

PATIENT EDUCATION USER GUIDE: CHAIRSIDE VIDEOS AND PLAYLISTS



SPEAR[®]
PATIENT EDUCATION

Spear Education provides dental continuing education for striving dentists that are dedicated to the pursuit of clinical excellence in dentistry

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Spear Patient Education videos are one of the most powerful resources available to Spear members and a great way to put Spear's approach to co-diagnosis to work within your practice. These dynamic video resources increase case acceptance by helping patients better understand their options and the value of treatment. This guide will walk you through the basics of chairside videos and playlists, plus provide tips and tricks about how our most successful Spear teams use Patient Education in their practices.

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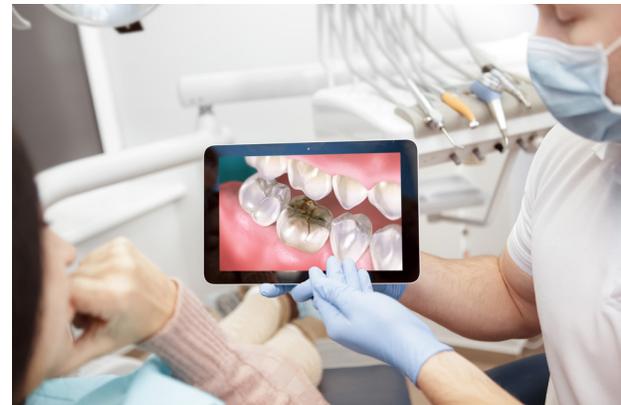
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OVERVIEW OF CHAIRSIDE VIDEOS AND PLAYLISTS

The chairside playlist editor allows Spear members to build customized playlists that feature a combination of their own videos and images alongside Spear Patient Education videos. Playlists are comprised of both videos and images and can be customized to include your own practice images, logos, and messaging.

TIP:

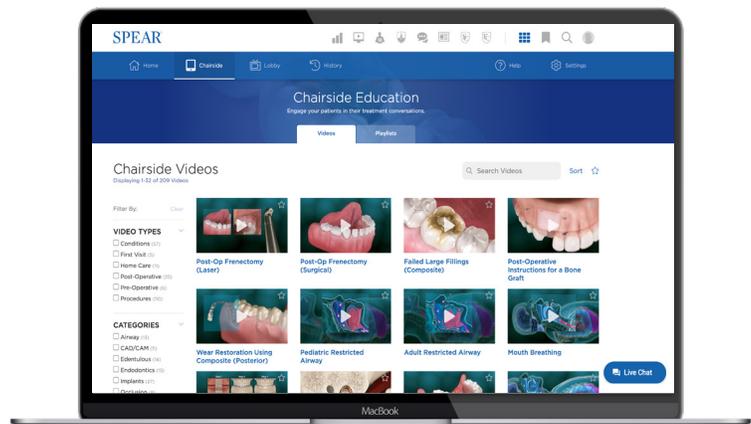
You can combine chairside and lobby videos into integrated Patient Education playlists. This is a great way to expand upon videos displayed in the lobby by presenting corresponding playlists when a patient is chairside.

Chairside Video Library

As a Spear member, you have access to a constantly evolving library of animated video resources designed to transform case presentation in your practice. These customizable videos explain key steps in the patient journey for dozens of common dental conditions and procedures.

With Patient Education, your team can empower patients to take an active role in their oral health by providing an engaging and informative visual walkthrough of their treatment options.

By default, videos in the chairside library are organized by release date. To find relevant videos for your custom playlists, you can use a combination of filters for both Video Type and Category.



Video Types

The [chairside playlist editor](#) allows Spear members to build customized playlists that feature a combination of their own videos and images alongside Spear Patient Education videos. Playlists are comprised of both videos and images. Playlists can be customized to include your own practice images, logos, and messaging. The **chairside video library** consists of video types that are best suited for specific patient scenarios.

Conditions videos help patients understand what their oral condition is, how it impacts their dental and overall health, and what could happen if a patient chooses to delay treatment. Use these videos chairside and as an introductory video in a case presentation playlist.

First Visit videos help a patient understand what to expect during a first visit in your practice. Use these in appointment reminders and stream them on operatory screens to help patients feel at ease.

Home Care videos outline how patients can better care for their oral health and outline home care tips for dentures, occlusal appliances, and more. These make a great digital take-home resource that can be shared with patients by email or text message.

Post-Operative videos outline instructions following common dental and oral surgery procedures. They are a valuable take-home resource for patients that can easily be shared by email, text message, or printed as a downloadable handout (or all three).

Pre-Operative videos outline what patients can expect prior to a procedure. These can be a helpful tool for reducing patient anxiety and increasing case acceptance for comprehensive cases.

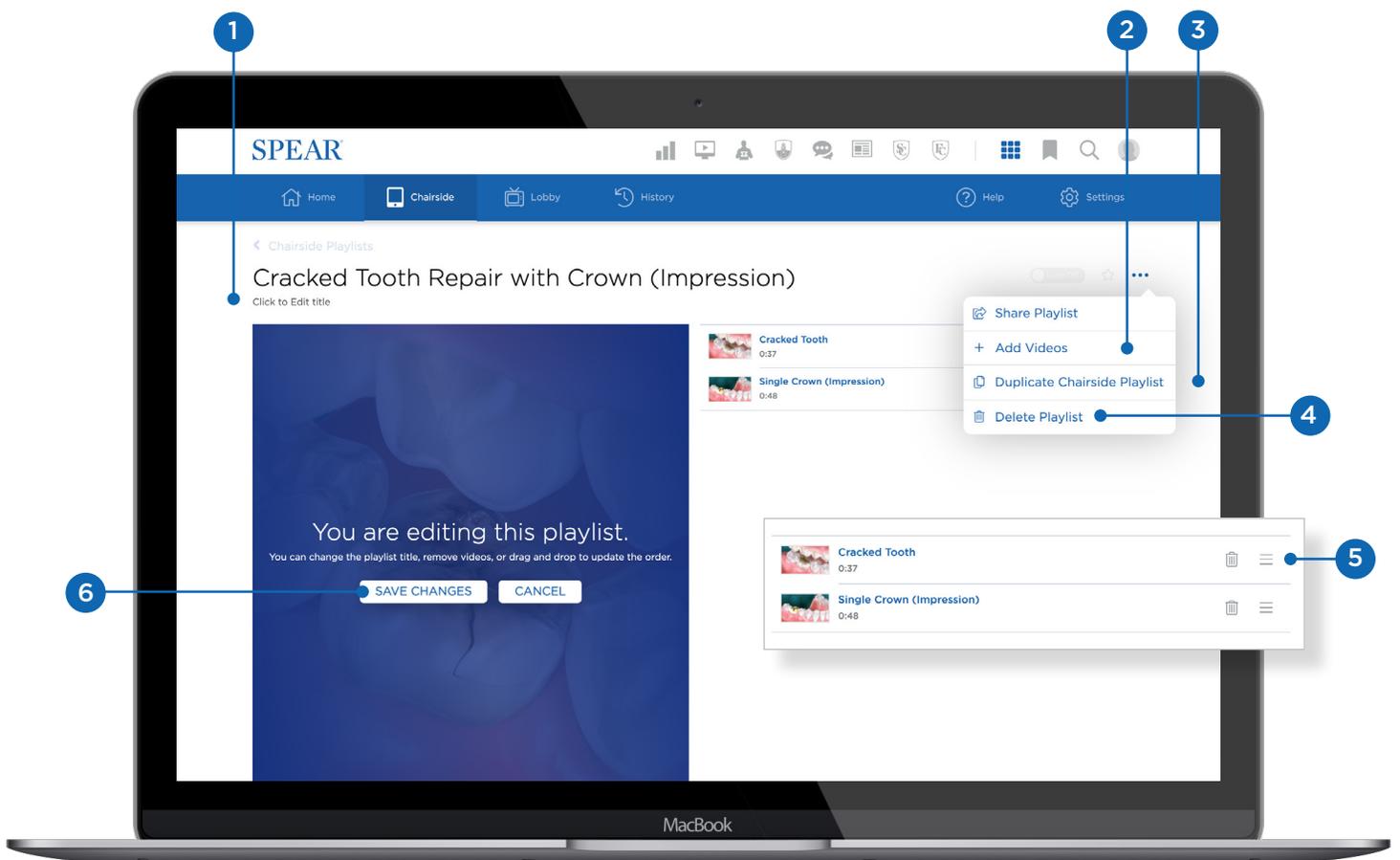
Procedures videos help a patient understand everything involved with their care by walking them through how a procedure is performed. These videos are a helpful tool when a patient is anxious or uncertain about their treatment options.

