



Straumann® Patient Pro

The plus for your business

Please be advised that the program and content can be different from country to country. Please contact your local Straumann contact person for further information.

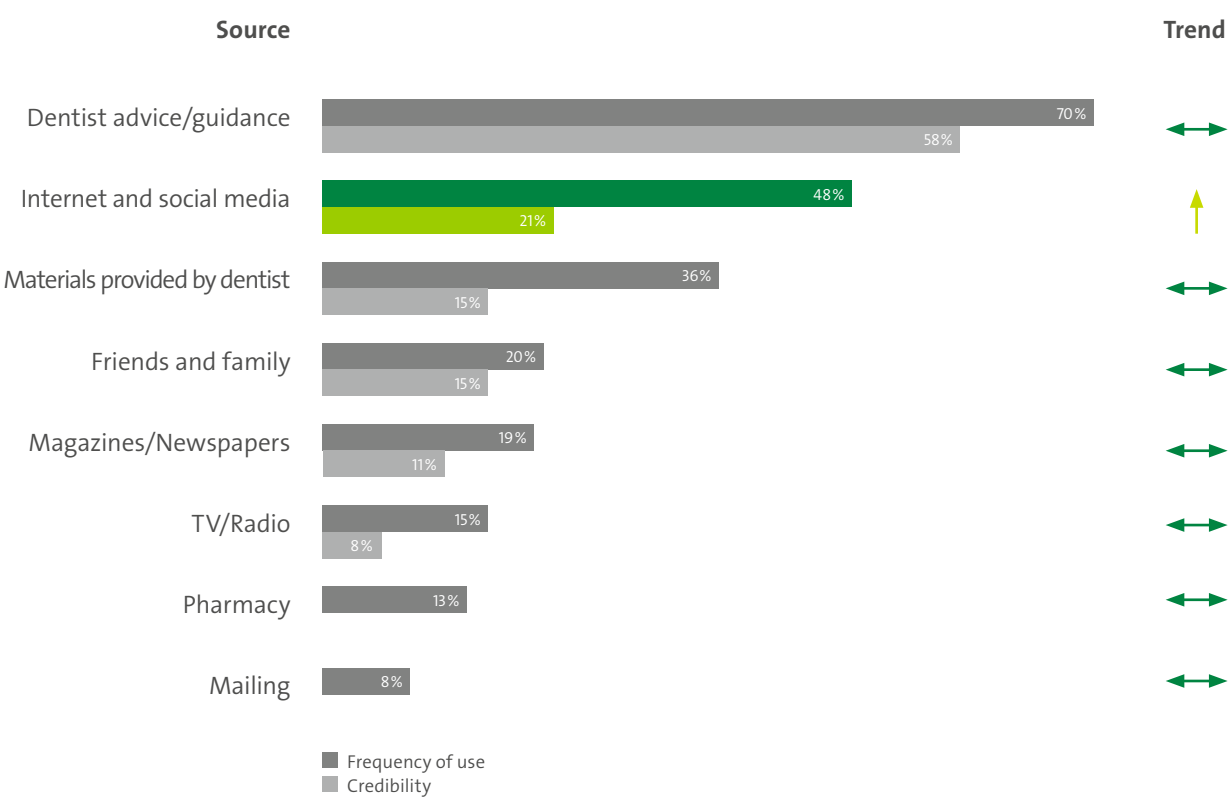


How patients take a more active role in their care.

Nowadays, information is just a few clicks away. Though the dentist is still a very important information source for patients, it must be stressed that the internet and social media can have considerable influence on the patient’s decision-making process. Patients are always gathering knowledge – before, during and after the consultation. Based on this information, they will choose a treatment that is tailored to their needs. In addition, they will choose the dentist who made the best «first impression».

Patients use various sources to inform themselves about dental therapies.

Already 48% are using the internet as one of their most important sources.*



* Sources: 1. Ipsos Mori (2011), Psychographics of Patients (US, DE), Straumann proprietary data
2. Institute Riegl (2011), Survey Patient Satisfaction (CH, DE, FR, IT, ES)

