



Marketing Toolkit

OGM & Wait Recordings

Your Outgoing Practice Phone Message

Your outgoing message will be a key opportunity, along with your website and marketing channels, to let patients know that you have teledentistry services available.

Here are some starting ideas and bullet points for describing your teledentistry services in your outgoing phone message or in your call waiting recording. You could also add a new tree item if you use a message menu. Of course, adapt as needed! Replace ALL CAPS items with your information. Additional notes are in brackets [].

Sample OGM ideas for teledentistry messaging

- We offer online video consultations and online messaging with DR.NAME [or our dentists]. Learn more and schedule at our website: PRACTICEWEBSITE.
 - Note: if your practice has a dedicated page that describes what teledentistry is and what services you offer (recommended) consider sending them to that page if it has an easy to remember, short URL.
 - Otherwise, tell them how to find it but make sure this is not more than one step.
 - You can avoid complexity for the patient by featuring teledentistry appointments prominently on the website (recommended).
- [covid] We're looking forward to re-opening our practice for your treatment and care. In the meantime, we're here for you now for live video consultations and your secure messaging to DR.NAME [our dentists]. Please go to PRACTICEWEBSITE to learn more or call DEDICATEDNUMBER [dedicated number for scheduling teledentistry if you decide to set that up] between the hours of TIMES.
- [optimizing re-opening] In order to reduce the number of visits you need to make to the office, we're now offering online video appointments and keeping you safe by

screening patients before in-office visits. Please submit your intake form at PRACTICEWEBSITE [or form URL] or call DEDICATEDNUMBER.

For Wait Recordings

- Have you registered for PRACTICENAME's patient portal? With a patient portal, you have anywhere / anytime access to treatment plans DR.NAME [or your dentist] share with you. Register for your patient portal and be ready for video consultations and messaging with DR.NAME [or your dentist].
- Have concerns about Covid-19? We're keeping our office safe to visit with online patient screening and video consultations where possible, which will also reduce the number of visits you need to make. Please talk to us about your teledentistry options or learn more at PRACTICEWEBSITE.