

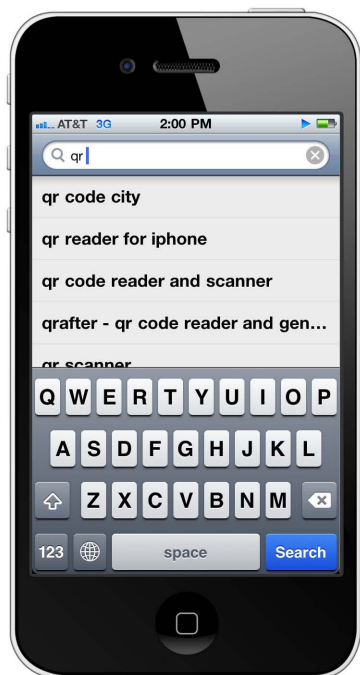
# Ten Ways to Grow Your Practice with QR Codes

Presented to you by Sesame Communications



# QR Codes:

## How Do They Work?



**QR codes, short for “quick response,” are special barcodes that are readable by the barcode reader apps of most smartphones – anytime, anywhere.**

There are many of these apps available for free on the iPhone, Android, and Blackberry platforms. They can be found by searching “QR” on your phone’s app store. Download a free QR scanning application on your mobile phone and use it to scan this QR code which links to the Sesame Communications Mobile website.



This technology makes it easy and fun for patients to connect with your practice using their mobile devices, and QR Code scanning is becoming more popular than ever. In fact, since the second quarter of 2010, QR code scans have increased a staggering 9840%!<sup>1</sup> The time is **now** to begin leveraging this new technology in your practice.

**This guide will show you how to use QR codes to:**

**Attract on-the-go new patients to your mobile website**

**Promote your social networks and increase the number of “likes” on your Facebook page**

**Get more patient reviews and testimonials online**

**Provide existing patients an easy way to access information about your practice on their smartphones**

**Demonstrate to patients how your practice is embracing new technologies**

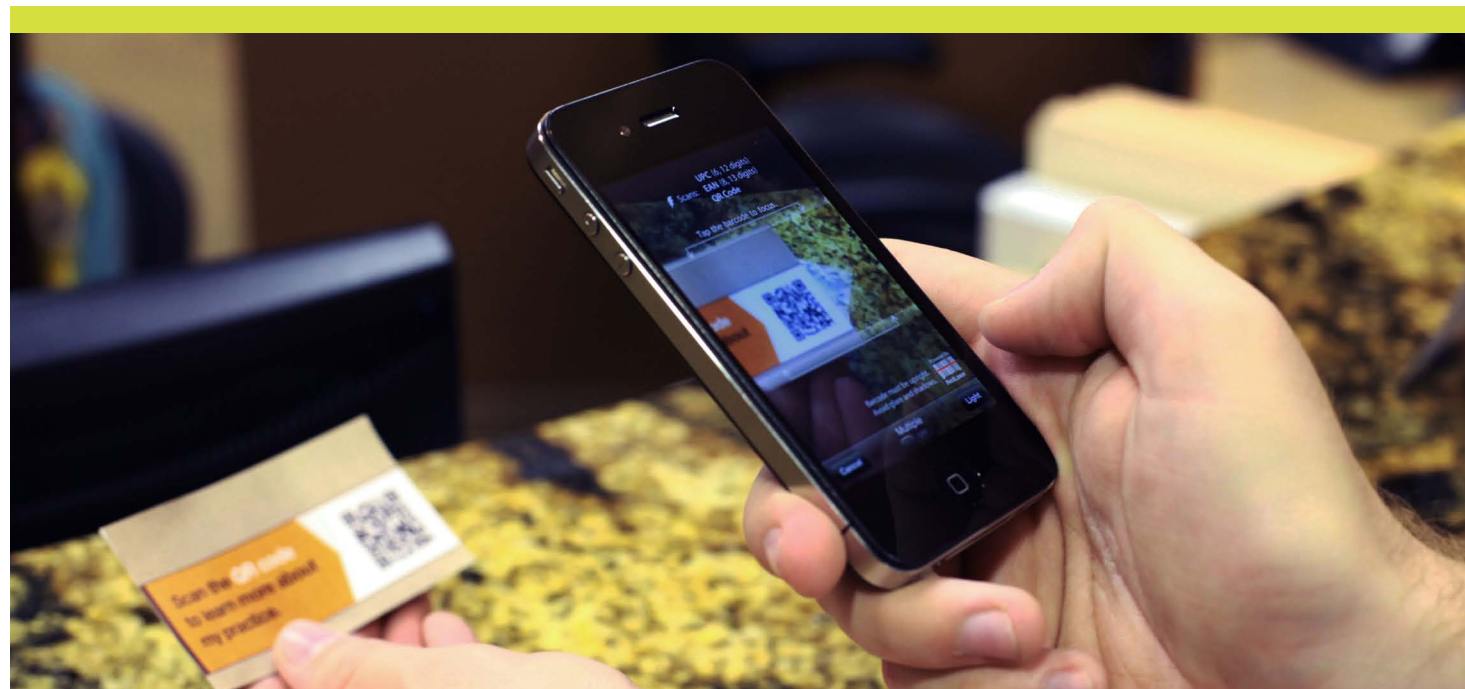
<sup>1</sup>The Naked Facts: Impulse Edition, Mobio Technologies Inc, 2011

