



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

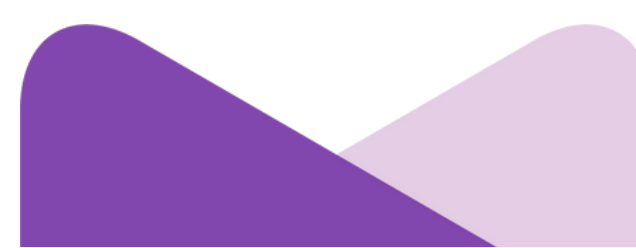
The solution:

- 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
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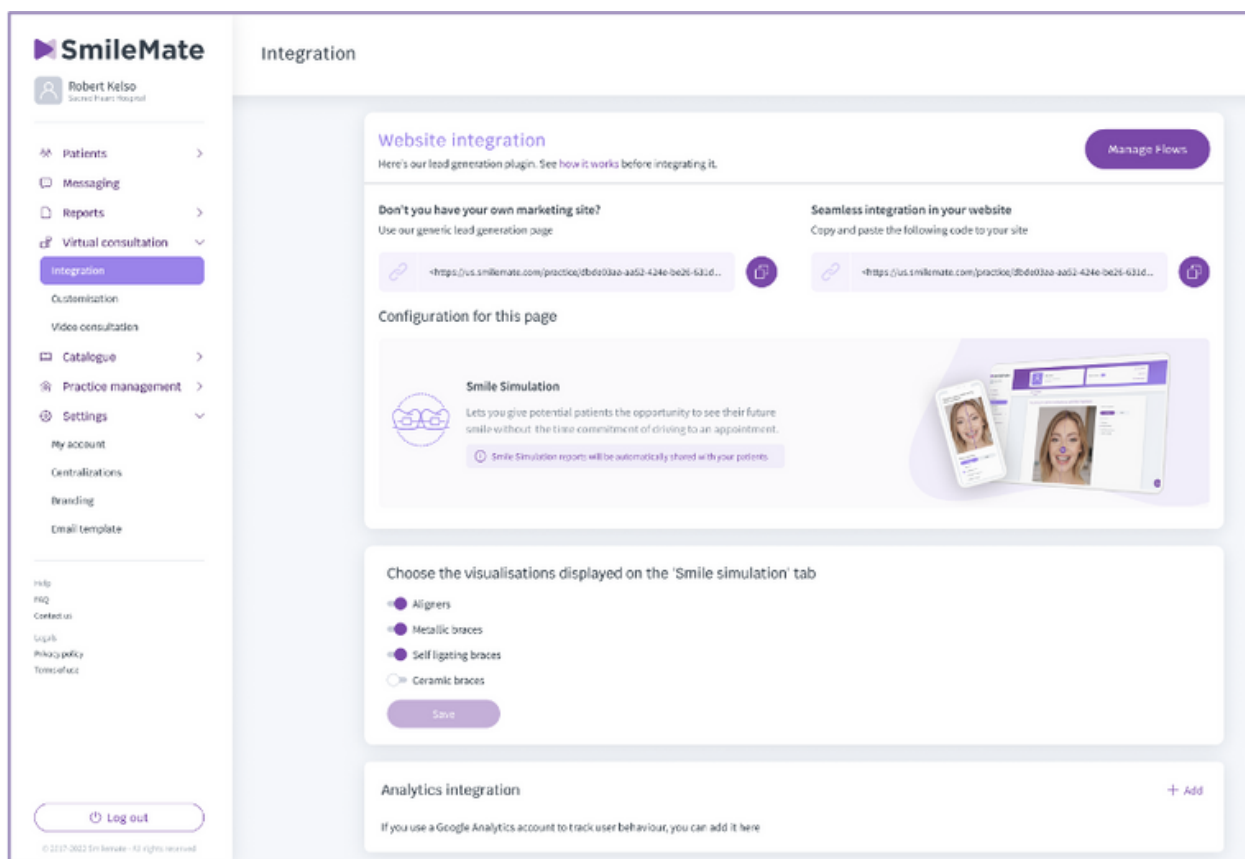
Managing an existing flow

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



Step 1

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

Integration



Website integration

Here's our lead generation plugin. See [how it works](#) before integrating it.

