

## Henry Schein One Customers Can Now Use Reserve with Google, Improving Access to Care While Tracking Impact through New Appointment Capacity Report

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*Henry Schein One and Google integration enables measurable patient acquisition through optimized appointment scheduling*

**AMERICAN FORK, Utah, April 29, 2024** - Henry Schein One announced today two new offerings designed to enhance dental practice performance — an integration with Reserve with Google for healthcare and the launch of its Appointment Capacity Report, powered by Jarvis Analytics. Together, these offerings enable practices to attract patients and gain invaluable insights for refining patient management strategies and driving growth.

These enhancements are part of Henry Schein's overarching strategy to deliver differentiated solutions that make practices more successful and improve patient outcomes.

### ***Enhancing the Patient's Online Booking Experience***

Henry Schein One customers can now enhance the patient online booking experience through Reserve with Google. Patients using Google search, maps, or assistant will be able to easily access practice websites and information, including driving directions, contact details, and available appointment types, simplifying their search and helping to ensure they are choosing a dentist that best fits their needs.

This integration helps patients using Google to more easily find and book appointments with local practitioners based on geography, personalization, appointment types offered and categorical queries such as:

- "Dentist near me"
- "Teeth whitening near me"
- "Emergency dentist near me"

"Patients today expect health care to be as convenient as anything else in their lives," says Steven Maroulis, VP & GM, Analytics and Patient Experience, Henry Schein One. "We're committed to driving digital transformation, which means meeting these expectations head-on. Imagine booking a dental appointment with the same ease as reserving a table at a restaurant online. Practices that prioritize online scheduling and a seamless patient experience will be poised to thrive in this digitally-driven era."

"Since our inception in 2008, our commitment to facilitating access to care has remained unwavering. The introduction of online scheduling powered by Henry Schein One's Jarvis Analytics marks yet another milestone in our relentless pursuit of innovation to enhance the guest experience," said Mike Murphy, Chief Marketing Officer, DECA Dental Group, and current Reserve with Google Henry Schein One beta customer. "Offering seamless 24/7 access for appointment booking in real-time has been a game-changer. Now, with Reserve with Google, the process is further streamlined, making it effortlessly convenient for individuals seeking care to secure appointments, even on Saturdays, across our expansive coast-to-coast network of dental offices."

### ***Refining Patient Management Strategies for Peak Performance***

Henry Schein One is also introducing a way for dental practices to measure results, including appointment scheduling, provider utilization, and average lead times, via the new Appointment Capacity Report powered by Jarvis Analytics. Available to all practices currently using Jarvis, this report helps practices refine their patient management strategies for peak efficiency. Designed to give dental practices a clear snapshot of their operational health, practices can use the report to:

- Track the total count of all scheduled appointments, offering insights into patient flow and practice capacity. This helps with forecasting and resource allocation.
- Monitor the number of healthcare providers available, which is critical for balancing workloads and ensuring that patient care is not compromised.
- Review booked hours to assess how effectively appointment slots are being filled and utilized, which is essential for maximizing practice revenue and patient satisfaction.

"Marketers are always looking to optimize their marketing spend while meeting patient demand. Operators want to maximize their resource allocation and practice revenue. The key to both of those objectives is getting ongoing insights into schedule utilization and capacity," said Diane Vaccaro, Chief Marketing Officer, 42 North Dental, a dental support organization based outside of Boston that actively uses Jarvis Analytics. "Having this reporting available will get us to decisions faster to accommodate more patients and add value to any practice."

Visit [www.henryscheinone.com](http://www.henryscheinone.com) or contact your Henry Schein One representative to learn more about these innovative offerings. Henry Schein One will be demonstrating Reserve with Google at the annual THRIVELIVE Conference in Las Vegas, May 2-4, 2024, booth #A500.

### **About Henry Schein One**

Henry Schein One empowers dentists to focus on patient care, ensuring practice success.

With its simple and integrated software, practices are finally more seamless, more efficient, and more profitable—meaning patients and practitioners are happier. With comprehensive solutions: demand generation, patient experience, practice management, revenue management, dental analytics,

and clinical workflow, dental practices will be running smoother than ever before.

Henry Schein One, LLC, is a joint venture between Henry Schein, Inc. (Nasdaq: HSIC) and Internet Brands. The company's portfolio of leading brands includes Dentrax®, Dentrax Ascend®, Jarvis Analytics®, TechCentral™, Lighthouse360+, and DentalPlans.com®, along with solutions offered through international companies, including Dentally and Software of Excellence, among others. For a full list of our brands, please visit our website or connect with us on LinkedIn.

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