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MAGAZINE

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HENRY SCHEIN®

www.Dentrix.com/Magazine
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dentrix MAGAZINE

Is Your Team Ready for Your Success?

Add value to your Dentrix solution by empowering the people who use it.

Dentrix Mastery Tracks will make sure every member of your team is as prepared and capable as your technology—by giving you a fast and affordable way to test what they know about Dentrix and find out where they need improvement. It also directs them to the targeted training they need to enhance their skills and improve your practice.

To get started, visit Dentrix.com/Mastery

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DENTRIX® Mastery Tracks

Dentrix Mastery Tracks

SPOTLIGHT

Dentrix Mastery Tracks™ allows dental professionals to test how well they understand and can use Dentrix. Read on to find out about Camy Gherghescu, an operations manager who has completed all eight Mastery Tracks tests and earned all four specialist certificates.

CAMY GHERGHESCU | OPERATIONS MANAGER

Where do you work?
Goldstein Dental Group, PLLC in Novi, MI

What is your title?
Operations Manager

What are some of the duties you're responsible for in your practice?
I'm responsible for daily operations, patient scheduling, accounts management, human resources, training, KPI analysis, financial reporting, and marketing.

How long have you been in the dental field?
15 years

How long have you worked with Dentrix?
Over 10 years

Which certificates have you earned?
Dentrix Clinical Specialist, Dentrix Front Office Specialist, Dentrix Financial Specialist, Dentrix Practice Analysis Specialist

What got you interested in Dentrix Mastery Tracks?
I was interested in advancing my Dentrix skills.

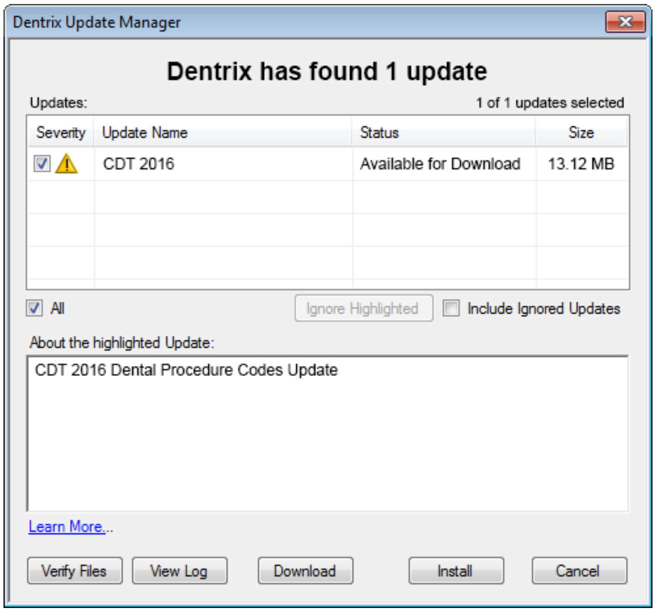
How has participating in Mastery Tracks helped you use Dentrix?
I feel I am even more efficient day to day as I use the new features I learned while going through the tracks. It was not just a test opportunity; it was a learning opportunity as well. Going through the Mastery Tracks felt like having one-on-one training with a Certified Dentrix Trainer. It was a lot of fun! Learning more Dentrix features means I can teach my team more so we can all be even more productive.

How has becoming a Dentrix specialist improved your career?
I view myself and I present myself with increased confidence as an advanced Dentrix user. I am very proud to hold in my name all the Dentrix Mastery Tracks certificates available.

What is your favorite Dentrix tip or trick?
I like viewing the Appointment Book by week and reading it in that view when I open the schedule. I think it's faster than any other way available in Dentrix to find an available appointment time.

Is your team ready for your success? Visit Dentrix.com/Mastery and start using Dentrix Mastery Tracks to give your team the tools they need to measure and improve their Dentrix skills.

▼ 2016 ADA-CDT Dental Codes Update



The 2016 ADA-CDT Dental Codes Update will soon be available for Dentrix customers running Dentrix G4.8, G5.2, G6 and G6.1. The update includes 19 new ADA-CDT procedure codes and changes to some existing procedure codes.

Dental offices on a Dentrix Customer Service Plan using Dentrix G4.8 will have access to a download on the Resource Center (www.dentrix.com/support/resource-center), while those on Dentrix G5.2, G6, and G6.1 will have the update available through the update manager. To find the Check for Updates tool, right-click the Dentrix Quick Launch icon in the notification area of the Windows taskbar to open the Quick Launch menu. Next, click Updates and then click Check for Updates. The CDT 2016 Update should appear as an optional update. Select the CDT 2016 Update and click Yes to install the update.

If the Dentrix Quick Launch icon is not displayed in the notification area of the Windows taskbar, you can check for updates by clicking About Dentrix from the Help menu of any Dentrix module and then clicking Check for Updates.

If you are not currently on a Dentrix Customer Service Plan, please contact our sales department today to learn more about the great benefits of being on a Dentrix Suite. They can be reached by calling (800) 336-8749, option 1. You can also visit us at www.dentrix.com/suites to learn more.

▼ eCentral Smart Messaging

DENTRIX eCentral

Patients often complain about the number of reminders they receive from their dentist, or the method used to deliver the message. eCentral's Smart Messaging eliminates over-communicating and allows your practice to communicate using the method your patients prefer, be it email, text or postcard. The intelligent system prioritizes reminder delivery based on patient preferences.

In addition to eliminating over-communication, Smart Messaging offers messages that can help you keep in touch with your patients and build a relationship with them. For example, happy birthday messages are an excellent way to stay in contact with patients in between appointments without being salesy. Thank you messages instill confidence by thanking patients for scheduling their appointments. These messages are automatically distributed when a new appointment is scheduled. And unique new patient welcome messages create a great first impression and build confidence in the patient's choice of dental health care provider.

Automated communications, done properly, keep your practice top of mind for your patients, help ensure timely arrival for appointments and decrease no-shows, and reduce patient calls by providing a convenient electronic record that patients can refer to on their own.

To speak with an eServices specialist about eCentral Smart Messaging, call 800-734-5561. Or for more information, visit www.dentrix.com/promotions/smartmessages.

Get ICD-10 in Dentrix G6.1

In the late nineteenth century, French Physician Jacques Bertillon introduced a classification standard for the medical community to track causes of death. Quickly adopted by many countries, it eventually morphed into the International Classification of Causes of Death. In the mid-twentieth century, the responsibility of managing and revising this code set was given to the World Health Organization (WHO). At that time, the volume expanded significantly and became known as the International Statistical Classification of Diseases, Injuries and Cause of Death (ICD). The World Health Organization finalized its 10th revision of the ICD code set in 1992, and the U.S. chose to adopt them on October 1, 2015.

More and more insurance companies, including dental insurers, are requiring the new ICD-10-CM codes when submitting claims, and that means that you need these codes in Dentrix. Fortunately, Dentrix G6.1 contains these new codes and enables you to continue to get paid without skipping a beat. In fact, Dentrix G6.1 allows you to link ICD-9-CM, ICD-10-CM, and SNODENT codes to ADA codes. Of course, Dentrix continues to support the complete medical cross-coding that has always been available.

Dentrix G6.1 is now available for all Dentrix customers. As always, this upgrade is free to customers who have a Dentrix Customer Service Plan (CSP). For customers who have not yet upgraded to Dentrix G6, simply go to www.dentrix.com/G6, request your upgrade, and then update your system through the Dentrix Update Manager. It takes 24-48 hours after you request your upgrade before it is available in the Update Manager. If you have already upgraded to Dentrix G6, contact Dentrix Customer Support for assistance moving to Dentrix G6.1.

For customers who do not have a Dentrix Customer Support Plan, now is a great time to learn more about the benefits! Take a look at our CSP Suites at www.dentrix.com/suites.

Announcing New Insurance Payor Connections

Dentrix eEOB

After you have sent claims and attachments to payors electronically, complete the electronic claim round trip by accepting electronic explanation of benefit statements (eEOBs) that the insurance carrier sends back to you. The following payors now send eEOBs.

Payor ID	Payor Name
BOONG	Boon Administrative Services
62180	Health Choice Generations
46221	Health Choice Insurance Payor
45399	Health Choice Utah

View the entire list of electronic payor connections using the Payor Search Tool at www.dentrix.com/products/eservices/eclaims/payor-search. You can search for specific payors or download the complete payor list.