# 1

## BUSINESS CARDS

### Promote Your Mobile Website to New Patients

Add a QR code to the back of your business card that links to a contact form on your mobile website. Patients seeking additional information about your practice can easily scan the code and submit an information request, without needing to look up your website address.

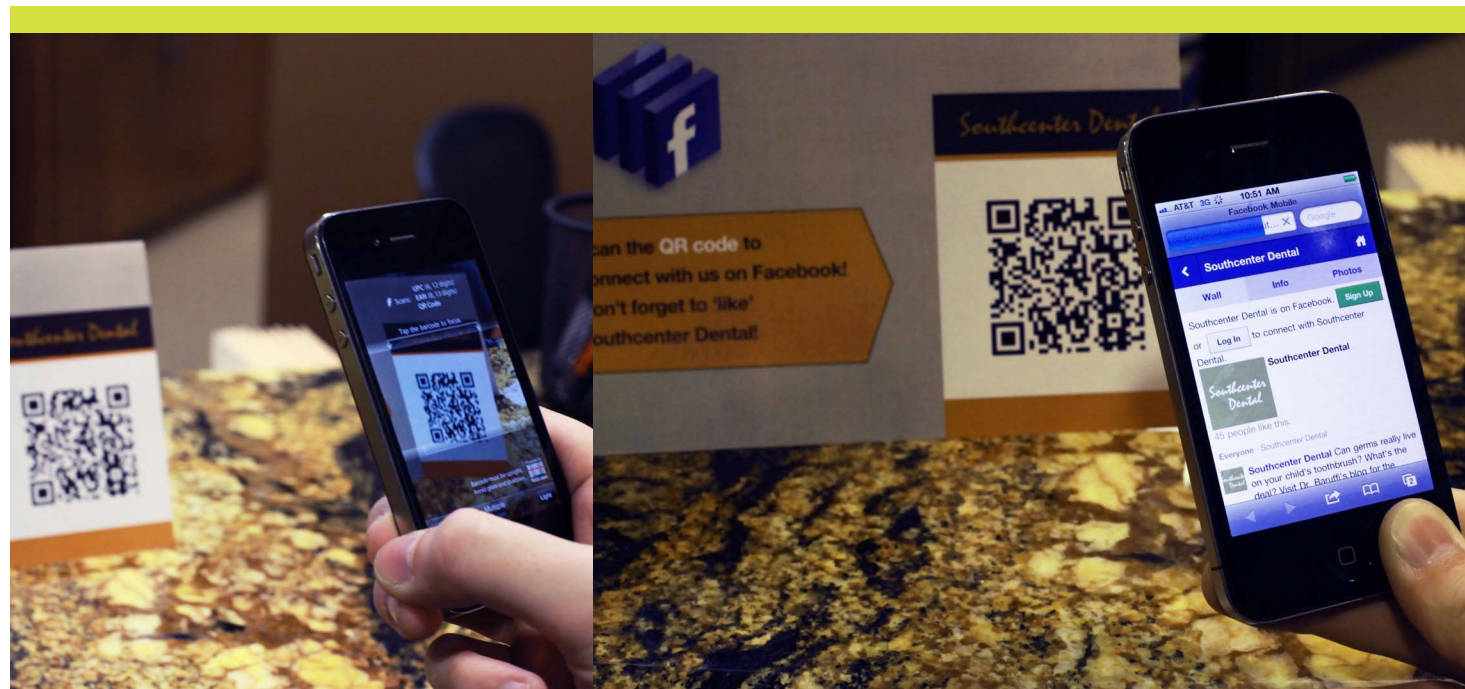


# 2

## TABLE TENTS

### Get More Facebook "Likes"

Your front desk is a great place to feature QR codes, as most patients will see this placement each time they come in to the office. Use a table tent at your front desk to encourage users to "like" your Facebook page and stay up to date with practice news, or receive a special offer.



**72% of smartphone users would be likely to recall an ad featuring a QR code.**

– QR Code Stats Revealed, The MGH Modern Marketing Blog, July 2011

# 3

## PROMOTIONAL ITEMS

### Promote Your Patient Reviews

Print a QR code on the promotional items in the recare goodie bags you offer patients that are linked to the patient testimonials page of your mobile website.

Prospective patients who receive a promotional product from your practice, such as a floss card, will be able to scan the QR code to immediately see the great feedback about your practice from other patients.



**More than five out of 10 people have seen or know about a QR code. Close to three out of 10 have scanned one.**

*– The Status of QR Codes: Statistics and Fun Facts, BeQRious, July 2011*



# 4

## BROCHURES

### Promote Your Mobile Website to New Patients

The printed collateral featuring information about your practice and the services you offer is a great place to leverage a QR code as a call to action.

Print a QR code on the back of your brochures that asks users to scan to request an appointment or additional information.



**70% of smartphone users would be interested in using a QR code again or for the first time.**

– QR Code Stats Revealed, The MGH Modern Marketing Blog, July 2011

# 5

## APPOINTMENT CARDS

### Promote Your Practice Blog

You use appointment cards to give patients a physical reminder of their next appointment, and their commitment to maintaining good oral hygiene and compliance in between visits.

Include a QR code linked to your practice blog on the back of these cards to remind patients to stay up to date with the latest oral health tips and keep their smiles bright between appointments.

