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www.Dentrix.com/Magazine
Dentrix Magazine Volume 26 Issue 4 — Winter 2014

HENRY SCHEIN®

TechCentral

All It Takes Is One Spark

FROM THE EDITOR

Every year, hundreds of thousands of dental professionals attend industry conferences and association meetings. They listen to speeches, attend courses, and visit with vendors in search of ideas to build a better practice. Sometimes all it takes is one idea—one spark—to ignite improvement and put your practice on the path to growth.

To help spark improvements in your practice, this issue of *Dentrix Magazine* includes highlights from the 2014 Dentrix Business of Dentistry Conference. In our cover story, "Top Tips from the 2014 Dentrix Business of Dentistry Conference" (page 12), we summarize practice management guidance from several conference speakers. These industry experts provide suggestions to help you boost insurance reimbursement, increase treatment case acceptance, schedule with less stress and greater profitability, incorporate same-day dentistry in your practice, create a dream team, and more. We also reviewed hundreds of attendee surveys and identified the Dentrix tips and tricks they found most helpful. You'll find them in the Dentrix Tips & Tricks column beginning on page 8.

If you attended this year's conference, thank you for joining us. If you weren't able to attend, I hope reading this issue of *Dentrix Magazine* will inspire you to join us next year when we convene the 2015 Dentrix Business of Dentistry Conference at Gaylord Palms Resort & Convention Center in Kissimmee, Florida on October 7-10. Put it on your calendar today and visit www.Dentrix.com/BDC2015 for updates.

I hope you enjoy reading *Dentrix Magazine*. Please consult the reading guide on page 2 to find the articles that correspond to your responsibilities in the dental practice. And remember, every issue of *Dentrix Magazine* is available online at www.Dentrix.com/Magazine. Download yours today.

Regards,

Matt Singerman
Editor

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MAGAZINE

To contact *Dentrix Magazine*, send correspondence to Dentrix Magazine, 1220 South 630 East, Suite 100, American Fork, UT 84003; call (801) 763-9300; or send email to DentrixMagazine@HenrySchein.com.

dentrix MAGAZINE

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Dentrix Magazine Volume 26 Issue 4— Winter 2014
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DEPARTMENTS

Reading Guide

The Dentrix Mastery Tracks program is comprised of topics and tracks that align with key job functions in your practice. Whether you are preparing for a Dentrix Mastery Tracks test or just want to improve your skills, use this reading guide to find the articles in this issue of the magazine that match your responsibilities in your practice. Visit www.Dentrix.com/Mastery to learn more about Dentrix Mastery Tracks.

How To Learn More

If you want to learn more about the Dentrix topics featured in *Dentrix Magazine*, check out these self-paced learning resources.

Dentrix Help Files

In the Dentrix Help Files, you can explore a comprehensive list of conveniently indexed topics or search the topics for key words. To search the Help files, from the **Help** menu in any Dentrix Module, click **Contents**, click the **Search** tab, type a search phrase or topic name, click **List Topics**, and then under **Select Topic**, double-click the topic name. Tip: To turn off the search highlights, press F5.

Dentrix Resource Center

The Dentrix Resource Center includes the Dentrix Mastery Tracks Learning Plans. It also offers an online library of on-demand software training videos, downloadable product manuals, and a knowledgebase of technical support articles. Access is free for dental practices on a Dentrix Customer Service Plan. Log in today at www.Dentrix.com/Resource-Center.

▼ Announcing Dentrix Mastery Tracks

In October 2014, Henry Schein launched the Dentrix Mastery Tracks™ program. Mastery Tracks provides a fast, affordable way to find out how well Dentrix professionals understand and can utilize all the capabilities in Dentrix, quickly identify areas where their knowledge is lacking, and then provide the targeted training they need to improve their skills.

Dentrix Mastery Tracks is made up of four tracks, each featuring one or more tests that align with specific job functions and responsibilities in a dental practice. Users can test their Dentrix skills in scheduling, continuing care, billing and accounts receivable, insurance, charting, treatment planning, reporting and security, and patient information. After successfully completing each test, users receive a skill certificate acknowledging their competence. When users successfully complete all required tests for a specific Mastery Track, they receive an official Dentrix Specialist certificate to signify their competence in that practice management area.

"With Dentrix Mastery Tracks, dental practitioners can be more confident in their team members' correct use of the full range of Dentrix features for operating a more efficient and productive practice," said Kevin Bunker, President, Henry Schein North America Dental Practice Solutions. "Delivering training and skill assessment for office staff is another example of our commitment to helping our Dentrix users better manage their practices, so dentists can focus on providing healthcare."

To help users strengthen their skills, Dentrix Mastery Tracks offers a complete range of online and in-person Dentrix learning options, including test blueprints, hands-on workshop training, in-office training, an online resource center for self-paced training, and other publications, such as *Dentrix Magazine* and the Dentrix eNewsletter. These tools can help team members prepare for tests and fill any knowledge gaps that become apparent after completing tests.

To create an account, select tracks, and take tests, visit www.Dentrix.com/Mastery. Downloadable test guides, FAQs, and a video overview are also available on that page.

Dentrix G6 Beta Update

Learn about more of the new features and enhancements in Dentrix G6 beta and how you can participate in the beta program.

Brad Royer | Dentrix Product Manager

Over the last few months, I have received some inquiries about how the Dentrix G6 beta is going. I am pleased to say that we have received a lot of great feedback from our beta customers. The comments from the group have generally been very positive. One customer stated, "Overall this has been the best upgrade yet. G6 is much more user friendly and more visually pleasing . . . than the past versions." Others shared this sentiment when they wrote, "I would say that our satisfaction with G6 is high" and "We are really enjoying G6."

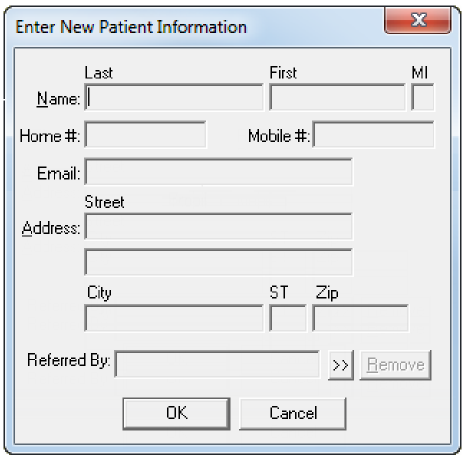

Figure 1 New fields were added for mobile phone number and email address.

In our last issue of *Dentrix Magazine* I described some of the top new features in Dentrix G6. Since then we have added a few more. These newest enhancements, along with other improvements requested by our beta customers, were released in a beta 3 version in November.

Some of the most exciting additions we made for beta 3 were in the Appointment Book. The Dentrix MyVoice request to add more options and customizations to the Appointment Book view has, in large part, been fulfilled. The Appointment Book shows more information on the appointment, such as mobile phone number and email address. Options were also added to display the patient's age, chart number, referral source, primary insurance plan, appointment status, and any continuing care attached to the appointment. We have also added new fields in the Appointment Book's **Enter New Patient Information** dialog box where you can now specify a mobile phone number and email address (Figure 1). Also, the time bar now appears highlighted for the time of the selected appointment, making it easier to see the exact time of scheduled appointments (Figure 2). In addition, when you rest your mouse pointer over each provider color bar on the side of the Appointment Book, the software now displays a tooltip that identifies the associated provider. A new option also allows you to hide the providers' color bars.

Of course new features aren't limited to the Appointment Book. Perio records, just like Ledger transactions, will now move into history as part of the month-end process. This will ensure that previous Perio exams cannot be changed. We have also made it easier to see which Dentrix modules are still open on which computers when closing out the month. And this is all just the tip of the iceberg. For more information about what's coming in Dentrix G6, visit our website at www.dentrix.com/products/dentrix/whats-new.

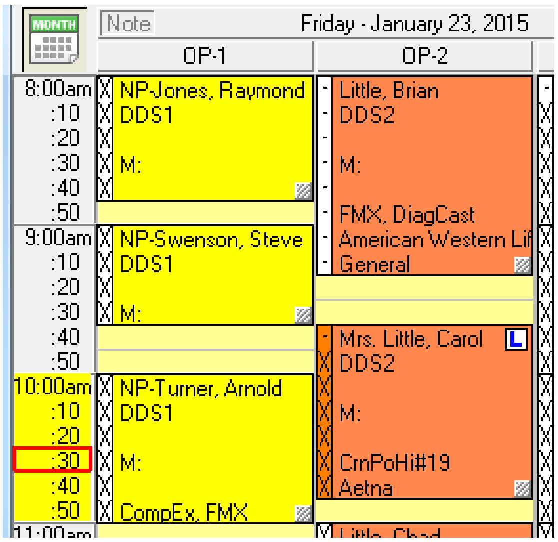

Figure 2 The time of the selected appointment is highlighted on the time bar.

