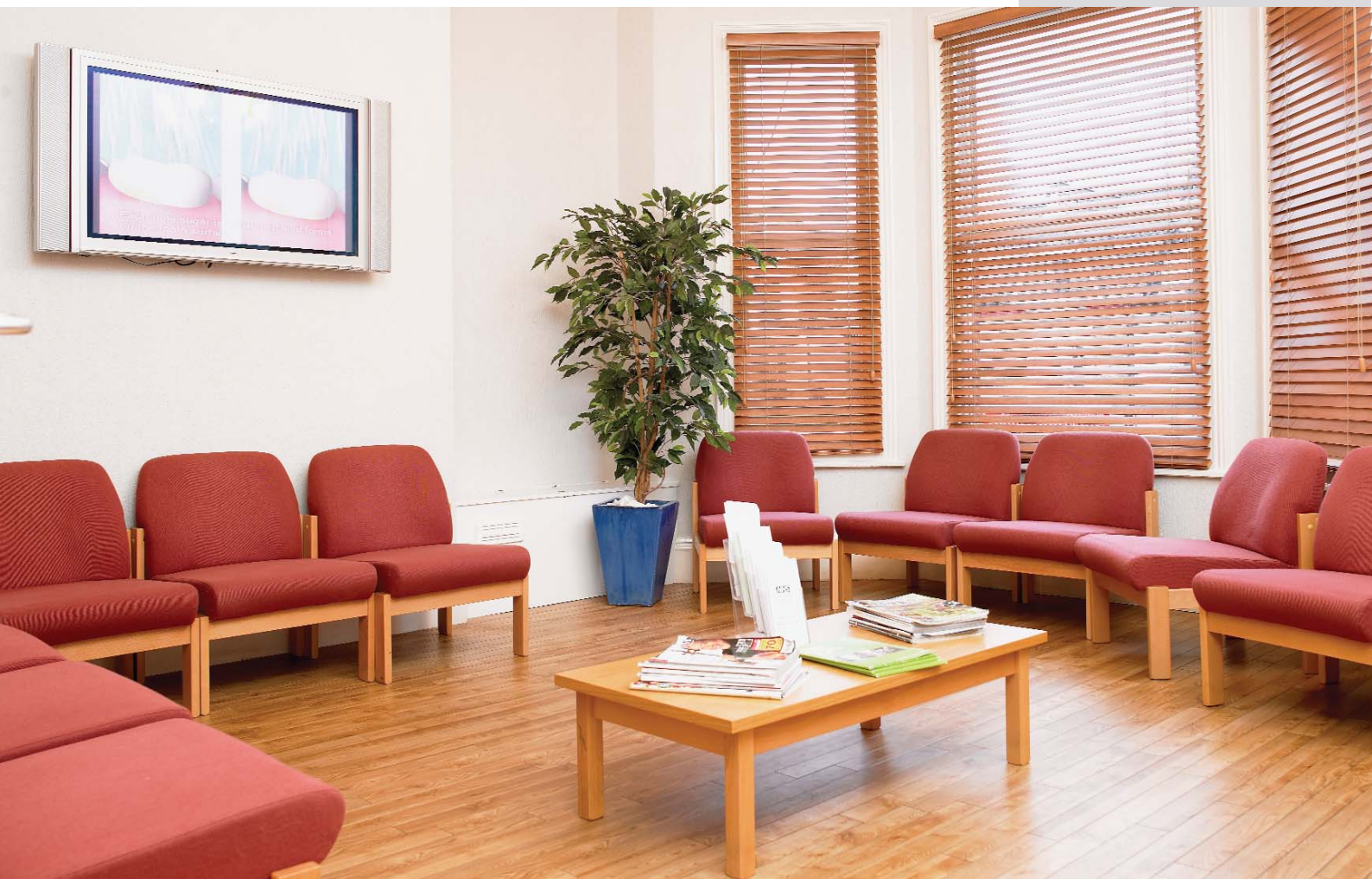


PiC “Practice Information Centre”

Practice Marketing in the Waiting Room

Few businesses get the chance that dentists have to market themselves to their customers. Even so most practices miss this opportunity by offering little else other than a magazine. PiC provides an interesting, informative and entertaining presentation which promotes treatments, explains conditions, advertises sundries, encourages oral health and most importantly, gives your patients the confidence to ask questions of your dental team.



PiC Features:

Over 250 separate illustrations and animations for you to choose from - over an hours material.

A friendly 'wizard' to help you create your own practice messages, prices and pictures.

A powerful scheduler which delivers the right messages to the right people.



Make waiting profitable at your practice

PiC includes over 250 illustrations and animations to communicate all aspects of dentistry. The things you already have pinned up in your waiting room may be replaced with our professional artwork, adding real impact for your patients. Our research shows that if you customise the presentation with information about your own practice it will enhance the effectiveness of the entire presentation. PiC therefore allows you to use your own photos, logos and drawings to create your own practice messages.



The presentation you create then runs in an endless loop giving the patient information about your practice and the services that you provide. Importantly, PiC will give the patient the confidence to ask about treatments.

Examples of PiC animations and illustrations



Scheduling

You can create as many message sequences as you like and then use the 'Scheduler' to automatically play each sequence according to the time or day of the week.

This is particularly useful if you have children's check-up sessions, special payment plan member-only times or a dental specialist working on certain days of the week.



Envoy

The surgery-to-waiting room messenger

Envoy, an optional extra for use with PiC, is an automatic messaging system, controlled by R4 in your own surgery by utilising your daylist, that interrupts the PiC waiting room presentation with an on-screen message to 'call' your next patient for their appointment.



To place your order call today on 0800 169 9692

For more information visit www.kodak.co.uk/dental



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