Manage Flows



Don't you have your own marketing site?

Use our generic lead generation page


<https://us.smilemate.com/practice/d8de03aa-aa52-424e-ba26-631d...>

Seamless integration in your website

Copy and paste the following code to your site


<https://us.smilemate.com/practice/d8de03aa-aa52-424e-ba26-631d...>


Configuration for this page



Smile Simulation

Lets you give potential patients the opportunity to see their future smile without the time commitment of driving to an appointment.

 Smile Simulation reports will be automatically shared with your patients



Choose the visualisations displayed on the "Smile simulation" tab

☒ Aligners

☒ Metallic braces

☒ Self ligating braces

☐ Ceramic braces

Save

Analytics integration

If you use a Google Analytics account to track user behaviour, you can add it here

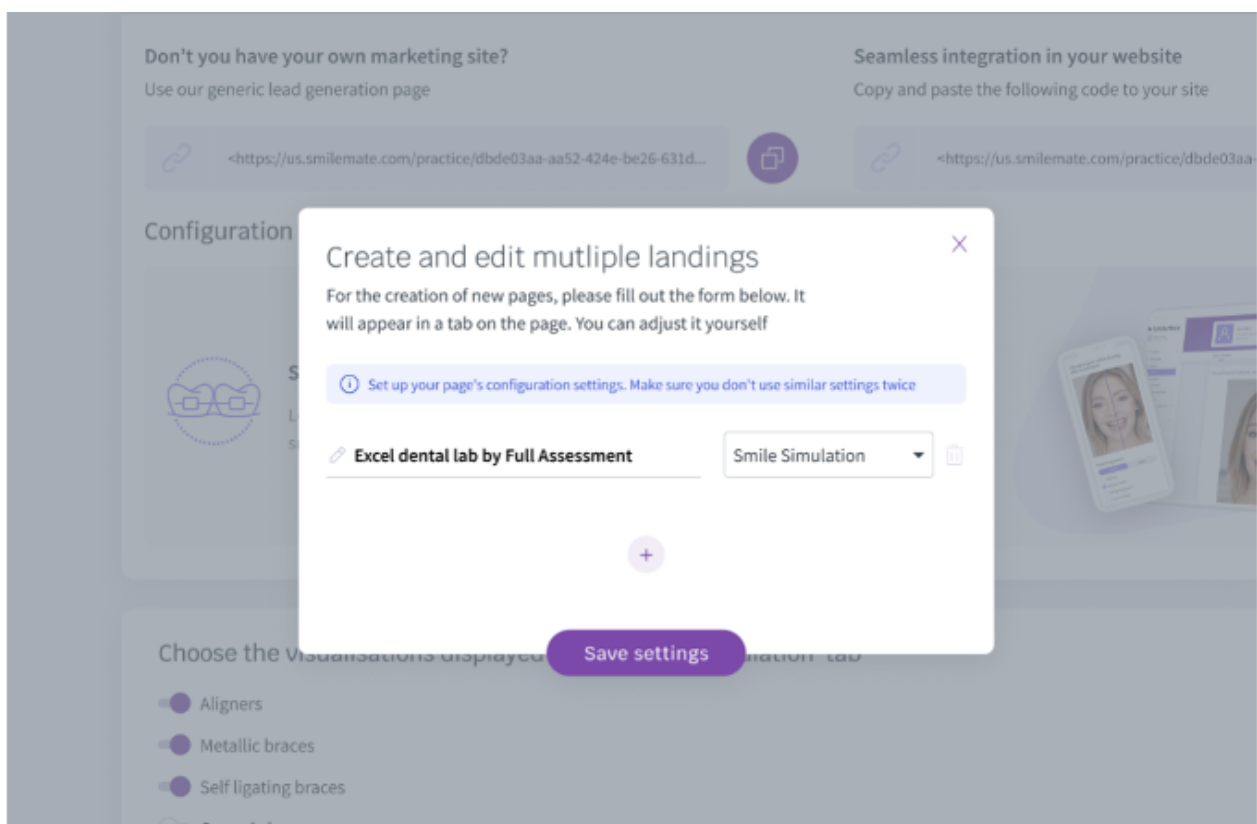
+ Add

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

The screenshot displays the SmileMate user interface. On the left is a sidebar menu with the SmileMate logo at the top, followed by the user profile 'Robert Kelso' and a list of navigation items: Patients, Messaging, Reports, Virtual consultation, Integration (highlighted), Customisation, Video consultation, Catalogue, Practice management, Settings, My account, Centralizations, Branding, and Email template. At the bottom of the sidebar are links for Help, FAQ, Contact us, Login, Privacy policy, and Terms of use, along with a 'Log out' button and a copyright notice '© 2021-2022 SmileMate - All rights reserved'.

