



Smile On Hold | 866-359-4653

Customized music on-hold marketing by **TelephoneOnHold.com** is valuable for businesses of all types and sizes. This is especially the case for Dental practices across the country. Dentists rely on phone calls more than most businesses – for appointments, follow-ups, and patient questions.

The typical dental practice places **70% of callers on-hold**. And, when on-hold, patients are likely to spend over 40 seconds waiting. A minute of silence feels like an eternity, while simply playing music isn't productive for the practice or the patient. That's exactly why dentists across the country have hired TelephoneOnHold.com to "fill the on-hold cavity!"

COMMUNICATE VALUABLE INFORMATION

"Since implementing an on-hold marketing program, my office staff has noticed that patients are less anxious," says Dr. Kristen Donohue of Sunshine Dentists in Burke, VA. "We're able to professionally communicate valuable information about our practice to our patients. As well, the price is half of what the ADA recommended on-hold company quoted us."

GENERATE INTEREST

Dr. Jack Levine of Orange Street Smiles Dental Office in New Haven, CT loves the questions that patients ask as a result of his customized on-hold marketing. "We find that, my gosh, they (patients) are informed! They know more about us, they are generating questions for us, they are appreciative of the information we have on-hold!" Dr. Levine continues, "We really like being in control of the content and the material."

THE ON-HOLD PROCESS: JUST ONE WEEK

The on-hold setup process is surprisingly quick & easy. Once a practice hires TelephoneOnHold.com, the interview process begins. Information about the practice is gathered & a short questionnaire is completed so that our on-hold scriptwriting team can create a dynamic, customized on-hold script. Scripts are generally 7 to 8 paragraphs in length & represent a total runtime of approximately 5 to 6 minutes of audio.

After the script is written, it is submitted to the Dentist for review & approval. Once approved, the on hold script is sent to the recording studio for professional voicing. Of course, clients can select preferred voice & music selections online. Voice & music selections are available at telephoneonhold.com/soundstage. Start to finish, the music on-hold process generally takes less than 1 week.

YOUR PRACTICE'S ON HOLD PROGRAM CAN:

- Reduce patient's anxiety
- Utilize time productively
- Educate patients about new procedures & services
- Educate callers on the need for certain screenings & exams
- Inform about community involvement & charitable causes

CUSTOMIZED DENTAL ON-HOLD MARKETING IS AVAILABLE FROM TELEPHONEONHOLD.COM AND BY CALLING A DENTAL ON HOLD CONSULTANT AT 866-359-4653.