

Dental Experience

Presented by Opencare

A portrait of Dr. Natalie Archer, a woman with long, wavy brown hair, wearing a black top and a gold chain necklace. She is looking slightly to the right of the camera with a gentle smile.

Dr. Natalie
Archer

ISSUE 02
The Innovator

Toronto's Dr. Natalie Archer is building an empire of incredible practices with innovation at the center of her philosophy and Opencare in her toolkit.

- **Dr. Natalie Archer**

Dr. Natalie Archer of [Archer Dental](#) knows that technology is essential to progress. She has embraced new and emerging tech into her dental philosophy since the very beginning and has built a career on the cutting edge of compassionate, modern dentistry.

With two established practices and a third new location in Toronto, Dr. Archer blends medicine, modern tools, problem-solving, and relationship building into her practice philosophy. This combination has produced a level of care and a loyal patient following that are unrivaled in the city.

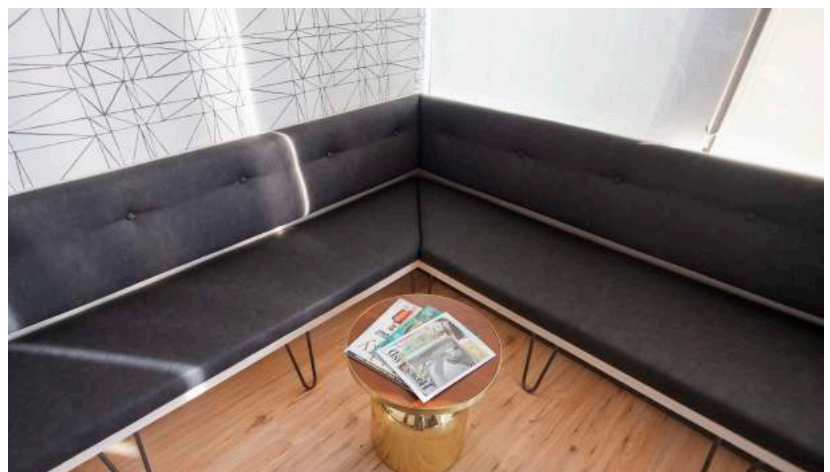


“Customer experience is critical - whether it's going to a restaurant or the dental office, it has to be a superior experience”

- **The superior customer experience**

In Dr. Archer's practice, the needs of the patient are paramount. From a streamlined experience online, to the thoughtfulness of the receptionist, to the top-notch healthcare in the operatory, Dr. Archer has considered all touch-points. Everything works together to deliver the best possible experience for patients.

This cumulative experience often starts with a patient finding Archer Dental on Opencare. "It's truthful" she says, "patients are seeing real reviews from real patients on Opencare - they can trust they're getting an honest perspective". Opencare ensures the patient experience begins with transparency, vetting all trusted dentists and only allowing reviews from actual patients.



- Technology as customer service

Starting her first practice in 2001, Dr. Archer has seen the evolution of technology in the dental industry. Known in Toronto as “The Digital Dentist”, she was one of the first to have a practice website - at a time when it was considered “unprofessional” in the industry.

“People these days, they want to sign up online, they want to text the office instead of calling”, Dr. Archer reveals, “you have to meet people where they are.” With Opencare, Dr. Archer can do just that: reach patients who are searching for a dentist online, and help them discover and choose her practice. “I love Opencare because it’s a simple solution for us at Archer Dental, and and it provides a streamlined experience for patients”, she says, “it just makes sense”.

Embracing the digital tools in dentistry allows practices to find patients in new ways, but also gives access to a new type of patient. “I do find that Opencare patients are a little more informed, more research-based”, Dr. Archer says. “They’re doing online research and they’re making an active choice about their healthcare - they’re just really great patients for our practice”. Informed, tech-savvy patients are looking for talented and innovative dentists, and Dr. Archer is growing her practice with this in mind.



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- Growing the passion

Dr. Archer has her eyes on the future by building on what Archer Dental is known for - a community of compassionate healthcare providers that find new ways to go above-and-beyond everyday. Her latest location, in Toronto’s vibrant Little Italy neighbourhood, puts itself front and centre in the community. And with the help of Opencare, she knows she will always have a steady supply of new patients to help grow her practice.

Partnering with Grant Yiu, the managing lead clinician for the latest location, they work together to manage the practice’s technology and experience. “It’s an amazing team and I’m so excited to be a part of this vibrant neighbourhood” she says. Even helping patients on the weekends in her newest practice, Dr. Archer continues to discover and embrace the needs of the patient.

It’s an exciting time as dentistry and technology come together on the patient-service side of the industry. Dr. Archer is once again embracing Opencare and other technologies into her practice and paving the way for valuable, long-term relationships with patients in Toronto.



Dr. Archer is an Opencare dentist.

Are you ready to grow your practice?

Thousands of patients find their dentist on Opencare every month. Grow your practice by joining our network of dentists that deliver exceptional patient experiences.