Categories

[Chairside video categories](#) are an easy way to filter for specific procedures, conditions, and treatments to further narrow your search for relevant chairside videos. Use these filters to find videos that are relevant to cases you're treating in your practice or for patients you are referring to another office.

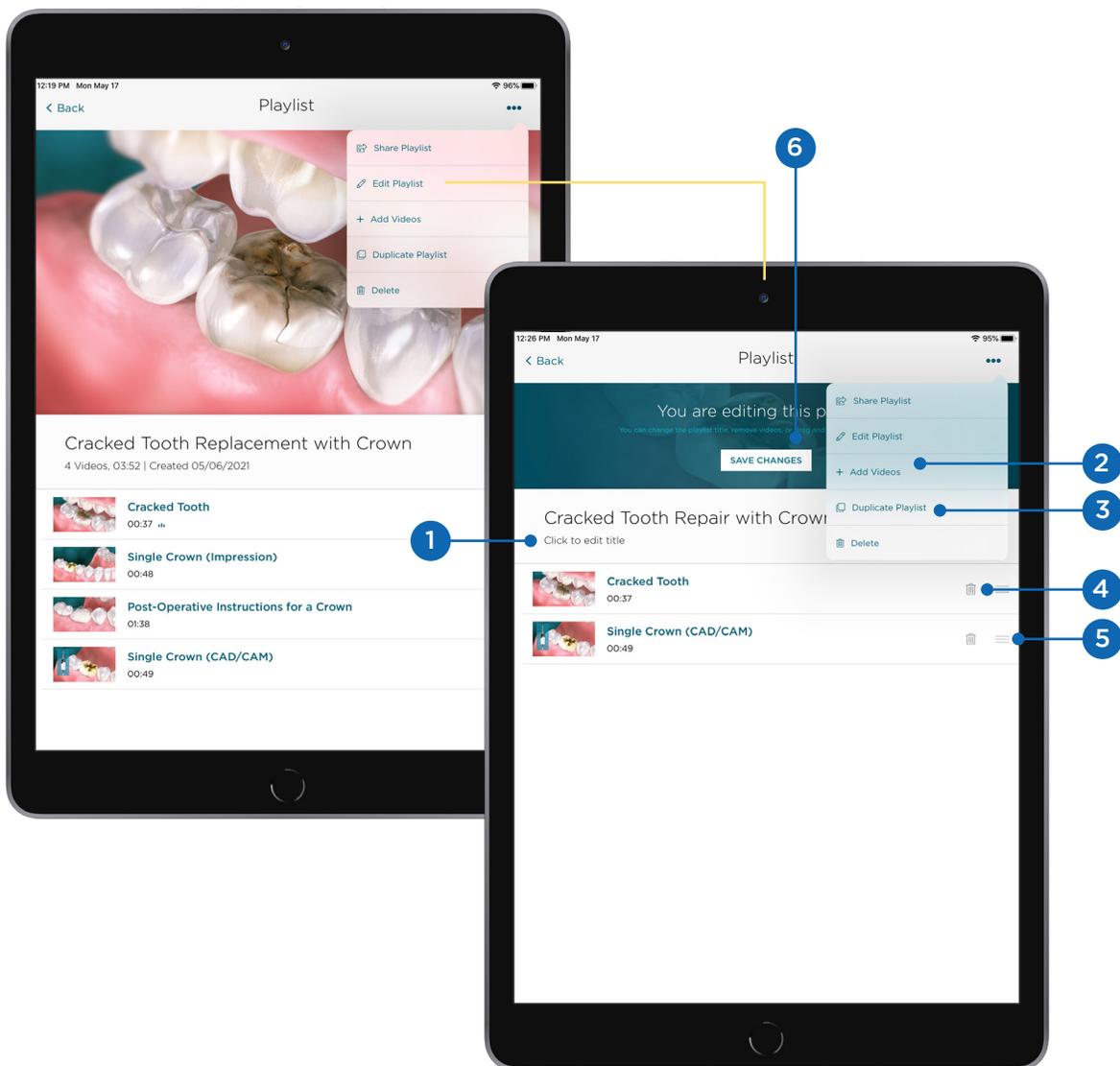
Desktop Playlist Editor Features

1. **Edit Title** - Edit the name of your playlist as it appears on the playlists tab.
2. **Add Videos** - Add a new video to the end of the current playlist.
3. **Duplicate Slide** - Duplicate the current slide into the same playlist.
4. **Delete Slide** - Remove the current slide from the playlist.
5. **Reorder Slides** - Drag and drop to reorder slides or click the (+) icon to add a new video.
6. **Save** - Click the save button to make your playlist available to share and stream.



Tablet Playlist Editor Features

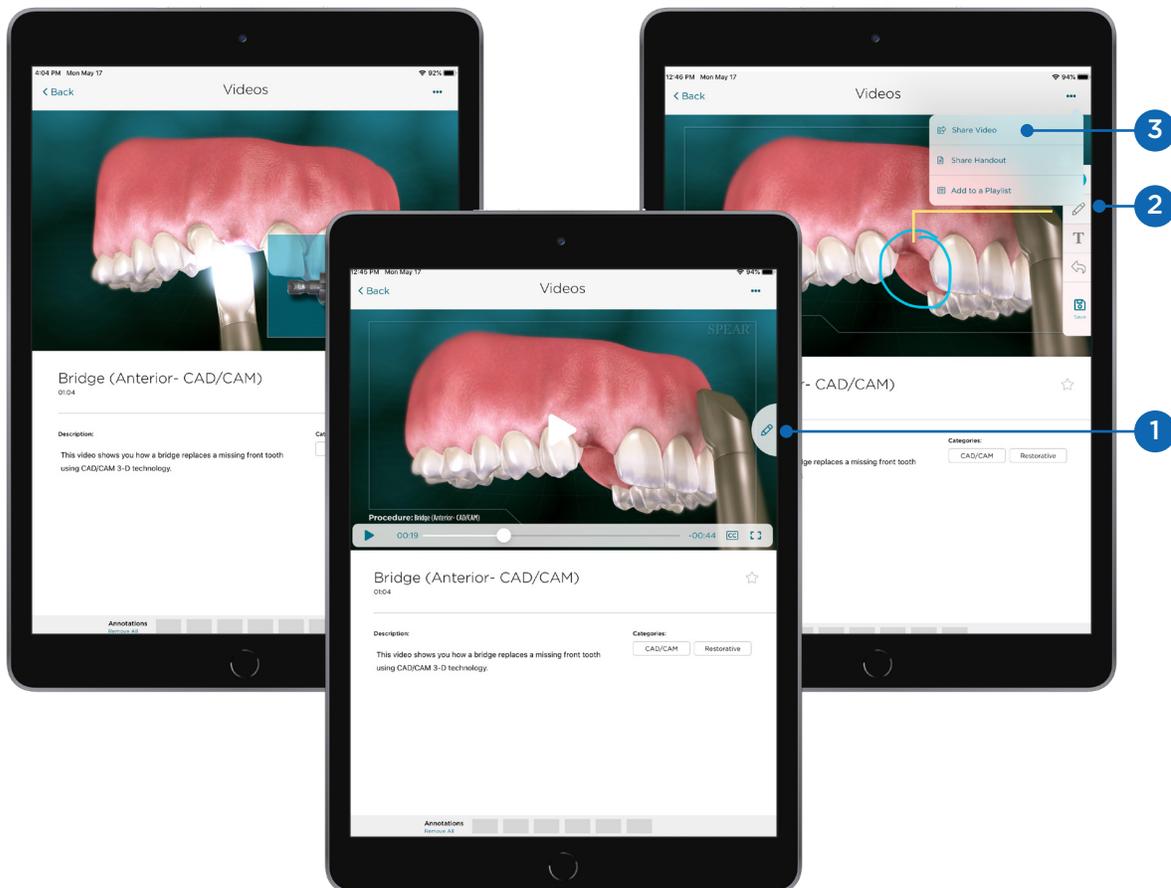
1. **Edit Title** - Edit the name of your playlist as it appears on the playlists tab.
2. **Add Videos** - Add a new video to the end of the current playlist.
3. **Duplicate Playlist** - Duplicate the current playlist.
4. **Delete Slide** - Remove the current slide from the playlist.
5. **Reorder Slides** - Drag and drop to reorder slides or click the (+) icon to add a new video.
6. **Save** - Click the save button to make your playlist available to share and stream.