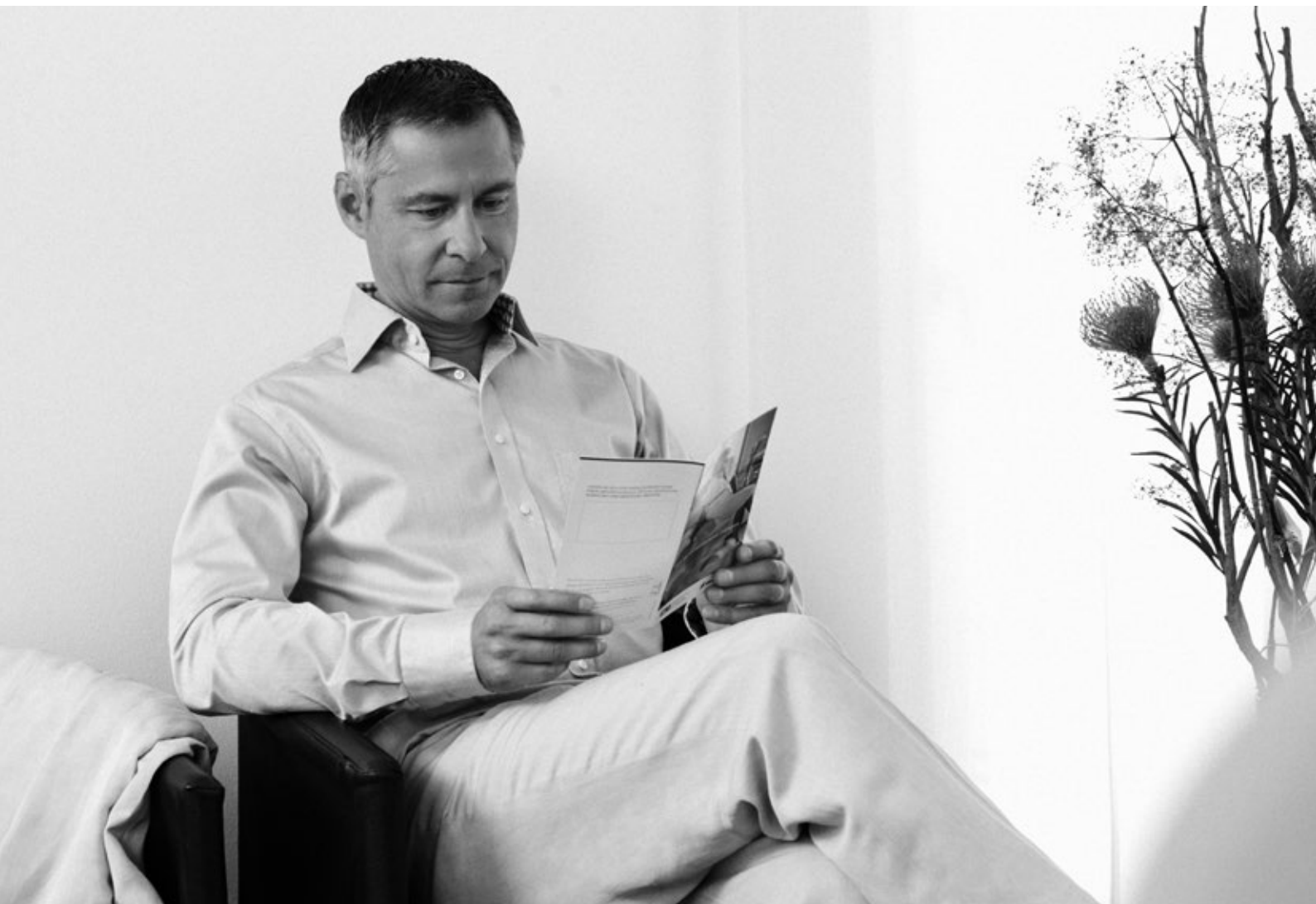
More than a marketing solution.

The best information source for your patients.

Straumann® Patient Pro is a holistic marketing solution that reflects the paradigm shift in patient information. It wants to support you by providing patient information materials/marketing tools you can use on the internet and social media channels as well as in your dental practice. With these tools you can reach patients and guide them in their decision-making.

A WELL-INFORMED PATIENT FEELS MORE AT EASE.

Straumann® Patient Pro enables you to play an active role when it comes to informing your patients, arousing the interest of existing and potential new ones and supporting your business. The readymade content is rich in variety and easy to implement in your online marketing activities as well as in your practice information workflow.



More than an implant.

It's a life choice.

When a patient is told that they need a tooth replacement – that is the moment of truth.

CONSIDERATION

Finding credible sources is a prerequisite of making a good decision.

Before they decide on the dental therapy that suits them most, patients take their time to consider the options available and to find the treatment provider of their own choice. They will look up dentists online and spend considerable time on eHealth and social media platforms, watch movies on YouTube, read brochures, and talk to relatives and friends who have already some knowledge of the topic of implant dentistry.

EVALUATION

Making a good decision takes its time.

Back in the dentist's practice, the patient is provided with information about the details and advantages of implant therapy as well as on the differences in quality and price. These recommendations will have a substantial impact on the patient's decision.

