



## MOOD:

The right music services can help you set and maintain a pleasant vibe, create a sense of relaxation and well-being and help your patients unwind.

A visit to the dentist is a nerve-wracking experience for many individuals - and for those experiencing anxiety, anything your practice can do to reduce tension and improve patient experience will be more than well-received. Whether they're in the waiting room or in the chair, it's up to you to help set your patients at ease every step of the way. Creating a welcoming, relaxing environment will get you off on the right foot.

### **So how can your dental office soothe tense patients, and create a warm and welcoming atmosphere?**

The benefits of background music are often overlooked in today's dental environment, but it can be an incredibly powerful tool for improving the overall patient experience.

Background music is created to bypass the conscious mind and stimulate the portions of the brain associated with emotions and vital response (think blood pressure, heart and respiratory rates) - which means music can actually help decrease patient stress by slowing down their metabolic response.

The right music services can help you set and maintain a pleasant vibe, create a sense of relaxation and well-being and help your patients unwind. But experts caution against the common faux pas of dental practices - using standard AM/FM radio - which often causes further patient aggravation.

Playing customary radio broadcasts can be shockingly counter-productive when it comes to reducing patient apprehension. With the radio's constant interruptions of advertisements, patients may become irritated and walk away with the impression that your

dental office is less professional than they previously believed. Using a personal playlist is certainly a no-no as well - a no-no that could land you in hot water with copyright authorities. You might even risk landing in hot water with your own staff, triggered by redundancy fatigue caused by endlessly repetitive play. These seemingly minor distractions can turn into petty annoyances, detract from your dentist-patient relationship - and should be avoided at all costs.

### **Luckily for your patients, today's music services offer the perfect solutions for your dental practice.**

Streaming music services - such as Mood Mix - are just one type of solution, offering a wide variety of music fully licensed for play in your dental office. Songs are prescreened for appropriate content and lyrics, and staff can create stations themed to meet your desired mood. What your patients will appreciate the most, however, is the total lack of advertisements and interruptions.

#### **CONTACT**

To find out more on how Mood Solutions can help design your customer experience, contact us at:

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[moodmedia.com](http://moodmedia.com)

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Solutions also include satellite radio and hard media, but if your business is looking for a more personalized approach, you might consider customized playlists that help you to create the seamless, tailored experience that your patients will associate with your dental practice for years to come.

## **But the benefits aren't just for patients.**

Your dental staff will respond as favorably as your patients to the implementation of professional background music services. Experts maintain that the atmosphere provided by positive and upbeat music in the workplace leads to a happier, more communicative staff relationship - which will improve the outlook of your dental practice as a whole.

Set your patients at ease, improve your office's dentist-patient relationships, and promote a general sense of well-being which will make your visitors and staff alike feel welcome and secure - all through the use of music services. It's simple!

For more information on using background music to improve your dental practice, contact the experts at Mood Media today.