Tablet App Video Annotation Editor

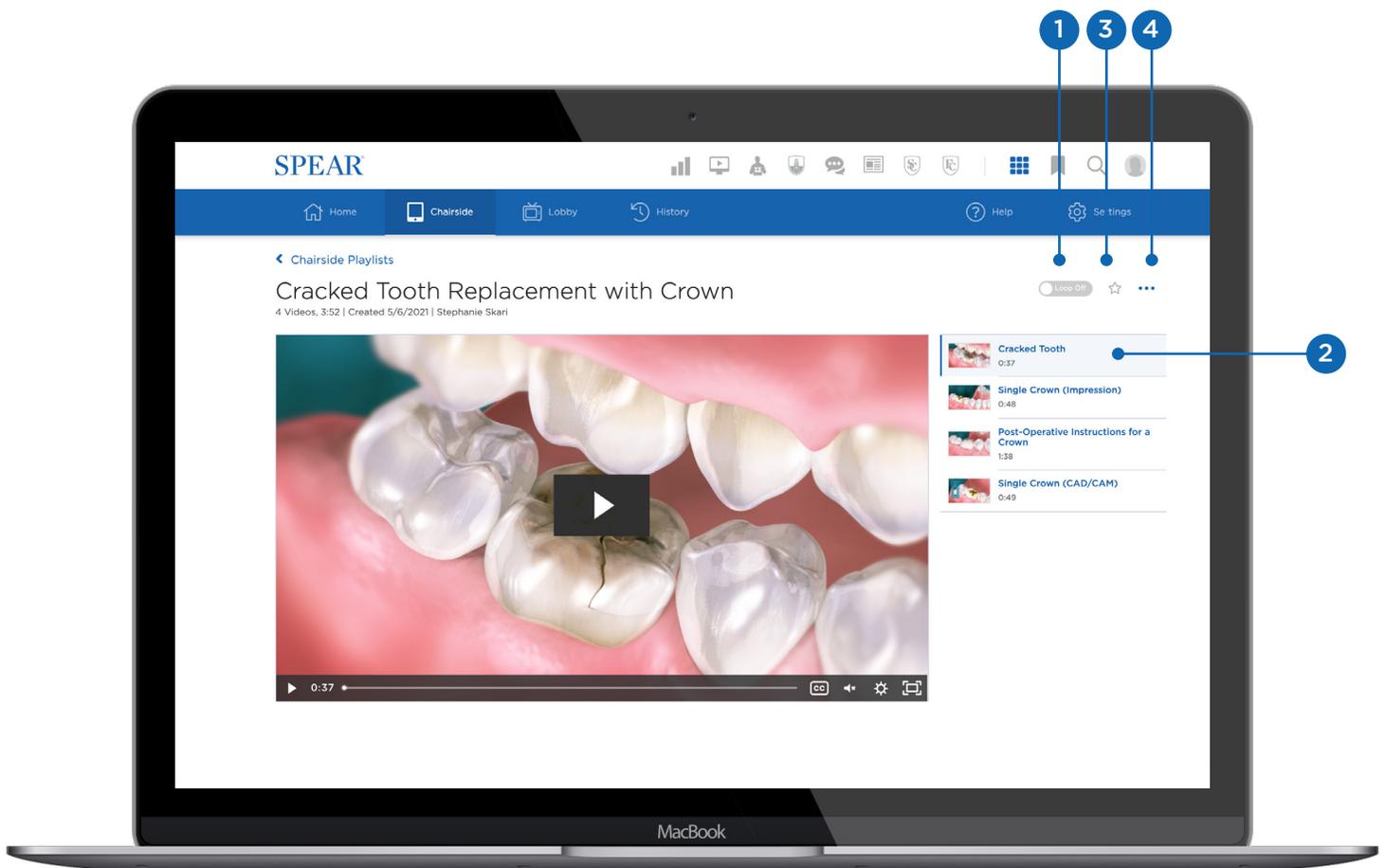
You can **add annotations** to individual chairside videos and **add to a playlist**, **share** them with patients directly, or **save** them for later use with the Spear Patient Education tablet app. Simply annotate and save the video, then add it to playlists through the video page or the playlist editor.

1. Set the video to the timestamp you want to add an annotation and **click the Edit icon** on the righthand side of the player.
2. Adjust settings and add annotations and text directly to the video. Each annotation you add (maximum of 5 is automatically populated in the **Annotations section** below).
3. Once you've completed your edits, **click the Actions ellipses icon** to share the video, share the handout, or add the video to a playlist.



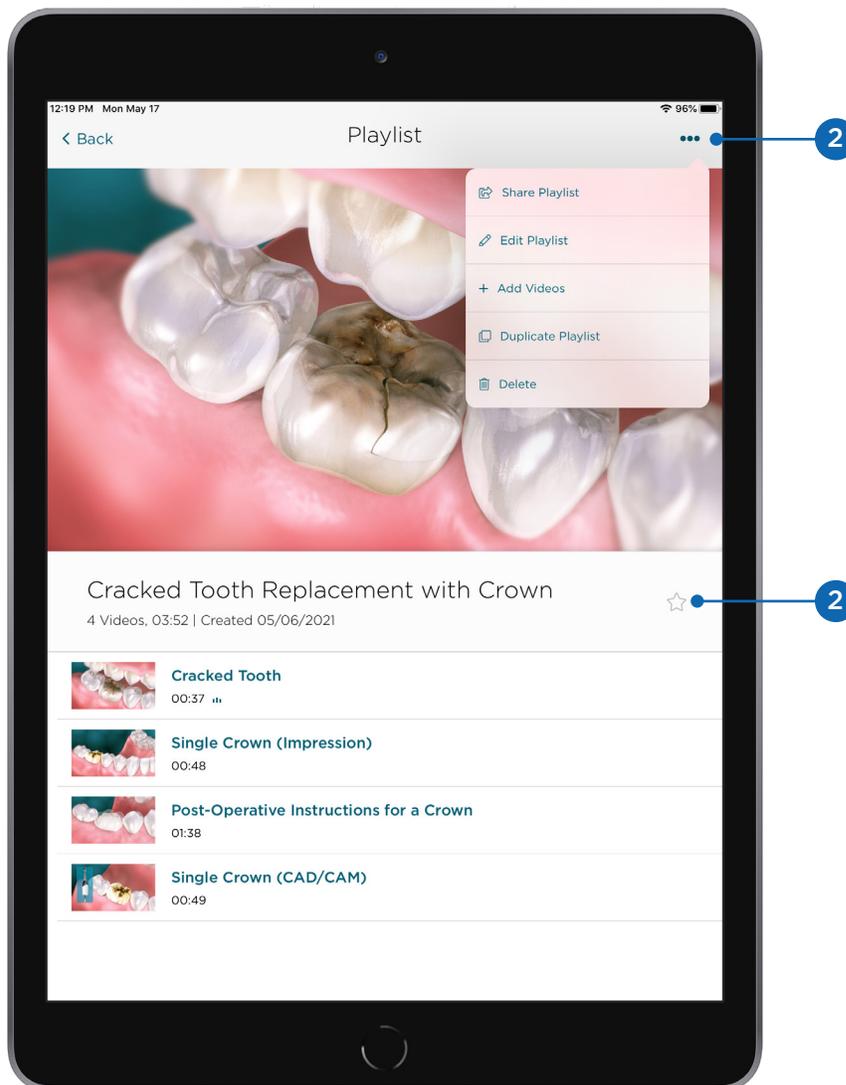
Desktop Playlist Player Features

1. **Loop** - Toggle this setting to have the playlist repeat after the last slide.
2. **Slides** - Click on individual slides to watch each video separately.
3. **Star** - Use this icon to add the playlist to your starred list on the Patient Education homepage.
4. **Actions** - Click the ellipses icon to:
 - a. **Edit** by adding, removing, or reordering slides.
 - b. **Add videos** to the existing playlist.
 - c. **Duplicate** the selected playlist.
 - d. **Delete** the selected playlist permanently.