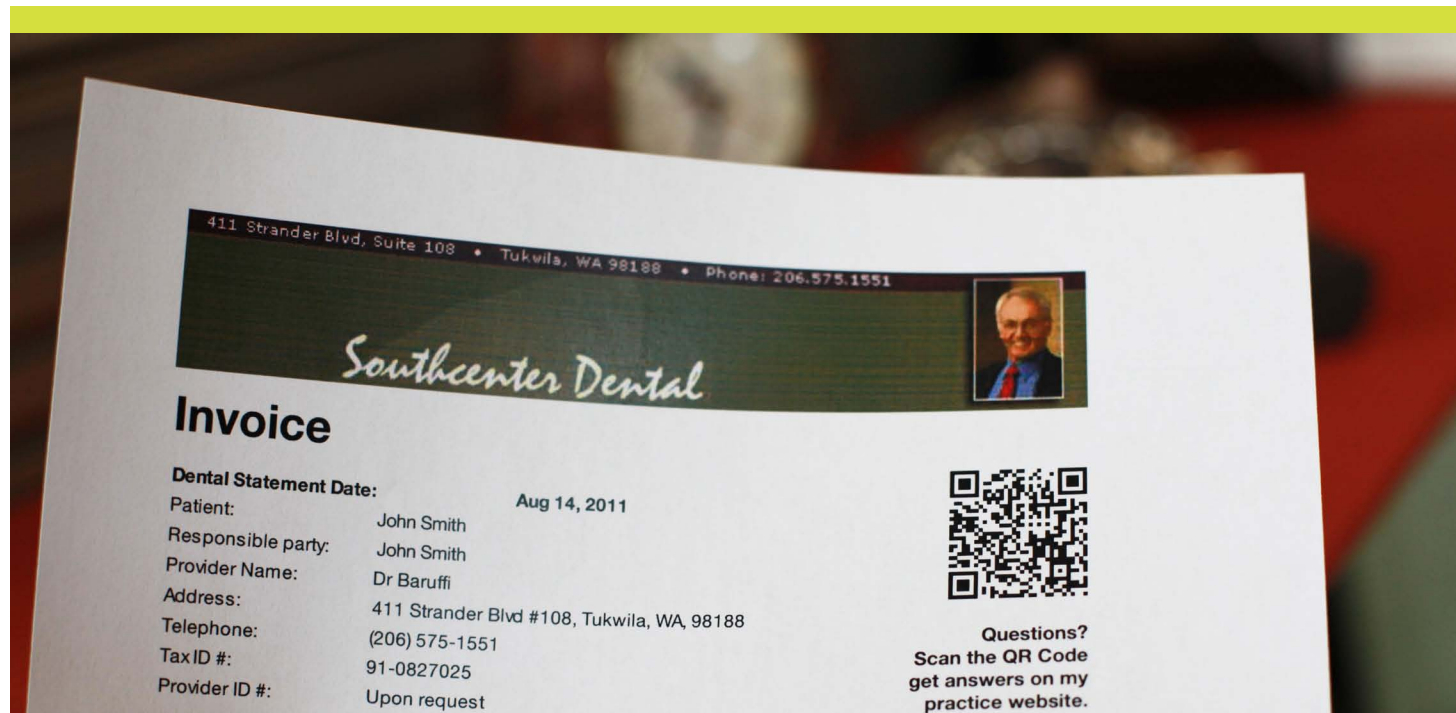


# 6

## INVOICES

### Increase Traffic to Your Mobile Website

Add a small QR code in the corner of patient invoices that points to a contact form on your mobile website. Patients with questions about their invoice can ask them without calling the office.