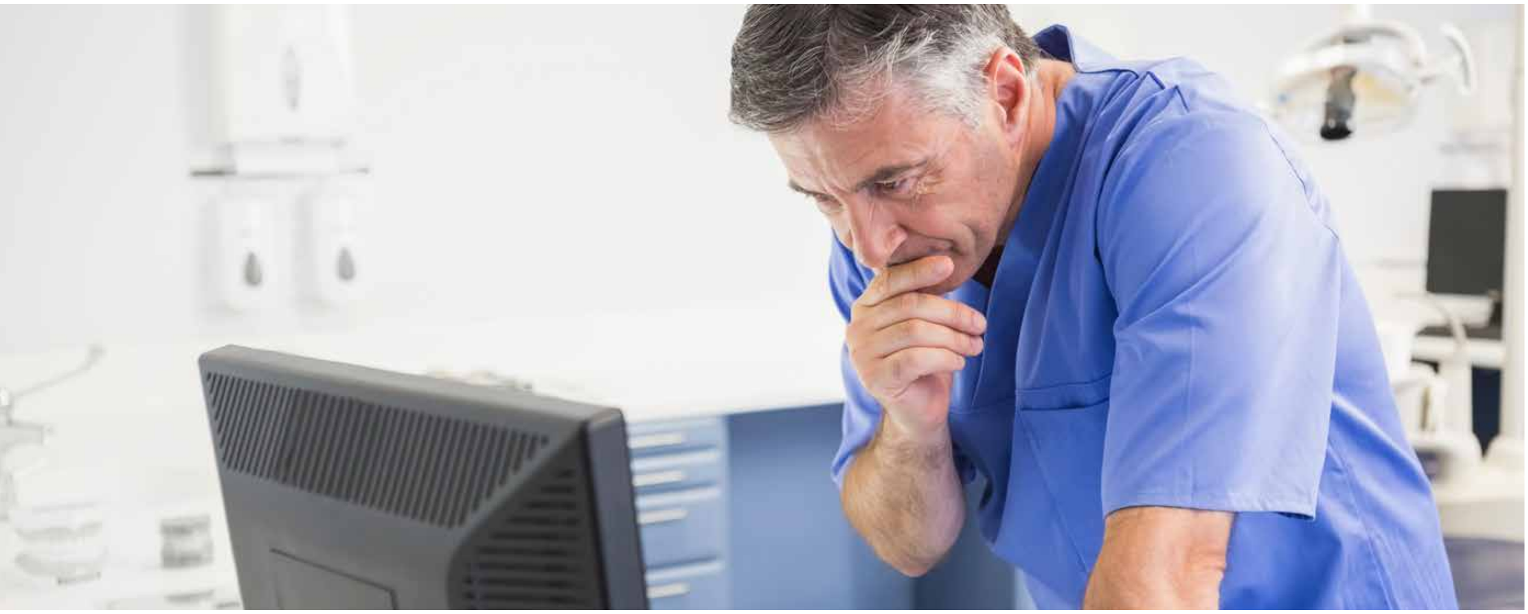
Dentrix eClaims

Dentrix has eClaims connections with several new payors. For patients using the following insurance carriers, you can reduce paper claims by submitting electronic claims through Dentrix instead.

Payor ID	Payor Name
22100	Health Choice Integrated Care
76184	LIFE St. Mary
86711	PACE Southeast Michigan
41206	Ultra Benefits, Inc.

Call 800-734-5561 to enroll for eClaims or for help setting up these services.

Upgrading to Windows 10



Considering a move to Windows 10? Read this article before upgrading.

Microsoft released Windows 10 and its programming infrastructure .NET 4.6 on July 29, 2015. In order to benefit from these new versions and ensure that Dentrix and your other software solutions still function correctly, you need to take action before installing either Windows 10 or .NET 4.6. As always, ensuring that you are running the latest version of Dentrix can help you be prepared for any other changes in the software industry.

Before you upgrade to Windows 10 or .NET 4.6, you must do the following:

- If you use Dentrix G6.1 – Dentrix G6.1 is fully functional on Windows 10 and .NET 4.6 and does not require additional files to work with Windows 10. Contact Dentrix Customer Support to request your copy today.
- If you use Dentrix G5.2 or G6 – You must first download and install an additional file on each computer before installing Windows 10 or .NET 4.6 in order to avoid complications. For instructions on how to install these files, please refer to article 74207 in the Dentrix Resource Center (www.dentrix.com/support/resource-center/guest/articleid/74207).
- If you use a version older than Dentrix G5.2 – You must upgrade to the newest version of Dentrix before installing Windows 10 or .NET 4.6. You can request Dentrix G6 by visiting us at G6.Dentrix.com.

DEXIS 9 and DEXIS Imaging Suite are now compatible with Windows 10 along with DEXIS Platinum Sensors, DEXcam 3, DEXcam 4 and CariVu. For more information, please visit www.dexis.com/support or contact DEXIS customer care at 1-888-883-3947.

eServices Compatibility with Windows 10 and .NET 4.6

All Dentrix eServices are compatible with Windows 10 and .NET 4.6, including eClaims, PowerPay LE, eCentral, eBackUp, QuickBill, and eSync. However, if you are already using Windows 10 and want to begin using PowerPay, the PowerPay software will not yet install on a server that is running Windows 10. (However, Dentrix customers currently using PowerPay can upgrade to Windows 10 at any time.) The issue with PowerPay not installing on Windows 10 will be addressed very soon. For more information, check our website periodically at www.dentrix.com/windows10. Customers who are considering running PowerPay on an existing Windows 10 system should consider PowerPay LE as a temporary solution instead.

Before you upgrade to Window 10 or .NET 4.6, we recommend you do a full assessment of your practice software and technology to ensure they are fully compatible. **DM**

BRAD ROYER
Dentrix Product Manager

Tips & Tricks

The tips in this special, extended version of Tips & Tricks come from Dentrix courses offered at this year's 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. As always, look here for tips related to the Dentrix Mastery Tracks topics that align with key job functions in your practice.

Front Office | Financial | Practice Analysis | Clinical

Using Keyboard Shortcuts to Enter Perio Exam Information

from Documenting Periodontal Health with the Dentrix Perio Chart

In the Dentrix Perio Chart you can use your keyboard to enter perio measurements, mark bleeding and suppuration, note furcation level, and track mobility, plaque and bone loss of a tooth. Here are the keyboard shortcuts you can use to document a perio exam:

- When entering a perio measurement, use the number pad on your keyboard for pocket depth measurement. To enter a two-digit measurement, use the slash key (/) on your keyboard to represent the tens place value. For example a measurement of 11 mm would be entered using the **/** key followed by the **1** key.
- Entering bleeding and/or suppuration on a tooth by pressing the **B** key to indicate bleeding, and the **S** key to indicate suppuration.
- Enter the furcation level of a tooth by pressing the **F** key and then selecting the desired furcation level from the menu that appears.
- Enter the mobility classification of a tooth by pressing the **M** key and selecting the desired classification from the menu that appears.
- Enter the plaque classification of a tooth by pressing the **P** key and selecting the desired classification from the menu that appears.
- Enter the bone loss of a tooth by pressing the **L** key and selecting the desired classification from the menu that appears.

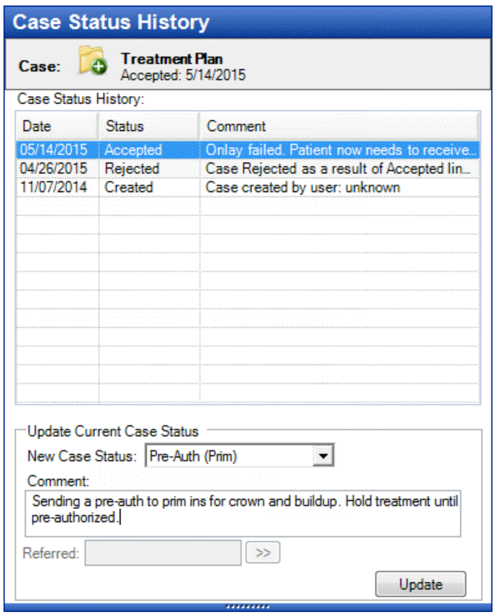
Viewing Case Status History

from Managing Treatment Plans with the Dentrix Treatment Planner

As you create and modify treatment plans in the Dentrix Treatment Planner, you can assign a case status to each case. The Treatment Planner tracks the changes you make to a case in the Case Status History, showing you the date a change was made, the status that was updated, and any comments associated with the update. Having this information can be especially helpful if a length of time has passed since the case was treatment planned.

To view the history of a case:

1. In the Treatment Planner, click the Treatment Plan Case Setup button in the Navigation panel.
2. Select the treatment plan case for which you want to view the case status history.
3. Click the Case Status History tab to open the Case Status History panel.
4. A list of status changes appears. To see more information about a case status change item, point to the comment with your mouse. A pop-up appears showing the entire comment for the status change. You can also resize the window by clicking on a column border and dragging to widen the column.