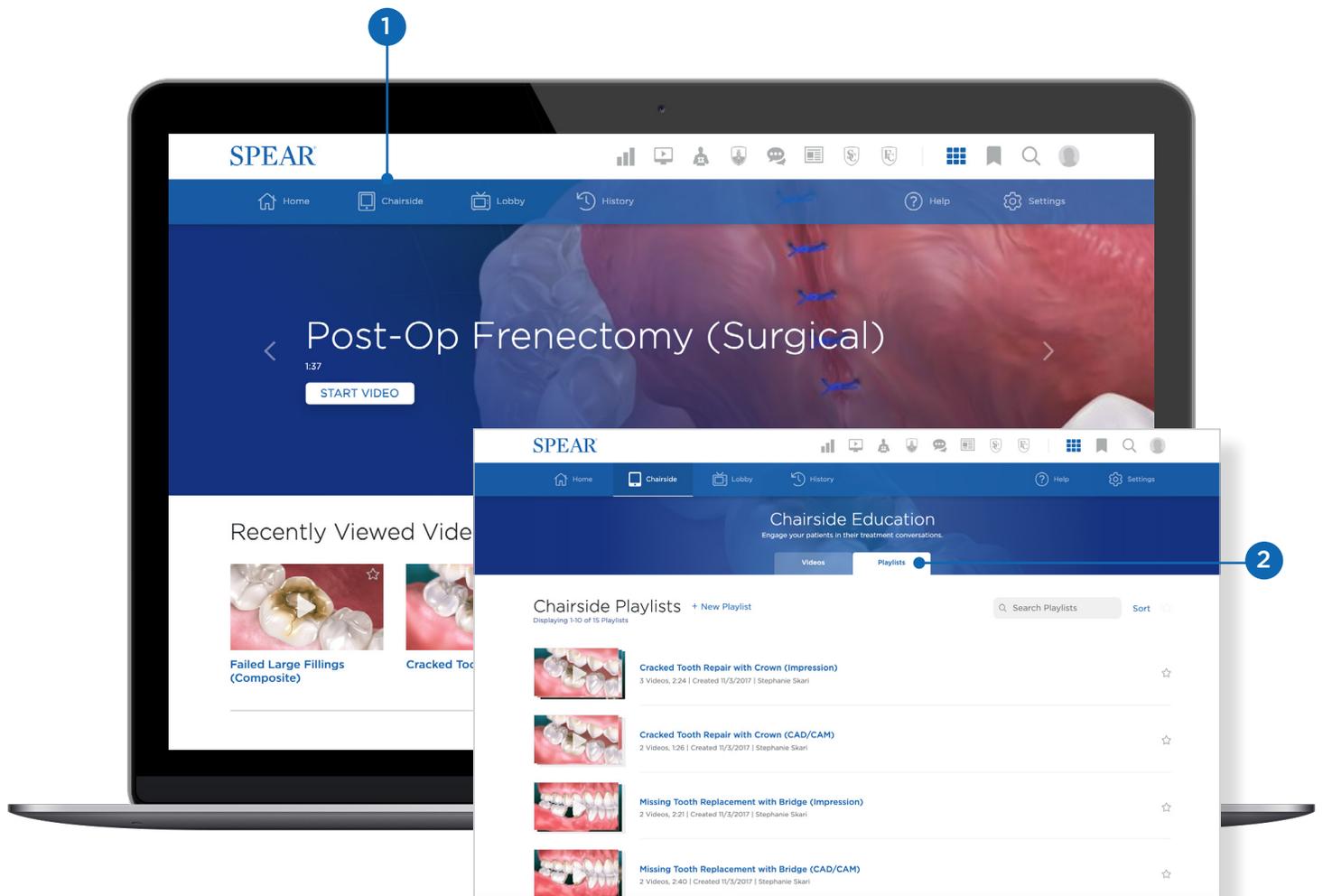
Tablet Playlist Player Features

1. **Star** - Use this icon to add the playlist to your starred list on the Patient Education homepage.
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 - a. **Edit** by adding, removing, or reordering slides.
 - b. **Add videos** to the existing playlist.
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 - d. **Delete** the selected playlist permanently.



Creating and Editing Playlists

1. From the Patient Education homepage, click on the **Chairside** icon in the secondary navigation pane.
2. To navigate to the playlist editor, click on the **Playlists** tab.

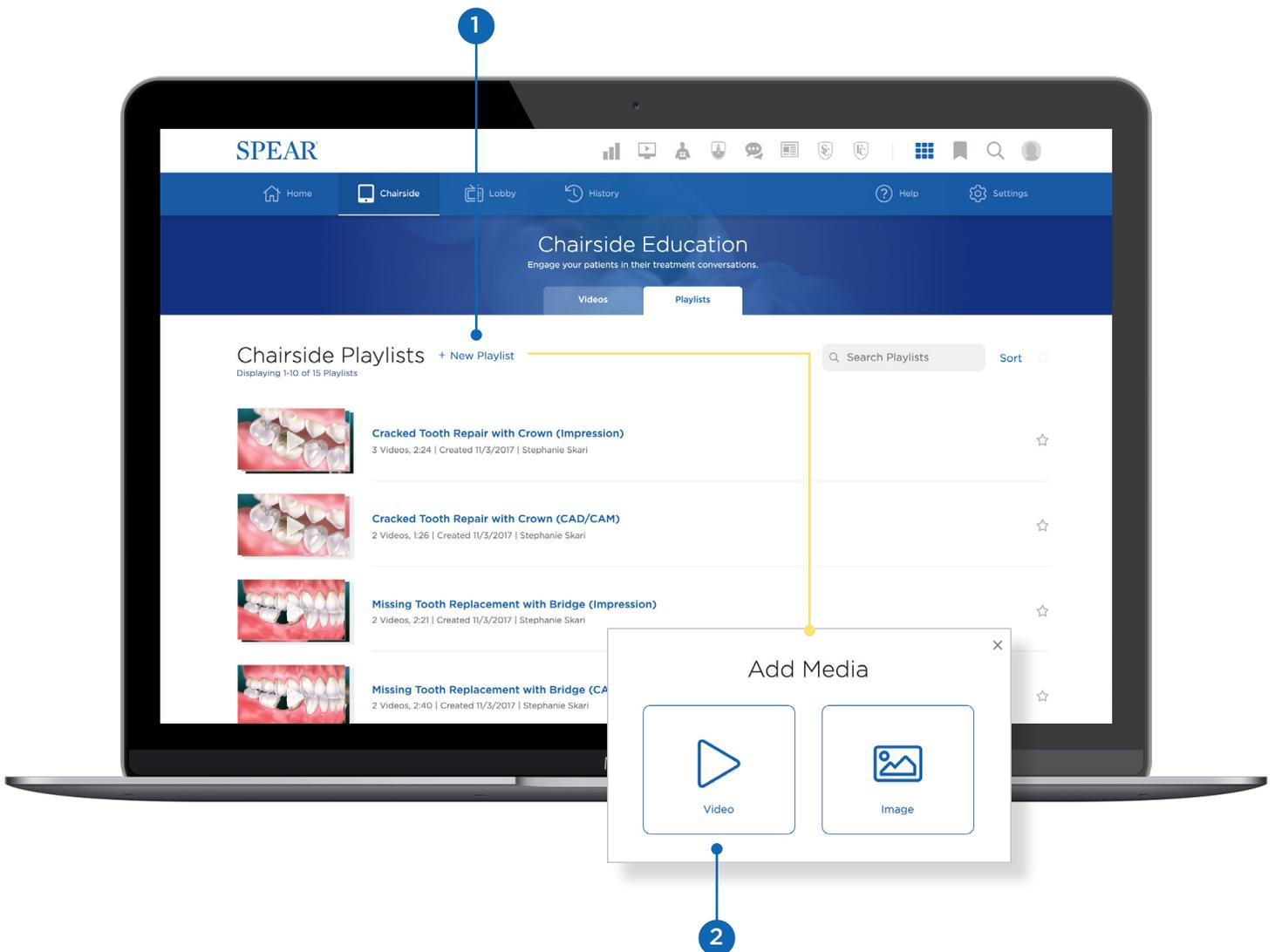


TIP:

Want even more flexibility with your playlists? Try creating a playlist in the lobby playlist builder instead, which allows you to combine chairside and lobby videos with custom slides like practice promotions, team bios, and before/after dental photography.