As we continue the beta process, we would love to receive feedback from more of you. If you are interested in participating in the Dentrix G6 beta, please send us an email request at beta.dentrix@henryshein.com. As a beta customer you have the ability to influence the product development and refine the new features before they release in the final version. **DM**

Brad Royer, the Dentrix product manager, has eight years of experience working with Dentrix and other practice management products from Henry Schein. Brad can be reached at brad.royer@henryschein.com.

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From the Front Office to the Treatment Room and every touch-point in between, Henry Schein has the solutions you need to connect your practice technologies. The size of your practice, your budget, and your patients' needs are all important to the solutions required to increase workflow and enhance efficiency.

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SPECIAL EDITION

Tips & Tricks

The tips in this special, extended version of Tips & Tricks come from Dentrix courses taught at the 2014 Business of Dentistry Conference. This year's conference featured more Dentrix topics than ever before, and these are the tips our attendees rated as most helpful. Find the tips that correspond to your role in the practice, and try them out today!

Using the Collections Manager to Target Specific Accounts

from Maximizing Collections with Dentrix

The Collections Manager gives you the flexibility to set view filters to target the accounts on which you want to focus your collections efforts. By understanding how these filters work, you can create a list of accounts that you can then begin to contact.

To open the Collections Manager, from the **Office Manager**, click **Analysis > Collections Manager** or click the **Collections Manager** button. The **Collections Manager View** dialog box appears, allowing you to specify the filters you want to use to find specific patients.

Use the list below to learn what each filter does and decide which filters you want to use to create your Collections Manager List.

FILTER NAME	DESCRIPTION	SPECIAL NOTES
Select Guarantor	Allows you to filter the list by guarantor last name.	You can use alphabetical ranges to manage a long list.
Select Billing Type	Allows you to filter the list by Billing Type.	You can select multiple types by holding the CTRL button while selecting types.
Skip Accounts With Claim Pending	Allows you to exclude accounts with insurance claims outstanding.	You can enter a minimum patient portion amount to include accounts with insurance outstanding, but who owe a significant portion of their balance.
Select # of Payments Missed	Allows you to filter the list by the number of missed payments on a payment agreement.	This filter only applies to accounts with a payment agreement set up.
Minimum Days Past Due	Allows you to filter the list by the age of the account.	Only accounts with a balance in the specified aging bracket will be included.
Select Provider	Allows you to filter the list by assigned provider.	References the guarantor's assigned provider in the Family File.
Minimum Balance	Allows you to filter the list by the balance on the account.	
Last Payment Before	Allows you to exclude patients who have made a payment since a specified date.	
If Not Billed Since	Allows you to exclude patients who have received a recent bill.	
Last Visit Before	Allows you to exclude patients who have had a recent office visit.	
Previous Office Journal Before	Allows you to exclude patients who have had a recent entry in the Office Journal.	
Insurance Minimum Days Past Due	Allows you to filter the list according to the age of outstanding insurance claims.	
For Payment Agreement & Future Due Payment Plans	Allows you to filter the list according to whether the account has a payment agreement or future due payment plan set up.	

Billing & A/R

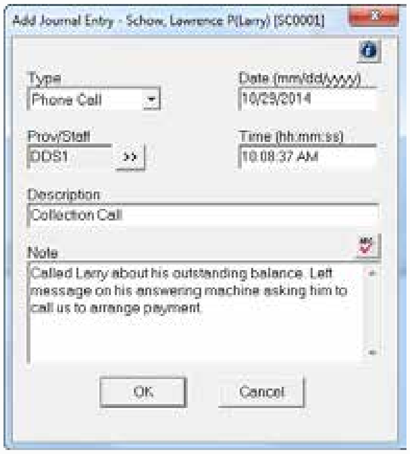
Patient Information

Using the Office Journal to Review Patient Contact from Organizing Your Notes in Dentrix

Have you ever been making reminder calls and had a patient tell you that they just got a call from someone else at your office? If you're using the Office Journal to record your patient contacts, you can prevent multiple people in the office from calling the same patient because everyone in the office can see exactly when a patient was contacted last and what the contact was about.

To record contact with a patient:

1. From any Dentrix module, click the **Office Journal** button.
2. The Office Journal launches with the current patient displayed. To switch to a different patient, click the **Select Patient** button and choose a patient.
3. Click the **Add Journal Entry** button. The **Add Journal Entry – [patient name]** dialog box appears.
4. Select the **Type** of contact you want to record from the drop-down list.
5. Select the **Provider/Staff** that had contact with the patient.
6. Enter a short description of the entry in the **Description** field (such as Collection Call, Appointment Confirmation, etc.).
7. Enter any notes regarding the entry in the **Note** field.
8. Click **OK** to return to the Office Journal.



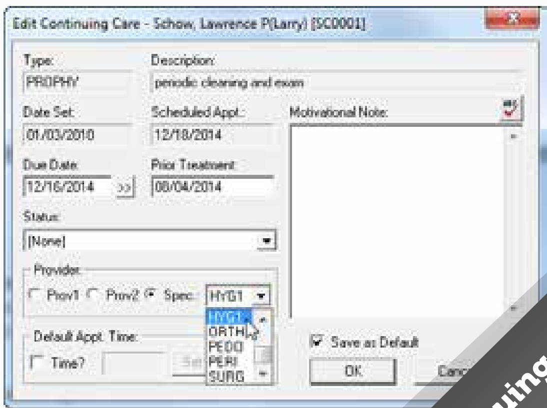
Continuing Care

Assign a Default Provider to a Continuing Care Type from Dentrix Continuing Care from the Hygiene Chair

Did you know you can assign a provider to a patient's continuing care type? If you have multiple hygienists in your office and you have a patient that prefers to be seen by a specific hygienist, you can assign the default provider for that patient to be the provider they prefer. That way you don't have to try to remember each patient's preferences.

To assign a default provider to a continuing care type:

1. From the Family File, double-click the **Continuing Care** block. The selected patient's Dentrix **Continuing Care** dialog box appears.
2. In the **Dentrix Continuing Care** dialog box, highlight the continuing care type you want to assign a default provider to, and click **Edit**… The **Edit Continuing Care** dialog box appears.
3. Mark the correct provider for the continuing care type in the **Provider** group box. **Prov1** and **Prov2** are the patient's default providers in the Family File. To select a specific provider other than the default provider from the Family File, select **Spec** and choose the provider from the drop-down list.
4. Click **OK** to save your changes and return to the **Continuing Care** dialog box. Customize other continuing care types as needed.

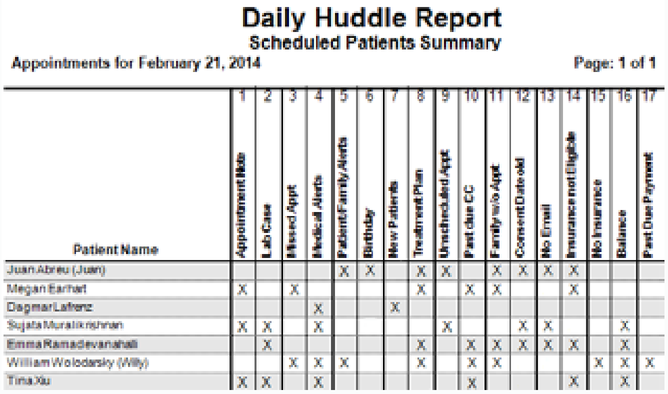


Generating the Scheduled Patient Summary from 50 Things You Didn't Know Dentrix Could Do

The Scheduled Patient Summary is an important tool to use in your daily morning meetings. It lists all the patients you have scheduled that day and gives you important information about those patients. The report shows you which patients have treatment plans, are overdue for continuing care, have an unscheduled appointment, and more, and you can customize which information is displayed in the columns on the report. You can use this information to talk with your staff members about opportunities you have to discuss future appointments or other patient needs with the patients when they come in today.

To generate the Scheduled Patient Summary:

1. From the Appointment Book, click **File > Print Daily Huddle Report** or click the **Daily Huddle Report** button. The **Daily Huddle Report** dialog box appears.
2. Check **Scheduled Patients Summary** to include the summary when you generate the rest of the report.
3. Click **Scheduled Patients Setup** to select which columns you want to display on the summary.
4. Click **Preview** to generate the Scheduled Patients Summary.



