

5 High-Impact Ways to Use Custom Lobby Video Playlists

Spear Lobby Videos are a powerful way to enhance the patient experience and increase case acceptance before your patients even step into your operatory. By [adding custom slides to lobby video playlists](#), you can create a more personalized and memorable experience for first-time and returning patients.

Not sure where to start? Check out these 5 creative ways to use custom slides in custom lobby playlists.

Create Daily Appointment Playlists

Give your patients a personalized experience right in the lobby with custom playlists based on the day's appointments. Use videos that reference specific conditions, procedures, or oral hygiene topics relevant to daily patient visits.

Promote Practice Specials

Between videos about oral health topics, add custom media to feature practice specials, promotions, and discounts. Then stream your custom Patient Education video playlist in your waiting room using Apple TV or Fire TV Stick.

Showcase 'Before and After' Photo

To help your patients visualize what's possible, feature "before and after" dental photography of comprehensive or restorative casework. Don't have great dental photos to feature yet? [Start with this team meeting](#).

Highlight Patient Testimonials

Foster loyalty and trust with new patients by highlighting patient testimonials. Pair these with "before and after" photography to foster patient awareness of the full potential of restorative dentistry.

Feature Team Member Bios

The environment you create for your patients will impact whether they return – and your staff plays a crucial role in setting the tone. Help your staff make a friendly first impression through featured bios and candid staff photos.

Need help getting started with custom lobby video playlists? [Check out this helpful article to learn how to build, customize and stream custom lobby videos in your waiting room and operatories.](#)

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People don't like visiting the dentist. Patients come to the practice with a diminished outlook. Patient Education videos provide patients with a better understanding of the short and long-term benefits of treatment and a sense of trust with your team.

- Adam E. Saltz, D.M.D., M.S., M.P.H.
South Portland, Maine

Top Team Meetings for Getting Started

- + [Communication and Patient Retention](#)
- + [Communicating Your Practice's Unique Identity to New Patients](#)
- + [Co-Diagnosis and the Role of Patient Education Videos](#)
- + [Creating Emotionally Engaged Patients](#)
- + [How to Jump-Start Patient Education Videos](#)