



COMPANY: Sesame Communications
PRODUCT: Sesame Patient Communications
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Which specific features differentiate your product within the practice management software field?

Sesame's consultative style enables us to develop a holistic view of each practice; in turn, we can do more than just sell a product. Our approach gives us the ability to offer true problem-solving solutions that are tailored to each practice's unique needs. Sesame Patient Communications is just one solution from a suite of offerings from Sesame Communications and its parent company, Henry Schein One.

In terms of cost/value, where does your company sit among competitors?

Sesame is an industry leader that has more than 20 years of experience in integrated, cloud-based marketing and patient engagement solutions designed exclusively for the dental industry, with orthodontists in mind.

Where is practice management software going over the next 10 years, and how are you positioned to lead the way?

Artificial intelligence is the future of health care, and it's taking over the present. Improving the patient's experience by better anticipating treatment needs will have a trickle-down effect from a benefits standpoint. For offices, continuous enhancements in scheduling and budgeting should be expected. Still, the biggest impact will be the improvement in overall oral health for patients.

Switching practice management software is difficult. How does your company make it easy from a cost and efficiency standpoint?

Sesame offers a dedicated training team to do multiple one-on-one trainings to ensure the launch goes smoothly. We also provide access to a member training dashboard that provides converted patient information review, how-tos, patient login review and on-demand training opportunities.