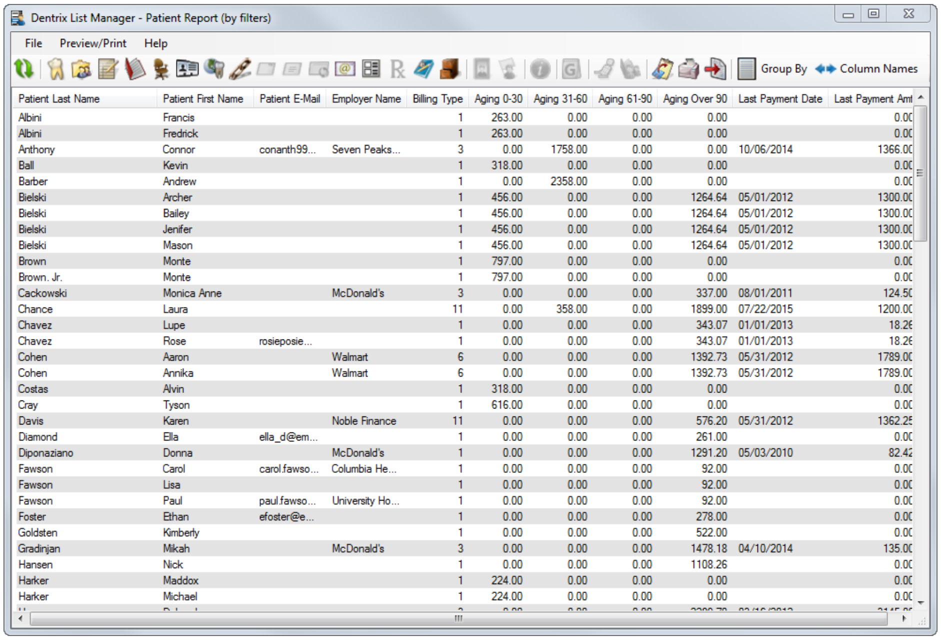
Understanding List Manager Options

from Generating Custom Reports with the New Dentrix G6 List Manager

You can use the new Dentrix G6 List Manager to view and manipulate data from custom reports without having to merge a letter in Microsoft Word or export the data to Microsoft Excel.

To view information in the List Manager:

1. Use the Letters & Custom Lists option in the Office Manager to select a letter/list category from which you can generate a patient list according to your filtering criteria.
2. Instead of merging the data into a letter, click the Open List Manager button. The Dentrix List Manager appears showing you patient information based on your filtering criteria.



In addition to displaying the list of patients who meet the criteria you specified, the List Manager is an interactive tool that allows you to manipulate the way the data is displayed and gives you access to other information in Dentrix:

- Click on any column name to sort the list by that column.
- Select a column and drag it to reposition that column in the list.
- Select a column and click the Group By button to group the patients in the list by the information in that column. (For example, select the Provider 1 Name column to group patients by provider or select the Guarantor Last Name column to group patients by guarantor.)
- Right-click a patient name and click Hide Patient to temporarily hide that patient from the list.
- Click the Column Names button to expand the columns horizontally to display all of the information in the column, or click it again to shrink the size of the column to display more of them at once.
- Click the Preview/Print menu option to preview or print the information currently displayed in the List Manager.
- Click the Create Letters button to create letters based on the list of patients displayed in the List Manager.
- Click any of the other buttons on the toolbar to access other Dentrix modules and information.

For more information on generating custom lists, see the *Creating Letters Using the List Manager* topic in the Dentrix Help.

Refreshing Dentrix Reports for Real-Time Information

from 30 Things You Didn't Know Dentrix Could Do

When you generate a report in Dentrix, the settings and filters you use for the report are stored in the report that is sent to the Batch Processor. However, the actual report data is compiled when you view the report, so if you leave a report in the Batch Processor, you can view updated information for the report every time you preview it.

For example, if you are working on collections and you generate the Provider A/R Totals Report in the morning, you can preview the report and see a list of patients you can contact. As you work with outstanding accounts (entering payments in the Ledger, applying late charges, etc.), you can periodically preview the report again throughout the day to view updated payment and balance information without having to generate the report from scratch each time.

Note: It's still important to clear out your Batch Processor regularly. You can use the same report for a day or two at a time, but it's not a good idea to leave the same report in the Batch Processor for weeks or months.

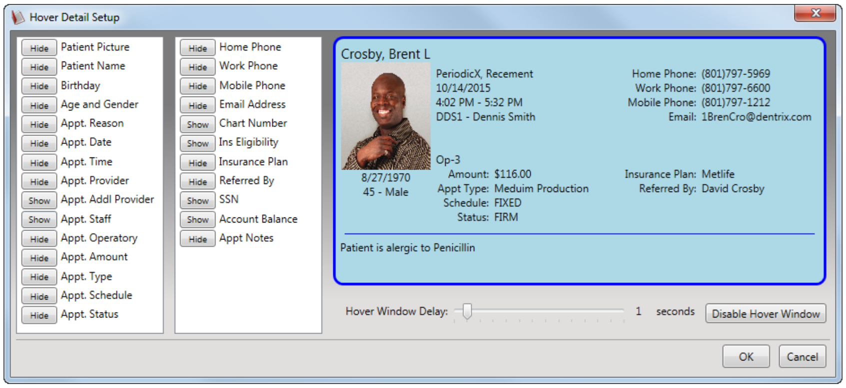
Customizing the Hover Window Detail

from Customizing the Dentrix Appointment Book to Make Scheduling Easier

The Dentrix hover window is designed to give you details about a patient and their appointment without leaving the Appointment Book or having to open the **Appointment Information** dialog box. You can customize the details that appear in the hover window and how long you must hover over the appointment before the hover window appears.

Note: Hover window settings are workstation-specific.

To customize the hover window detail:



1. In the Appointment Book, click **Setup > Practice Appointment Setup**. The **Practice Appointment Setup** dialog box appears.
2. Click the **Hover Detail Setup** button to open the **Hover Detail Setup** dialog box. All the items available to be displayed in the hover window are listed in this dialog box.
3. Click **Show** next to an item in the list to show it in the hover window. Click **Hide** next to an item to hide it from the hover window. A sample hover window is shown in the dialog box and will change to show the effects of items you choose to show or hide.
4. Drag the **Hover Window Delay** slider to the amount of time you want to hover on an appointment in the Appointment Book before the hover window will appear. You can set this from between 0.5 seconds to 7 seconds.
5. Click **OK** to save your changes.

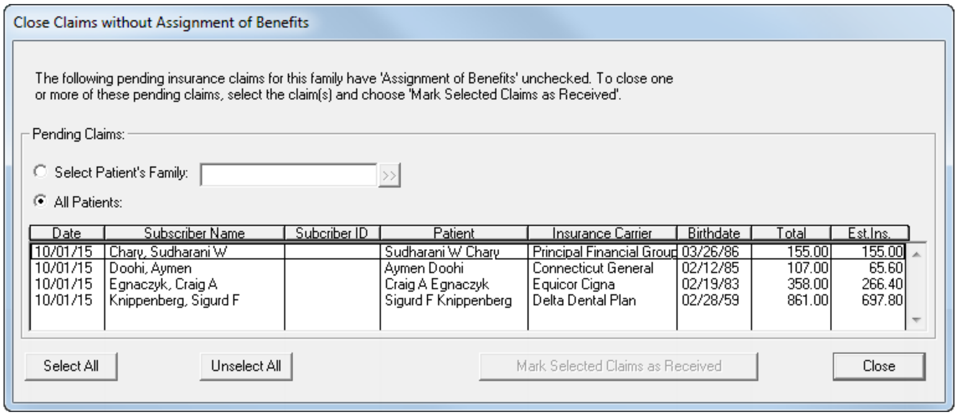
Note: To prevent the hover window from displaying altogether, click the **Disable Hover Window** button. All options will be grayed out, and the hover window will not display in the Appointment Book.

Finding and Closing Claims without Assignment of Benefits

from Streamlining Insurance Processes in Dentrix

When you do not have assignment of benefits set for a patient, the insurance company will pay the patient directly instead of paying your office. Dentrix G6 includes a new option that makes it easy to find claims in this situation and close them by posting a zero payment automatically. This will help you get those claims off your outstanding insurance claims reports to make the reports more accurate.

To setup a prompt to close claims without assignment of benefits:



1. From the Ledger, click **File > Close Claims without Assignment of Benefits**. The **Close Claims without Assignment of Benefits** dialog box appears.
2. To search for the claims of a particular family, mark **Select Patient's Family** and click the search button to select the family whose claims you want to close. If you want to find all patients who have outstanding claims without assignment of benefits, mark **All Patients**. Dentrix will list the appropriate patients.
3. Select the individual patient(s) whose claims you want to close (or click **Select All** to select all patients in the list) and click the **Mark Selected Claims as Received** button.
4. A pop-up message will appear asking if you want to mark the claims as received. Click **Yes**. Dentrix will post a zero payment to the claim and mark it as received.
5. Repeat this process as necessary, then click **Close** to return to the Ledger.

Verifying Billing Statements to Send

from Maximizing Collections in Dentrix

One of the options you can use as part of your billing process is the Verify Billing Statements to Send feature. It allows you to preview your batch of billing statements and deselect specific statements and prevent them from being printed or sent electronically, so you don't have to print all the statements and manually pull out statements you don't want to send.