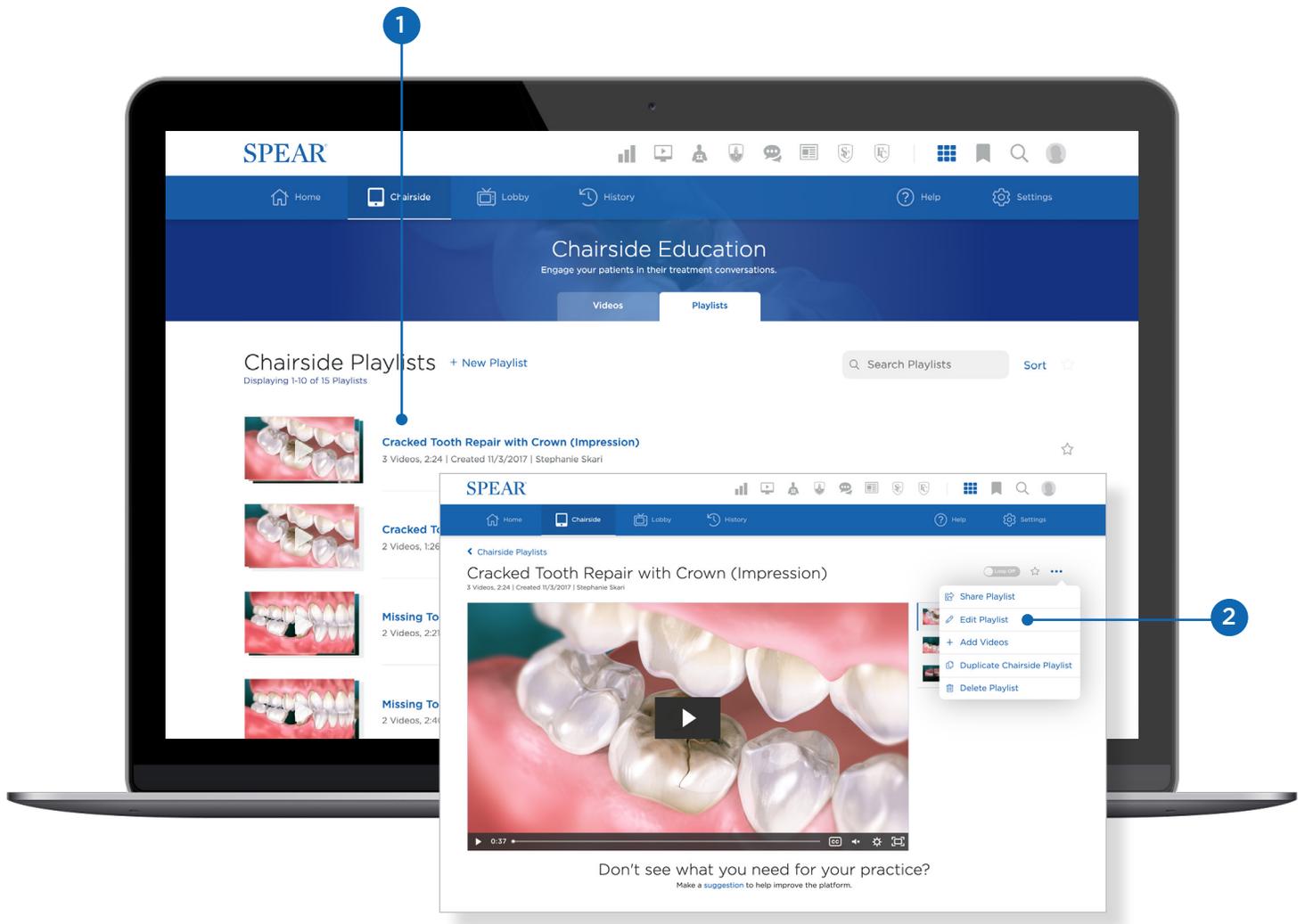
Creating a New Playlist

1. To create a new playlist, **click the + New Playlist** option to the left of the search bar. This will open a lightbox to name your playlist.
2. Once you have entered a playlist name, **click Add Videos**.



Editing an Existing Playlist

1. To add, delete, or reorder slides in an existing playlist, select the playlist you want to edit from the playlists tab.
2. From the player pane, click the Actions icon and select Edit Playlist.

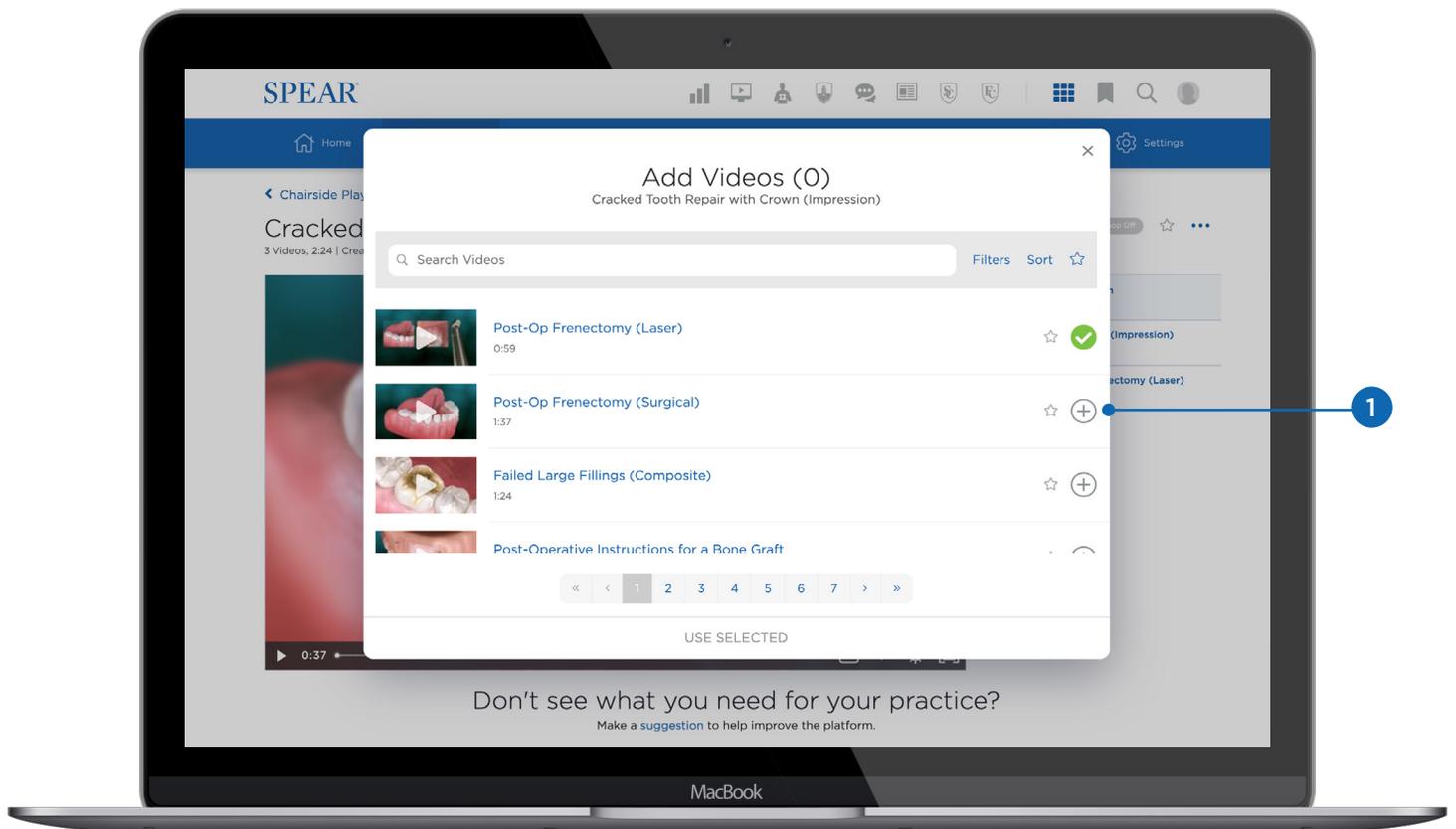


TIP:

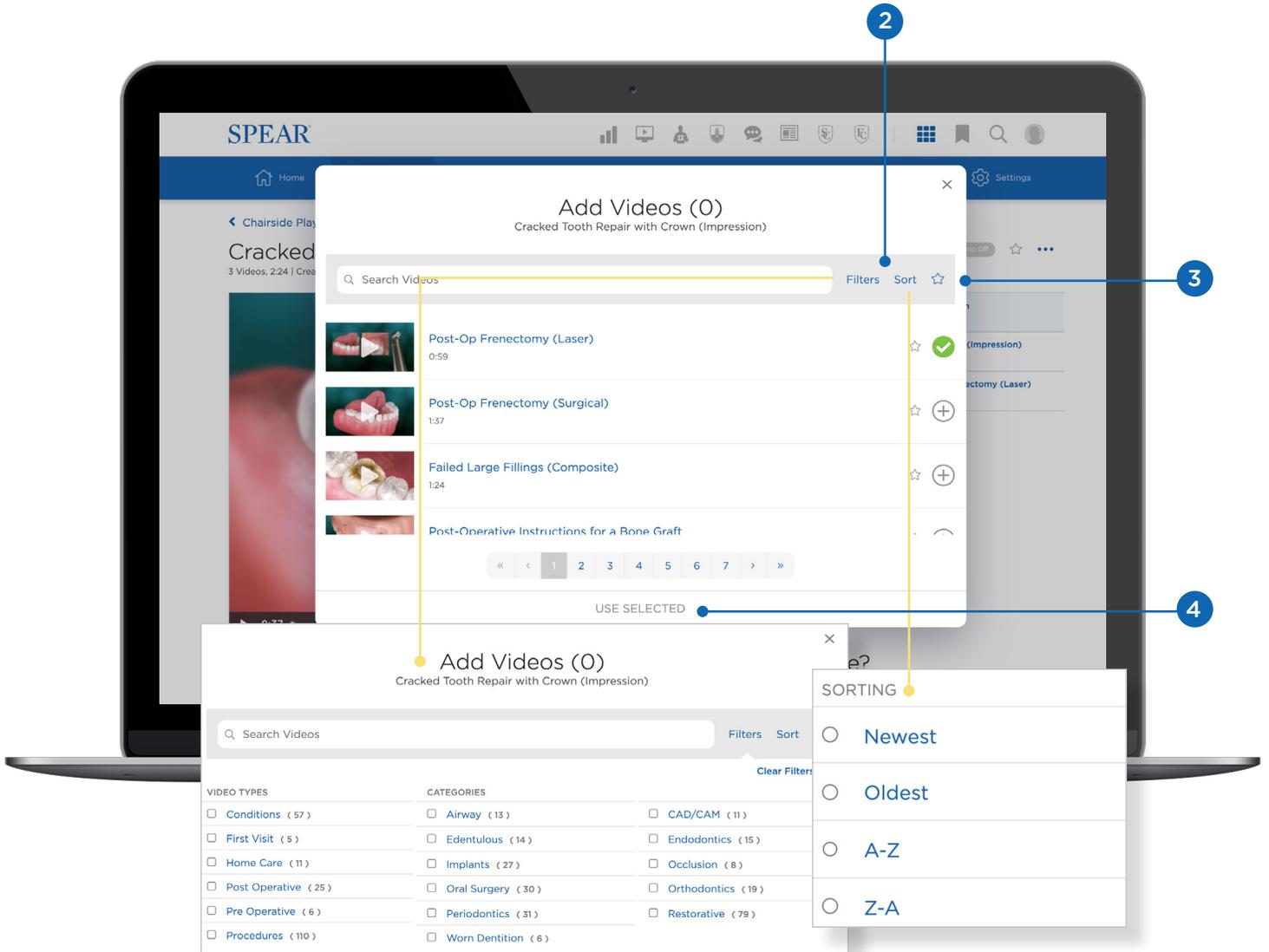
Any changes you make to the playlist will be permanent once you **click Save**. If you want to save time by using an existing playlist rather than starting from scratch, try duplicating the playlist and editing the copied version instead.

Adding Videos to Playlists

1. Use the (+) icon to add a video or select multiple videos to add them to a playlist in bulk.



2. Use the filter option to narrow your search by video type and category, or sort to organize videos by publication date or title.
3. Use the star icon to filter for videos you have bookmarked in the past.
4. Once you have selected the video(s) you want to use, click Use Selected.



TIP:

Need ideas for selecting the right videos? Go to the Tips and Inspiration section of this guide for examples of recommended playlists.

STREAMING AND SHARING VIDEOS AND PLAYLISTS

Chairside videos are a versatile tool that can be shared with your patients in a variety of ways. In this [course video](#), see how Dr. Ricardo Mitrani, Spear resident faculty, shares Patient Education with his patients to inform and inspire their treatment decisions.



TIP:

Get your team thinking about applications for Patient Education in your practice by [sharing this video with them through Spear Online](#). Bookmark this video to watch at your next team huddle or assign it to team members to watch independently.

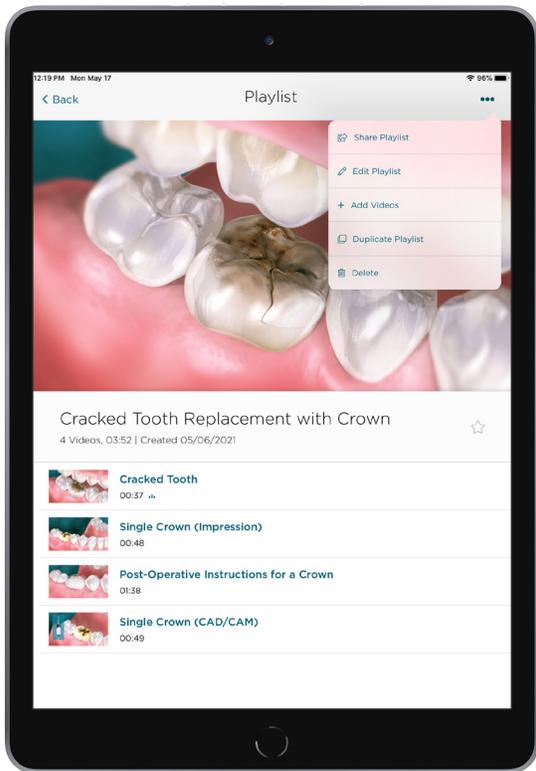


Streaming on a Tablet

Downloading the Tablet App

The easiest way to use chairside videos and playlists for case presentation is with the **Spear Patient Education tablet app**. The tablet app provides you the added flexibility to annotate videos with custom notes and add these videos to personalized playlists you can share with patients after their appointment.

If you have not yet downloaded the Spear Patient Education app for your tablet, you will need to get this set up before you can annotate videos and add them to chairside playlists:



DOWNLOAD NOW



- [Download the Spear Patient Education for iPad](#)
- [Download the Spear Patient Education for Android](#)



*We have
a new look!*



Streaming Videos and Playlists on your Tablet

From the **Patient Education tablet app**, you can edit, annotate, save, and share Chairside videos and playlists with your patients. See the **player features section** of this guide for more details about play settings in the TV app.



Streaming on a Smart TV

Downloading the Smart TV App

Once you create a playlist for a patient, you can stream this video to a Smart TV in your operatory or treatment room using the Spear Patient Education TV App. This app allows you to select and stream playlists using your remote and a compatible Smart TV.

If you have not yet downloaded the Spear Patient Education app for your Smart TV, you will need to get this set up before you can stream your playlists in your operatory or treatment room:

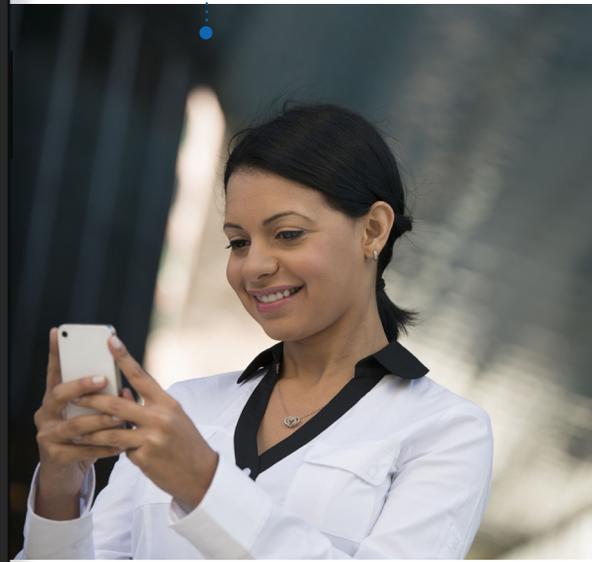
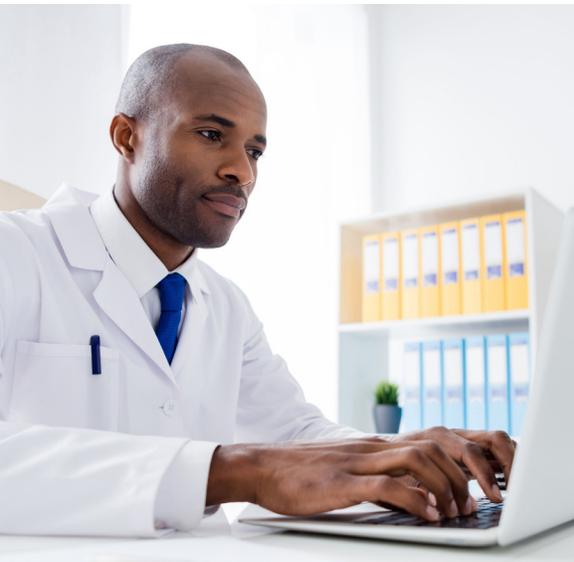
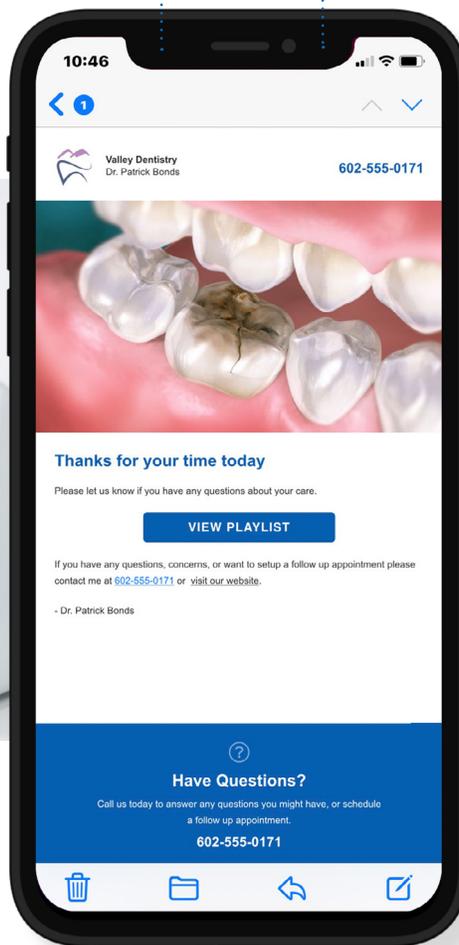
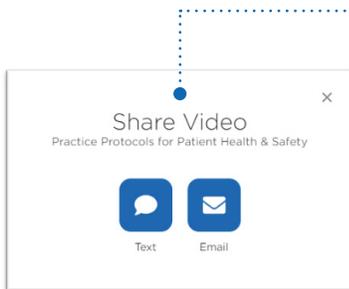
DOWNLOAD NOW