Daily Huddle Report

Scheduled Patients Summary

Appointments for February 21, 2014 — Page: 1 of 1

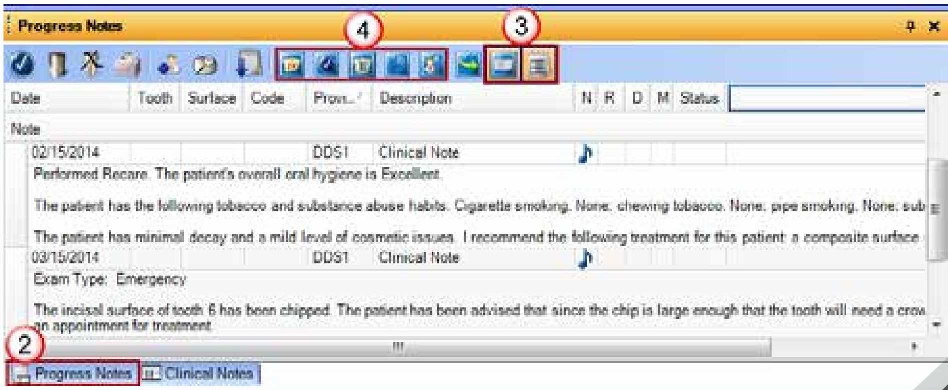
Patient Name	1 Appointment Note	2 Lab Case	3 Missed Appt	4 Medical Alerts	5 Patient/Family Alerts	6 Birthday	7 New Patients	8 Treatment Plan	9 Unscheduled Appt	10 Past due CC	11 Family w/o Appt	12 Consent Date old	13 No Email	14 Insurance not Eligible	15 No Insurance	16 Balance	17 Past Due Payment
Juan Abreu (Juan)					X	X		X	X		X	X	X	X			
Megan Earhat	X		X					X		X	X			X			
Dagmar Lafrenz				X			X										
Sujata Muralikrishnan	X	X		X					X			X	X			X	
Emma Ramadevanahalli		X						X		X	X	X	X	X		X	
William Wolodarsky (Willy)			X	X	X			X		X	X				X	X	X
Tina Xu	X	X		X						X				X		X	

Viewing All of a Patient's Clinical Notes in One List from Using Dentrix Clinical Notes to Document Patient Care

Many doctors and hygienists like to review their past clinical notes about patients at the beginning of that patient's appointment. That way they see any notes they made about the patient's health or treatment that they might need to be aware of for this visit. You can open a list that displays all of the clinical notes at once so the providers can see all of their clinical notes at once and review them the same way they would in a paper chart.

To view all clinical notes at once:

1. Select the appropriate patient in the Patient Chart.
2. Click the **Progress Notes** tab to open the **Progress Notes** panel.
3. On the Progress Notes toolbar, select the **Clinical Notes** and **Expand Notes** view options. All of the clinical notes for the patient will be displayed in the progress notes list with the notes expanded so you can see the text of each one.
4. If desired, deselect any other view options that are selected so that the only things being displayed in the list are the expanded clinical notes.



Scheduling

Charting

Practice Analysis & Security

Viewing Past Reports from The Dentrix Practice Advisor Report

Not only is it important to measure statistics relating to your practice using current data, but it's important to compare that current data to past data so you can view trends, track changes, and measure improvements. The Practice Advisor stores a library of the reports you have generated so that at any time you can select one of your past reports and view it.

To view past reports:

1. From the Office Manager, select **Analysis** > **Practice Advisor**. The **Practice Advisor** dialog box appears.
2. Click **Report History**. The **Practice Advisor Report History** dialog box appears.
3. Click the + next to Practice Advisor Report to expand the list of past reports.
4. The reports are listed by date, and within the date, are listed by the time of day the report was run. Find the date of the report you want to view, click the + to expand that date, and sevlect the time of the report you want to view.
5. Click **Preview** to preview that report.

Setting up Custom Claim Remark Templates

from Streamlining Insurance Processes with Dentrix

You can avoid costly claim denials or delays by including a brief narrative explaining the clinical reasons for completing treatment. By creating templates for frequently used claim remarks, you can save time by not having to type the same narrative repetitively each time a new claim is created.

To set up a custom claim remark template:

1. From the Office Manager, click **Maintenance** > **Practice Setup** > **Custom Notes** > **Claim Remarks Setup**. The **Custom Claim Remarks Setup** dialog box appears.
2. Click **New**. The **New Custom Claim Remark** dialog box appears.
3. In the **Description** field, enter a description for the claim remark.
4. In the **Note** field, enter a brief claim remark. **Note:** You'll be able to edit the template on a per-patient basis, so don't include actual tooth or surface information in the template you create.
5. Click **OK**.

Then when you create claims in the future, it only takes a few seconds to add claim remarks using the templates you create. You just have to make a few adjustments to the template by adding tooth numbers or surfaces, all without having to track down the doctor to double-check that you got the wording right.

Insurance Management

Modifying Patient-Friendly Procedure Descriptions

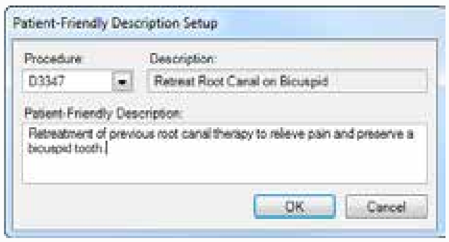
from Managing Treatment Plans with the Dentrix Treatment Planner

When you use patient-friendly procedure descriptions, instead of displaying the technical description for a procedure, a less-technical description appears so patients will be able to easily understand the procedures in treatment plans. If you treat patients who speak a language other than English, you can also use patient-friendly descriptions as a translation of the procedure information.

To view the patient-friendly descriptions that are set up in Dentrix, from the **View** menu in the Treatment Planner, click **Use Patient-Friendly Descriptions**.

To add or customize a procedure description:

1. In the Treatment Planner, click the **Settings** button in the **Navigation** panel. The **Settings** section of the **Navigation** panel appears.
2. Click the **Patient-Friendly Description** button. The **Patient-Friendly Description Setup** dialog box appears.



3. Select a procedure from the **Procedure** list.
4. If the procedure already has a patient-friendly description, customize it as needed to fit the needs of your patients. If the procedure does not already include a patient-friendly description, enter a procedure description that will make sense to your patients in the **Patient-Friendly Description** field.
5. Click **OK** to save the changes to a procedure.
6. Repeat the process to add as many descriptions as you need.

Treatment Planning

Top Tips from the 2014 Dentrix Business of Dentistry Conference

Attendees at the 2014 Business of Dentistry Conference experienced a world-class conference at a destination resort in Las Vegas. In addition to the exciting entertainment at the welcome reception and the inspiring words of two keynote speakers, attendees got advice and insight from leading dental industry consultants and tips and tricks from Dentrix experts.

Held in August at The Cosmopolitan of Las Vegas, the 2014 Business of Dentistry conference offered more than 60 total classes, two inspiring keynote sessions, a learning lab staffed with senior support technicians, an exhibitor's hall that featured exciting new product integrations, and free practice assessments conducted by Dentrix profitability coaches. Conference attendees gained valuable insights about how to manage their practice more effectively and efficiently and how to use Dentrix to make their daily tasks easier and more efficient.

If you attended the conference, use the following summaries to remind you of what you learned. If you didn't attend, read these summaries to get a sampling of the professional development learning that went on.

spark. | BUSINESS OF DENTISTRY CONFERENCE | 2014
THE COSMOPOLITAN OF LAS VEGAS | AUGUST 7-9

Stress Free Claims and Collections

Lois Banta

If you took a poll of all the dental offices across America, their top two frustrations would be the challenge of dealing with insurance claims and effectively collecting monies owed from patients. Dental benefit plans don't pay well, claims get delayed or lost in the processing, claims reviewers will often lower payment on a dental treatment by paying an alternate benefit, and patients sometimes don't pay their bills.

With dental plans numbering in the thousands, there are countless confusing rules and regulations in the processing. There are exclusions, alternate benefit guidelines, processing policies, frequency limitations, and complicated addresses, to name a few.

Needless to say, many mistakes are made in filing these claims, causing the need for multiple submissions. This in turn causes delays resulting in an out-of-control accounts receivable. For years dentistry has allowed patients to depend on them 100% for the accuracy of their dental benefits and the outcome of their dental claims. These are some of the main reasons we have frustration in our collection efforts today.

