

# PRACTICE SOFTWARE OF THE YEAR - PEOPLE'S CHOICE

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This award recognises a practice software solution that has made a significant positive impact on clinic operations, client experience, and team productivity. Voted by the public, it highlights the most user-loved software making a difference behind the scenes.  
More than skin deep—it's a feeling.

## WHAT JUDGES ARE LOOKING FOR:



### USER EXPERIENCE AND INTERFACE:

Is the software intuitive and easy to use for both practitioners and administrative teams?



### INTEGRATION CAPABILITIES:

Seamless integration with other platforms such as marketing, payment, and CRM tools.



### INNOVATION AND REGULAR UPDATES:

Demonstrated improvements, updates, and innovation that keep up with industry needs.



### CLIENT AND PRACTITIONER SUPPORT:

Quality of customer service, troubleshooting, and training offered.



### TESTIMONIALS AND CASE STUDIES:

Feedback from real users and examples of operational improvements.

## TIPS FOR ENTRANTS:

Include testimonials from clinic users.  
Demonstrate how your software has solved specific business problems.  
Provide screenshots or short demo videos if available.