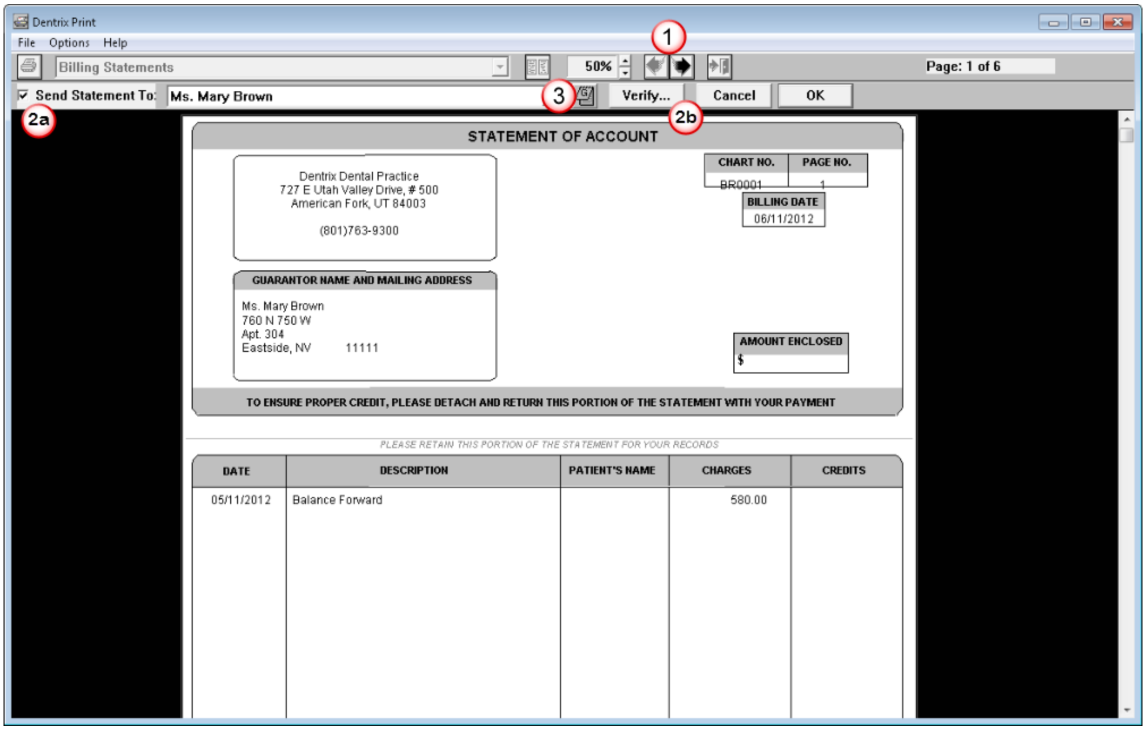
Before you can use this option, you need to enable it in the Preferences dialog box. To do this, from the Office Manager go to Maintenance > Practice Setup > Preferences. Then click the Print Options tab and check Verify Billing Statements to Send in the Additional Print Options group box.

To verify your statements before printing or sending electronically:

1. Select the billing statements in the Batch Processor and click Print. From the Dentrix Print window, you can preview each bill that will be sent. Use the left and right arrows to navigate in the preview window.
2. To remove an individual bill from the batch so it will not be printed or sent electronically:
   a. Uncheck the Send Statement To option while previewing an account's bill. The bill preview turns gray, indicating that the displayed bill will NOT be sent or printed.

   OR

   b. Click the Verify button to see a list of all accounts for which bills were generated. Statements will be sent to the accounts that are highlighted in the list. You can remove accounts from the statement transmission by clicking on a name. The highlight will disappear indicating that the bill will NOT be sent. Click OK to return to the Dentrix Print window.
3. To add a personalized statement message to an account's bill, if applicable, click the Guarantor Notes button while previewing an account's bill. The Guarantor Notes dialog box appears. Enter the note in the Billing Statement Note field.
4. Click OK in the Dentrix Print window to print the selected statements or to send electronically.



Attaching Continuing Care Types to Procedure Codes

from Dentrix Continuing Care Clean-Up

When a continuing care type is attached to a procedure code, Dentrix automates three different processes for you:

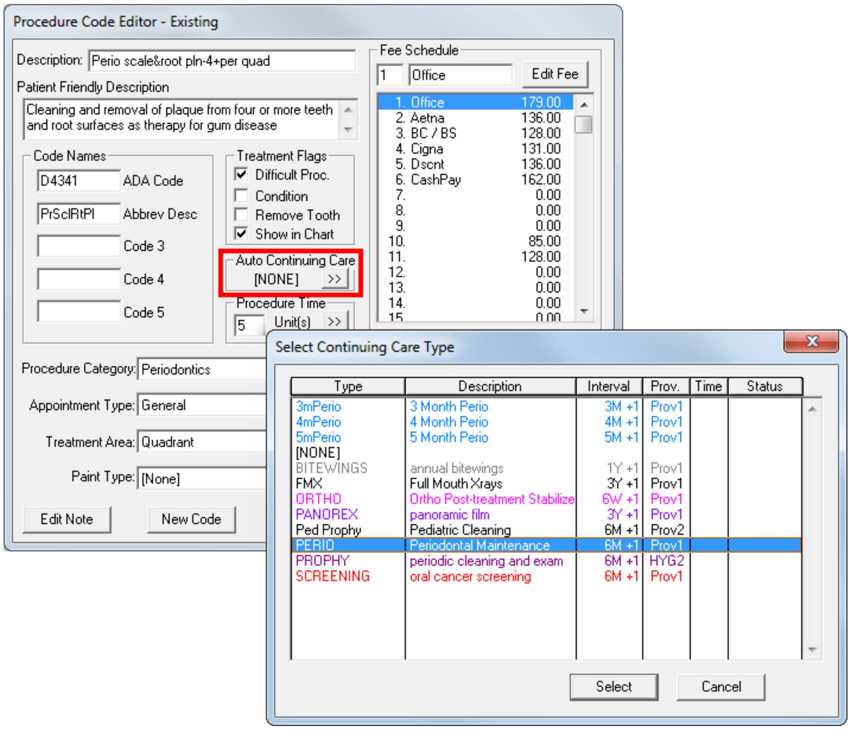
- When you select a continuing care procedure as an appointment reason, Dentrix automatically attaches that assigned continuing care type to the appointment.
- When you post a continuing care procedure complete, Dentrix automatically resets the patient's continuing care due date according to the interval you defined for the type.
- If you haven't previously assigned a continuing care type to the patient, when you post a continuing care procedure, Dentrix will assign that type for you using the defaults you defined.

To attach continuing care to a procedure code:

1. From the Office Manager, click Maintenance > Practice Setup > Procedure Code Setup. The Procedure Code Setup dialog box appears.
2. Select a category under Procedure Code Category. All procedure codes associated with that category appear in the right pane. Select the desired procedure in the right pane and click Edit. The Procedure Code Editor – Existing dialog box appears.
3. Click the Auto-Continuing Care search button. The Select Continuing Care Type dialog box appears.
4. Select the appropriate type. Click Select to attach the selected continuing care type and return to the Procedure Code Editor dialog box.
5. Click Save, then click Close.
6. Click Close.

Note: A procedure may be assigned to only one continuing care type. However, you can assign multiple procedure codes to the same type.

For information about the pre-set continuing care types that come with Dentrix, see the *Continuing Care Setup* topic in the Dentrix Help. For information about adding and editing continuing care types, see the *Adding Continuing Care Types* and *Editing Continuing Care Types* topics in the Dentrix Help.



Insights from Industry Experts at the 2015 Dentrix Business of Dentistry Conference

Top takeaways from leading practice management speakers at this year's Business of Dentistry Conference.

Attendees at the 2015 Business of Dentistry Conference experienced a world-class conference at a destination resort and convention center in sunny Florida. Not only did attendees enjoy a lively welcome reception and hear inspiring words from two keynote speakers, but they also received advice and insight from leading dental industry consultants and tips and tricks from Dentrix experts.

Held in October at the Gaylord Palms Resort & Convention Center in Kissimmee, Florida, the 2015 Business of Dentistry Conference offered more than 70 in-depth courses and 124 break-out sessions, including a Learning Lab and pre-conference sessions, 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 discover new heights of success by perfecting practice management.

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.

RISE | HENRY SCHEIN® BUSINESS OF DENTISTRY CONFERENCE | 2015


"The conference helped me see the overall profitability and potential for our practice. I can't wait to get back on Monday to start applying what I have learned."

Building that Illusive Winning Team

Tim Twigg

Nothing contributes to a practice's consistent, long-term success like a truly effective and cohesive team. With the basic skills of recruitment, selection, retention, effective communication, and performance management in place, building a winning team is indeed feasible.

Conservative estimates are that it costs between $10,000 and $20,000 each time employee turnover occurs. Imagine turning that cost into profit for your practice!

