



Virtual PEM Recording

How to Record the Patient Education Meeting (PEM)

1. Determine who will be recording and how you will record the presentation. Which virtual platform will you use? Will you be using dual screens and record from a separate device like a camera phone or video camera? Connecting with a virtual audience can be challenging, so try to pick someone that is skilled in delivering information to patients. Maybe someone who presents treatment plans well or is a good advocate for the office overall. See the attached **Conducting a Virtual PEM** handout.
2. Brand your PEM with your office logo and contact information. Customize it to your practice. Modify/revise as you see fit (e.g., if there is something specific you want to add/take out, etc.).
3. Pick a location, preferably with a nice background so your presentation looks clean and professional. Items to include could be pop-up banners and/or other marketing materials.
4. Watch the patient education meeting training video available on your MyAbsorb account. Practice your presentation until you feel comfortable and confident to present the material to your audience. You should understand the message you're delivering so it comes across as authentic and genuine.
5. Schedule a trial run. Practice a few run-throughs until you get the hang of the technical aspect of recording the PEM with the method you choose.

Ways to Record

- Dual screens using HDMI
- RingCentral
- PowerPoint
- Camera phone or video camera
- Zoom
- Loom

Delivery Method

- QR code
- Hard drive
- In-person
- Live webinar
- Send a link

Verbiage Tips

1. Open with "Hi, everyone, and welcome to the patient education meeting for [Smith Dental Group]."
2. End with "If you have identified that you or someone you love is a candidate for this treatment, please give us a call at (657) 858-5557 and we can schedule you for a consultation in our office."
3. In the handout attached, you will find examples of flyer ideas. This is a great way to market and advertise the PEM. This could include social medical posts, email blasts, and other ways to communicate the information to your patients.

If you need additional assistance, please reach out to your Practice Advisor for support.