

10 Reasons Online Booking is Popular



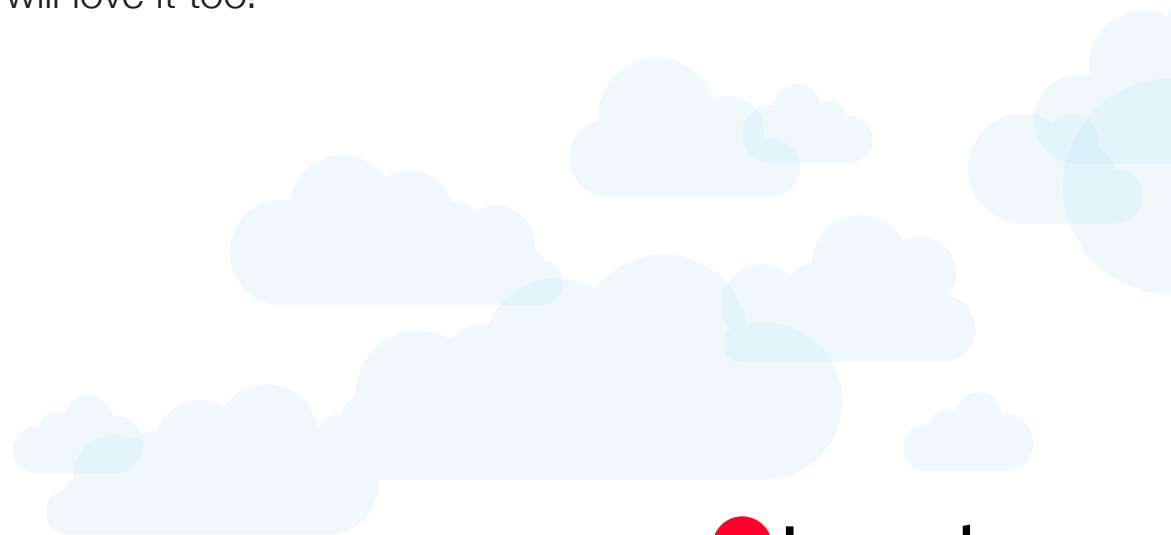


Today, nearly 70% of patients prefer to book appointments online, and 93.9% say they're more likely to choose a business if online booking is offered.

With such a huge segment of the market opting to book online, you can't ignore offering this option if you're seeking to maximize patient flow.

But why is online booking so popular?

Following are five reasons that patients prefer online appointment booking—and five more describing why your staff will love it too!



Reasons Patients Prefer Online Booking

1

No Waiting on Hold

We've all been there: stuck on hold, waiting for what seems like ages for a receptionist to pick up on the other end. Nobody likes it, and most people will avoid waiting on hold if they can.

Dentistry is no exception to this trend. Today, 36% of dental patients consider waiting on hold to be a waste of time. Even if you have a modern phone system and professional staff, waiting on the phone is uncomfortable, especially for emergency patients who may need urgent treatment.

Online appointment booking relieves this pain point for patients by skipping the hold time entirely. They simply fill out their information and book the appointment; later your staff verifies the slot and follows up with the patient to confirm—no hold music required.



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2

Schedule When and Where They Want

No matter your office hours, it's a safe bet that you have prospective patients who aren't free to call or visit.

Many people work regular hours that are very similar—or the same!—as those of your practice, and trying to get in touch with your staff over lunch or on break can be a frustrating challenge. According to GetApp, 19% of dental patients are frustrated with having to wait until a service provider opens its doors to schedule appointments.

Mobile-friendliness is important as well.

It's likely that prospective patients won't have a laptop or desktop computer available when trying to schedule during their free time, they will probably visit your website via a tablet or smartphone browser.

Online appointment booking lets patients schedule their own appointments whenever your website is available.

And a modern solution such as a Legwork site will be fully mobile-first, so patients can access your website and your online booking system whenever and wherever they wish.