One of the most common hiring mistakes dentists make is focusing on an applicant's skills and experience. If someone's skills are not what you need, this can usually be taught or trained. Experience does not always equate to proficiency. Attitude and compatibility within the practice cannot be taught or trained—it is either there or it's not.

As a leader, your goal is to ensure that each team member would answer "yes" to each of the following statements. Identified by the Gallup group, these statements get to the heart of employee engagement.

1. I know what is expected of me at work.
2. I have the materials and equipment I need to do my work right.
3. In the last seven days, I have received recognition or praise for doing good work.
4. My supervisor, or someone at work, seems to care about me as a person.
5. At work, my opinions seem to count.
6. The mission or purpose of my company makes me feel my job is important.
7. I have a best friend at work.
8. In the last six months, someone at work has talked to me about my progress.

Building a winning team is knowing how to find and identify people with the right attitude, because your systems are only as good as the people running them.

Tim Twigg is the President of Bent Ericksen & Associates. Bent Ericksen & Associates has been the leading authority in human resources and personnel management in the healthcare industry, helping dentists successfully deal with the ever-changing and complex labor laws. Tim brings over 30 years of practice management and business consulting experience and knowledge specifically in the healthcare field. Tim's expertise extends to leadership and business development, strategic planning and marketing, and communication skills. He has presented seminars nationally on practice management, human resources, and employment compliance. Tim is a published author and currently co-authors a regular column in Dental Economics entitled "Staff Issues." He is part of the management faculty and/or speakers' bureau for: Career Fusion, Seattle Study Club, Hygiene Fusion, Jameson Management, LVI Global, Transitions Group and Fortune Management. Tim is the past president of and a member of the Academy of Dental Management Consultants and a member of the Speaking Consulting Network. He is a member of the Society for Human Resources Management and VetPartners, the professional consulting association for the veterinary industry.

No Longer Lost in Translation: Medical/Dental Coding…Decoded!

Terri Bradley

More dental offices are submitting claims to medical insurance carriers, either because the dental carriers require adjudication by the medical carrier before they will process the claim, or because patients are requesting offices to submit to medical on their behalf. The ability to submit claims to medical carriers can provide significant benefits for your patients and, ultimately, your practice, both in dollars and cents and in that it goes far for customer service and patient retention.

All medical claims require the use of diagnosis codes and, as of October 2015, the US has transitioned to ICD-10 CM. Diagnostic codes tell the carrier why the services were performed (i.e. they support the medical necessity). The codes reported on a claim form, whether procedure codes or diagnostic codes, must be supported by the documentation in the patient record.

The primary procedure code set used in medical claims (CMS 1500 form) is Current Procedural Terminology or CPT codes; however, there are times when "D" codes can be used on medical claim forms. Coding guidelines tell us to use CPT codes if there is a specific code to report. If not, we are allowed to defer to the HCPCS codes (Healthcare Common Procedural Coding System), of which the dental codes are a subset. For many of the services dentistry provides, like extractions, restorations, and crowns, there is not a specific CPT code. That means you can put D codes on your claim forms where a specific CPT code does not exist.

Proper completion of the claim form, understanding of the code sets (ICD-10CM, CPT and HCPCS), and being able to determine coverage guidelines BEFORE the procedure is performed will bring success to your dental office.

Terri's extensive hands on experience, including management of a multi-doctor oral and maxillofacial surgery practice, laid the foundation for her current success as a speaker, consultant and medical coding expert. She is certified by the American Institute of Healthcare Compliance, Inc., as an ICD-10-CM Certified Trainer. She keeps her finger on the pulse of policy updates and changes in the insurance industry as she works with OMS offices daily. Terri is a member of the Academy of Dental Management Consultants and the Medical Group Management Association. She has a B.S. degree in Healthcare Administration.

By Your Side: Communication and Customer Service Skills for the Clinical Team

Debra Engelhardt-Nash

Everyone on the team is responsible for sending a clear and consistent practice message. The way the clinical team speaks to the patient about the practice needs to be intentional. Here are some ways your staff can communicate to patients that they are receiving quality care:

- **Make a memorable first impression.** Develop a professional greeting by shaking the patient's hand, smiling and looking them in the eye. Go to them in the reception room instead of calling them to you.
- **Speak a service language.** Avoid statements such as "Our policy..." or "It's just a cleaning." Discuss office protocols from the patients' perspective—not what the practice requires.
- **Wear a service wardrobe.** Appearance does matter. Dress and groom accordingly.
- **Put hospitality first.** Eighty percent of the reason a patient chooses your treatment, refers their friends, and keeps coming back is based on the relationship they have established with you.
- **Listen to understand.** People care that they are understood. Create the right environment for listening including pace, posture, position.
- **Create the perception of quality.** How do you describe the quality of care you provide? What makes your practice exceptional and your fees worthy?
- **Match what the patient wants with what you can do.** In order to do this you have to find out what the patient wants. The patient should speak first.
- **Endorse the doctor.** Most doctors will not extoll their own clinical excellence—but the team can!
- **Describe how your office systems enhance results.** All office protocols should be described in patient friendly terms.
- **Build a performance culture that differentiates the practice.** What sets your practice apart? What are key behaviors that demonstrate your quality of care, your exceptional chairside manner, and your commitment to excellence?

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 also been chosen as one of the Top 25 Women in Dentistry for 2014 by Dental Products Report. Debra is the 2015 recipient of the Gordon Christensen Lecturer Recognition award, which was presented during the 150th Chicago Midwinter Meeting. Management. Tim is the past president of and a member of the Academy of Dental Management Consultants and a member of the Speaking Consulting Network. He is a member of the Society for Human Resources Management and VetPartners, the professional consulting association for the veterinary industry.

Creating the Ultimate Patient Experience: Foolproof Steps to Increase Patient Acceptance

Amy Morgan

Many dental team members are concerned about maintaining an adequate new patient flow and moving that tenuous, initial inquiry to a committed patient of record. Implementing principles from the key lessons in Creating the Ultimate Patient Experience is the way to keep your dental practice on a positive path.

Lesson 1: Today's new patients are cynical about their own ability to rise above all the competing noise while making the right purchase decisions. From the website through the first phone call, it is the responsibility of the team to give the potential new patient a "reason to believe." Put them at ease by letting them know they made the right choice!

Lesson 2: In order to create loyal, committed, "raving fan" patients who say yes to treatment and insist their friends and family do business with you, they need to have a significant relationship with the doctor and the team. They need to like you, understand and value why they need any recommended treatment, and trust that the team will support their journey to ideal oral health!

Lesson 3: The two key influencing skills needed to build strong patient relationships are asking open-ended questions (what, why, and how questions) and benefit + procedure statements ("In order to make your appointment as comfortable as possible, may I ask you a few questions?").

Lesson 4: When patients really like you, they don't want to say "no" to your treatment recommendations. Be very wary of the MAYBE—the neutral, no-conflict zone. Try the verbal skill, "What I hear you saying is we are at 'no' for now."

Lesson 5: Start implementing new-patient-like experiences, called "status evaluations," with your patients of record. This will increase comprehensive treatment acceptance and generate new patient referrals and testimonials!

Amy Morgan is CEO of Pride Institute, a nationally acclaimed results-oriented Practice Management consulting company. Amy and her team of highly qualified consultants have revitalized thousands of dental practices using Pride's time-proven Management Systems, resulting in dentists becoming more secure, efficient and profitable. Pride Institute, founded in 1974, is dedicated to substantially improving doctor's professional, financial and personal lives. Specifically, Pride has taught over 20,000 dental offices how to excel in effective Leadership, Staff Management, Treatment Presentation, Scheduling, Patient Financing, Cash Flow/Goal Setting, Social and Traditional Marketing and Transition Strategies.

Successful Systems for A/R and Insurance Management

Teresa Duncan, MS

A review with the team of different billing scenarios can be very helpful. It doesn't have to include role-play (which seems to put everyone off!) but honestly, it does help. As a team, come up with the most common financial questions you receive from your patients. At every team meeting, discuss two scenarios. Let the team know that there are no wrong answers, but at the end you can give them suggested guidelines. Your team should feel that they contributed to the conversation, and as a team leader, it's up to you to consider their thought process.

A solid financial policy is essential so that all team members are aware of how money is handled in your office. By establishing solid systems, your team will be best prepared to handle questions. Patients ask us many questions—some easy and some difficult. Help your team to handle the difficult questions by communicating clear expectations.

With over 20 years of healthcare experience, Teresa addresses topics such as Insurance Coding, Office Manager Training and Revenue Growth and Protection. She is a Fellow and Educator for the Association of Dental Implant Auxiliaries and the American Association of Dental Office Managers. Her memberships include the American Academy of Dental Consultants, Association of Certified Fraud Examiners, National Speakers Association and the Academy of Dental Management Consultants. She was recently named one of the Top 25 Women in Dentistry. Teresa received her Master's Degree in Healthcare Management.

