DENTRIX *Software Company*

ANATOMY OF
THE PROJECT
Summary of things created

· *Database Driven Web-to-Print*
· *Full Software Integration*

CLIENT DESCRIPTION

As one of the world's leading practice management software providers, Dentrix has helped dentists increase their profitability for more than two decades.

In an effort to help dentists reduce their number of costly missed appointments, Dentrix offers a variety of software-driven reminder mechanisms, including emails and text messages. But when it comes to managing unresponsive or non-tech-savvy patients, Dentrix turns to Alexander's.

CREATIVE SOLUTION

Through Alexander's state-of-the-art Web-to-Print solutions, patients of dentists using Dentrix practice management software receive personalized, full-color dental appointment reminders that are automatically printed and mailed using Alexander's sophisticated data-driven technology—an automatic mailing made possible by Alexander's integration with the master Dentrix database. What does that mean for dental practices? Faster turnaround, better tracking and fewer reminder calls.

RESULTS

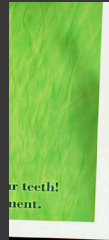Personalized, automated printing and fulfillment for up to 12,000 postcards daily.

Intuitive software that predicts the optimal patient response medium.

Real-time automation and tracking through seamless software integration.

Reduction in staff costs by an estimated $1 million per month across all Dentrix users.

We're expecting You

It's time to call us to make an appointment.

It's time to make an appointment.

TIME TO CHECK YOUR...
SMILE

We know you have important things to take care of.

Please, don't forget to take care of your teeth!
Call today to make a dental appointment.

"From our central location, we send Alexander's a collective file of our customer's data every couple hours. They're the only partner we've found who can not only execute at this level, but can turn it around this quickly and print in color in real time. It's a true technology integration."

–Steve Roberts
Product Line Manager
Dentrix

It's Time!

it's time for your cleaning!
Philip is scheduled for an examination on
January 19, 2012 at 7:00 AM
Please call **(503) 239-5115** to confirm

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