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3

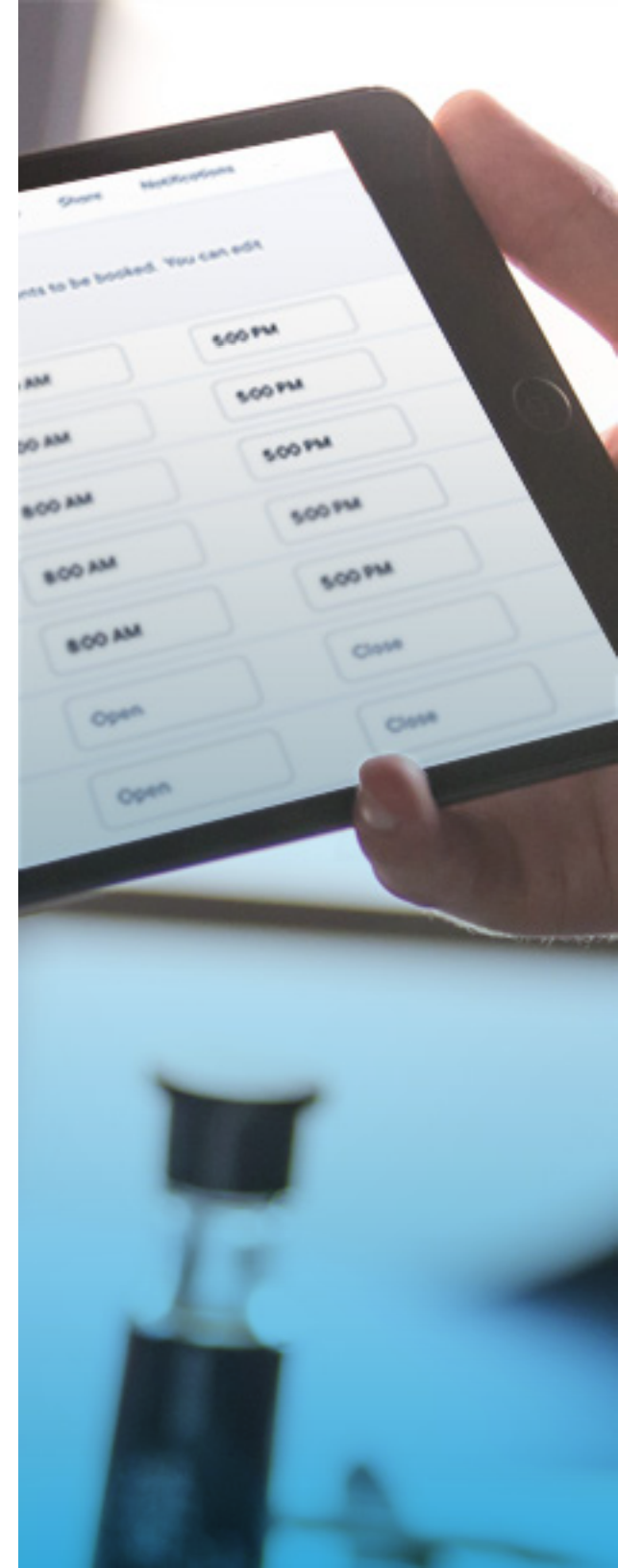
Pick the Time They Want

Going back and forth with a receptionist trying to find a timeslot is an annoying but commonplace aspect of scheduling an appointment.

It's a slow way to convey information, as each party tries to weigh what time slot is best for them. Dental patients know this struggle well—26% of patients are frustrated when trying to find a convenient time slot for an appointment. Minimizing frustration makes patients more likely to schedule, so solving this problem could be a huge boon to your business.

Since appointments booked online are tied to your calendar, they provide more information to patients up front, letting them see a list or calendar view of your available times rather than waiting for someone else to interpret for them. That enables them to check against their own schedule, and select the time they prefer. You keep a full schedule, and they minimize frustration by choosing a time they know they can make it to your chair.

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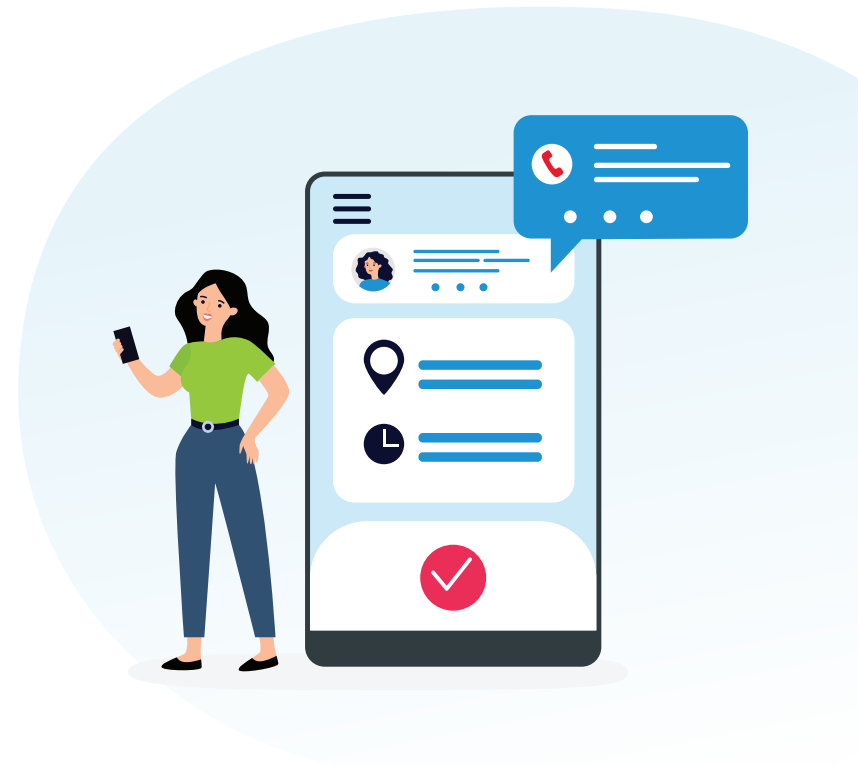


