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Lighthouse 360 by Web.com Now Helps Dental Practices Register Patients Right From Their Mobile Devices

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'Patient FastTrack' is a HIPAA-compliant, convenient way to quickly intake patients from nearly anywhere and minimize time and effort for both patients and staff

JACKSONVILLE, Fla., April 03, 2018 (GLOBE NEWSWIRE) -- Both patients and dental practitioners can agree on one thing – the patient registration process can be a pain for everyone involved.

eSign

Patients hold the power to eSign forms securely and quickly, as Patient FastTrack is fully HIPAA compliant.

Sample Screen Captures

Fun and friendly messages guide patients while they save time registering through Patient FastTrack.

Lighthouse 360 by Web.com

According to research conducted by Web.com (Nasdaq:WEB), the marketing partner for businesses wanting to connect with more customers and grow, a new patient spends an average of 15 extra minutes going through the registration process at a dental practice. Dental offices are feeling the pain, too, as it often takes time and effort to have patients manually complete forms, which then must be scanned or transcribed by hand into back-office software.

Web.com today announced that Lighthouse 360, the company's premier dental appointments reminder and relationship marketing software, now comes with "Patient FastTrack," which sends a friendly text message to new patients, prompting quick and easy registration and document signing through their mobile devices -- all before they even pick out a seat in the waiting room. Designed to be simple and streamlined by requesting only essential information, the new Patient FastTrack feature cures a pain most often felt on both sides of the front desk.

"Our goal is to help dental practices run more effectively, while also creating a better experience for patients. The practice benefits when a good experience keeps patients coming back," said Micah Dickerson, vice president of product management for Lighthouse 360. "The Patient FastTrack feature is a great example of this philosophy in action; a speedier, more convenient process for the patient, and a much less time-consuming registration for the office."

FastTrack is now available to current Lighthouse 360 customers and comes standard at no extra cost to all new clients who sign up for their automated patient-communication service. And for those wanting to learn a little more, free demonstrations can be scheduled by visiting http://www.lh360.com/fasttrack or by calling 1-888-368-9101.

Lighthouse 360 puts the patient and practice at the center of its decisions as it innovates new features, and Patient FastTrack delivers on that commitment. It follows the successful introduction of the Fill-in feature, the first to automatically detect last-minute cancellations in a dentist's schedule and automatically reach out to patients most likely to want the vacated appointment – such as those who are overdue for their check ups or have requested a more immediate appointment time. Once a patient has confirmed interest, the dentist simply approves the new appointment.

About Lighthouse 360

Lighthouse 360 — a Web.com product since 2016 — automates dentists' daily consumer interactions and office routines such as appointment reminders, leading to improved operational efficiency and business results. Lighthouse 360 features include phone, text, email and postcard appointment automation, reactivation letters, family messages, patient reviews, seamless practice management integration, all-day data synchronization and more. The automated messaging capabilities have helped customers increase production by an average of 30 percent, and its features designed to boost practice efficiency, on average, save dental practices 16 hours per week and eliminate seven hours of weekly phone time for the front desk. Lighthouse 360 serves dentists throughout the United States and Canada. Lighthouse 360 is a recipient of two Townie Choice Awards, one of the most prominent peer recognitions in dentistry, organized by Dentaltown Magazine. The software is also recognized as a Dental Product (DPS) Best Product, earning a score of 4.9/5 by their team of evaluators.

About Web.com

Since 1997 we at Web.com have been the marketing partner for businesses wanting to connect with more customers and grow. We listen, then apply our expertise to deliver solutions that owners need to market and manage their businesses, from building brands online to reaching more customers or growing relationships with existing customers. For some, this means a fast, reliable, attractive website; for others, it means customized marketing plans that deliver local leads; and for others, it means customer scheduling or customer-relationship marketing (CRM) tools that help businesses run more efficiently. Owners from big to small and everything in between can focus on running the companies they know while we handle the marketing they need. To learn how this global company collaborates with customers and employees to achieve their potential, explore Web.com or follow on Twitter at @webdotcom or on Facebook at www.facebook.com/web.com.

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