The main content area is titled 'Integration'. It features a 'Website integration' section with a 'Manage flows' button. Below this, there are two tabs: 'Excel dental lab by Full Assessment' and 'Dental Lab by Smile Simulation' (which is active). A link to 'Delete "Dental Lab" page' is also present. The 'Dental Lab by Smile Simulation' section contains two columns of text: 'Don't you have your own marketing site? Use our generic lead generation page' and 'Seamless integration in your website Copy and paste the following code to your site'. Each column includes a URL starting with 'https://us.smilemate.com/practice/'.

Below the integration options is a 'Configuration for this page' section. It features a 'Smile Simulation' icon and a description: 'Lets you give potential patients the opportunity to see their future smile without the time commitment of driving to an appointment.' To the right of the text is an image showing a smartphone and a tablet displaying the Smile Simulation interface.

The next section is 'Choose the visualisations displayed on the "Smile simulation" tab'. It contains four radio button options: 'Aligners' (selected), 'Metallic braces', 'Self ligating braces', and 'Ceramic braces'. A 'Save' button is located at the bottom of this section.

The final section is 'Analytics integration', which includes a '+ Add' button and a note: 'if you use a Google Analytics account to track user behaviour, you can add it here'.

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)

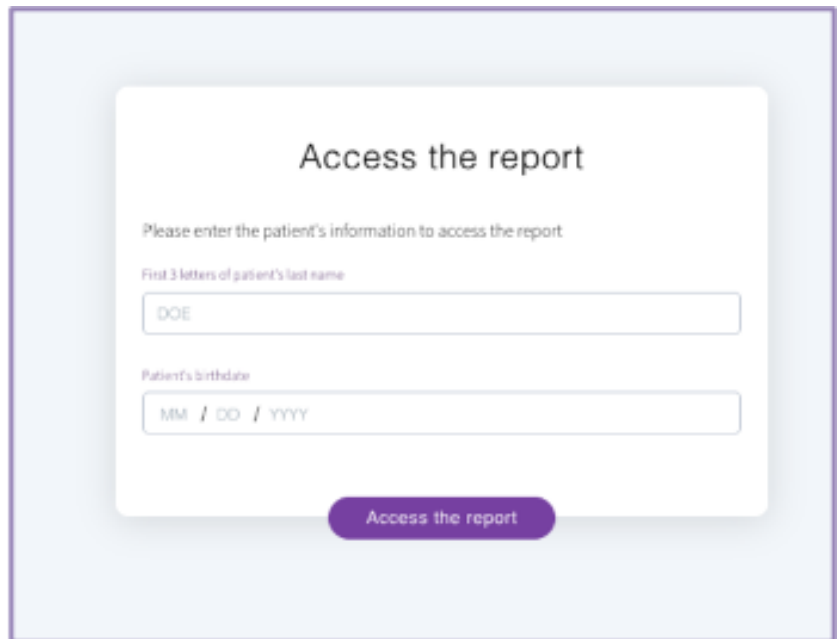
In the dedicated Smile Simulation flow, only 2 photos are required.