Follow these simple guidelines to help reduce your stress about claims and collections:

- Remember to always: be confident, be positive, be matter-of-fact
- Ask for payment on the day of service or before
- Get the correct information in the right order
- Involve the patient in each step of the process
- Be accurate, code the claim correctly, and don't commit fraud!
- Track your claims

Lois Banta is CEO, President and Founder of Banta Consulting, Inc., a company that specializes in all aspects of dental practice management. To contact Lois for a personal consultation or to invite Lois to speak to your organization; Office-816/847-2055, Address: 33010 NE Pink Hill Rd, Grain Valley, MO 64029, Email: lois@bantaconsulting.com or check out her website: www.bantaconsulting.com.

Secrets to Same Day Dentistry

Dr. John Meis and Wendy Briggs

Dentistry is changing! What patients want is different today than in years past. The most successful in our profession are those who are adapting to these changes and are making adjustments to their practices to become more convenient for patients.

We teach 10 reasons to do more same-day dentistry (which we define as dentistry that is not on your schedule at the beginning of the day.) We will share five of them with you here.

- Patient Convenience. According to Dentistry IQ, "Today's busy patients demand convenience and accessibility. Extended office hours during the week are important to 57 percent of those surveyed. Nearly half of patients look for dentists offering weekend hours."[1]
- Offering treatment today eliminates future broken appointments and cancellations. Keeping the schedule full and productive is a real challenge for many practices.
- Same-day dentistry makes unproductive time productive! We have seen one dentist that was scheduled to have a $4,000 day, offer same-day service and end up having a $16,000 day. This is just one example of making unproductive time very productive!
- Doing more today dramatically increases productivity without raising overhead very much. When you are able to add additional procedures into your day, your profitability is impacted in a powerful way.
- Changes in the perspective of the team: every broken appointment or cancellation is an opportunity! It's an opportunity to increase production by offering a higher level of service to the patients that are already scheduled.

Practices that have systems in place to offer same day restorative and do it well often see between 30-50 percent in additional production that wasn't on their books at the beginning of the day. What we love about same-day dentistry is that with our changing society, we are able to be hyper-convenient for our patients, and help fuel practice growth at the same time.

Dr. John Meis is a practicing dentist and a partner in more than 89 successful dental practices employing over 900 team members in the United States. He knows from first-hand experience how to manage and inspire a dental team. He is also a top producer. His tremendous systems, which drive productivity and effectiveness in the dental practice, increased production in his own practice by more than 40 percent. Dr. Meis has mentored hundreds of dentists across the country through The Team Training Institute, a consulting and training organization he co-founded with Wendy Briggs, RDH.

Wendy Briggs is president and CEO of Hygiene Diamonds, a worldwide practice management consulting firm which excels in increasing entire practice profitability and improving oral hygiene systems. Her trademarked Whitening for Life™ program has proven successful in more than 21 countries. Wendy is also a partner with Dr. John Meis in The Team Training Institute, a consulting and training organization that has helped more than 1,200 practices worldwide achieve their goals. Wendy lectures internationally, she is a contributing educator for the Dawson Academy, and she works as a recommended hygiene consultant for Henry Schein.

[1] 2013 Dentistry IQ When asked if they would like their restorative dentistry done today, it's surprising how many patients say yes.

Increasing Treatment and Getting Paid

Debra Engelhardt-Nash

A 5 percent increase in treatment acceptance and collections can dramatically increase practice productivity. Here are a few tips that may boost your productivity:

- **Spend more time on "people work" than on paperwork.** 80 percent of the decision to choose your care is based on the ability to connect with your patient. Get to know your patients and earn their trust before you start informing them of office policies. And they'll be more compliant if they like you.
- **Always present ideal treatment first.** The patient will never choose your comprehensive treatment plan if they never hear about it.
- **Begin with the end in mind.** Patients may be more motivated for periodontal care if they know there is a beautiful, healthy smile waiting at the end. Describe the benefits of their care.
- **Don't forget recare.** There are a lot of incomplete treatment plans hovering over existing patients. Learn how to re-introduce incomplete treatment and new treatment during continuing care appointments.
- **Increase patient comfort.** No hard pressure sales—it's all elective. Patients will feel more relaxed and more comfortable listening to treatment options. Give them the information they need to be comfortable and confident in your care.
- **Make the conversation matter.** You are asking the patient to make an investment. It should be done privately and given the time it deserves with no interruptions.
- **Present with confidence.** Don't assume the patient will have an issue with your fees or your payment expectations.
- **Learn to negotiate.** Financial arrangements are a two-way conversation. Present your preferred option first and wait for the patient to respond. Avoid lists of payment options. Know what they are and reveal them as needed.
- **Ask the right questions.** "What is preventing you from proceeding with care?" You may be able to help eliminate or minimize the barriers if you know what they are.

Debra Engelhardt-Nash has been in dentistry over 25 years. She is a trainer, author, presenter, and consultant who has presented workshops nationally and internationally. She was a contributing editor for Contemporary Esthetics and Restorative Practice and an editorial board member for Contemporary Assisting. Debra was also an instructor for the Central Piedmont Community College Dental Assisting Program and a guest instructor for Medical College of Georgia School of Dentistry. Debra is a founding member and former president of the National Academy of Dental Management Consultants. She is an active member of the American Dental Assistants Association and the American Academy of Dental Practice Administration. Debra has been listed in Dentistry Today as a leader in continuing dental education and dental consulting since 2005. She received the American Dental Assistants Association's highest honor, the Kay Moser Distinguished Service Award, in 2008, and she has been chosen as one of the Top 25 Women in Dentistry for 2014 by Dental Products Report. Debra will be the 2015 recipient of the Gordon Christensen Lecturer Recognition award, which will be presented during the 150th Chicago Midwinter Meeting.

Managing by the Numbers

Amy Morgan

Amy Morgan, CEO Pride Institute, focused her foundational training on the five basic elements needed to run a successful practice:

- Create a vision that supports your values
- Set smart goals that support and promote your vision
- Analyze by statistics (not judgment) to prioritize success and challenges to your vision
- Upgrade your practice systems to achieve your goals
- Hire, train, and reward the "KSAs" (knowledge, skills and abilities/attitudes) needed to run your systems and achieve your vision

Using the Dentrix Practice Advisor dashboard as part of the key case study for statistical analysis, she presented a comprehensive approach to managing your practice by the numbers, while leading your team to new levels of success.

Here are five tips from Amy Morgan:

1. To be successful in a small business, it is essential that the owner must be comfortable wearing three hats – Clinician ("do-er"), Leader (visionary), and Manager (organizer/implementer).
2. The active patient base number (any patient seen for anything in the practice in the last 18 months) is an essential statistic that tells the leadership team everything from production potential to when to bring in associates and how many hygiene days are needed per week to support the base.
3. There are four stages of team development: Forming, Storming, Norming, and Performing. Each stage requires a different mix of leadership and management to successfully coach continuous growth and improvement
4. Looking at office expenses through the lens of total office production is essential for cash flow management, as production generates the expense – not collections.
5. Any team compensation and reward models must be competitive with what the market will bear, affordable for the practice to pay, and be based on individual merit.

Amy Morgan is a renowned dental consultant and the chief executive officer of Pride Institute. Since joining the institute as a consultant in 1993, she has refined and enhanced its time-proven management systems, which have revitalized thousands of general and specialty dental practices—helping them become more secure, efficient, and profitable. Amy is a highly sought-after educator throughout North America and Europe who has been a featured speaker at major dental meetings and has been published. To find out more about Pride Institute and how we can help you lead/manage your practice to new levels of success, visit the website www.prideinstitute.com and "Like us" on Facebook.

Schedule for Productivity, Profitability, and Stress Control

Cathy Jameson

Scheduling is the heartbeat of the dental practice. A well-scheduled day can lead to productivity, profitability, and stress control, and will support the quality care of your patients.

At The Jameson Group, we believe that there are 8 Essentials of Scheduling:

1. Schedule toward a pre-determined goal: yearly, monthly, and daily.
2. Schedule a variety of procedures every day: primary, secondary, tertiary.
3. Pre-block for approximately ½ of your daily goal with primary procedures.
4. Implement appropriate delegation (according to the laws of your state) so that the doctor is doing the things that only a doctor can do.
5. Do a time-in-motion study to realize accuracy in time allotments. Schedule both doctor time and assistant time.
6. Provide hygiene evaluations at a natural break in the doctor's schedule rather than at the end of a hygiene appointment.
7. Make financial arrangements prior to the scheduling of an appointment.
8. Schedule fewer patients in a day, doing more dentistry when and where appropriate, and see the patient for fewer visits. They will appreciate you and your daily productivity will increase, it's a profitable way to practice, and much less stressful.

