

DR. JOHN NOSTI on what he's learned from Dentaltown – inside this issue

# dentaltown

real dentistry for real dentists

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## DENTRIX HAS THE ANSWERS YOU NEED

We've talked with many practices over the years and have found there are some problems that a dentist's office, new or established, wrestles with over and over. Below are the nine most common issues we see and how Dentrix can help you solve them.



### Track your practice's productivity

Review your progress on a daily basis with your team & see your productivity numbers on a monthly, quarterly and yearly basis.



### Implement and manage key performance indicators (KPIs)

Analyze your performance in five key areas, then identify where to improve and adjust your goals.



### Improve collections

Submit insurance claims and attachments electronically, reducing the reimbursement time from a few weeks to a few days.



### Streamline the insurance process

Dentrix automatically validates your claims so you know instantly if more information is required.



### Maximize continuing care

Track the percentage of hygiene patients who have scheduled return appointments in the next six months and send reminders.



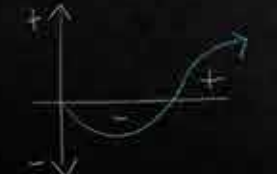
### Eliminate scheduling gaps

Reconcile appointments with production goals, coordinating treatment plans with insurance benefits, and reducing the number of missed appointments.



### Take your practice paperless

Within Dentrix you can access patient charts, X-ray images, insurance claims, statements and other digital documents quickly.



### Increase your practice's production

Dentrix increases production by improving front-office and clinical efficiency. Software tools automate manual tasks like charting, scheduling and billing.



### Gain more customers and referrals

Dentrix improves patient engagement via a website manager, text messages, emails and a secure patient portal.

## Will you survive the challenges of the new dental economy?

► Dentrix has your answers. **PROBLEM SOLVED.**

Running a successful practice can feel overwhelming. You have a lot to worry about – providing the best patient care, increasing team productivity, and keeping up with advancements in dentistry – while also looking for ways to improve your business. Dentrix can be your partner by providing you with the integrated technology, business knowledge and team of experts you need to solve real business problems and run a more profitable practice.

- Download our free eBooks on these topics at [Dentrix.com/Solved](http://Dentrix.com/Solved).
- Ready to speak with a Dentrix consultant about how Dentrix can be your trusted partner? Call 1.844.634.1112.

## Give Your Practice a **Competitive Edge**

Dentists are working harder today than ever before. Practice revenues are down, overhead is up, competition is increasing and staff turnover is a consistent worry. You could try to navigate these threats on your own. But why should you struggle when there is a powerful, trusted partner who provides integrated technology and eServices, business knowledge and experts who can teach you how to maximize the productivity and efficiency in your practice? Only Dentrix can help you solve your business problems.



### INTEGRATED TECHNOLOGY

## Expand with a **Trusted Technology Platform**

Dentrix is more than just dental software. With tools to improve your operations, flexibility to expand with your vision and seamless integration with leading dental solutions, Dentrix helps your dental technology work together as one system. Digital imaging integration allows you to view X-rays, intraoral images and other information with the Dentrix Patient Chart and automatically keep digital images synchronized with patient records. Simplify your workflow and enhance your office productivity with Dentrix Connected partner products. The Dentrix Connected program verifies that the technology in your practice works with Dentrix, providing the connections for truly integrated software and digital technology.



"I've got the ability now to run and integrate all of my CAD/CAM, digital scans and images into my Dentrix patient chart. Not only that, but I also have the ability to run a CT scan in the back and have it also fully integrated within my patient chart as well."

- Dr. Edmond Suh, DDS

### ADD-ON ESERVICES

## Grow with **Integrated eServices**

Enhance the power of your Dentrix system with integrated eServices—powerful tools connected to Dentrix that help boost your front office productivity and streamline your workflow. With capabilities such as integrated claim and EOB management, automated appointment reminders for your patients, natively integrated payment processing and automated eligibility verification updates, Dentrix eServices help simplify many time-consuming tasks to increase productivity and efficiency.

### Dentrix eServices Enable **Better Productivity:**

- Electronic insurance eligibility verification
- Online claim tracking
- Digital claim attachments
- Integrated payment processing
- Change of address notification
- Automated email appointment and recall reminders
- Automated text message appointment reminders
- Automated appointment and recall postcard reminders
- Automated confirmation posting from all reminders
- Integrated website with hosting
- Online bill payment and posting
- Integrated online patient forms
- In-office patient kiosk software
- Remote appointment management

### PROFITABILITY COACHING

## Master the **Metrics That Matter**

Only Dentrix has a team of experienced trainers and coaches who can help you understand and manage the key performance indicators (KPIs) in your practice. Henry Schein Dentrix offers the Dentrix Smart Start Bundle, which combines Dentrix, integrated eServices, expert training and

coaching, and key industry insights to help you achieve successful outcomes for your practice.

The Dentrix Smart Start Bundle includes:

- An expert trainer and coach
- Successful implementation
- In-office consultation and training
- Guided online learning modules
- Competency assessments

▶ Get your free eBook, **Master The Metrics That Matter**, at [Dentrix.com/Solved](http://Dentrix.com/Solved)



**Dr. Kenton A. Ross**

Dentrix Profitability Coaching.

## **SPOTLIGHT:** Dr. Kenton Ross and Profitability Coaching

After 17 years in practice, Dr. Ross found new ways to fill his schedule, increase productivity and boost team confidence with

Dentrix Profitability Coaching. As a Dentrix user since 1997, Dr. Kenton A. Ross thought he knew the software inside and out. Still, he was intrigued by what he'd read about Profitability Coaching. After signing up for the Coaching sessions, Dr. Ross and his team gathered for the first call with their Dentrix Profitability coach. "The first conference call alone paid for the whole cost of the coaching. It was a big eye opener to what we thought we knew."

Dr. Ross and his team learned about using Dentrix reports to track key performance indicators—the crucial numbers that have the biggest impact on practice profitability. "We found we weren't using the system 100% accurately, so we had some inaccurate numbers. The coach gave us the real numbers to look at."

By the second call, the hygiene schedule was filled for the next six months. "Our coach

found 400 patients we could reconnect within our patient database. That one step filled the schedule. You can imagine how a full hygiene schedule affects your bottom line. Coaching gave us really good bang for the buck. I don't regret a minute of those calls."

The practice received tip sheets after every call, and often emailed questions for the coach to address in the next call. "We spent a half hour after each call assigning action items to keep everyone on the same page. Everyone was really pumped up and ready to take on their new responsibilities, and focus on learning the software better."

Since completing the Profitability Coaching program, Dr. Ross and his team have started tracking case acceptance, over-the-counter collections and referral sources more closely. And what value would Dr. Ross place on the coaching program? "Priceless. After being flat for five years, we've seen a tremendous jump in our bottom line. Even though I've used Dentrix since 1997, I'm still learning something new. You can always find something that adds value to your practice."