- [Download the Spear Patient Education for Apple TV](#)
- [Download the Spear Patient Education for Amazon Fire TV](#)

Sharing via Email or Text Message

1. To share a chairside video or playlist with a patient via email or text message, **click the Actions ellipses icon** and **click Share**.
2. When prompted, select email or text message and enter the patient's contact details.

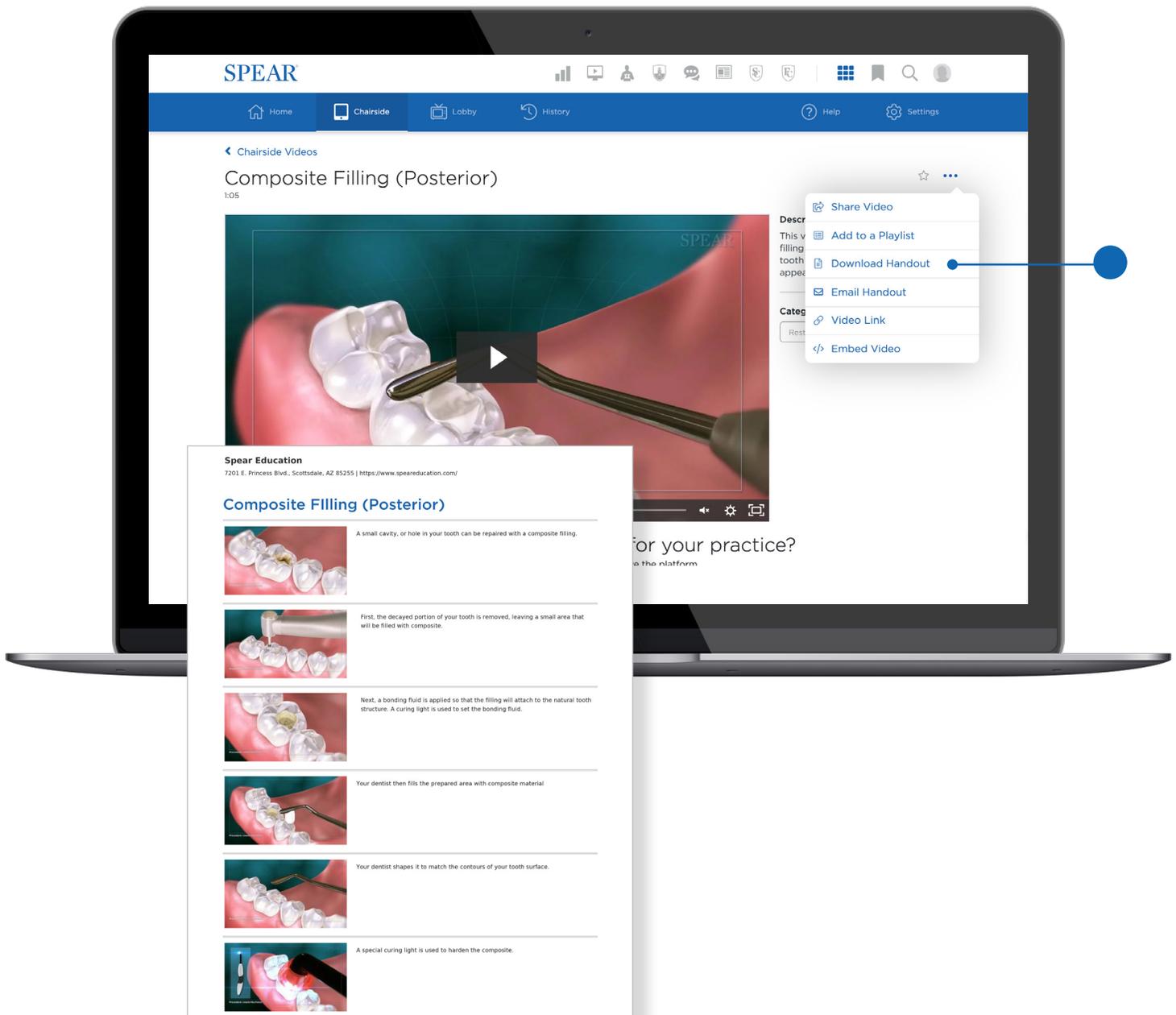


TIP:

To share chairside videos and playlists with patients, you will need to set up the My Practices section of your Spear Online profile. This will add custom practice branding, including logos and brand colors, to all your patient-facing content automatically.

Sharing as Handouts

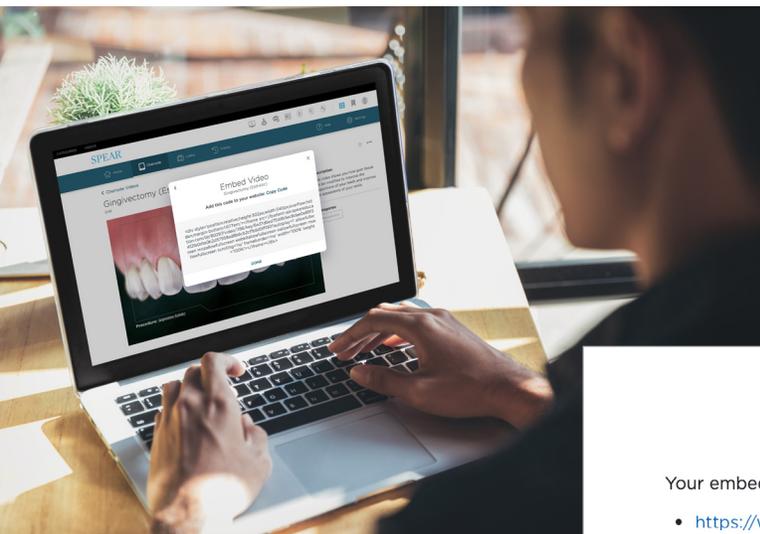
You can download and print each chairside video as a handout so patients have a helpful way to follow along and take notes with video instructions. From the individual video page, **click the Actions ellipses icon** and select Download Handout to either download or print a handout pre-populated with your practice information. You can also select Email Handout to send the document to your patient directly.



Embedding Playlists on your Website

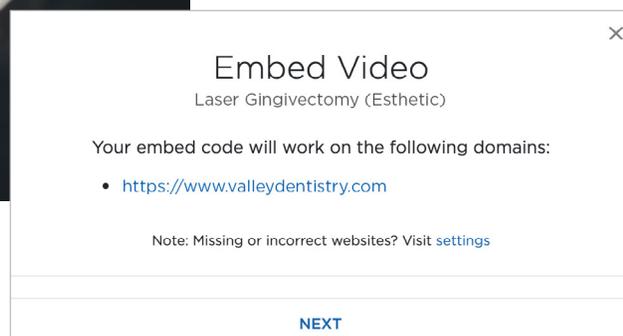
Individual chairside videos make a great addition to your practice website. Many Spear members use chairside videos to:

- Create more engaging blog posts
 - Enhance services and treatment description pages
 - Add more value to promotional pages
1. To embed a video or playlist on your website, **click on the Actions ellipses icon** on the video or playlist page.
 2. **Select Embed Video**
 3. You will be prompted to verify the URL for the embed code. **Click Next** and copy the generated code.