The Work SMART Scheduling System

Linda Drevenstedt, RDH, MS

Vince Lombardi, the famous football coach, tells how he built a championship team: "…go back to basics and we're going to learn, drill and practice the fundamentals until we become better at them than anyone else in the game. If you do this with me, I will make you champions."

Scheduling is the most complex system in the dental practice. Here are six "Work SMART" fundamentals you can begin working on with your team:

1. Set up the Appointment Book columns that directly correspond to operatories. Five operatories = five columns. Patients go into the rooms shown on the schedule. (Patients going into just any room creates inefficiency.)
2. Set SMART daily or hourly production goals.
    - **Specific:** Create goals for each provider.
    - **Measurable:** Daily, compare production to your goals.
    - **Attainable:** Base goals on your past six month performance averages, with a stretch.
    - **Realistic:** Work to achieve the goal without discouraging yourself and your team.
    - **Timely:** Reset goals every 3–6 months once you reach the goal consistently.
3. Use the Dentrix Goal vs Production tracking. Have a morning huddle and share.
4. Pre-block your schedule to meet at least 75% of your goal with primary care or blocks which are all high production procedures.
5. DO NOT give away pre-blocks until 24 hours ahead.
6. Have a scheduling "hawk." Appoint one person to take ultimate responsibility for a productive schedule. Review the schedule each day, a.m. and p.m. Then, look one day and one week ahead to find opportunities and potential problems. Use the four resources within Dentrix to keep every provider scheduled to goal:
    - ASAP List
    - Wait/Will Call List
    - Unscheduled Treatment List
    - Treatment Manager List

Implement these and your schedule will be more productive.

Linda is a wise and insightful speaker, consultant, and author. Her southern "Steel Magnolia" approach is honest and straightforward with a spoonful of sugar. Linda's experience spans over 20 years and includes "in the trenches" experience as a dental hygienist, a dental assistant, and as a group practice administrator. Linda has a master's degree in Healthcare Administration and a bachelor's in business. She and her team of 8 consultants help grow practices and people from coast to coast. Dentistry Today has voted her one of their 2015 "Leaders in Dental Consulting." Email linda@drevenstedt.com if you need a good Huddle Agenda and a discount code for her Scheduling Mastery webinar series at www.drevenstedt.com.

Ways to Increase Patient Flow, Cash Flow, and Profitability

Kerry Straine, President and CEO, Straine Consulting

We have to redefine the term "knowledge workers." Management guru Peter Drucker made that term a permanent part of business vocabulary in the 1950s, when he predicted that by 1960 at least half of the US workforce would be doing "think-work" instead of "thing-work."

We face an important choice point in our individual and collective lives. Most of us may take the "default" choice without ever realizing we're making a choice. The choice is whether we will be creatures tossed around and tormented by our environment or creatures embracing and maximizing every opportunity in our environment.

The first option is the default choice; it requires no thought at all.

The second option requires that you wake up and start thinking about the effectiveness of your:

- Goals
- Leadership
- Patients – do you have enough patients to sustain your growth?
- Staff – do you have enough hygienists and dentists to treat all of your patients?
- Facility – do you have enough treatment rooms to support your model?
- Economics:
- What does your practice own?
- What are its sources of revenue?
- What are its sources of cash flow?
- How does it spend its money?
- How much profit has it made?
- What is the state of your practice's financial health?

Business owners can build a practice with integrity, and love practicing dentistry when they:

- Define their vision, values, mission and strategy
- Create and follow a proven management system
- Develop their most appreciable asset—their staff
- Create and maintain a Culture of YES

Kerry K. Straine holds a Bachelor of Science in Business Administration with a concentration in Accounting and has been in business and financial management for more than thirty years. Kerry's contribution to the dental industry earned him the award for Best Practice Management Consultant in the nation in 2012. As a Certified Professional Behavioral & Values Analyst, Kerry understands that behavior and attitude can help or hinder the strategic process. Because of that knowledge, Kerry is able to help dental professionals gain a better understanding of the complexity of strategic leadership. As an administrative reformer, Kerry recognizes the significance of each dentist's unique clinical vision and standard of care, but says that "without a well-defined philosophy and sound management system, the business will fail to deliver on its owner's promise or stand the test of time." The mission of Straine is to advance the understanding, practice, and development of leadership for the benefit of all professionals in the dental industry. To accompany this article, Straine offers a complimentary Straine Practice Analysis, valued at $1,495, which includes a written report and one-hour telephone consultation with a Certified Straine Consultant. Learn more at www.straine.com and contact Straine at 800.568.7200 to schedule a free, no obligation and comprehensive consultation.

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Let Dentrix Help You Set Your 2016 Goals

Learn which Dentrix features can help you set practice goals for the coming year.

What's on your agenda for December? Decorating the office for the holidays? Getting thank you cards sent to your referring doctors? How about doing some planning and goal setting for 2016? My vote is to do some goal setting for 2016 and let your Dentrix software help you. Begin by setting up a meeting with your practice's doctor, accountant, or financial advisor and set your office goals for production, collection, and new patients. Once that is done, you can enter these goals into Dentrix so you can easily track your numbers.

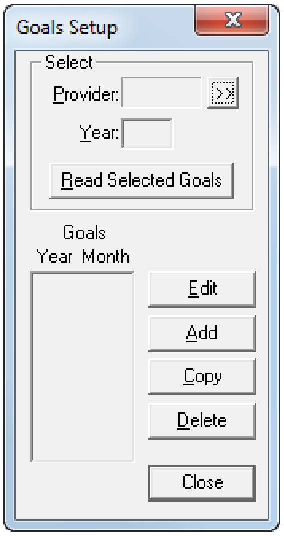


Figure 1 The Goals Setup dialog box.

There are a couple of places where Dentrix can help you manage your practice goals. First, let's set up your production goals so you can watch them in the Appointment Book as you schedule appointments. In the Office Manager, from the **Analysis** menu, click **Practice**. Then from the **Setup** menu, click **Goals** to display the **Goals Setup** dialog box (Figure 1). This is where you can enter your provider production goals for each month. If your doctor has given you the daily goal, just multiply this by the total number of days worked to get the monthly goal. Click on the >> button next to the provider, select the first provider for whom you want to enter goals, and then click **OK**. In the **Year** field, specify the year for your goals, such as 2016. Then click **Read Selected Goals**, and the dialog box displays any goals you have already entered. If this is for a new year, the list will be empty. Click **Add** to display the **Enter Goals** dialog box (Figure 2). In the **Month** field, type 1 for January, 2 for February, and so on. In the **Gross Production** field, specify a monthly production target, and then click **OK**. Use this procedure to add goals for providers.

Next, open the Dentrix Appointment Book, and from the **View** menu, click **Edit** or **New** to display the **Select View** dialog box (Figure 3). Under **Providers**, make sure any providers you have entered goals for are listed, and make sure **View Amount** is selected. This will show you how much scheduled production you have on your books for that day. Click **OK** and **Close**. Back in the Appointment Book, in the upper left corner click the monthly calendar, and then

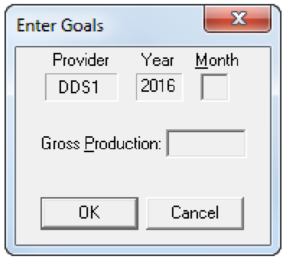


Figure 2 The Enter Goals dialog box.

click **Scheduled Production**. Here you can see your scheduled production, the monthly goal you just entered, and the variance. This is a simple way to track your monthly production goal.

Another place these production goals show up is the Daily Huddle Report. To run this report, in the Office Manager, from the **Analysis** menu click **Practice Advisor**, and then click **Daily Huddle Report**. Select the options you want (make sure you include **Production**), and then click **Preview**.

Once you have your goals for production, collection, and new patients, you can enter these as benchmarks for the Practice Advisor Report. This report gives you a more comprehensive analysis of your numbers and offers some guidelines if you need to improve your office stats. To enter your goals into the Practice Advisor Report, in the Office Manager, from the **Analysis** menu click **Practice Advisor**. Click **Practice Advisor Setup** and then click **Benchmarks Setup** to display the **Benchmarks Setup** dialog box (Figure 4). To enter your benchmarks, give a range for each category with your office goal being somewhere in the middle. For example, if your Practice Total Production goal is $100,000, then your benchmark would be 90,000