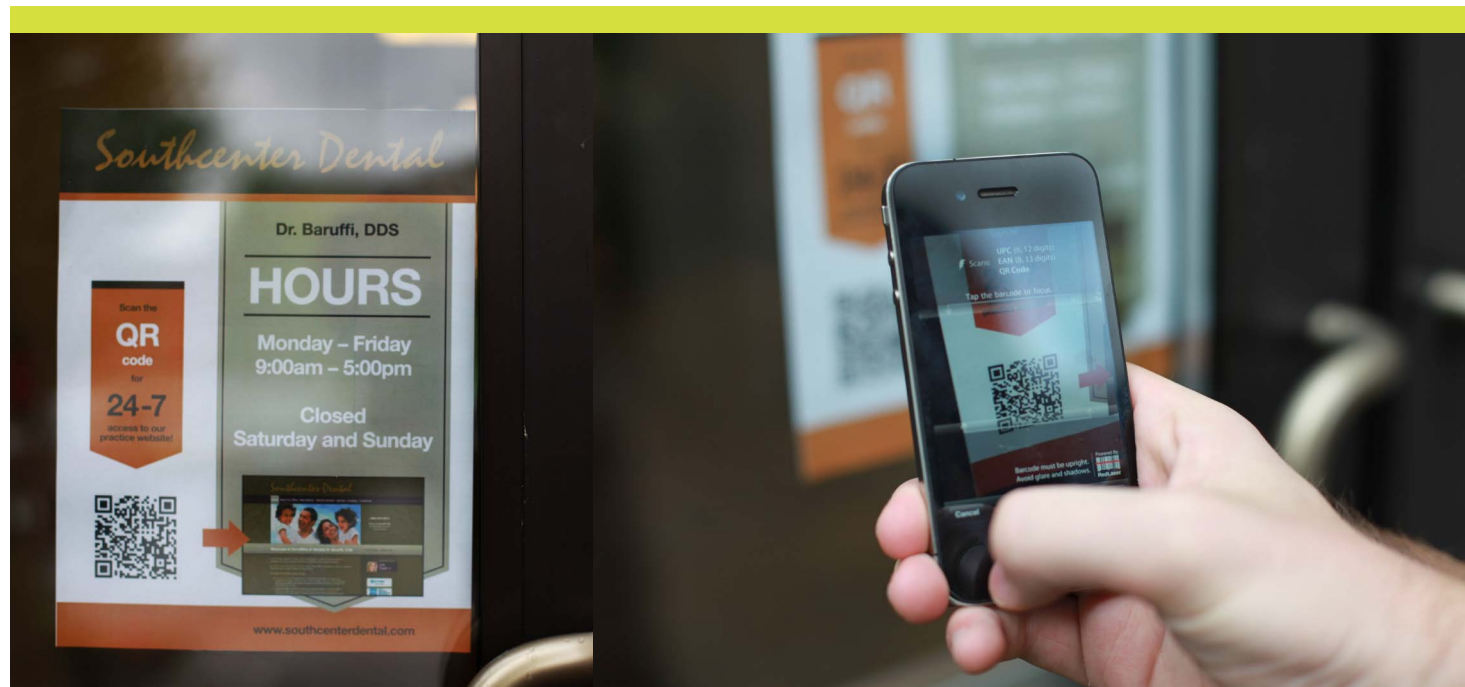
# 7

## OFFICE HOURS SIGN

### Increase Traffic to Your Mobile Website

The sign on the front door of your office, featuring your practice name and office hours, is a fantastic place for a QR code, especially for street traffic or afterhours visitors.

Link this QR code to the practice info page of your mobile website to