

5 Easy and High-Impact Ways to Use Chairside Videos

[Spear chairside videos](#) are a great way to boost case acceptance in the operatory – but with the right processes in place, these dynamic video resources can also help your team increase appointment efficiency, reduce missed appointments, enhance your digital marketing and more. Unlock the power of [Patient Education](#) in your practice with these easy and impactful applications:

Increase First-Time Appointment Efficiency with First Visit Videos

Help new patients understand what to expect during their first visit to your practice with First Visit chairside videos. Videos in this category can be included in pre-appointment reminder emails and text messages to answer common patient questions prior to their visit.

Improve Unscheduled Treatment Follow-up with Conditions Videos

For patients who choose to delay treatment or miss important appointment, use Conditions chairside videos to remind them about the long-term consequences. Include these videos in missed appointment emails and text messages with an invitation to reschedule.

Reduce Missed Appointments with Pre-Operative Videos

Support patients anxious about their upcoming appointments with pre-operative videos within appointment reminder emails and texts. These videos help patients understand what to expect during their appointment so they feel more confident and prepared on arrival.

Enhance Appointment Follow-up with Home Care Videos

Safeguard your patients' oral and physical health with home care chairside videos. These animated how-to videos provide an interactive overview of post-operative instructions for common dental procedures so patients are less likely to experience complications.

Enhance your Digital Marketing with Procedures Videos

The quality of your website has a big impact on how prospective patients perceive you and your team. Create a great first impression by adding procedures videos to your practice website so prospective patients recognize the benefits of pursuing comprehensive treatment in your practice.

Need help getting started with Patient Education? Contact your Customer Success Manager to learn more about how to implement these resources with your practice team.

“

As a surgeon, we're competing with patients' vacation dollars, not just their healthcare dollars. We need to ensure they value their care, not only for their oral health, but their overall health.

- Dr. Adam Saltz D.M.D., M.S., M.P.H.
Spear Online Member
Corey and Then Prosthodontics

Top Team Meetings for Getting Started

- + [Creating Emotionally Engaged Patients](#)
- + [Co-Diagnosis and the Role of Patient Education Videos](#)
- + [How to Jump-Start Patient Education Videos](#)
- + [Developing a Strategy for Follow-up](#)
- + [Working with Patients Who Choose to Delay Treatment](#)