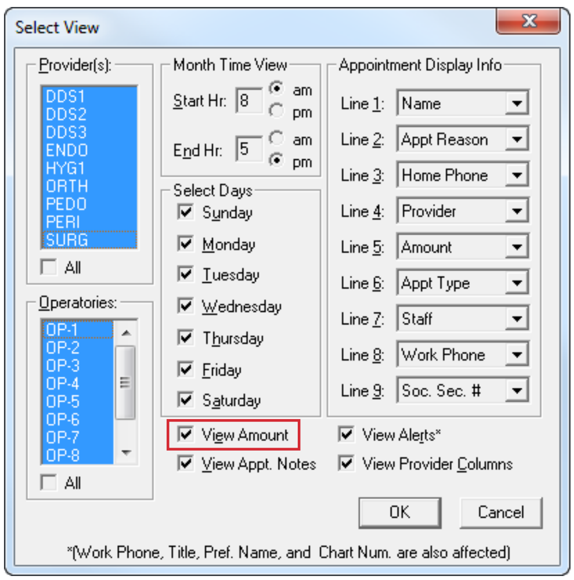
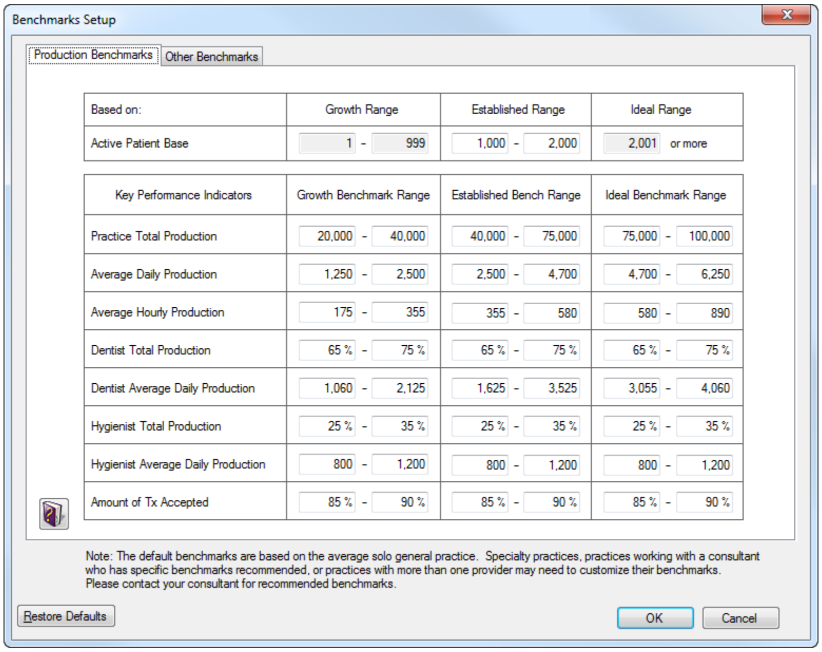


Figure 3 The Select View dialog box.



Benchmarks Setup

Production Benchmarks | Other Benchmarks

Based on:	Growth Range	Established Range	Ideal Range
Active Patient Base	1 - 999	1,000 - 2,000	2,001 or more

Key Performance Indicators	Growth Benchmark Range	Established Bench Range	Ideal Benchmark Range
Practice Total Production	20,000 - 40,000	40,000 - 75,000	75,000 - 100,000
Average Daily Production	1,250 - 2,500	2,500 - 4,700	4,700 - 6,250
Average Hourly Production	175 - 355	355 - 580	580 - 890
Dentist Total Production	65 % - 75 %	65 % - 75 %	65 % - 75 %
Dentist Average Daily Production	1,060 - 2,125	1,625 - 3,525	3,055 - 4,060
Hygienist Total Production	25 % - 35 %	25 % - 35 %	25 % - 35 %
Hygienist Average Daily Production	800 - 1,200	800 - 1,200	800 - 1,200
Amount of Tx Accepted	85 % - 90 %	85 % - 90 %	85 % - 90 %

Note: The default benchmarks are based on the average solo general practice. Specialty practices, practices working with a consultant who has specific benchmarks recommended, or practices with more than one provider may need to customize their benchmarks. Please contact your consultant for recommended benchmarks.

Restore Defaults | OK | Cancel

Figure 4 The Benchmarks Setup dialog box.

– 110,000. Continue entering in the benchmarks for your practice and click OK when finished.

Use the Practice Advisor Report as a monthly monitoring tool. To run this report, in the Office Manager, from the Analysis menu click Practice Advisor, and then click Practice Advisor Report. Select the options you want (make sure you include Production), and then click Preview.

Using these Dentrix tools to set goals for your practice is a great way to start the new year! **DM**

LEARN MORE

To learn more about these reports, see the "Daily Huddle Report" and "Practice Advisor Report" 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.

DAYNA JOHNSON
Certified Dentrix Trainer

Is Your Practice Protected Against Data Loss?

Learn how your patient's protected health information could be at risk and what your practice can do to safeguard it.

It's called "protected" health information (PHI). But breaches of personal health data are on the rise, some shocking in the scope of human error involved. Like the dental practice that stored records at a secure storage facility, only to discover the storage provider misapplied payments and auctioned a unit—with no notice to the dentist. Or the dental practice that had two laptops stolen; both contained PHI, yet only one was encrypted.

Statistics reinforce the belief that the healthcare industry is unprepared for cyber warfare. Data breach reports find that in 60 percent of cases, attackers can compromise a system in minutes.

As scary as that sounds, the biggest challenge the dental industry faces right now is its own inattention to physical security. ClearDATA security experts conducted their own analysis of all breaches related to dental practices for the past 12 months and confirmed that the majority of reported breaches were caused by physical theft.

The true victims of these breaches are the patients who will struggle for years to clean up the mess caused by medical identity thieves. In the Ponemon Institute's Fifth Annual Study on Medical Identity Theft, 29 percent of stolen PHI is used to obtain services or treatments, 28 percent is used to obtain prescription drugs or medical equipment, and 26 percent is used to obtain government benefits such as Medicare or Medicaid.

What about the dentists? Should they be held responsible for intentional criminal breaches by outside parties?

The answer is yes, according to the Office for Civil Rights, one of the primary agencies tasked with investigating breaches of PHI. In the above real examples, each of the dental practices was either found liable for privacy infringements or face future judgment. Unfortunately, the practices were culpable. The unencrypted laptop was taken by a thief who easily pushed through an unsecure door. The dentist who lost his storage unit to auction, knowing that it contained valuable PHI, should have had controls in place to ensure his account was in good standing.

Dentists in the Dark on Risks

The nemesis here is the unrealistic expectation that dental professionals should manage impenetrable IT departments. Yes, they are responsible for the data, but the actual mechanics of protecting PHI can and should be handed off to infrastructure and security experts, just like numerous other activities critical to day-to-day operations. It is unreasonable to expect each practice to have internal IT and security departments able to comply with increasingly complex requirements, from unceasing HIPAA updates to the nearly 600-page Omnibus Rule.

Look to the Experts

Dental practices need help. There is too much to lose by leaving data vulnerable. Data breaches can ruin a dental practice's reputation and finances, with fines potentially reaching past $1 million.

A third-party provider such as Henry Schein TechCentral can step in and immediately begin to strengthen security by performing a risk assessment—which comprehensively and clearly identifies where the gaps in security reside. In addition to storing, managing, and securing healthcare data, TechCentral can educate your office on best practices for preventing physical theft. These can include:

- Keeping paper records in locked cabinets and restricting key privileges
- Locking laptops and external hard drives in cabinets
- Installing data encryption on all computers and devices
- Ensuring that all access points to the office and interior records rooms are locked at close of business
- Adhering to strict filing procedures designed to eliminate mistakes such as leaving records out in the open

Continuous Vigilance: The Security Basic for Stopping Attacks

Thieves are always looking for ways to steal valuable data, but you can enlist help to protect your PHI and your practice. In a top-tier cloud services provider, all access can be restricted and documented right down to the user, application, and file, with unauthorized access attempts immediately detected. Meanwhile, you and your staff can turn your focus back to caring for patients.

Contact TechCentral at 877.483.0382, option 1, or visit www.HSTechCentral.com/ProtectYourPractice to learn more about how a security risk assessment can protect, and even improve, your practice. **DM**

Chris Bowen is Founder and Chief Privacy and Security Officer at ClearDATA, a healthcare-exclusive cloud computing, platform and information security services provider.

CHRIS BOWEN
Founder and Chief Privacy and Security Officer

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SOLUTION SPOTLIGHT

Practice Analytics and Dentrix:

An Easy-to-use, Automated, Cloud-based Dashboard for Your Practice

Jeff Clark | President, Practice Analytics

Quickly and easily identify production opportunities using Practice Analytics.

A dental practice is a complex set of interconnected pieces that all need to work in harmony for it to be successful. Dentrix helps you manage your practice, but sometimes it can be difficult to get your arms around how well your business is running.

That's where Practice Analytics comes in. We provide unique insights into the performance of your practice, staff, and patients. While dentists diagnose oral health, Practice Analytics helps diagnose the business health of a practice. As a dentist, hygienist, or office manager, you can use Practice Analytics to leverage the robust information found in Dentrix to see what's really happening across your practice. Practice Analytics uses Dentrix data to give you a real-time, cloud-based dashboard to help you quickly and easily understand the health of your practice and identify production opportunities. We encrypt protected health information and securely send it to our cloud servers, keeping it safe and easy to access anytime you need it. Practice Analytics makes it simple to see where patients may be slipping through the cracks by automatically pulling that data out of Dentrix and putting it into an easy-to-use dashboard (Figure 1).

