



CASE STUDY

Dentistry in Motion uses digital signage to provide high-quality patient care

INDUSTRY:
Healthcare

USE CASE:
Waiting room signage

Challenge:

The practitioners at Dentistry in Motion (DIM) sought Screenfluence's expertise in better communicating with their patients, as brochures went unnoticed in the waiting rooms.





Solution:

Dentistry in Motion's goal was to bolster their patient experience and acquisition efforts.

They were finding it difficult to engage with their patients. So they needed an innovative solution to improve the communication efficiency of their practice.

To better communicate with patients, we implemented Screenfluence digital signage throughout key spots in the clinic: the waiting room and operation rooms.

This allowed the dentists to share with clinic visitors key health tips, available procedures, and products that aided in preventative dentistry.

DIM was successfully able to leverage this new dynamic solution to increase patient awareness and generate organic patient conversations – ultimately leading to an increase in revenue.

Digital Signage Benefits for Dental Clinics:



Reduce perceived waiting times



Promote new services and products



Reduce expenses for upgrading marketing materials



Share important information and news

Dentistry in Motion is a Toronto-based dental clinic. They are a team dedicated to improving and maintaining your oral health. Their mission is to provide patients with personalized, high-quality care.



About Screenfluence:

Screenfluence is a proprietary cloud based Digital Signage Content Management Software. We provide businesses with the ability to remotely manage and showcase their digital content on any display.



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