allow patients to read more about your practice 24-7.



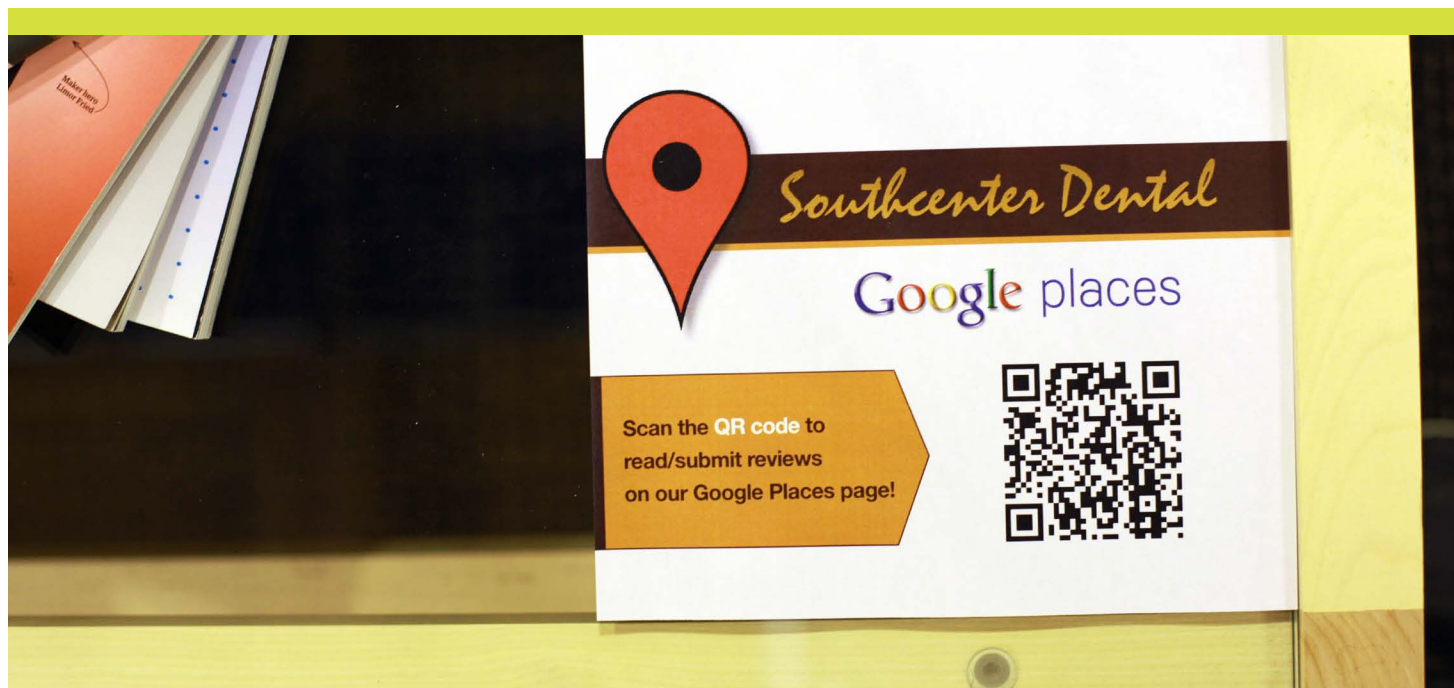
# 8

## RECEPTION ROOM PLACARD

### Get More Patient Reviews on Google

Instead of just featuring reading material for patients in the reception room, consider creating a placard for your reception area that features a QR code linking to your Google Places page.

