

SESAME PAPERS 2.2

Online Trends and Insights for the Dental Professional

Converts Speak Out

Former T.LINK® Practices Report a Better Experience After Switching to Sesame

Patients have moved online, and doctors must be there as well to meet their needs and further build the relationship. It's critical to enable the practice web site with patient management capabilities, and even more so to make the right decision on a technology and business partner. For many doctors, that decision came down to Sesame and T.LINK® from TeleVox®. Some started with T.LINK and moved over to Sesame. Since moving over, these converts report an overwhelmingly better or much better overall experience with Sesame compared with T.LINK.

This whitepaper reports the results of a survey of practices that switched from using T.LINK to Sesame.

Key findings from survey respondents:

1. Patient adoption is 3x better with Sesame
 2. A superior combination of factors triggered the decision to switch
 3. Sesame is much easier to use
 4. Sesame features outshine T.LINK
 5. 92% report Sesame is better at improving patient communications
- ...plus more inside

Findings and content are based on surveys conducted in November 2008 across the United States and Canada. Surveys were sent by email to the 38 practices that previously used T.LINK from TeleVox and had used the Sesame service for at least 90 days. 26 practices responded to the survey. Full text of the survey can be viewed at www.sesamecommunications.com/convertssurvey. The Sesame service allows patients to access their appointments, account information and x-ray images by logging in through a patient portal on the doctor's web site. They also receive automated communications from their doctor through Sesame.

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Patient Adoption

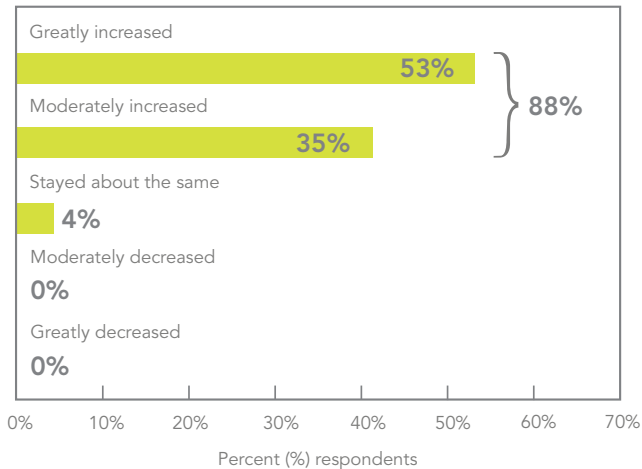
Practices responding to the survey reported a dramatic increase in patient adoption and use after switching from T.LINK to Sesame. Converts reported an average of 27 patients registered per month while on the T.LINK service. After the switch, patient adoption increased more than 3x, with an incremental 97 patients registered per month with the Sesame service. Among survey respondents, patients have a clear preference for Sesame in terms of usage and adoption.

Doctors provide online services in the hope that patients will actually use them. When patients use the practice web site to access their appointment and account information and make payments, the result is significant savings in time for staff. At their best, online services make life easier for the patient. When the online portal is one that patients don't find convenient, these benefits are lost.



Increased patient adoption is highly reinforced by survey respondents. Converts report that patient adoption increases dramatically with Sesame compared with T.LINK. Eighty-eight percent of respondents report greater patient adoption and usage with the Sesame service.

Survey question: Since you moved to Ortho Sesame from T.LINK, has your patient adoption (% who are using) and usage (frequency of use):



"We had T.LINK for over 4 years and virtually no patients used it to access information. In our first 30 days on Sesame, 212 patients logged in to our site to get answers about their appointments and accounts, and the surveys show they are delighted! It's much easier for our staff, also. We can always reach a live person at Sesame with our questions. Sesame gives us much more flexibility than we had before."

Donna Fey, Office Manager
 Fey and Grey Orthodontics
 Bothell, WA

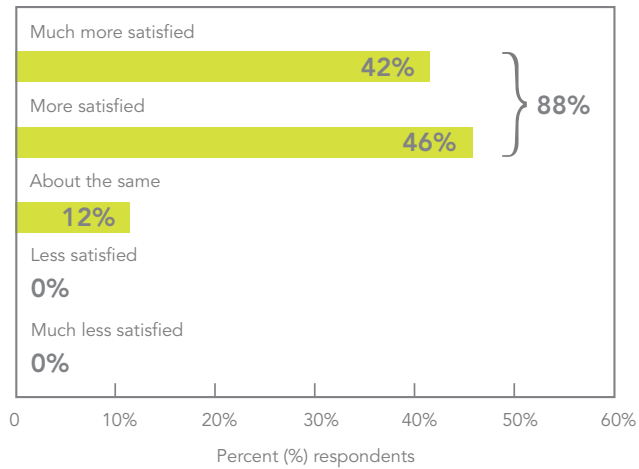
After the switch to Sesame, patient adoption increased

more than 3 times

according to survey respondents.

