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New Futuredentonics' Report Examines the Changing Role of Dental Office Managers

LOS ANGELES, CA (February 25, 2015) – Futuredentonics® has released an exclusive new report for dental professionals entitled, “The Changing Role of the Dental Office Manager.” It is available free with a demo of the company’s suite of dental marketing tools.

The comprehensive 22-page report offers an in-depth examination of how dental office managers in 2015 view a wide range of business operations, including new patient acquisition and appointing, social media, online reviews, dormant patient reactivation, patient communications and practice marketing. The findings are based on a recent online survey of over 1,000 dental office managers nationwide.

The all-new report found that office managers are more upbeat about the state of their profession than they were in 2013 when Futuredentonics conducted its last survey. Practice management professionals say there have been significant improvements in many areas they had previously identified as problematic. This is due in large part to increases in staffing and adoption of various industry tools and services.

Report Highlights Include:

- Online reviews have emerged as the #1 hot topic concern among office managers
- Dental practices are failing to meet consumer demand for online and 24/7 appointing
- More managers are focusing on scheduling new patients within the first 48 hours
- The top four areas where office managers feel “too little time” is spent are:
 - Staff Training
 - Practice Marketing
 - Social Media
 - Dormant Patient Reactivation

One troubling finding was how few practices are interacting with Yelp. 49% of office managers revealed that their practice neither uses Yelp, nor plans to in the future. Yet, according to a recent survey, 70% of patients say online reviews on sites like Yelp influence their choice of dentist and they see reviews as just important as a dentist’s professional credentials.

“When you want to know how the business of dentistry is changing, you ask the people who work on the frontlines: dental practice office managers,” said Futuredentonics CEO Michael Turner. “Our new report gave these professionals the opportunity to share their firsthand insights into what it takes to run a successful practice today. This report, like everything we do, is designed to help practices thrive in a complex and challenging business environment.”

Dental professionals can get a complimentary copy of “The Changing Role of the Dental Office Manager” by taking an online demo of Futuredontics’ suite of dental marketing solutions — available by calling (855) 264-6832 or visiting <http://www.futuredontics.com/OMReport2015>.

About Futuredontics®

Futuredontics®, parent company of 1-800-DENTIST®, is America’s leading provider of dental marketing services & software. Since 1986, the company has been dedicated exclusively to dentistry, developing powerful products and resources that help dentists thrive in the evolving digital world.

The company’s flagship product, 1-800-DENTIST, has delivered over 8 million new patient leads to dental practices nationwide. PatientActivator®, their patient communications and online marketing solution, increases production and boosts the practice’s online presence with automated appointment confirmations and tools for social media, reviews and much more. ReputationMonitor® helps dentists protect their online reputation – monitoring hundreds of directories, reviews sites and social media platforms, and displaying them all on a single screen. WebDirector® delivers dynamic websites, mobile sites and branded social pages all for one low price. And ReActivation Pro® gets dormant patients back on the practice’s schedule. Futuredontics also offers an extensive library of dental marketing resources – including in-depth whitepapers, Webinars and front desk training. With unlimited live customer support, dentistry’s best marketing products and the largest dental website in North America, Futuredontics is the proven way for dental practices to grow their patient base and increase production year after year.

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