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Lighthouse 360 by Web.com Helps Dentists Combat \$30,000 Cancellation Problem

Company's premier dental appointments reminder and relationship marketing software is now the first and only to automatically detect and fill last-minute patient cancellations

JACKSONVILLE, Fla., July 12, 2017 (GLOBE NEWSWIRE) -- Web.com Group, Inc. (Nasdaq:WEB), a leading provider of Internet services and online marketing solutions for small businesses, today announced that Lighthouse 360, its award-winning patient communication software for dentists, can now automatically detect and fill costly, last-minute patient cancellations.

"For the last 10 years, Lighthouse 360 has automated tedious dental-practice tasks so more than 11,000 dentists can focus on what's most important: their patients," said Gijo Mathew, Web.com's senior vice president of product and design. "Today, our product development team is tackling last-minute patient cancellations, which are the most costly and underserved problems in the dental industry."

Lighthouse 360 was designed specifically to help dentists eliminate hours of manual work (16 hours per week on average) by automating daily patient interactions and office routines such as appointment reminders and patient reviews. With the new *Fill-in* feature, Lighthouse 360 addresses what has been cited in [DentistryIQ](#) and the [Hartford Business Journal](#) as a potential \$30,000 per year loss for most dental practices.

The *Fill-in* feature detects last-minute cancellations in a dentist's schedule and automatically reaches out to patients most likely to want the vacated appointment — such as those who are overdue for their checkups or have requested a more immediate appointment time. Once a patient has confirmed interest, the dentist simply approves the new appointment.

Fill-in is available at no additional cost to existing and new Lighthouse 360 clients.

Lighthouse 360 has been recognized by The Townie Choice Awards, one of the most prominent peer recognitions in dentistry and organized by [Dentaltown Magazine](#). The software is also a Dental Product Shopper (DPS) [Evaluators' Choice](#). For a free demo of Lighthouse 360 and the new *Fill-in* feature, call 888-368-9101 or visit www.LH360.com/fill-in.

ABOUT LIGHTHOUSE 360

Lighthouse 360 — a Web.com brand since 2016 — automates dentists' daily consumer interactions and office routines such as appointment reminders, leading to improved operational efficiency and business results. Lighthouse 360 features include phone, text, email and postcard appointment automation, reactivation letters, family messages, patient reviews, seamless practice management integration, all-day data synchronization and more. The automated messaging capabilities have helped customers increase production by an average of 30 percent, and its features designed to boost practice efficiency, on average, save dental practices 16 hours per week and eliminate seven hours of weekly phone time for the front desk. Lighthouse 360 serves dentists throughout the United States and Canada. Lighthouse 360 scored a 4.9/5.0 from current clients who were asked by Dental Product Shopper to rate and comment on their experience with the product. Further, 80 percent of clients say using Lighthouse 360 has increased the overall happiness of their staff.

ABOUT WEB.COM

[Web.com Group, Inc.](#) (Nasdaq:WEB) is a global provider of a full range of Internet services to small businesses to help them compete and succeed online. Web.com meets the needs of small businesses anywhere along their lifecycle with affordable, subscription-based solutions including domains, hosting, website design and management, search engine optimization, online marketing campaigns, local sales leads, social media, mobile products and ecommerce solutions. For more information, please visit www.web.com; follow Web.com on Twitter [@webdotcom](#) or on Facebook at facebook.com/web.com.

CONTACT

Brian Wright
(904) 371-6856
Brian.Wright@web.com