Patient Satisfaction

Survey Question: How does your patients’ satisfaction with Ortho Sesame compare with T.LINK?



Survey respondents report that patient satisfaction increases dramatically with Sesame compared with T.LINK, reinforcing and driving higher adoption. Eighty-eight percent of respondents report that their patients are either more or much more satisfied with the Sesame service.

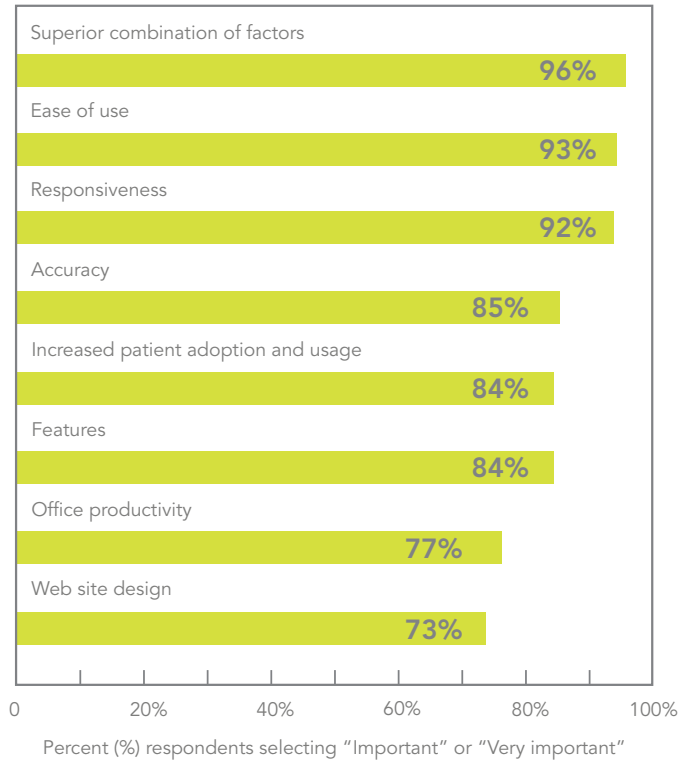
“Sesame’s response time is almost immediate; with TeleVox it would be weeks with no follow up. Most importantly, our patients utilize the online aspects of our practice MUCH more now that we have Sesame.”

Natalie Perkins, Office Manager
Ashburn Children’s Dentistry
Ashburn, VA

88%
of respondents
report greater
patient satisfaction
with Sesame.

Superior Combination of Factors

Survey Question: How important were the following reasons in your decision to switch from TeleVox to Sesame?



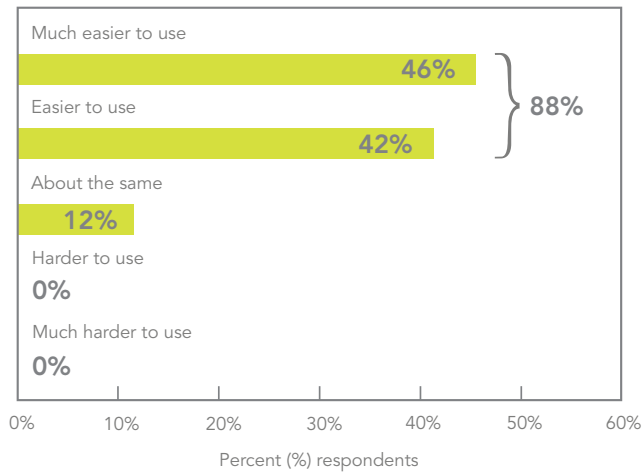
When considering a switch, practices consider a variety of factors: patient adoption, ease of use, features and capabilities, responsiveness to calls or emails, office productivity, and web site design and assistance. Converts report that the cumulative combination of these factors is more important in the decision to switch than any individual factor. Respondents rank Sesame’s “superior combination of factors” as the number one reason when deciding to switch, with 96% of respondents saying it is important or very important.

“Our practice used T.LINK previously. We have found the Sesame team is on top of it ALL. I am grateful for their attentiveness and tenacious ability to help, research, call back and explain whenever we need it.”

