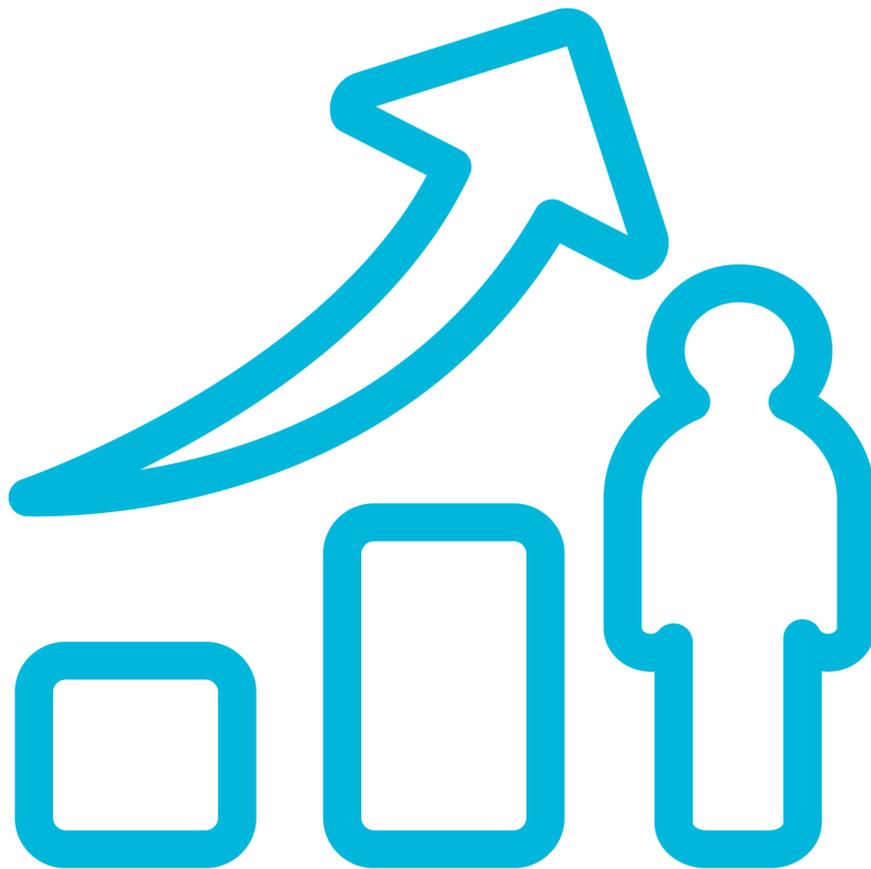


# Boost your dental practice sales through patient education technology

*Introduction on how personalized video imaging can help you stand apart from competition.*



**futudent**»

<http://www.futudent.com/>



## Creating a differentiated and technology-driven patient experience drives economic returns

What sets you apart from other dental practitioners in your area? Why should your patients come to you instead of them? Without having a clear answer to these strategic questions, it is highly likely that you'll lose ground in the constantly evolving dental economy: successful differentiation increases your perceived value and is the most important driving force behind steady sales and revenue growth.

Your clinical skills won't give you sufficient competitive edge as regular patients are not educated to make such assessment, whereas competing with price can eventually start affecting your brand image. When exploring other ways to differentiate, the most business-savvy practitioners are turning to collaborative technology that both improves the patient experience and delivers effective patient education. This is a smart move – according to a [recent survey](#) of 3,000 adults across the US, UK and Germany conducted by Nuance Communications, 58 percent of respondents stated that technology positively impacts their overall experience while meeting with a medical practitioner, especially when used collaboratively to educate or explain.

Futudent technology makes it possible to actively engage the patient in their treatment and to have an informative, personalized and pleasant patient experience. The patient is able to follow their own procedure real-time on screen, which facilitates a dialogue and builds trust between the dental professional and the patient. Personal, real-life video footage increases patient's interest in their own oral health as well as alleviates possible dental anxiety. Cloud-stored videos and still images from either the patient's own or others' treatments also serve as an effective educational tool for at-home dental care.



## Key benefits of using video technology that boost dental practice profitability

There are a number of ways how video dentistry can have a positive impact on your dental practice's bottom line, e.g.:

- Create a modern, professional and memorable brand
- Differentiate from other dental practices
- Present a strong key selling point for new patient acquisition
- Build sustainable patient loyalty

With Futudent, recording videos and taking still images during dental work is easy. You can either attach our small, lightweight camera to your loupe or use a headband or a gooseneck mount. Digital imaging is controlled with a foot pedal and thus doesn't disturb or interrupt your work. The patient can follow the procedure real-time on screen and watch videos at a later time via personal online folder.

Learn more: [Request an introduction](#)

REQUEST AN INTRODUCTION



Learn how Dr. Peter Rusanen uses authentic video to show how he elaborates the treatment options!

<https://user.futudent.com/inspiring-professional-dental-education>

WATCH NOW

*"I use the camera  
all day,  
every day,  
with every patient."*

- Dr. Wayne Hollar