



DENTRIX CONNECTED

When you're ready to sell your Dentrix-certified product, it's important to show Dentrix users your application offers quality, reliability and compatibility with the Dentrix G5 system. The Dentrix Connected logo program is an important element of the overall Henry Schein Dentrix marketing program, ensuring Dentrix users can quickly identify products certified to be part of their Dentrix practice management solution.



The Dentrix Connected Logo

The Dentrix Connected logo will provide confidence and strength to your integrated product for Dentrix users.

Dentrix Connected Program

The Dentrix Connected brand works in conjunction with your own product branding. By placing the Dentrix Connected logo on your product marketing, you leverage the strength of the Dentrix brand to create trust and excitement for your products. Your advertisements, trade show booth signage, marketing collateral and more can use the Dentrix Connected logo to communicate a winning product offer.

Marketing with the Dentrix Connected Logo

The Dentrix Connected Program is only for products certified through the Dentrix Developer Program. www.Dentrix.com/DDP

Dentrix Connected Program deliverables include:

- The Dentrix Connected logo and user guide for all your marketing activities.
- Marketing messages authorized only for Dentrix Connected products to reinforce the value of our joint integrated solutions.
- Showcase your products on the Dentrix Connected end-user website on www.Dentrix.com

Case Study



Wallach Dental Personalizes Service while Cutting Costs with Dentrix

Wallach Dental uses Dentrix and its integrated eServices to streamline workflow so the team can focus their time on treating patients.

Dentrix Helps Team Deliver More Personalized Service
Wallach Dental takes pride in delivering the highest quality in patient care. And not surprising, their Dentrix practice management system plays a large role in helping them provide this service. While the team relies on Dentrix to automate tasks and improve their productivity, the general use of Dentrix is its ability to free up the team's time to focus on delivering personalized service.



With Dentrix, we don't spend as much time and energy on paperwork like other dental practices do, letting me and my staff interact with our patients on a more personal level.

Dr. Wallace says, "I want them up front talking to patients and finding out what's going on in their lives. I want them to build relationships with people."

Practice Efficiency

Much of the time savings Wallace Dental enjoys comes from various Dentrix eServices, which automate mundane and repetitive tasks. For example, Dentrix QuickBill easily takes care of all of the practice's patient billing. "I don't want my staff wasting their printing, handwriting, filing them, stuffing them in envelopes, and mailing them out to patients,"

simplifies a variety of time-consuming tasks. eCentral web form insurance eligibility, checks insurance claims, manages appointments, sends appointment reminders, sends and receives provider referrals, and more. In practice, they use eCentral to create and host all integrated notices, allowing patients to access their accounts, check their balances, and pay bills online. Dentrix eCentral has also helped reduce no-shows. "Since we've been using Dentrix for appointment reminders and confirmations, more than 90 percent of our patients who confirm their appointment will show up for their appointment," Dr. Wallace says. "The email reminders save my staff from having to spend so much time calling people to remind them."

When patients confirm appointments, Dentrix also provides a link to the Wallach Dental website, where they can look at their current patient information and update it as necessary. Not only does this save the patient time, it also ensures

- Sell your products in Dentrix MarketPlace, the new online store for the Dentrix community.
- Customer case study of joint customer.
- Opportunity to purchase marketing in Henry Schein Dentrix Marketing channels when available, such as:
 - » Dentrix Magazine, which has a circulation of 30,000.
 - » The Dentrix Online Resource Center
 - » Dentrix eNewsletter customer email
 - » **Dentrix.com** customer website
 - » Participation in the Dentrix Connected product trade show pavilion

Co-marketing with Henry Schein Dentrix

As a member of the Dentrix Connected Program, you may also have the opportunity to market with Henry Schein Dentrix, sharing in the marketing execution costs. The co-marketing program is limited to Dentrix Connected partners and at this time is by invitation only.

Co-marketing opportunities may include:

- Webinars and Field Seminars
- Trade publication advertising
- Tradeshow booths
- Co-branded merchandise (apparel, give-a-ways, etc.)

For more information about Dentrix Connected, please visit www.Dentrix.com/DentrixConnected, email us at DentrixConnected@dentrix.com



You will also have the opportunity to purchase ad insertions in Henry Schein Dentrix Marketing vehicles, such as the Dentrix.com home page and Dentrix magazine.

www.Dentrix.com | 1-800-DENTRIX