Denise Ross, Office Manager
 Dr. Stephen Sherwood
 Austin, TX

Ease of Use

Survey Question: Compared with T.LINK, would you say your patients find Ortho Sesame:



Converts report that their patients overwhelmingly find Sesame easier to use than T.LINK. Eighty-eight percent of survey respondents report that their patients find Sesame easier to use or much easier to use.

Understanding how people interact with technology and then designing a great user experience (UX) has become more and more important in recent years for web sites, software and products. The iPod and iTunes are great examples of this trend. Consumers don't have patience, and they are unwilling to invest their time trying to work with poorly-designed web sites. Sesame's ease-of-use advantage certainly appears to contribute to very high patient satisfaction rates.

Staff feel the same way. Ninety-two percent of survey respondents report their staff find Sesame easier to use or much easier to use. Besides avoiding frustration, web software that is easier to use translates into very real economic benefits – less time on training, less time spent answering questions from patients, and greater overall office adoption.

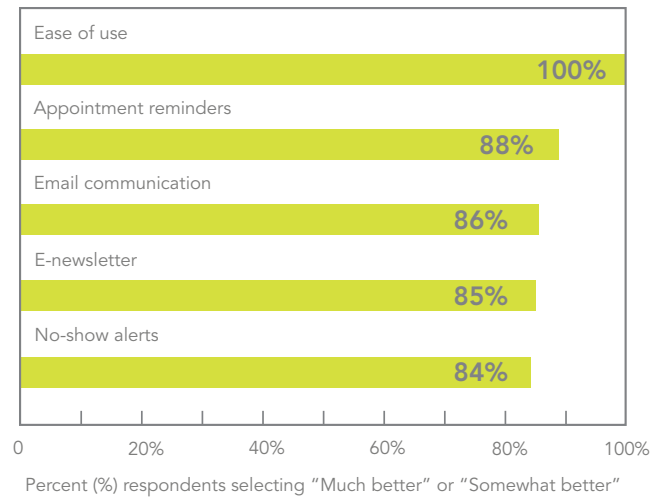
"Staff use is so much easier. We've added twice as many emails into the database since we switched to Sesame."

Dr. Inna Gellerman
Huntington, NY

92%
of respondents
say their staff find
Sesame easier to
use than T.LINK.

Features & Functionality

Survey Question: Compared with T.LINK, how do the following features of Ortho Sesame rank?



Converts report a strong preference for the core features in Sesame over T.LINK. These are the critically important nuts-and-bolts activities that patients and staff rely on every day to enhance convenience and communication, and manage overall care.

Additionally, converts found the following features available *only* with Sesame as highly desirable:

Patient surveys

The ability for patients to evaluate the doctor and the practice.

Multiple email reminders to patients

Redundancy helps reduce no-shows.

Refer-a-friend capability

Providing an easy way to introduce new prospective patients to the practice.

Financial reminders

Helping patients manage their Flexible Spending Account and other dental plan budgets.

Do-it-yourself web editing

Quick updates to the practice web site made easy.

"It was hard to figure out how to send an e-newsletter through T.LINK. The Sesame Practice Promotion Newsletter is designed so much better."

Kate Craik, Office Manager
 Sherrard Orthodontics
 St. John, New Brunswick

"We love the testimonials we get from the Sesame survey asking our patients their favorite thing about our practice. The surveys are a nice benefit of switching to Sesame."

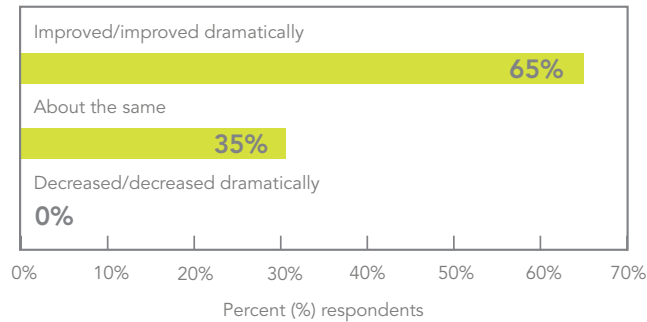
Dr. Blair Adams
 Ottawa, Ontario

"I love 'Do-It-Yourself' editing. Sesame makes it so much easier for us to keep our web site up-to-date."

Stacy Main, Treatment Coordinator
 Ellingsen-Paxon Orthodontics
 Spokane, WA

Office Productivity

Survey Question: Since moving from T.LINK to Ortho Sesame, would you say your office productivity has:



Almost two-thirds of converts report that their offices have improved productivity after moving from T.LINK to Sesame. At a time when staff responsibilities are expanding while patient care remains paramount, doctors need a solution that works for them rather than the other way around. In this environment, doing more with less is critical. With Sesame, patient adoption increases, resulting in less time spent calling for appointment reminders, answering routine questions and responding to requests for financial and other account information.