EXPERIENCE

Dental implants by Straumann – experiencing the difference.

The patient will experience first-hand what it feels like to undergo dental implant treatment and to have new, implant-borne teeth. Needless to say, it should be a positive experience. In this stage, it is crucial for the patient to receive good aftercare and reassurance.

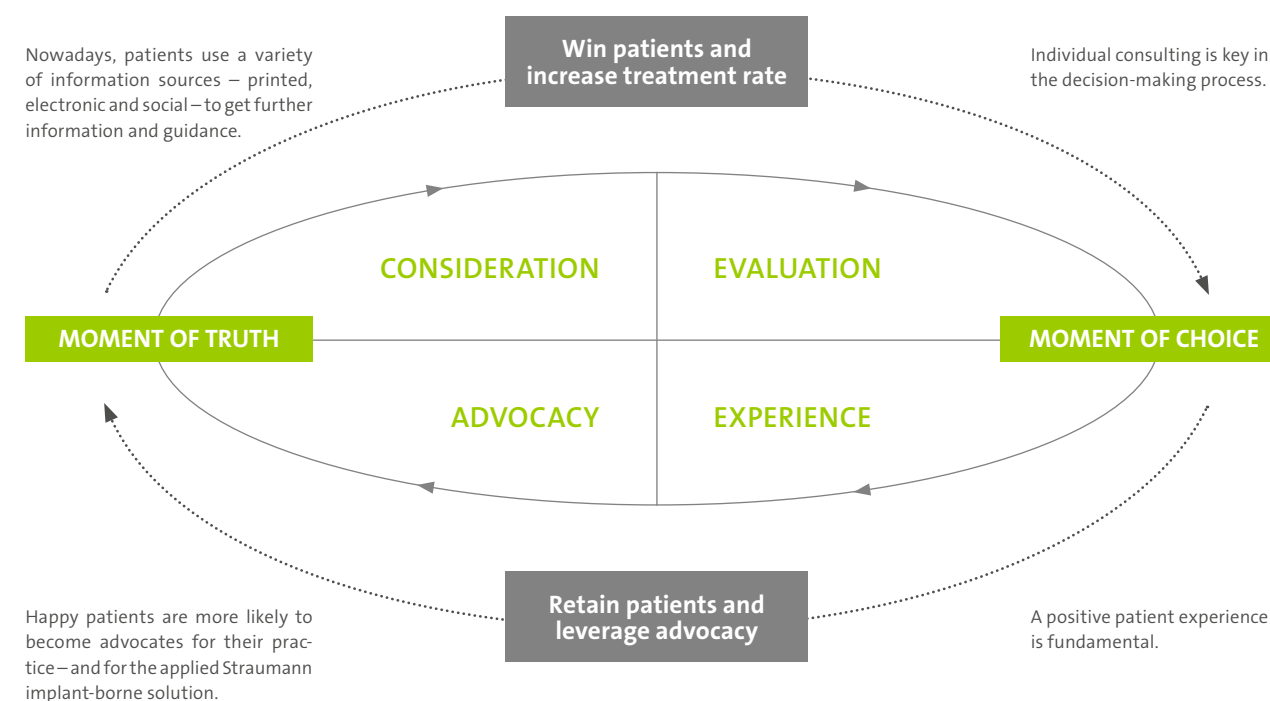
ADVOCACY

Happy patients will recommend their dentist.

You provide your patients with a solution that can restore their quality of life. Patients who had a positive experience trust in their dentist and are satisfied with the result, will more likely recommend your practice and Straumann solutions to others – be it by word of mouth or through electronic channels.

The various stages of a patient journey.