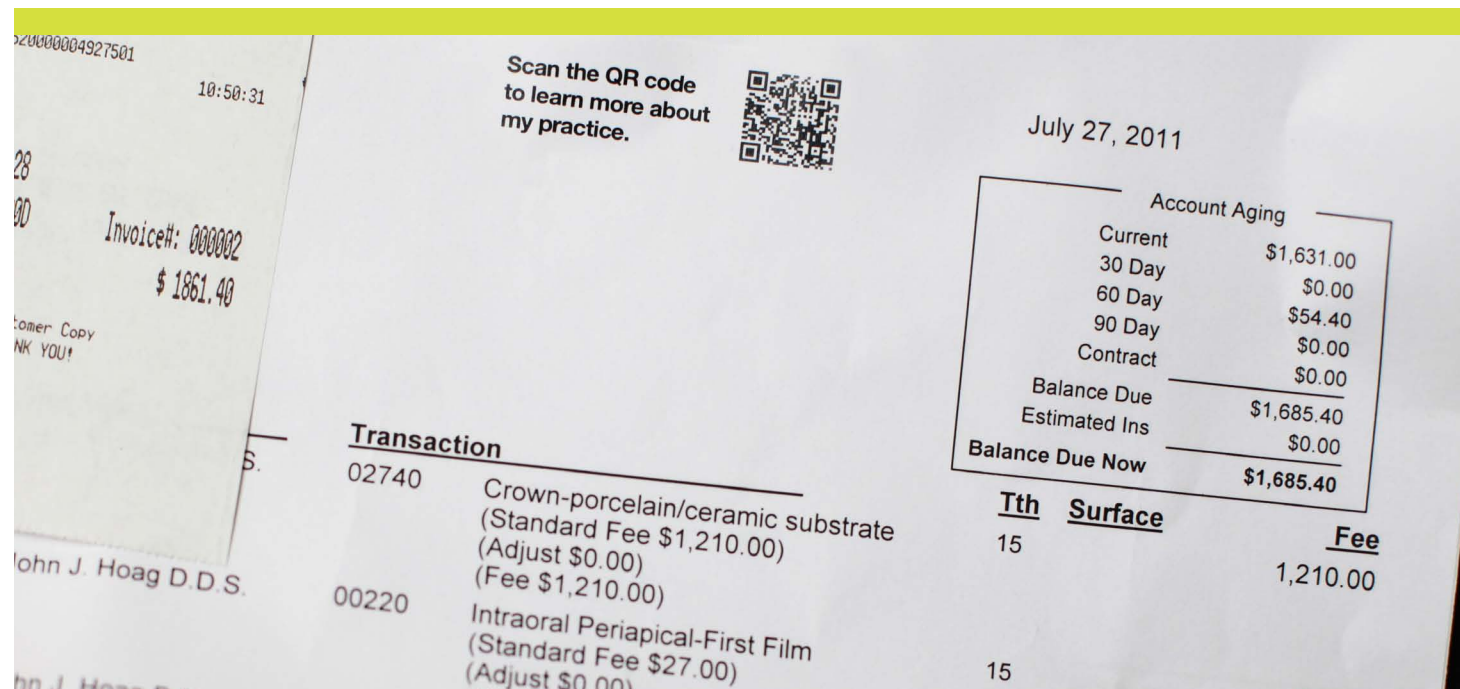
This will make it easy for new patients to read reviews about your practice and current patients can submit a review of their own!



## Increase Traffic to Your Mobile Website

Think of all the physical documents you provide to patients in the office, from receipts to follow up instructions for oral care.

Include a QR code on your handouts that links to your mobile website's contact form. Patients can easily submit a question about their treatment without calling the office.



Nearly half the patients of Sesame Members report that online access is "much more convenient" than calling the office. QR codes simplify this online interaction for patients on-the-go.

# 10 MAILERS

## Increase Traffic to Your Mobile Website

Does your practice mail postcards, newsletters, coupons, or other information to patients? Encourage patients to respond back, redeem a coupon, or take advantage of a limited time

offer by including a QR code on all mailed materials that links directly to a contact form on your website.