The screenshot displays the SmileMate website interface. At the top, a woman is shown holding a smartphone to her face. Below this, a purple banner reads: "Thank you for choosing Dental Central for your virtual consultation". Underneath the banner, a section titled "Let's take some photos!" provides instructions and options: "Remove glasses", "Tighten up the camera", and "Use the flash". It also shows two photo examples labeled "Face" and "Slightly open", each with a "add your photo" button. A "Submit" button is at the bottom of this section. Below the photo section, a "How it works" section features a three-step process: 1. Fill in the form and upload your photos, 2. Submit them for review by a dental practitioner, and 3. Get your smile report. To the right of the steps is a video player showing a woman holding a phone. At the bottom, there is a "Our practice" section with a photo of a family and contact information for Dental Central: 75 rue de la Paix, 1000 J Brussels, Belgium, and the phone number +32 23 45 87 10.

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.

A screenshot of a web form titled "Access the report". The form is white with a purple border and contains two input fields. The first field is labeled "First 3 letters of patient's last name" and contains the text "DOE". The second field is labeled "Patient's birthdate" and contains the text "MM / DD / YYYY". Below the fields is a purple button labeled "Access the report".

Access the report

Please enter the patient's information to access the report

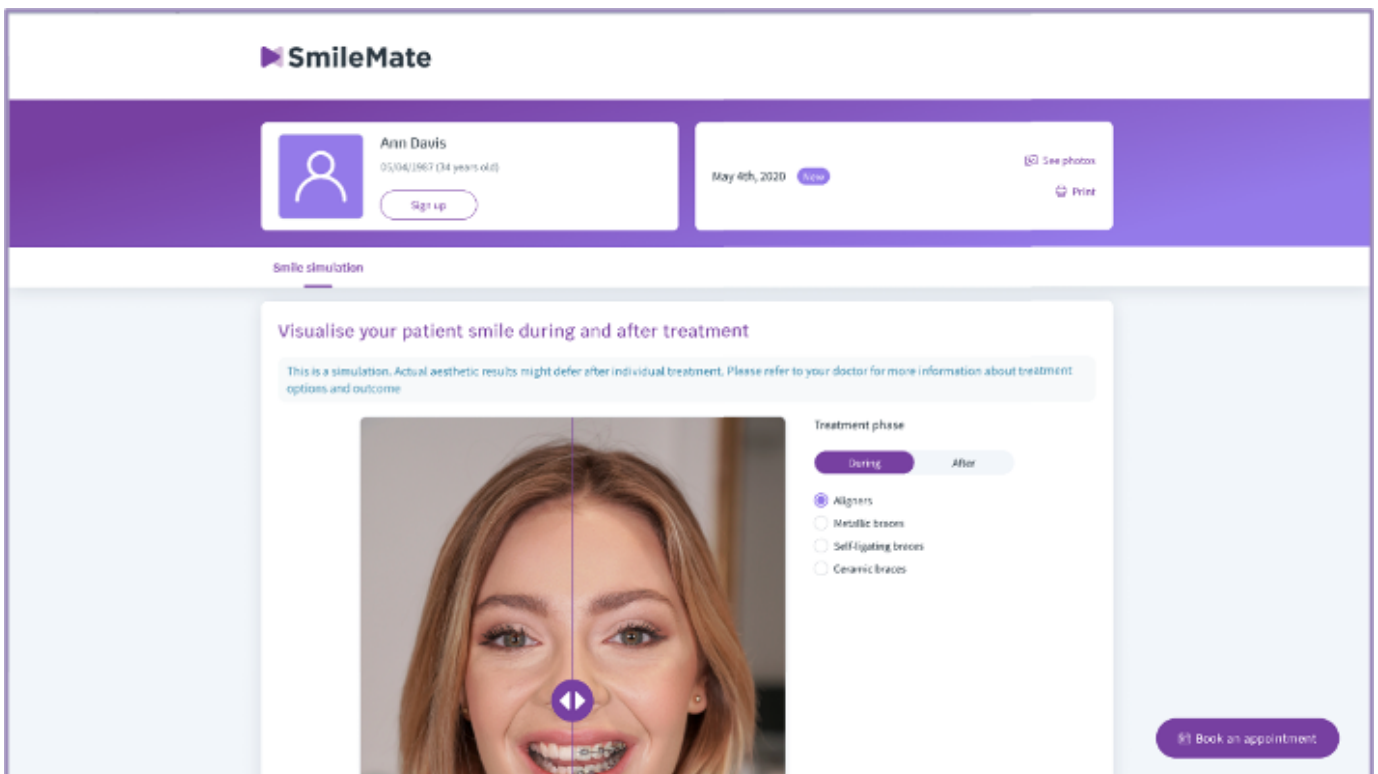
First 3 letters of patient's last name

DOE

Patient's birthdate

MM / DD / YYYY

Access the report

A screenshot of the SmileMate "Smile simulation" interface. The header shows the SmileMate logo and a patient profile for Ann Davis (05/04/1967, 34 years old) with a "Sign up" button. The main content area is titled "Visualise your patient smile during and after treatment" and includes a disclaimer: "This is a simulation. Actual aesthetic results might defer after individual treatment. Please refer to your doctor for more information about treatment options and outcome". Below this is a large image of a woman's face with a vertical line down the center and a play button icon at the bottom. To the right of the image is a "Treatment phase" section with two buttons: "During" (selected) and "After". Below these are four radio button options: "Aligners" (selected), "Metallic braces", "Self-ligating braces", and "Ceramic braces". A "Book an appointment" button is located at the bottom right.