Know that the key to productivity is not how many patients you are seeing in a day but, rather, how much dentistry you are doing in a day. That's the key.

No matter how well you may think that you are scheduling at this time, do yourself a favor and look for places where you can tweak or improve upon each of the eight areas above. Remember: The schedule is the heartbeat of your practice. Take good care of it!

Cathy Jameson is the founder and chief visionary officer of Jameson Management, an international dental management, marketing, and hygiene coaching firm. The Jameson Method of Management, developed by Cathy, offers proven management, marketing, and hygiene systems for helping dental professionals improve their practices. Cathy earned a bachelor's degree in education from the University of Nebraska at Omaha and then a master's degree in psychology from Goddard College. She recently received her doctorate from Walden University. She considers herself a lifelong learner and encourages those around her to be in a constant state of study, growth, and action.

Create a Dream Team and Win More Patients Over

Dr. Tanya Brown

Everyone wants to be a rock star! Rock star dental teams are made up of leaders who take responsibility for their own destiny and actively hone their communication skills. This process starts with an honest assessment of one's own strengths, goals, and obstacles. Each person on a team has a role, and real leadership means bringing our best to that role every day. It also means taking control of improving on our weaknesses and seeking ways to break down obstacles as a team.

One of the greatest obstacles we face is our inner voice. It tells us that we can't or shouldn't. We make assumptions based upon our beliefs such as "they can't afford this" or "I shouldn't overstep my bounds and make this recommendation." These beliefs affect our behavior such that we limit our results. Now we have impacted the type of relationship we have with our patients and become a "service provider" rather than a trusted clinician. This ultimately affects our patient's care and our profitability.

There is a better way! Break down each patient interaction and examine ways to improve phone skills, greeting patients, and financial arrangements, as well as co-diagnosis and patient education.

Rock star dental teams are vigilant to eradicate negativity. Deal directly with the perpetual gossiper, the habitual complainer, and the blamer by engaging them in solutions, not problems. Finding ways to turn things around in a positive way can change the culture of a practice.

Finally, the most successful teams have protocols for everything, including periodontal treatment, photography, new patient call sheets, etc. Decide where you and your team want to start and take the first step on the road to becoming a rock star team!

Dr. Tanya Brown's speaking attendees and consulting clients benefit from her 360-degree, cumulative experience in the dental practice—from chairside dental assistant, to practice administrator, to owner dentist and founder of the Center for Cosmetic & Restorative Dentistry. She is a fellow of the AGD and a member of the AACD, ADA, Speaking Consulting Network, and Professional Management Consultants Association. In her compelling lectures, Dr. Brown honors each member of the team as a vital contributor to the success of the dental practice.

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*CariVu uses no ionizing radiation. Proximal dentin lesions represented in CariVu images correlate to the actual condition in the tooth with 99% accuracy. For CariVu 'Indications for Use' visit www.dexis.com/ifu. | **DEXIS' proprietary hardware and DEXIS software work together to produce the most consistent diagnostic images at the widest exposure range of radiation dose and the best image quality results at the lowest dose. In a laboratory setting, the optional DEXshield positioning device plus the DEXIS Platinum Sensor was determined to reduce absorbed dose by at least 30% as compared to the Universal Ring plus the DEXIS Platinum Sensor. Additional data on file.

Manage Your Complex Office Schedule Within Dentrix

Simplify setting up your practice's complex schedule in the Dentrix Appointment Book with an easy-to-follow three-tier approach.

■ **Dayna Johnson** | Certified Dentrix Trainer

Did you know that Dentrix provides a three-tier hierarchy for setting up your practice hours to help you manage a complex office schedule? For example, let's say that you have a hygienist who comes in at 10:00 every morning, but the rest of the office starts their workday at 8:00. And one of your operatories is used for training every Friday afternoon and is therefore unavailable for appointment scheduling. How would you set up this schedule in the Dentrix Appointment Book?

This article explains the three tiers you use when setting up your practice's schedule in Dentrix. Having your office, provider, and operatory hours set up properly will help ensure that many of your Dentrix reports are reporting accurate information. Furthermore, when your provider hours are set up correctly, Dentrix will send appropriate warning messages to your team that can help prevent embarrassing scheduling mistakes.

Follow the three steps in this article to ensure that your complex schedule is captured in Dentrix to improve scheduling and reporting accuracy and increase practice organization.

Setting up Practice Hours

Begin by setting up default business hours for the entire practice. From the **Setup** menu in the Appointment Book, click **Practice Appointment Setup**. In the **Practice Appointment Setup** dialog box select each day that the office is open. Even if your practice is only open a couple of Fridays each month, make sure you include Fridays in this setup. Then, next to each day, click the >> icon, and in the **Set Time Limits** dialog box (Figure 1), specify the hours that the practice is open that day, leaving time for the lunch break. Click **OK** twice when finished.

After setting up the default days and hours, from the **Setup** menu, click **Practice Schedule** and navigate to any dates that you want to close the office or set as an annual holiday. From the **Office Closed** menu, click either **Close Office on selected date** or **Set Yearly Holiday on selected day**. When finished, click **Close**.

Setting up Provider Hours

Next, you want to set default hours for each of your active providers. From the **Setup** menu in the Appointment Book, click **Provider Setup**. With the first provider selected, click **Setup** and select each day this provider might work. (Even if the provider only works every other Friday, make sure you select **Friday**.) Then, next to each day, click the >> icon, and specify the hours that the provider is working that day (again leaving time for a lunch break). Click **OK** twice when finished.

If you need to change the hours for a particular day in this provider's schedule, click **Schedule**, and then navigate to any date when you want to schedule time off for the provider. From the **Options** menu, click **Set Vacation on selected date**. When finished scheduling time off for this provider, click **Close**, and then repeat these steps for all other active providers. If you have other providers in your system, make sure all their days are cleared. This will ensure that your Practice Advisor Report and other reports are as accurate as possible.

Setting up Operatory Hours

The last place where you can edit the office hours is in the operatory setup. This will change the default practice setup for specific treatment rooms. From the **Setup** menu in the Appointment Book, click **Operatory Setup**. With the first operatory selected, click **Setup** and select each day this operatory might be used. (Again, even if the operatory is used only every other Friday, make sure you select **Friday**). Then, next to each day, click the >> icon, and specify the hours that the operatory is used that day. Click **OK** twice when finished.

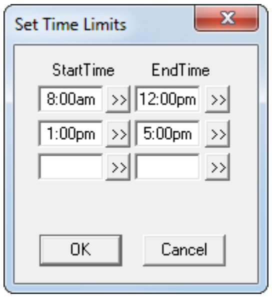

Figure 1 The **Set Time Limits** dialog box.

If you want to close the operatory for specific days or schedule hours, you can click **Schedule** from the **Operatory Setup** dialog box, or you can right-click in the Appointment Book and choose **Schedule Event** from the shortcut menu.

Using this simple three-tier approach makes it easy to set up your practice's complex schedule. DM

LEARN MORE

To learn more, see the "Setting up practice hours," "Setting up providers," and "Setting up operatories" topics in the Dentrix Help. See "How to Learn More" on page 2 for instructions on accessing these resources.

Dayna Johnson, founder and principal consultant of Rae Dental Management, helps dental offices improve patient care, increase collections, and reduce staff headaches by implementing efficient management systems. With 20 years of experience in the business and technical side of dental offices, Dayna's passion for efficient systems is grounded in both personal understanding and professional expertise. Dayna can be reached at Dayna@RaeDentalManagement.com or visit her website at www.RaeDentalManagement.com.

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DENTRIX

Understand Your Patient Accounts Better with Dentrix Billing Types

Discover how using billing types helps you streamline collections and get more focused information in your reports.

■ Cris Hays | Dentrix Profitability Coach

As we go about our day, checking patients in and out, creating new patient accounts, and talking about treatment plans, we don't often stop to think about how we categorize our patient accounts. We definitely don't think about how account labels can make our everyday tasks easier. But they can! Knowing more about your patient accounts not only helps you in your everyday work, but also helps you to make more informed business management decisions.

Dentrix gives you the ability to apply a label to each patient account with a billing type. When you use billing types, you can easily identify the collection situation of an account, collect payments more effectively at the time of service and beyond, and get more focused information out of the regular reports you use.

Identify the Accounts You Want to Track

Have you ever wanted to get specific information about your PPO accounts? Do you want to know how many patients have signed up for your in-house discount plan? Do you want to identify special accounts like Medicaid or staff member accounts? Create a billing type for them!

