

Are Virtual Exams Worth It?

Overview of the virtual exam workflow:

- Some offices look at the photos and tell the patient they can absolutely help them and then schedule an in person exam while other office are on the other side of the spectrum and review the treatment in detail.
- Steps for a detailed virtual exam would be to make a connection and introduce yourself once photos have been sent. Have the doctor review the photos and provide the treatment recommendations. If insurance was sent have team verify insurance. Walk the patient through the treatment plan and recommendations. Discuss the financial options and schedule for the start visit in office.
- We are careful to make sure the patient understands that all of this is to be confirmed at their first in-office visit with an x-ray to ensure everything is healthy and ready for treatment.

Eliminating barriers to people using the platform:

- the technology we have built at People + Practice does not require the patient to log in to a portal and allows for HIPAA compliant two way texting and email.
- Hours can be set for when a potential patient will receive an automated message that you are a real person and will get with them as soon as possible.

The time needed to execute virtual exams:

- It would be our recommendation that the office provides a dedicated person and hours to the virtual exams as it would be difficult to squeeze this in on "down time".

The seriousness of the potential patients:

- It has been our experience that if they send in photos they are pretty serious and if they send insurance information they are extremely serious.
- It is great to use the virtual exam as a way to keep the "tire kickers" out of the exam spots and have a way to "warm up" those that are simply curious or interested.

First in-office visit after a Virtual Exam:

- Our recommendation is that if you have gone over the treatment plan and have the patient at "yes" and have reviewed financials in detail then the next visit can be a start. You will sign paperwork, collect the down payment, take records and either scan for aligners or place brackets.

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