SmileMate

Ann Davis
05/04/1967 (34 years old)
Sign up

May 4th, 2020 New
See photos
Print

Smile simulation

Visualise your patient smile during and after treatment

This is a simulation. Actual aesthetic results might defer after individual treatment. Please refer to your doctor for more information about treatment options and outcome

Treatment phase

During After

☒ Aligners
☐ Metallic braces
☐ Self-ligating braces
☐ Ceramic braces

Book an appointment

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

SmileMate
Robert Kelso
Search Patient (Hospital)

My Patients Export

Filters Search patient Refresh Viewing 1-15 of 42

Patient name	Email	Scan date	Labels	Status	Report type
Ann Davis	tranchuy.nuto@gmail.com	03/04/2019 - 10:42	Not intended	Shared with patient	Smile simulation
Kristin Webb	monibuchist00@gmail.com	03/04/2019 - 10:42	Treated	Rejected	Smile simulation
Pat Fisher	tiensapacktd@gmail.com	03/04/2019 - 10:42	New	Shared with patient	Smile simulation
Eleanor Alexander	trungkenspind@gmail.com	03/04/2019 - 10:42	New	Rejected	Smile simulation
Savannah Robertson	vuhathuogruie@gmail.com	03/04/2019 - 10:42	New	Rejected	Smile simulation
Dwight Murphy	binhan28@gmail.com	03/04/2019 - 10:42	Treated	Shared with patient	Smile simulation
Max Simmons	danghoang87h@gmail.com	03/04/2019 - 10:42	Treated	Shared with patient	Smile simulation
Leslie Webb	mtLsat.nute@gmail.com	03/04/2019 - 10:42	New	Shared with patient	Smile simulation
Julie Flores	tiensapacktd@gmail.com	03/04/2019 - 10:42	Not intended	Shared with patient	Smile simulation
Victoria Murphy	beeu.marne@blande.info	03/04/2019 - 10:42	Not intended	Rejected	Smile simulation
Cody Richards	ecormier@disubt.com	03/04/2019 - 10:42	New	Shared with patient	Smile simulation
Cameron Howard	rosclipes@terry.biz	03/04/2019 - 10:42	New	Shared with patient	Smile simulation
Scarlett Cooper	fglischm@monosette.info	03/04/2019 - 10:42	New	Rejected	Smile simulation
Kyle McKinney	janelie.champin@hotmail.com	03/04/2019 - 10:42	New	Shared with patient	Smile simulation
Calvin Edwards	wfry21@hotmail.com	03/04/2019 - 10:42	New	Shared with patient	Smile simulation

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