When you use billing types that are meaningful to your office, everyone in the office can be on the same page. For example, if you attach a billing type to your non-insured patients, you can easily see that billing type in the Family File and Ledger (Figure 1). Then, as you check those patients out, you will know that you need to collect payment for services today.

Assign a Billing Type to Your Accounts

Billing types are account-specific, meaning that all the patients within a family will be assigned the same billing type. You can assign billing types from either the Family File or the Ledger. From the Family File, double-click the account information block. From the Ledger, click **File > Billing/ Payment Agreement**. In the **Billing/ Payment Agreement Information** dialog box (Figure 2), select the billing type you want to assign from the Billing Type list, and then click **OK**.

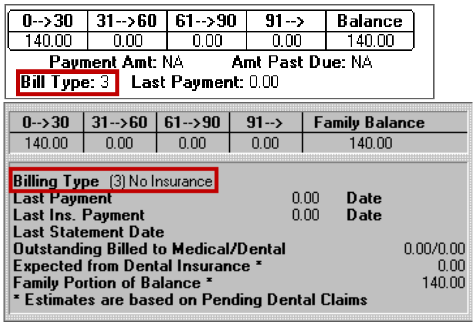

Figure 1 You can easily see a patient's billing type in the Family File or Ledger.

Improve Your Collection Routines

Billing types will help your team know how to better handle collections on patient accounts. For example, you can use billing types to see patients who have no co-pay, patients who are part of your office discount plan, and so forth.

When it comes time to run billing statements for the month, you can quickly generate statements for specific groups of patients because you can filter statements by billing type. You can even exclude billing types from your statement run, such as accounts sent to collections.

Get Custom Report Data

Many reports in Dentrix can be filtered by billing type. You can generate the reports for a specific billing type, or you can exclude certain billing types from the totals on the reports.

For example, you can generate the Patient List and filter it by billing type to find accounts with no insurance or accounts on a specific PPO insurance plan. Or, you can find the exact accounts receivable belonging to all patients assigned to a specific billing type by including only that billing type in your Aging Report filters.

You can also use billing types to create and send letters to specific groups of patients. If you want to generate letters for all of your uninsured patients to offer them membership in your new dental health savings plan, you can do so quickly if you have all of your non-insurance patients attached to a billing type.

If you want to take patient account management to the next level, billing types can help you. Billing types can help you get more information out of Dentrix reports, collect money more effectively on the date of service, and make educated decisions about the management of your practice. DM

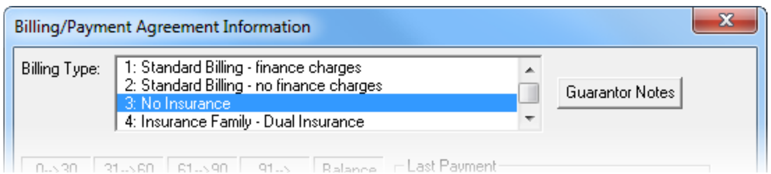

Figure 2 Assigning patients to a billing type helps you find information about specific groups of patients.

Get Expert Advice with a Personal Touch

Let our experts show you how to put all the features of Dentrix to work for your practice, and help you identify the reports and performance metrics you should focus on to gain greater profitability.

With Dentrix Profitability Coaching you'll learn ways to:

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- Keep patients coming back
- Collect what you produce
- Increase treatment acceptance rates
- Give more accurate patient estimates
- Get timely insurance payments
- Keep your schedules filled
- Go paperless

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Visit **www.Dentrix.com/Coach**

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How to Turn a Difficult Patient Into a Raving Fan

Use these five strategies to help you deal with difficult patients and provide them with outstanding customer service.

Linda Larsen | Certified Speaking Professional

"Stand here, bite down on the mouth piece and take a step forward," the dental assistant said as she put me in the zippy 3D panoramic X-ray machine. It was clear she wasn't thrilled to be doing this since I was being seen on an emergency basis right at closing time and this was making her stay late. I did as she asked.

"No, step forward," she repeated with a nonverbal tone that said, "Didn't you hear what I said?"

Since stepping forward was now throwing off my balance, I took only a small step. Yes, I was holding onto the little handles in the machine, but I had now begun to lean backwards with each step forward. I kept thinking, "This can't be right."

"No. I said step forward. You're doing this! I want you to do this!" she impatiently barked. She proceeded to demonstrate with her feet. I could feel my blood pressure starting to elevate.

Since I had my mouth locked in on the mouthpiece and couldn't possibly see what she was doing with her feet, I released my bite, stepped back from the machine and said, "I cannot see what you are trying to show me."

"You don't need to SEE what I'm doing. I'm saying step forward and you're taking these little tiny steps!"

Really? She is snapping at me like I'm some recalcitrant child? Seriously? I grabbed the handles, repositioned my mouth and took a huge step forward. This forced me to lean way back, totally off balance, and remain there while she completed her task.

When we were finished, I didn't even try to hide my annoyance. I said to her, "If a patient doesn't understand your instructions, maybe you need to figure out where the breakdown is occurring."

"I told you to step forward and you didn't do it. What's not to understand?" And that's when my brain scrambled.

"If you would let me tell you what my problem was with your instructions, you might not frustrate the next patient the way you have totally frustrated me."

She promptly turned on her heel and walked away. Walked. Away.

Okay, breathing. I'm now breathing. As a motivational speaker who talks a lot about the power of effective communication I know that, in this moment, I need to take no action other than to simply breathe. Just breathe and calm down. And I begin writing this article in my mind.

It starts with this question: Should you, as a staff member in your dental office, allow yourself the luxury of getting annoyed with a patient who isn't doing what you want them to do? A patient who can't understand the simplest of instructions, and who has the audacity to actually get annoyed with you?

And the answer is: Never. Ever. Ever. Here are the reasons why:

- You are familiar with everything in your office—they are familiar with nothing. This is all new to them.
- Many people get very anxious when visiting the dentist. They are on high

alert. They are in a fight-or-flight mode and view everything they see, hear, taste, smell or touch as a potential danger. Oh, and that includes you.
- It is not their job to be nice, friendly, happy, and kind to YOU!
- They are looking for any reason to walk out of your office and never come back. Don't give them one.
- And my number one customer/patient service rule: The one putting the money on the table wins.

First, let me be clear. I'm not talking about putting up with physical or verbal abuse. If someone is in any way threatening you, here's your response: "Mr. Smith I can see how upset you are and I want to fix this situation immediately. Let me bring in my (office manager, co-worker, dentist, someone) to help us."

What I am talking about are those patients (like me, apparently) who simply do not understand the directions. The ones who ask you the same question three times. The ones who turn their head to the left when you say turn it to the right. The list goes on and on.

I must reiterate that visiting a dentist for many people can be a scary, nerve-racking, unhappy experience. And when a person is under high stress, they might not process information very quickly. They may use coping strategies that are not the most effective. They may act or react in incongruent ways. But they are your patients. They are the ones putting the money on the table. They deserve the very best that you can give them. And I contend that your very best is even better than you think.

Here are a few strategies that you can employ to help you deal with someone…well, like me.

1. Explain everything as you go along. "This may taste a little funny, but it will dissipate very quickly." "You're going to hear a beep and that will signal…" "We are going to remove your temporary now and you will feel..."

2. When you perceive someone isn't understanding… "I'm so sorry. I must not be explaining this well. Let me rephrase my instructions." (I wouldn't be writing this if that woman in my dentist's office had said these words.)

3. Set a positive, helpful tone as early as possible. "Mrs. Thompson, I can see you are apprehensive about this. Please know that my job is to make you as comfortable and happy as possible. I'm going to explain everything as we go along, answer any questions you may have, and make certain you are doing great. Please let me know if there's anything you need as we proceed."

4. Smile a lot, kindly and sincerely. You have no idea how comforting it is when you are anxious to see warm, happy, smiling faces. I'm not merely talking about being nice and giving good service. That's basic. I'm talking about taking your service to the highest level possible. I'm talking about tuning in to each patient as if there is no one else in the building; as if their comfort and well-being are what you are totally living for in that moment. Read their non-verbal behavior and respond accordingly. Be kind. Be patient. Take nothing personally.

5. Assume that the person you are serving right now is going to go home and write a blog post about you that will be read by thousands of people. Or maybe they'll just post a comment on Facebook to their 2,133 friends. What do you want them to write about you? Do you want them sharing an experience like the one I had? One that ends with, "Run! Run for your life!" Or would you prefer something like the following rave review?

Ask yourself: "Is what I am about to do or say going to get me that rave review?"

