

FOR IMMEDIATE RELEASE

Maxim Software Systems Unveils EngageB: The Revolutionary Patient Engagement Solution for Dental Clinics

[Winnipeg, May 25th, 2023] - Maxim Software Systems, a leading provider of software solutions for the dental industry (MaxiDent Software Suite) in North America, is thrilled to announce the launch of EngageB, a groundbreaking web application designed to transform patient engagement in dental clinics.

EngageB represents a significant leap forward in patient communication and relationship management. This autonomous solution empowers dental clinics to automate the entire patient engagement process, revolutionizing the way they interact with their patients. By harnessing the power of EngageB, dental clinics can now provide a seamless and personalized experience, resulting in enhanced patient relationships and improved outcomes. All this, independent of the practice management software solution they have.

Key features of EngageB include:

1. **Secure Online Forms:** EngageB enables dental clinics to effortlessly digitize medical questionnaires, consent forms, and other essential documents. Patients can conveniently complete these forms online, eliminating paperwork and reducing administrative burden.
2. **Custom Filters:** EngageB offers customizable filters that allow clinics to tailor their messages to different groups of patients. Whether it's appointment reminders, follow-up care instructions, or educational resources, clinics can ensure that the right message reaches the right patient at the right time.
3. **Intelligent Automation:** EngageB's intelligent automation capabilities streamline marketing reachouts, appointment scheduling, recalls and reactivations. Through smart algorithms, clinics can optimize their scheduling processes, minimize no-shows, and maximize efficiency.

Alex Zlatin, CEO of Maxim Software Systems, shared his enthusiasm about the launch, stating, "EngageB is the first web application we are releasing, and it represents a new era for us as a company. It is the result of our relentless pursuit of innovation and commitment to providing dental clinics with cutting-edge solutions. We believe that EngageB will revolutionize patient engagement by empowering clinics to build stronger relationships, deliver personalized care, and improve patient satisfaction."

With EngageB, dental clinics can increase their operational efficiency, reduce costs, and deliver a superior patient experience—all while maintaining the highest standards of security and



compliance. By leveraging EngageB's intuitive interface and robust features, clinics can focus more on patient care and less on administrative tasks.

Maxim Software Systems invites dental clinics to join the EngageB journey and experience the transformative power of this industry-leading solution.

For more information about EngageB and to schedule a demo, please visit <https://engageb.com>.

About Maxim Software Systems: Maxim Software Systems is a trusted provider of software solutions for the dental industry. With a focus on empowering healthcare professionals and improving patient outcomes, Maxim Software Systems develops innovative products that streamline workflows, enhance communication, and optimize operational efficiency.

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