How Purple works for dentists

What is Purple?

Purple is a scalable cloud based software which means your WiFi grows as your business does. Purple allows your practice to provide free, secure and legally compliant patient WiFi. In return for providing free WiFi, your surgery receives real-time analytics and patient insights which help to improve the delivery of your services.

Our reporting tools help surgeries to understand more about their patients, how often they visit, waiting times and much more.

Access

Patients can log on to the internet in seconds via social media accounts or a simple registration form. This means that patients can stay connected with work or other commitments and at the same time your surgery gains valuable social engagement on a digital platform.

Analyze

Capture key demographic data on patients and information that helps you to recognize their device. You can then use this intelligence to analyze presence data such as repeat visits in a simple and easy way. This builds a better understanding of patients and how they interact with your space.

Action

Communicate key clinical messages straight to an individual or targeted patient group. You may also use our in-built tools to push offers and send information about finance options. The API can feed all captured data back into an existing database, enriching the information you already have.
**Personalized care**

Purple’s software helps surgeries to deliver personalized patient care by allowing you to send key clinical information through highly targeted messaging tools. This creates transparency around service and treatment, making patients feel that their unique set of needs are being met.

**Digital incentive**

In the Private and Public sector alike, there has been much talk about going paperless. The digital transformation in healthcare is becoming heavily incentivized with funding available from the government.

**Encouraging feedback**

Prompt patients to complete their Friends and Family Test or leave online feedback upon leaving your surgery. Asking your patients to give you a Facebook like or a mention on social media is an easy way to start an online dialogue about your services, and increase your social engagement. If patients can share their positive experiences online, this is a straight-forward way to boost your ratings.

**Patient experience**

Busy work lives and other responsibilities mean that connectivity any time, anywhere has become a norm for most people, and so going to an appointment shouldn’t mean they are disconnected.

Using the data captured, you can send highly targeted and personalized messages to your patients, allowing you to deliver relevant and personal care to patients in a highly efficient way. For example, you may offer a discounted teeth whitening service to women between the ages of 25-35 in the summer months, or perhaps extend an offer to elderly males to encourage denture hygiene.