TIP:

To embed a video on your practice website, you will need to [add your website URL to your public address in your profile](#). We recommend you complete your entire [Spear Online profile](#) so you can use every Patient Education feature available.



IDEAS AND INSPIRATION

Chairside videos and playlists can transform the patient experience in your practice. These tips and tricks highlight how our most successful Spear practices use Patient Education to educate, inform, and inspire.

“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.

[Corey + Then Periodontics and Dental Implants](#)

Spear Online Member

Patient Education Trifecta

Patient Education resources are designed to work together to deliver a seamless, engaging, and informative experience for your patients within your office and at home. Use available formats like text message and email to create a holistic follow-up experience for your patients considering their treatment options.



Patient Education Tips and Ideas

Great chairside playlists allow you to deliver high-quality digital resources that help patients see the value and urgency of care. Check out some tips below for how to put Patient Education to work in your own practice.

Improve Post-Operative Care

Sending a **Post-Operative chairside video** is a strong visual reminder to reinforce current post-op procedures, increase compliance, and reduce emergency calls post-procedure. Setting clear expectations for post-op care is essential to keeping patients happy and reducing complications.

Improve Unscheduled Treatment Follow-up

For patients who choose to delay treatment or miss an 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.

Enhance Appointment Follow-up

Safeguard your patients' oral and physical health with **Home Care and Post-Operative chairside videos**. These animated how-to videos provide an interactive overview of post-operative instructions and dental hygiene tips to help patients better understand and value their role in great patient outcomes.

Enhance your Digital Marketing

The quality of your website has a big impact on how prospective patients perceive you and your team. Create a great first impression by embedding **Procedures chairside videos** on your practice website to help prospective patients understand the benefits of pursuing comprehensive treatment in your practice.

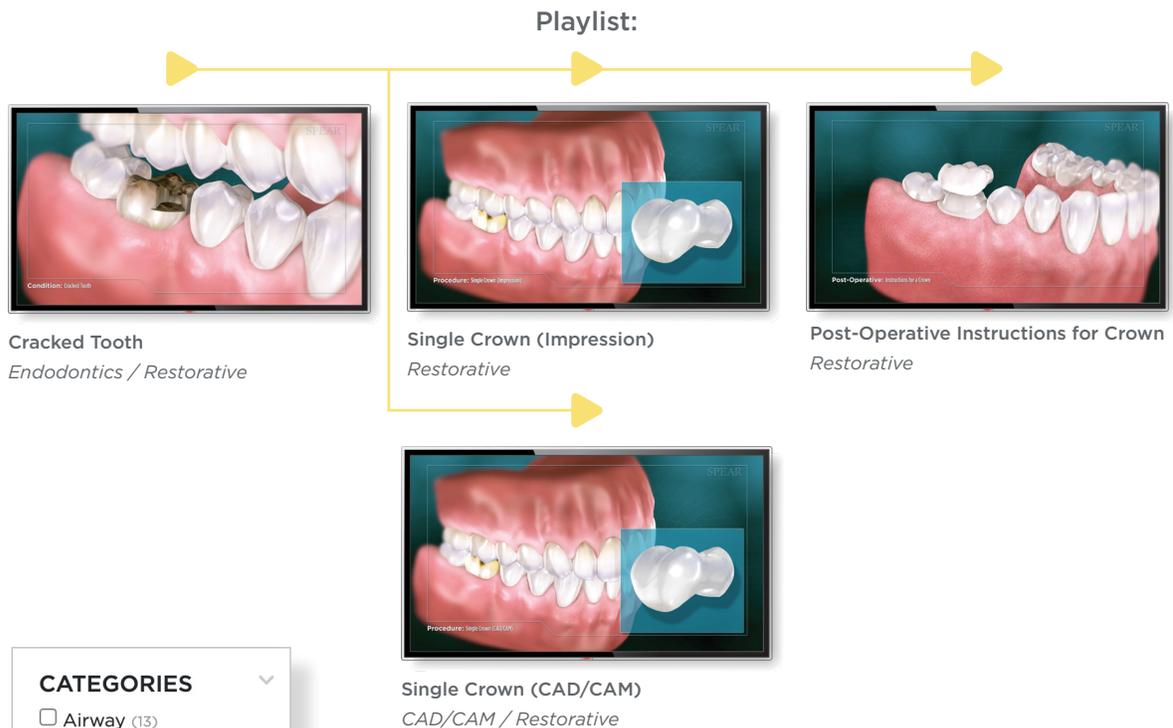


Example Chairside Playlists

These example playlists are demonstrations of how Patient Education can be used as both a chairside resource and as valuable take-home materials for patients considering their treatment options.

1 Cracked Tooth Replacement with Crown

This playlist explains the condition of a cracked tooth and the benefits of replacing it with a crown. It highlights why prompt treatment – either through traditional impressions or in-office crown milling – will help a patient avoid the cost and potential discomfort of delayed treatment.



You can also filter and arrange your playlists by categories

TIP:

Prepare the entire team to capitalize on the opportunity in treating cracked teeth with the [Increasing Profitability through Better Communication](#) team curriculum, available through Spear Online.

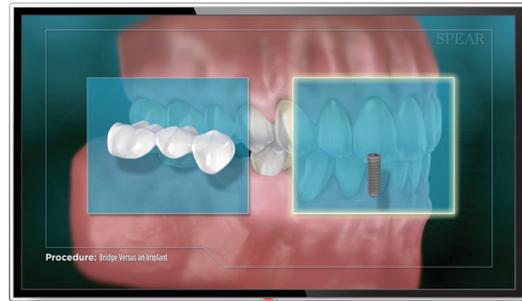
2 Treatment Options for a Single Missing Tooth

This playlist is a great way to get a patient thinking about their options for treating a missing tooth. It includes a simple, straightforward explanation of both a bridge and an implant as well as the benefits of each.

Playlist:



Single Tooth Loss
Restorative



Bridge vs. Implant
Implants / Restorative

TIP:

Before using this playlist, add these short 1-2 minute [Conversation Essentials vignettes](#) to a morning huddle so your team is better prepared when communicating with patients:

- [What's a Bridge?](#)
- [What is the Procedure for Placing an Implant?](#)

3 Patient Need for Scaling and Root Planing

Use this playlist when a patient requires scaling and root planing. It explains the consequences of inaction, explores how SRP can arrest the process, and what is required to maintain oral health.

Playlist:



Periodontitis
Periodontics



Scaling and Root Planing
Periodontics



Post-Operative Instructions for Scaling and Root Planing
Periodontics



Periodontal Maintenance Therapy
Periodontics

TIP:

Make sure your back and front office teams know how to speak to the benefits of Scaling and Root Planing and how it's distinct from a standard cleaning with this related Conversation Essentials vignette, [What's the Difference Between a Cleaning and a Periodontal Treatment?](#)

4 Recurrent Decay Around a Restoration

Use this playlist to help a patient understand what recurrent decay is and why it occurs, the benefits of treatment with a crown, and post-operative instructions for crown placement.

Playlist:



Non-Carious Cervical Lesions (Abfraction) Worn Dentition



Single Crown (Impression) Restorative



Post-Operative Instructions for Crown Restorative

TIP:

Get an in-depth understanding of the Spear approach to restorative design [with this introductory Restorative Design pathway](#) from Spear resident faculty Dr. Robert Winter.

5 Decay Restored with a Direct Restoration (Posterior)

This playlist is designed to help patients with decay understand the benefits of treatment with a direct restoration in the posterior.

Playlist:



Progression of Decay Endodontics / Restorative



Composite Filling (Posterior) Restorative

ADDITIONAL RESOURCES

Case Studies, Guides and Infographics

[Corey + Then Periodontics and Dental Implants](#)

[Putting Patient Education to Work in Your Practice](#)

[Patient Education for New Patient Growth](#)

[Patient Education for the New Patient Experience](#)

[Patient Education for Follow-up](#)

[Patient Education for the Pre-Appointment Experience](#)

[Patient Education in your Office](#)

[Patient Education User Guide: Custom Lobby Playlists](#)

[5 High Impact Ways to Use Chairside Videos](#)

[5 High Impact Ways to Use Lobby Videos](#)

Team Meetings

[Implementing Spear Patient Education Videos](#)

[Using Patient Education Videos to Increase Case Acceptance](#)

[How to Jump-start Patient Education Videos with Patients](#)

[Co-Diagnosis and the Power of Patient Education Videos](#)

Patient Education Apps

[Apple TV / iPad](#)

[Amazon](#)

[Google Play](#)