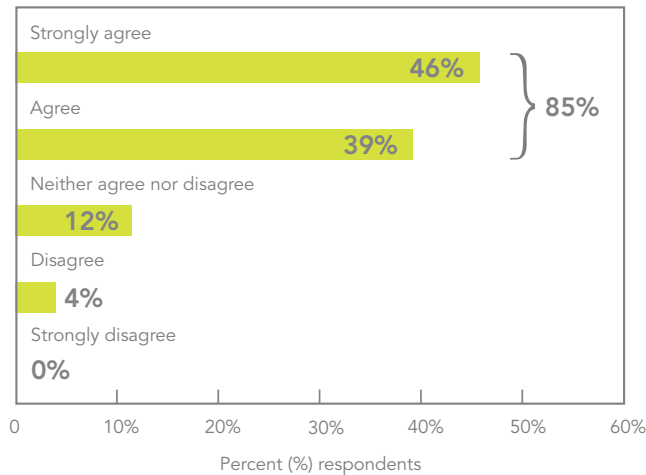
"I love the detail Sesame offers our patients. Patients love the 24-hour access! I feel like I'm working after hours, without having to be in the building! It's great compared to T.LINK!"

Suzi Blair
Dr. Bill Dischinger
Lake Oswego, OR

2/3
of converts
report greater
productivity.

Data Accuracy

Survey Question: Patient information needs to be accurate, reliable, and up-to-date to be useful. Compared with TeleVox, I can rely on Sesame to be more up-to-date and accurate:



Converts overwhelmingly report that they can rely on Sesame to be more up-to-date and accurate compared to T.LINK. When you give patients access to answers online, what they see becomes a reflection of your practice. They will come to rely on this system as a valuable resource as long as they consistently find current, correct information.

Out-of-date or inaccurate information can have exactly the opposite effect; it erodes patient confidence and their perception of a well-run office. Questions on data accuracy also lead to more patient calls to confirm information, which brings down office productivity and is contrary to the whole purpose of online communications.

"With T.LINK, we found that patients logging on sometimes saw incorrect balances, and appointment information that was not current. For us, it's huge that the information displayed by Sesame is accurate DAILY."

*Darlene Durham, Practice Administrator
Dr. Richard Talbot
Citrus Heights, CA*

"Our practice switched to Sesame because they integrate more seamlessly with ORTHOTRAC®'s latest version than the company ORTHOTRAC endorses. Plus, Sesame's customer service gives us peace of mind."

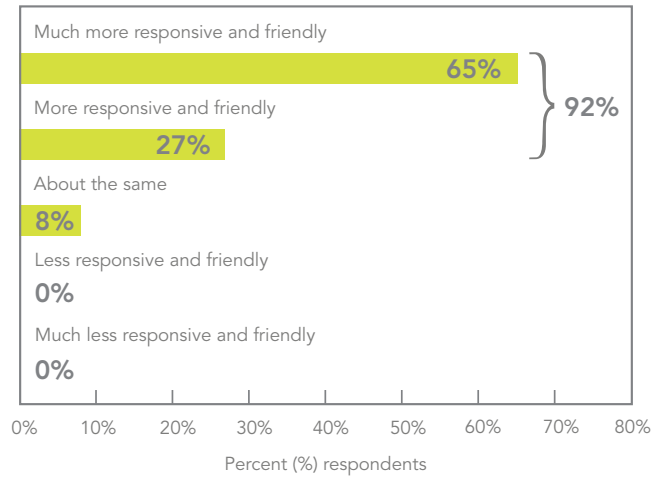
*Dr. Matt Peluso
Cedar Grove, NJ*

85%
report better
accuracy with
Sesame.

ORTHOTRAC® is a registered trademark of Kodak Dental Systems by Carestream Health.

Company Responsiveness

Survey Question: When comparing Sesame Member Services to TeleVox, Sesame’s customer service and technical support is:



When you have a question, you can’t afford to wait days to get a return phone call. Your online system needs to be available 24x7 for patients. Technical questions need to be addressed quickly, and equally important, communication must be open and frequent so you know the issue is being addressed and when to expect resolution. Ninety-two percent of converts report Sesame is more or much more responsive than TeleVox in terms of service and support, with nearly two-thirds calling it “much more responsive.”