While the "numbers" of your practice are important, it's still all about the patient. That's why at Practice Analytics, we have developed ways to closely monitor the patient lifecycle. We tie patients to providers so you can measure performance and create accountability in your practice. By monitoring performance for each provider, we help ensure that all patients receive the care they need and deserve. The measurements around the patient lifecycle become proxy information for the quality of your patient care.

Monitoring the patient lifecycle can be very complex, but Practice Analytics makes it simple for everyone in the office to understand. The patient lifecycle is directly reliant on the hygiene program. Hygiene is the gateway to the practice and vital for practice growth. If we look more closely at what's happening in hygiene, we can quickly identify opportunities to strengthen and improve the practice, thus ensuring that patients are receiving the best possible care and helping the practice to grow.

Figure 1 The dashboard provides a quick overview of the health of your practice.

Let's look at one of the important metrics of hygiene performance. A vitally important driver of production is a hygiene program's recall or reappointment rate. At Practice Analytics, we have found that most dental practices average a 65 to 70 percent hygiene recall rate among patients. However, raising that metric to 85 or 90 percent helps maximize hygiene utilization, improves patient retention, and increases the overall production needed to ensure a successful practice. With Practice Analytics, we can use the information stored in Dentrix to show you exactly how each hygienist is doing with reappointing their patients (Figure 2).

More importantly, with Practice Analytics, we can drill down further to see the list of patients who did not reappoint with the hygienist they saw (Figure 3). By tying patients back to a specific hygienist, we now have a level of accountability for that patient's care with respect to hygiene. Identifying those patients allows us to focus on them individually so we can make sure they stay on a regular hygiene schedule, helping to ensure long-term oral health.

Another metric of the patient lifecycle that is important to monitor is restorative case acceptance. Case acceptance measures whether or not patients are accepting the treatment they need to improve their oral health. How much of your treatment planning is actually getting accepted by patients? Once again, since patients drive your dental practice, increasing case acceptance rates can have the greatest single impact on the success of your practice. Even marginal improvements in case acceptance rates can pay significant dividends in driving production. For example, a one percent increase in case acceptance can lead to an average improvement of five to seven percent in overall production.

Practice Analytics not only helps you find outstanding treatment for every patient, but it also helps identify ways to move case acceptance rates higher. Information such as benefits remaining, insurance coverage, and treatment plan details are readily accessible in Practice Analytics (Figure 4). Having access to all this information in one place will help you effectively target potential production opportunities and make sure patients are receiving the treatment they need.

The right information is key. Restorative case acceptance and hygiene recall are just a few measurements that monitor the patient lifecycle. Dentrix contains tremendous amounts of data that can be leveraged to ensure effective patient care. Practice Analytics incorporates that data in a tool that doctors, hygienists, and staff can easily use without getting lost in the information. Tracking what patients do (or don't do) will help you quickly and easily identify several production opportunities within the hygiene and restorative programs.

Figure 2 Practice Analytics shows the recall rate for each provider.

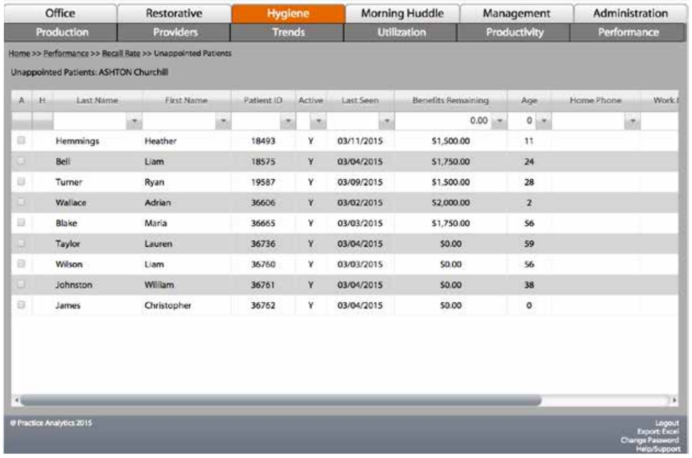

Figure 3 Practice Analytics displays a list of hygiene patients without recare appointments.

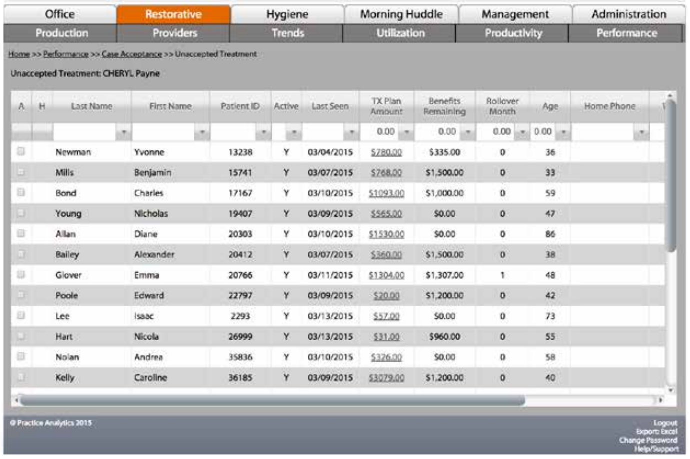

Figure 4 Other information helps you identify opportunities to increase case acceptance rates.

Adding up those opportunities can yield an incremental production opportunity that can be as high as 20-25 percent of your current production. Having the right information is key to maximizing production opportunities across your practice. Leveraging that information will improve overall performance for hygienists and doctors by helping everyone understand and be accountable for what drives the overall success of the practice and ultimately your patients' healthcare.

For more information or a Practice Analytics demo, contact us at info@practice-analytics.com or 360-335-3850. We'll show you how Practice Analytics can help your practice today. **DM**

SOLUTION GUIDE

You already depend on Dentrix to make your practice more profitable and productive. Now, you can turn Dentrix into an even more powerful solution by adding trusted, fully integrated third-party applications and capabilities to your digital dental office. The Dentrix Connected logo means the product has been carefully developed, tested and certified to work with your Dentrix platform. To see the full list of Dentrix Connected applications visit www.Dentrix.com/Connected today.

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www.edossea.com

Intra-Office Communication
We are solely focused on the dental profession and within the dental profession on the secure, easy and inexpensive transfer of your client's medical records from one office to another. This is all we do.

Jakari Care
www.jakaricare.com

Patient Health Information
Less work. Better care. Let our HIPAA-compliant solution automatically collect, analyze and transfer patient medical history, treatment goals and other important information into Dentrix.

Lighthouse
www.lh360.com

Patient Communication Solution
Lighthouse 360 is a comprehensive automated patient communications system designed exclusively for dentists. It uses email, two-way text messaging, automated phone calls, postcards and letters to reach your patients.

Panda Perio
www.pandaperio.com

Periodontal Practice Solution
The complete clinical digital record for Periodontal practices. Charting, comparison reporting, treatment planning, automated chart notes, and much more. Save hours of admin time and unify your front and back office.

Patient Activator
www.patientactivator.com

Patient Communication Solution
Patient Activator, part of Los Angeles-based 1-800-DENTIST®, is the leading social media optimization and patient communications service dedicated to the dental profession.

Practice Mojo
www.practicemojo.com

Patient Communication Solution
PracticeMojo creates proven campaigns that help dental practices recruit, retain and reactivate patients automatically, using email, text messages, automated phone calls and mailed postcards.

Practice Safeguard
www.practicesafeguard.com

Web-Based Fraud Monitoring
A web-based financial monitoring tool for Dentrix G5 users that deters fraud and costly errors by alerting any device you carry to unusual transactions in real time.

RecordLinc
www.recordlinc.com

Patient Communication Solution

RecordLinc is the largest professional network of dental professionals in the world. Securely and easily send electronic referrals, patient transfers, and track treatment plans between dental practices in a HIPAA-compliant portal.

Reputation
www.reputation.com

Patient Communication Solution

Reputation.com's platform enables dentists to see all their online reviews in one space and use the platform's analytical tools to understand the broad themes that emerge from patient feedback.

Sesame
www.sesamecommunications.com

Patient Communication Solution

Sesame Communications helps dental and orthodontic practices harness the power of the Internet to accelerate new patient acquisition, build patient loyalty and transform the patient experience.

Solutionreach
www.solutionreach.com

Patient Communication Solution

Smile Reminder provides patient engagement and communication solutions for healthcare practices. Utilizing the latest text, email, voice, video, web, and social media tools to communicate with customers.

TeleVox
www.televox.com

Patient Communication Solution

TeleVox Software is a high-tech engagement communications company, providing automated voice, email, text and web solutions that activate positive patient behaviors through the delivery of a human touch.

Text2Floss
www.text2floss.com

Patient Education

An interactive educational tool meant to help patients develop positive oral hygiene habits by delivering oral health information through the use of text messaging and mobile technology.

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

Teamlinks EHR was created to foster interdisciplinary collaboration on patient health information with the goal of connecting the health care team and the patient.

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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Jakari Care

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