"Wow! The entire staff at Dr. __________'s office is amazing! Not just great – but exceptionally great! Especially __________! She made me feel like I was the most important patient they had all day! It seemed like her main concern was that I be happy and comfortable. She was incredibly kind and patient and went out of her way to make certain I understood everything that was happening. I can now honestly say I love going to the dentist! If you are looking for an amazingly positive and enjoyable experience at the dentist, this is the place!"

And if you'd like the rave review, then here's the big question to ask yourself in every given patient interaction: Is what I am about to do or say (and how I am about to do or say it) going to get me that rave review? That's a sure-fire way to create the results you want. **DM**

Linda Larsen, motivational speaker, author and trainer, helps dental practices build Super Star Teams who create deliriously happy, loyal patients for life! Linda gives people the tools to enable them to bring the absolute best version of themselves to the party, enhance innovative thinking, improve effective communication and provide exceptional patient service! A favorite speaker in the dental industry, she received rave reviews as the keynote speaker at the 2013 AADOM annual meeting. She can be reached at 941-927-4700.

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http://www.lindalarsen.com/lindas-positively-speaking-blog/how-to-turn-a-difficult-patient-into-your-greatest-raving-fan

Multi-Layered Security: The Best Defense

Understand the rules and requirements for data security.

■ **Brad Royer** | Dentrix Product Manager

In the late twelfth and early thirteenth centuries, defense strategies for castles, the most prominent fortification for nobles, underwent significant changes. While earlier castles had some forms of defense, their defenses were often weak and relied heavily on moats and the central keep—a fortified tower within the castle. One of the greatest improvements in later castles' defense strategy was the implementation of a "concentric defense," which provided "several stages of defense within each other that could all function at the same time to maximize the castle's firepower."[1]

Similar to castles, in the early days of electronic health records, fortification policies and practices were often weak and vulnerable to attack. Since the Health Insurance Portability and Accountability Act of 1996 (HIPAA), requirements to fortify against the improper use and access of patient health information have called for entities to improve strategies and tactics. These requirements have been reinforced with the HITECH Act (Health Information Technology for Economic and Clinical Health) of 2009 and the Omnibus Final Rule of 2013.

What Are the Rules?

At Henry Schein, we are working to help providers know and understand the rules and requirements for data security. In our January 2014 eNewsletter article, "Dentrix and Data Security—What You Need to Know," we emphasized that offices are responsible to ensure that patient data is protected, outlined some of the critical areas that need to be considered, and highlighted what we are doing to help. Similar to later castle defense strategies, the cumulative effects of each of these policies and safeguards will increase the protection of your practice.

One important defense strategy you can implement is passwords. Your first line of defense should be the vigilant use of passwords in Dentrix and Microsoft Windows. As with a castle defense strategy, it is critical to remember that Dentrix passwords are only the first line of defense and must not be the sole security method used. In addition, the use of passwords is required under HIPAA in the Technical Safeguards (164.312) section of the law, which includes five standards: Access Controls, Audit Controls, Integrity, Person or Entity Authentication and Transmission Security. Without passwords enabled, providers cannot have appropriate Audit Controls or Person or Entity Authentication and are not able to implement unique user identification within Dentrix, a requirement under the Access Controls standard.

At Henry Schein, we are working to help providers know and understand the rules and requirements for data security.

Who Is Responsible for Data Encryption?

One area that is receiving a lot of attention is encryption and decryption for data at rest, an addressable item under the Access Controls standard.

[1] www.occultauctions.com/castles
[2] Security 101 for Covered Entities (CMS, November 2004)

Dr. Lorne Lavine, CEO and founder of The Digital Dentist, stated, "The vast majority of practices that we work with, unfortunately, are not encrypting their data." There seems to be a lot of confusion about who is responsible for encryption and what to do if there is a security breach.

Perhaps some of the confusion stems from the fact that HIPAA refers to these concepts as "addressable." In "Security 101 for Covered Entities," released by the Centers for Medicare and Medicaid Services (CMS), they note that "addressable does not mean optional." The law states: "When a standard adopted… includes addressable implementation specifications, a covered entity must:

1. Assess whether each implementation specification is a reasonable and appropriate safeguard in its environment, when analyzed with reference to the likely contribution to protecting the entity's electronic protected health information; and as applicable to the entity—
   a. Implement the implementation specification if reasonable and appropriate; or
   b. If implementing the implementation specification is not reasonable and appropriate, document why it would not be reasonable and appropriate to implement the implementation specification and implement an equivalent alternative measure if reasonable and appropriate."

While the language is somewhat difficult, HIPAA is clear that dentists are responsible to ensure that their data is protected and that encryption plays a critical role in that.

Protect Yourself with Full Disk Encryption

Older methods of defense, just like the moat and central keep in older castles, are not enough to protect doctors from some forms of data breach, and our customers must take additional measures. Dr. Lavine emphasized, "In the modern dental practice, patients certainly have a right and an expectation that information that they share with the dentist is going to be kept confidential, is going to be kept secure while it's in the dentist's presence. What we find is that a lot of practices aren't doing the necessary steps to protect that." One such step is the use of full disk encryption (FDE). Unlike master boot record (MBR), FDE signifies that everything on the disk is encrypted—including the programs that can encrypt bootable operating systems partitions—when part of the disk is necessarily not encrypted.

Implementing full disk encryption requires additional effort, but in the long run it's better than the alternative. For example, late last year one Dentrix customer, Dr. Meaglia, experienced his worst nightmare when he arrived at work to find that his server had been stolen. Unfortunately, his patient data was not secured using full disk encryption. Under the Omnibus and HITECH acts, he was required to follow the appropriate breach notifications, which included notifying local and federal authorities, news agencies, and his patients of the breach. Needless to say, it had negative effects on his reputation, both personally and professionally. Not to mention the fines he had to pay. To avoid a situation like this in the future, he implemented full disk encryption methodologies to ensure that he and his customers would be protected.

As with the implementation of passwords, full disk encryption should not be the only form of security. In its "Guide to Storage Encryption Technologies for End User Devices," the National Institute of Standards and Technology (NIST) states that full disk encryption does not "mitigate OS and application layer threats (such as malware and insider threats)."

Data Security Is More Than One Battle; It Is a War

The Department of Health and Human Services writes, "Security is not a one-time project, but rather an ongoing, dynamic process that will create new challenges as covered entities' organizations and technologies change."[2]

Henry Schein offers assistance in implementing appropriate network security through TechCentral, our technology experts. We strongly recommend that our customers protect their practices by consulting with TechCentral. TechCentral offers proven security from web-based threats via an active web firewall and virus protection. Later this year, they will offer new customers who purchase a server or laptop the ability to implement full disk encryption using Microsoft BitLocker. For more information about the TechCentral Protected Practice, visit www.HenryScheinTechCentral.com. To speak with a Henry Schein TechCentral expert today, call 877-483-0382. DM

DENTRIX® G5 CONNECTED SOLUTION SPOTLIGHT

TeamLINKS and Dentrix:

Cloud-based Patient Records are the Future of Healthcare

■ **Larry Wiley** | MHA CMPE and Richard D. Roblee, DDS MS

TeamLINKS provides added features and functionality to your Dentrix software, including interdisciplinary care team collaboration by providers and patients, access to Meaningful Use incentive payments, and secure, HIPAA-compliant PHI communication.

As the most widely-used electronic dental record, Dentrix can do a lot for your practice, from electronic billing to managing insurance to documenting treatment planning. At the same time, Henry Schein recognizes that some customers are looking for added features and functionality through other vendors and has created the Dentrix Developer Program (DDP) to assist these vendors. TeamLINKS is a proud member of the DDP and can provide your practice with some exciting solutions to improve the way you run your business and care for patients.

Universal Health Records (UHR)

Today's patient records are stored in many types of electronic systems. Provider-centric records such as Electronic Medical/Health/Dental Records (EMR), (EHR), and (EDR) allow very little patient participation in their upkeep. In fact, most of these patient records are stored on local servers with no access granted to patients or other providers. A Personal Health Record (PHR), on the other hand, is a record edited and owned by the patient but not accessible by the provider. A Universal Health Record (UHR) allows patients to view and collaborate with providers on their care.

TeamLINKS is all of the above and more. Our integrated, cloud-based TeamLINKS system is a "patient centric" solution, which means that providers all use a single patient record rather than each having their own separate disconnected patient charts. Patients also have access to their record.

