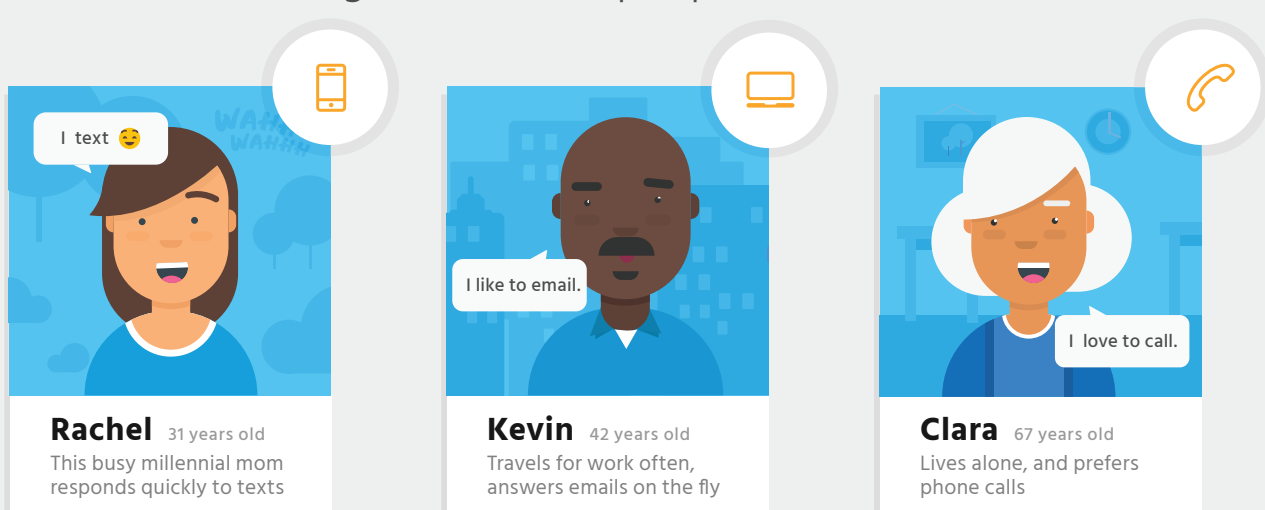


# PATIENT PREFERENCES AND YOUR PRACTICE

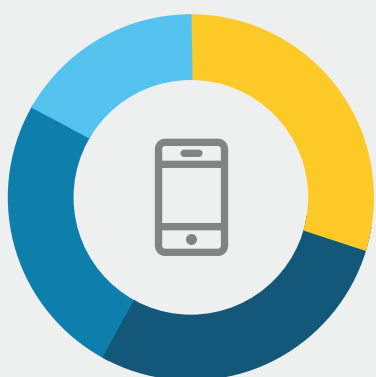
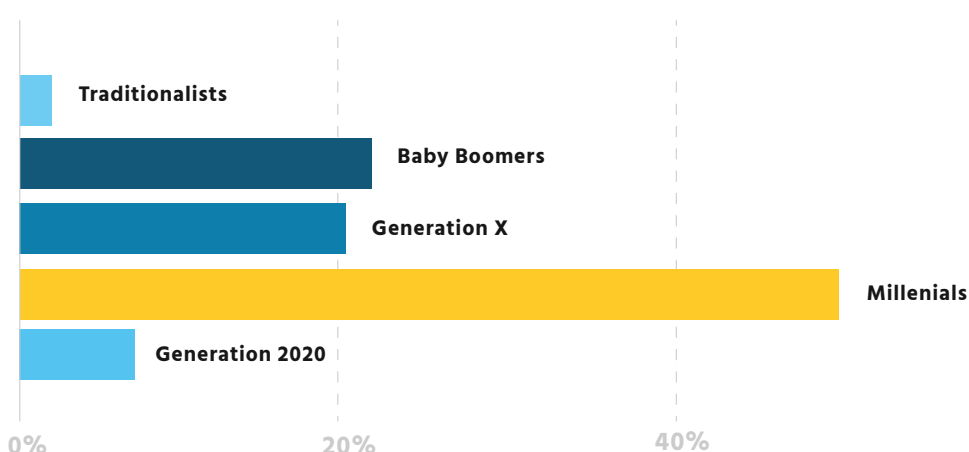
Are You Equipped to Succeed?

Personal communication means different things to different people in 2018.



By the year 2020, Millennials will account for almost half of the American workforce.

You might have to change the way you reach young people like me.

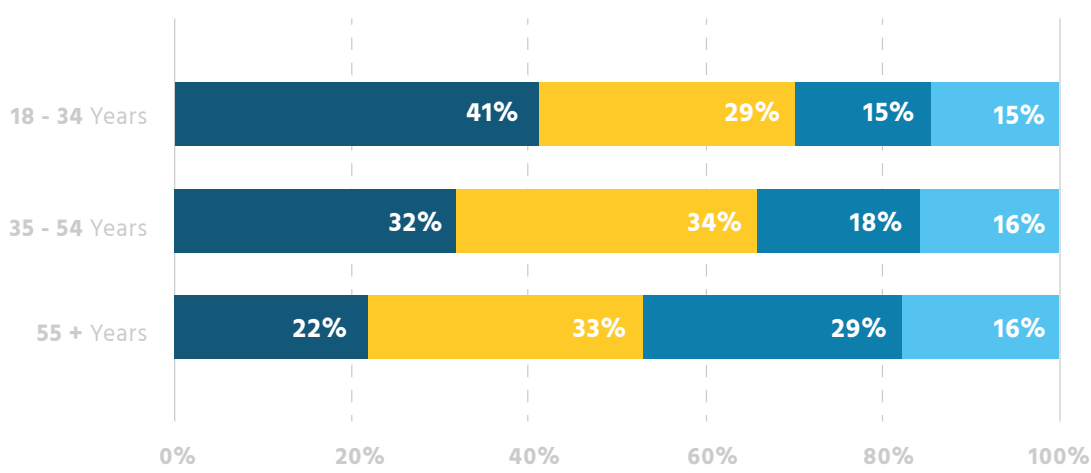


## Most Patients Prefer Appointment Reminders via Text

Of people who have visited the dentist in the last 2.5 years, 30% say text messages are their preferred method of appointment reminder. Email comes in second, followed by phone and direct mail.

- 30% - Text Message
- 28% - Email
- 25% - Phone Call
- 17% - Direct Mail

## 67% of Patients Over 35 Years of Age Prefer Email Reminders



Dental practices should consider what personal truly means in 2018 – consider reaching your patients in the ways that make them happiest.

- Text Message
- Email
- Phone Call
- Direct Mail

Reach out to your patients in the ways they prefer - you'll have happier patients and see more production. Promise.

RevenueWell is all about keeping things personal and making digital communications work for both patients and practices.

Spend a few minutes with us to learn more!  
[sales-revenuewell@pattersoncompanies.com](mailto:sales-revenuewell@pattersoncompanies.com)  
 800.294.8504