Dedicated Smile Simulation Flow

Which problems are we solving?

The need:
- Provide a simpler/shorter flow to generate more leads
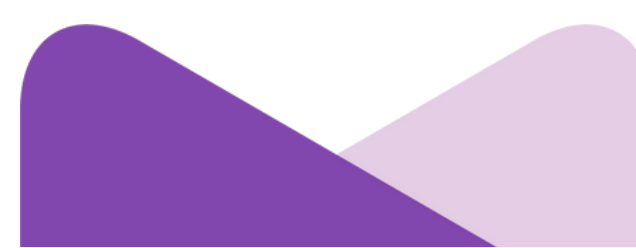- Provide more flexibility to create/manage custom patient flows

The solution:
- Provide the ability to easily edit your current flow (Smile Assessment, Smile Simulation or Full Assessment)
- Provide the ability to set up additional flows

The benefits:
- Increased conversion from lead to patient
- Reinforcement of SmileMate as a lead management tool
- Flexibility to set up your lead workflow

The context:
- SmileMate is used as a lead conversion tool. The addition of the Smile simulation in the SmileMate report reinforces this positioning
- A dedicated Smile simulation flow can also be a strong driver as a lead generation tool, since it is a "fun"/"interactive" simulation, requiring less effort from the lead (2 photos only)
- As a result, a dedicated Smile Simulation flow to your patients can act as a first touch point

Managing an existing flow

In Virtual Consultation > Integration, you can configure your flow(s)

By default, you will keep your existing flow and URL / integration script.

However you can decide to edit its content by switching to one of the following options:

- Smile Assessment - observations and treatments options
- Smile Simulation - simulation only
- Full Assessment - both assessment & simulation
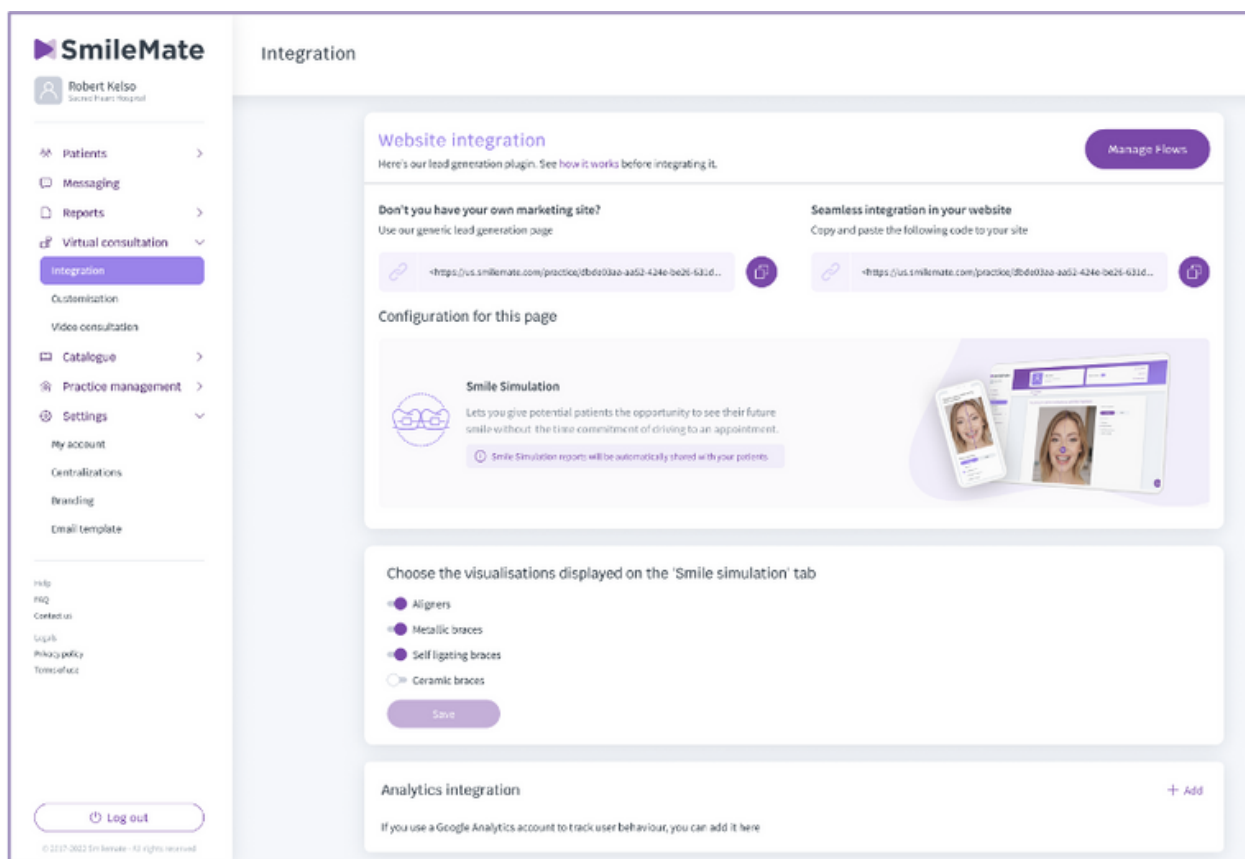
You will also have the ability to set up additional flows:

- There can be up to 3 flows
- Each flow needs to be different (Smile Assessment, Smile Simulation, Full assessment)
- A URL and integration script are provided for each of them

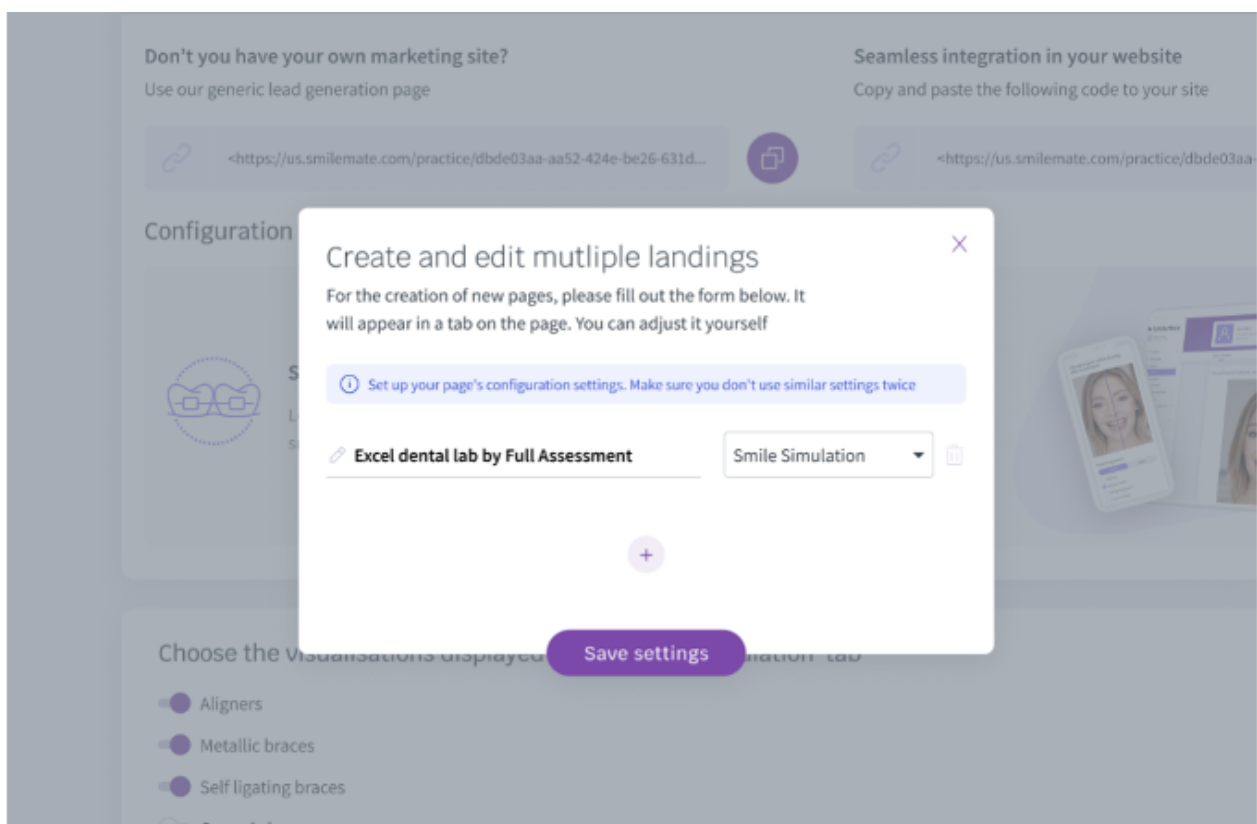You will be able to edit the content of an existing flow or add new flow(s) from the Manage Flows button