Interdisciplinary Provider and Patient Collaboration

TeamLINKS allows providers and patients to collaborate in a single patient record to keep as much information as possible in one place. Providers initially create and edit patient records using TeamLINKS. The doctor can then give other authorized providers secure access to selected records. And as a UHR, patients have access to their records through usernames and passwords. Authorized providers can add medical and dental history and manage any type of diagnostic or treatment records, including radiographic and clinical images, proprietary files, laboratory results, and detailed clinical notes. Healthcare providers can also use the TeamLINKS system for viewing and storing images, communicating with vendors, maintaining a laboratory history, and tracking implantable devices.

Cloud-based Solutions Provide Big Benefits

At TeamLINKS, all personal health information (PHI) is stored on secure, private, HIPAA-compliant, cloud-based servers. Providers and patients access and update health records securely from any web-enabled device. Patient data is stored securely in the cloud instead of on local or mobile devices that can be lost or damaged, so data is safe. TeamLINKS allows only authorized users to access and modify patient data, giving practices the security they need to maintain patient confidentiality.

Because providers and patients all view the same record, TeamLINKS literally becomes a virtual Health Information Exchange (HIE) for all users. And even non-TeamLINKS providers can be given limited access through TeamLINKS Messenger (TLM) discussed below.

TeamLINKS is fully integrated with Dentrix. This integration allows TeamLINKS to pull the necessary patient data directly out of Dentrix to reduce data entry time and increase accuracy. The cloud-based system also eliminates the need for expensive servers with maintenance contracts in your office. All program updates are implemented at the cloud level and are simultaneously available to all users, and you never have to back up your data.

Meaningful Use Incentives

The TeamLINKS MU2 package is a 2014 Meaningful Use Certified EHR, which allows you to attest for "Meaningful Use" government incentive payments. The government's goal is to connect every patient's record with any provider, anywhere, anytime, through electronic access. Through the HITECH Act, incentive payments up to $63,750 over a period of six years are available for "meaningfully using" a certified EHR and reporting to Centers for Medicare & Medicaid Services (CMS) and your state Medicaid office.

Eligible Providers (EP) must meet specific requirements, which for dentists usually means that 30 percent of patient encounters must be Medicaid patients. TeamLINKS MU2 is a solution that can help you attest for the first two stages of the six-year program, and we are committed to helping our customers receive all incentive payments through the life of the program. In the first year for Medicaid, EPs are required to Adopt, Upgrade, or Implement (AUI) a certified EHR system to qualify for an incentive payment of $21,250. If you act before December 31st, you may still have time to "Adopt" and qualify for the first year's incentive in 2014. Contact us as soon as possible if you think you may be eligible. If you want to move forward with subsequent payment years, you need to install and "meaningfully use" the certified solution to qualify for incentive payments of $8,500 per year.

Those who have already attested for year-one or year-two using another EHR system will find that TeamLINKS, integrated with Dentrix, makes it much easier to track and report the measures necessary to qualify and attest for the incentive payments.

TeamLINKS Messenger and Becoming a Care Team "HUB" Provider

When you send or receive referrals, how do you communicate with the other providers and securely share patient data? TeamLINKS Messenger (TLM) simplifies the communication task of for you. Using TLM, providers can invite other dentists, specialists, physicians, lab technicians, pharmacists, and other health professionals to participate in their "Interdisciplinary Care Team." TeamLINKS makes it easy for providers to develop, expand, and manage their own team of health care professionals.

TeamLINKS members invite other providers to connect to their Care Team through "Messenger" requests. These connections give them the ability to communicate and view selected patient charts through the "HUB" and spoke concept (Figure 1). Each invited Care Team member will then be able to directly view and update a particular patient's record. This limited access allows collaboration only with the HUB provider for the selected individual patients; however, the invitees can economically become TeamLINKS Messenger™ members and then be able to collaborate seamlessly with all other TeamLINKS or TeamLINKS Messenger™ members as well as other providers on an ad hoc basis (Figure 1).

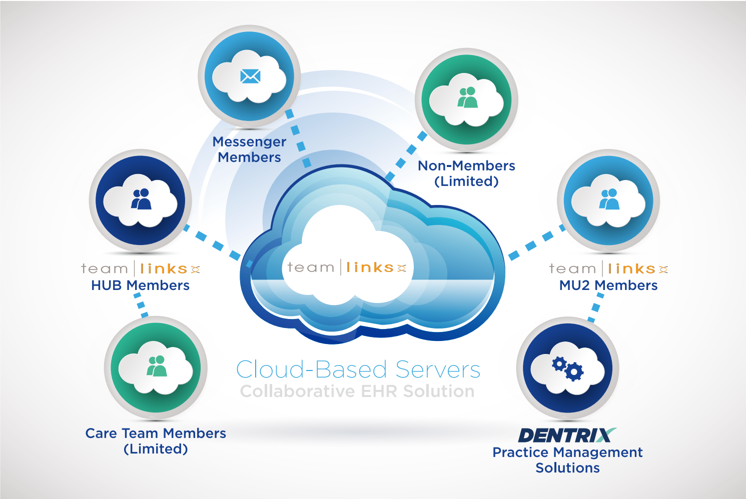

Figure 1 The TeamLINKS system.

TeamLINKS Messenger is a HIPAA-compliant, Secure, Messaging System

If you are still using standard e-mail, fax, or other non-secure forms of messaging to communicate personal health information (PHI), you are playing with fire. These outdated methods that may have been used in the past to share PHI are not secure and not HIPAA-compliant. HIPAA penalties for breach of privacy and electronic data security can be severe and costly.

TeamLINKS Messenger (TLM) is an integral part of the larger EHR software but can also be subscribed to as a low-cost, stand-alone tool for providers who do not have the full TLM system. TLM is a HIPAA-compliant, secure messaging system that uses your own email address and any Internet connection. It provides a secure link for collaborative providers and patients to access charts and exchange messages, files, X-rays, photographs, and any file format that can be included in an email message.

Full TeamLINKS EHR members can even send and receive messages and files directly from the patient's chart which then automatically become part of the patient record.

For recipients who don't yet have a TeamLINKS subscription, a link is sent to them giving them the opportunity to sign up for limited-time free access to receive their message. After they are credentialed and verified, recipients then have access to the message and files as authorized. After discovering the convenience and security of TeamLINKS Messenger, many providers find that an upgrade to full TeamLINKS membership is both convenient and cost-effective. And the peace of mind gained from HIPAA compliance is priceless.

Summary

TeamLINKS gives you access to a proven, easy-to-use, patient-centric, EHR solution. It provides tools for attesting for the Meaningful Use incentive dollars and helps you develop your own Interdisciplinary Care Team. Best of all, it bolts right on to your Dentrix system. For more information, contact USHealthRecord, Inc. at 866-625-7506 or by sending email to info@ushealthrecord.com. DM

Solution Guide

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www.patientactivator.com

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www.practicemojo.com

Patient Communication Solution
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Practice Safeguard
www.practicesafeguard.com

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RecordLinc
www.recordlinc.com

Patient Communication Solution
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Reputation
www.reputation.com

Patient Communication Solution
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Sesame
www.sesamecommunications.com

Patient Communication Solution
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Solutionreach
www.solutionreach.com

Patient Communication Solution
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TeleVox
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Text2Floss
www.text2floss.com

Patient Education
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Transparent Aluminum
www.transparentaluminumllc.com

Dental Practice Solution
Transparent Aluminum is a company focused on creating custom workable solutions for practices to get the most out of their Dentrix database.

U.S. Health Record
www.teamlinks.com

Intra-Office Communication
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Yapi
www.yapicentral.com

Dental Practice Solution
Started as the first fully integrated intra-office communication software, YAPI has grown into a comprehensive suite of innovative automation solutions designed around unique needs of dental practices.

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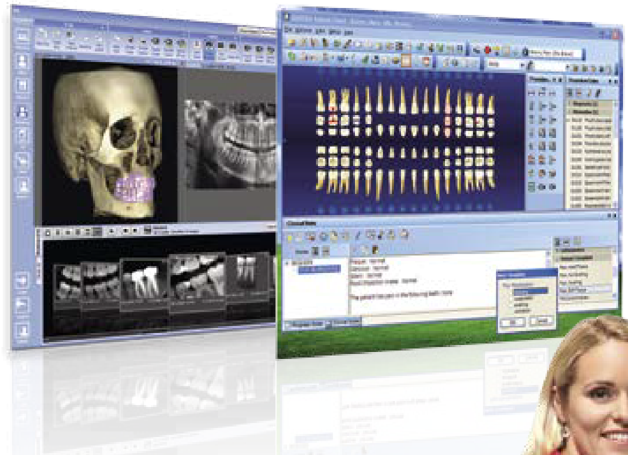

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