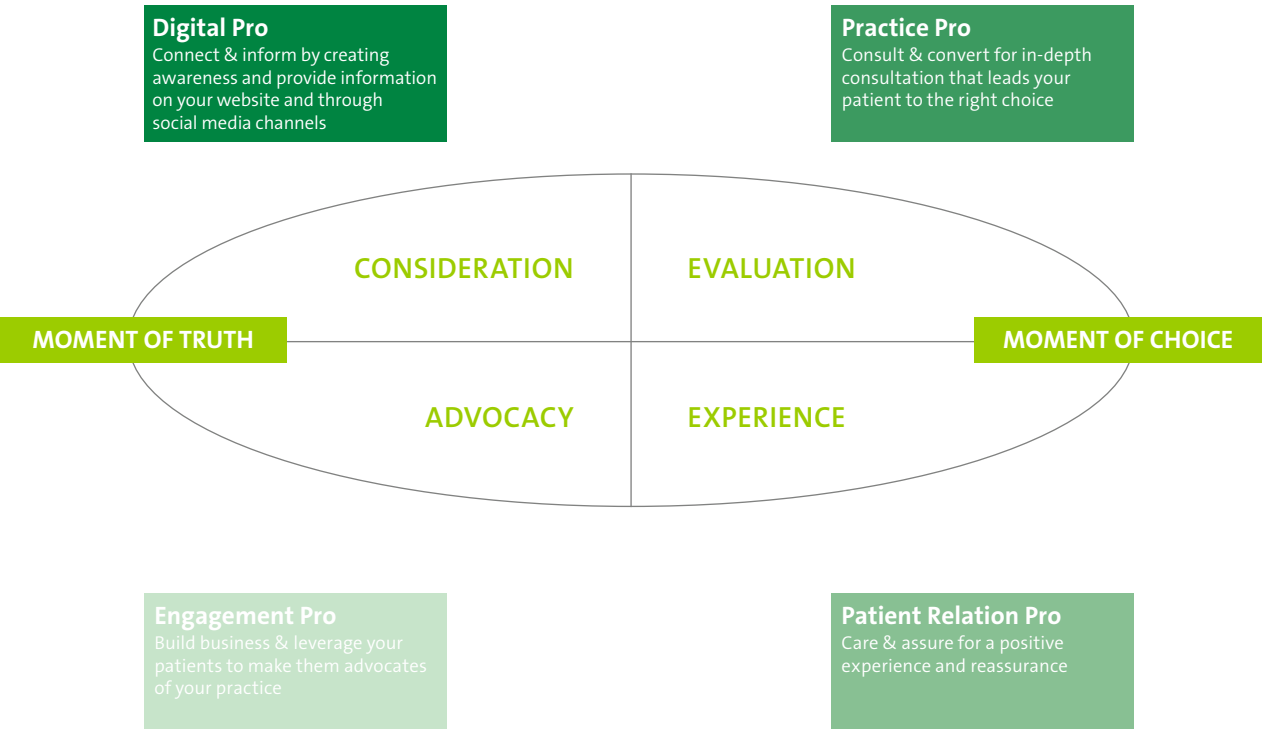
From considering the different treatment options available to becoming an advocate of implant treatment and your practice.



More than passing on information.

Showing that you care.

Taking into account the four stages of the patient’s journey through implant therapy, Straumann has put together all the relevant information for each milestone.



Guiding patients through each stage.

The four toolsets listed below will help you guide patients and prospects through the entire journey – from decision-making to implant aftercare and finally, to advocacy of implant therapy and your practice.

Consideration	Evaluation	Experience	Advocacy
Digital Pro Connect & inform by creating awareness and provide information on your website and through social media channels	Practice Pro Consult & convert for in-depth consultation that leads your patient to the right choice	Patient Relation Pro Care & assure for a positive experience and reassurance	Engagement Pro Build business & leverage your patients to make them advocates of your practice
Content <ul style="list-style-type: none"> Professional content for your website, social media profiles or eMail newsletters (images, texts, illustrations, videos) Online marketing concept with ~50 episodes Guidance & Support <ul style="list-style-type: none"> Online dentist finder eBook «online marketing manual» Playbook «social media episodes» Training for online marketing (website, social media, email marketing) Planning, realization and maintenance of your digital presence with professional online marketing agencies at special Straumann partner rates. 	Awareness & Image set <ul style="list-style-type: none"> Art print posters Patient information literature for first information Movies for waiting room Open-house information events in your practice (support package) Certificate Information & Consulting set <ul style="list-style-type: none"> Patient information literature for in-depth education Straumann® Patient Pro app 3D patient education software 3D animations for treatment education Illustration model (3:1 model) 	Aftercare set <ul style="list-style-type: none"> Cool pad Aftercare flyer Online patient aftercare information on Straumann's patient website Follow up set <ul style="list-style-type: none"> Implant passport with reassurance information Appointment cards 	Recommendation set <ul style="list-style-type: none"> Recommendation cards to motivate word-of-mouth referrals Online marketing guidance for your practice (e.g. how to get online reviews)

Examples



Straumann® Patient Pro app



Patient information literature



3D patient education software



Social media



Art print posters



Recommendation cards



More than a touchpoint.

Your access to more business opportunities.

Your Personal contact:

Your personal Straumann representative will be happy to provide you with further information and to help you in making the choice on the individual Straumann® Patient Pro combination that suits you most.






Your 24/7 online access via the Straumann eShop:

Conveniently order patient information materials and download digital content for your website, email marketing, and social media.



Subscribe to our newsfeed:

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