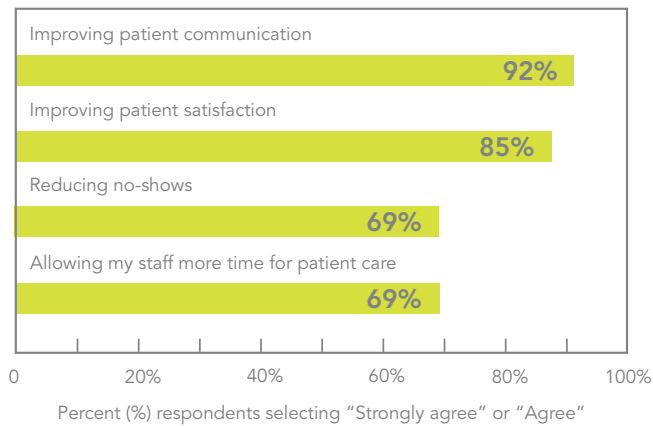
“Every time we need to call (which is not often) we actually get to speak to a human. The follow-up is incomparable... Sesame is “on it” with expert, caring solutions. In my 27 years in practice, I’ve found few companies as responsive to user input.”

Dr. Randy Feldman
Feldman Orthodontics
Tampa, FL

Nearly
2/3
say Sesame is
“much more
responsive.”

Business Benefits

Survey question: Compared with TeleVox, Sesame is much better on the following:



Features and capabilities of a web-enabled practice are terrific, but ultimately they need to translate into improving the doctor-patient relationship and the overall practice. On this score, converts overwhelmingly report Sesame performed better in core areas such as improving patient communication, improving patient satisfaction, reducing no-shows, and freeing up staff to spend more time on patient care.

"The comprehensive Sesame reminders system – email, text messages, and phone – are a lot less work for us in the front office than HouseCalls® was."

Kristi Volskis, Office Manager
Falkow Orthodontics
Mill Valley, CA

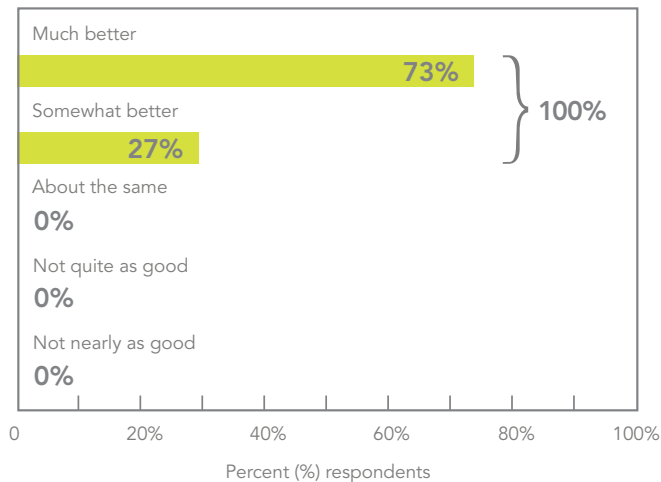
"Before we moved to Sesame, our practice was being marketed by TeleVox on Google for a city in California. We are in New York. With Sesame, we now have a search-friendly web site that drives patients to our practice."

Dr. Terry Sobler
Sobler Orthodontics
New City, NY

HouseCalls® is a registered trademark of TeleVox Software, Inc.

Conclusion: Overall, Converts Reported a Strong Preference for Sesame

Survey Question: Overall, how do Sesame and Ortho Sesame compare with TeleVox and T.LINK?



All responding converts reported a better or much better overall experience with Sesame compared with T.LINK.

Patients have moved online, and doctors must be there as well to meet their needs and further build the relationship. Equally important is the technology partner decision for your practice’s patient portal. For many doctors, that decision came down to Sesame and T.LINK. Some started with T.LINK because it appeared to be less expensive. After moving over to Sesame, they realized many advantages for their practice and their patients, and many were surprised to learn that the cost per patient is significantly lower with Sesame.

When it comes to web technology and patient portals, the converts have spoken: Sesame is preferred. We hope this report helps educate and inform doctors considering a technology partner to move their practices and patient relationships to the next level.

Call now for a demo with a Sesame Solution Consultant at 866-592-7572 or email: solutions@sesamecommunications.com. For more information please visit www.sesamecommunications.com.

“The transition from TeleVox to Sesame was simple: it took less than 2 hours for Sesame to complete the install and initial training, and there was no hassle for us. We should have made this change years ago.”

*Maria Dawson, Office Manager
Dr. Amy Light
Potomac, MD*