

## COMMUNICATE WITH YOUR PATIENTS



THE ONLY DENTAL SPECIFIC  
EMAIL MARKETING SYSTEM.

**SELECT CONTENT, EDIT AND SEND!**

**The key to success** with any newsletter is to have captivating, high-quality information and visuals that draw your audience in so that they look forward to your next email publication. However, this challenge often creates a daunting task—finding the countless hours and energy needed to research, write, edit and publish this level of content on a consistent basis given your busy schedule.

With inForm, you have access to a rich portfolio of exclusive dentistry and oral health content targeted to patients just like yours and developed by Dear Doctor, publisher of the magazine, *Dear Doctor – Dentistry & Oral Health*.

For more information call Dear Doctor® today.  
**866.429.8188**

### CONTENT LIBRARY

The key to success with any newsletter is to have captivating, high-quality information and visuals that draw your audience in so that they look forward to your next email publication. That's why inForm provides you with the largest content library available.



### DETAILED REPORTS

It's important to know who is opening your email newsletter, clicking on practice promotions or even scheduling an appointment. With our one-click reports, you will understand your results with cool graphs and easy to understand analytics.



### CONTACT MANAGEMENT

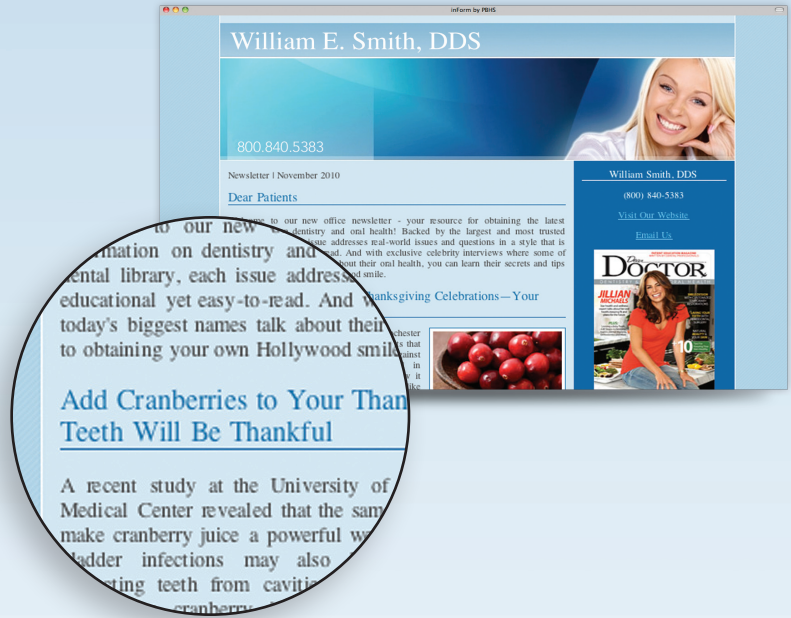
InForm will help you organize multiple contact lists efficiently! Signup screens that are directly integrated with your website help grow your database of contacts.



## SELECT YOUR CONTENT

With PBHS inForm™, you have access to a rich portfolio of exclusive dentistry and oral health content, targeted to patients just like yours and developed by Dear Doctor, publisher of the magazine, *Dear Doctor – Dentistry & Oral Health*.

This national publication is the leading provider of easy-to-understand educational articles, many of which have received endorsements from leading dental professional organizations. And by leveraging this experience, Dear Doctor has created over 200 newsletter articles—with new and updated editorial added regularly — so that you know your newsletters will always be varied and backed by their professional expertise and trusted reputation.



## EDIT YOUR DESIGN

Personalize your email newsletter by using our pre-designed layouts, that match the look and feel of your website. You're able to choose between single or double column layouts to achieve your desired look.



## SEND TO YOUR PATIENTS

Making and editing your contact database has never been easier. You can add names and email addresses by simply importing a text file. Create multiple contact databases, allowing you to target your specific audience. Manage bounce and unsubscribe information so your emails get to people who want them.