4

Convenient Verification and Reminder Emails

Missing an appointment of any kind is embarrassing and frustrating. But if a patient schedules an appointment over the phone, there's a risk of it happening. Bad cell phone connections can result in inaccurately-entered information, which could leave patients without reminder emails or texts that help them arrive the day of their appointment. Or, they might write down their appointment date and time, only to lose the paper and forget their session entirely.

In contrast, appointments scheduled online are verified at multiple stages. Patients receive a confirmation email once they submit their desired slot, followed by reminder emails and texts based on their preference and self-supplied information. Combined with verification contact from your staff, patients will know their appointment time and are less likely to miss it—which is a good feeling all around.



A woman with curly hair is sitting on a blue tufted couch, looking down at a laptop. She is wearing a white and black striped t-shirt and light-colored pants. The background shows a bright window with greenery outside.

5

Safer During COVID-19

Many patients are apprehensive about the risk of catching or spreading COVID-19. This may cause them to limit their time in storefronts of any kind; even if the visit is essential, they'd prefer to minimize their exposure.

Booking online gives patients the option to schedule safely and comfortably from home, instead of waiting around after one treatment to schedule another. That helps them minimize their risk, letting them arrive at your practice only for the duration of their treatment and depart immediately after, so they can be confident that they're playing it as safe as possible.

Patients don't want to increase their exposure risk by standing in an office for any length of time.

How Practice Staff Benefit from Online Booking

Not only does online booking satisfy many of your patients' demands, it also helps staff at your practice. Below are five benefits of online appointment booking that your staff will enjoy:

1

Streamlined Workflow

Letting patients book online simplifies life at your front desk. Since patients select their time electronically, your front desk staff free up time that would otherwise be spent answering the phone. With online booking in place, they can simply verify appointments with patients' information already in-hand.



2

Focus On In-person Patients

Fewer phone calls means fewer ringing interruptions throughout the day. That lets your staff give their full attention to patients when they arrive for their appointments, and helps them focus on creating a great patient experience rather than juggling duties.



3

Keep Control of Your Calendar

You and your staff control the times that are available for online booking, and you have the option to block out any portions of your schedule that you prefer. Those blocks remain unavailable for patients, meaning that you'll have no appointments accidentally scheduled during administrative time or other commitments.

4

Easier Data Collection

When booking online, patients enter their own details and information. That results in less miscommunication over a spotty phone connection, and fewer misspellings or other mistakes. Combined with paperless forms, you can let patients enter all of their health history and insurance information as well, further reducing the inconvenience of inaccurate records.

5

Happier Patients

Since patients love booking appointments online, they'll be happier and less stressed out when they finally arrive at your practice. That'll make it easier for your staff to foster good interactions and experiences for them, leaving everyone involved happier and full of positive feelings about your practice that will help build patient loyalty over the long-term.

Want to know more?

Schedule a demo and discover how Online Appointment Booking from Legwork can provide these benefits while working with our all-in-one solution to streamline your dental practice.

[Schedule a Demo](#)

Legwork delivers happiness to 20 million dental patients across North America via our all-in-one engagement software. Integrating with your practice management software, Legwork executes dozens of complex tasks so you don't have to. Legwork helps streamline your front office, attract new patients, and keep seats filled via our easy-to-use web-based dashboard. From engaging prospects looking for their next dentist to reactivating dormant patients, Legwork has you covered across the entire patient journey. Put Legwork to work for you so you can stay focused on patients! Learn more at www.legwork.com



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