Step 2

A pop up window will be displayed.

You will be able to:

•Select the flow configuration in the dropdown
•Choose a name for each flow
•Add/delete a flow

Step 3

•All configured flows will be displayed under Virtual consultation > Integration

•There will be as many tabs as configured flows

•A visual information will be displayed to help you quickly see the configuration of the flow

Patient experience

The generic landing page has been updated:

"how it works" section has been moved to the bottom of the form and made more generic to adapt to all possible flows.

The "tips section" has been simplified and visually lightened to highlight only the key requirements to take good profile photos (no glasses, short distance to the camera, good lighting)
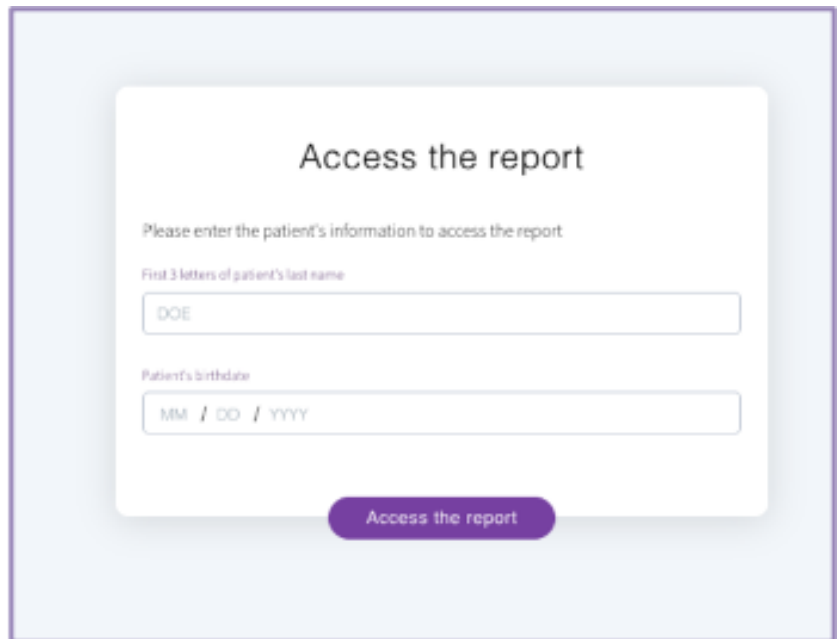
In the dedicated Smile Simulation flow, only 2 photos are required.

As it doesn't include any medical data, the dedicated Smile Simulation report does not need to be reviewed by you/the doctor and will be automatically shared with the patient.

Once the report is shared, patients can access it without the need to create an account.

In the dedicated Smile Simulation flow the report will have only one tab.

Patient list

You will have the ability to filter the patient list and the report list by the type of report:

•Smile Simulation
•Smile Assessment
•Full Assessment

Note: the wording "screening" has been replaced by "report' across the dashboard