



PROFITABILITY COACHING



Dentrix Profitability Coaching

- One-on-one coaching from an experienced Dentrix coach
- A review of key performance indicators to analyze strengths and opportunities
- Summary reports and supporting documentation to help you educate your team
- Opportunities to ask questions and tailor the content to meet the unique needs of your practice

What are your biggest priorities and goals? If making your practice more profitable and productive is near the top of the list, Henry Schein Practice Solutions is ready to help—the Profitability Coaching program is designed specifically to help integrate industry best practices by using the tools available in Dentrix.

What is Dentrix Profitability Coaching?

Profitability Coaching is delivered by experienced Dentrix coaches and is customized to each dentist's unique practice management needs. This coaching program includes important topics tailored to help dentists and key team members incorporate best practices into their daily routines to become more efficient.

As part of the program, you will receive coaching on identifying and tracking key performance indicators and key reporting for streamlining office operations, improving insurance claims and collections efficiencies, optimizing schedules, improving continuing care, expanding patient and referral management, increasing production and case acceptance and tips for how to go paperless.

Why Invest in Profitability Coaching?

The struggling economy has created challenges that even the best financial analysts never saw coming. These economic challenges have been widespread across industries. Are you one of the many offices being impacted by employee turnover, decreases in production, low case acceptance, or reduction in cash flow? If so, let our coaching team help you find ways to increase your profitability and efficiencies by using the powerful tools in your practice management system.

"I LOVE the Dentrrix Profitability Coaching program! During every coaching call I had an "Ah ha" moment. I've learned so many valuable things that help me every day. Our practice is definitely more efficient and profitable as a result of going through this great coaching program."

~Tammie Hefty,
Office Administrator
Byce and Workman Family Dentistry,
Madison, WI



Profitability Coaching will help your office discover more profits—from the front office to the operator.

"In my opinion the cost for this service was a bargain. It was well worth it! We are going to realize a great return for many years."

~Dr. Marc Wallach,
Wallach Dental
St. Louis, MO

Direct Contact with Experts

When you sign up for the Dentrrix Profitability Coaching program, we'll put you in touch with a knowledgeable profitability coach who will work directly with your team to explore ways of using Dentrrix to make your operations even more efficient.

Your profitability coach will review key practice goals, metrics and reports. During each session your profitability coach will cover the planned curriculum and review your progress using a remote connection to review key performance indicators and help show you tools that can help your practice. In addition to the Doctor, whom it is recommended is an active participant in every coaching session, you can invite any members of your team who might benefit from the various topics to attend the sessions. And of course, you'll have plenty of opportunities to ask questions, personalize the discussions, and talk through examples that relate to your own unique situation.

Profit-Focused Content

You'll explore proven, industry-tested techniques and best practices that lead to increased performance, productivity, and profits. In addition to tailoring the discussions based on the specific needs of your practices, the curriculum will cover:

- **Using Key Performance Indicators (KPIs) to Increase Profitability**—Your profitability coach will work with you to identify the KPIs that can have the biggest impact on your profits. Using a remote connection, the coach will show you how Dentrrix reports can help you track and analyze these crucial numbers more effectively, and provide suggestions for improving your KPI results.
- **Optimizing Your Schedule**—Empty chairs can kill profits. In this coaching session, you'll learn how Dentrrix can help you eliminate these costly scheduling gaps by reconciling appointments with production goals, coordinating treatment plans with insurance benefits, and reducing the number of missed appointments.



You will learn how to use your practice management software even more to incorporate industry best practices.

“What makes me so excited about the Profitability Coaching program is that it gives the dentist and team the time and support to truly integrate the advanced features Dentrix has to offer. In these challenging times, fully utilizing all of your resources, can make all the difference for efficiency, productivity and patient management success.”

~Amy Morgan,
CEO of the Pride Institute

- **Increasing Production and Case Acceptance**—In this session you’ll learn how treatment plans are presented, accepted, and rejected in order to help you measure, manage, and track overall patient case acceptance.
- **Maximizing Continuing Care**—Continuing care is critical for both your patients’ long-term dental health and your practice’s long-term financial well-being. In this coaching call, you’ll explore how Dentrix can help you analyze your continuing care statistics, ensure that the continuing care system is set-up and running correctly, and increase the number of active continuing care patients.
- **Improving Patient Management and Referrals**—Your bottom line is linked directly to patient loyalty, so this coaching call will focus on tracking patient referrals, increasing patient loyalty, and managing patient information more effectively through the use of questionnaires, health histories, post-visit surveys, and other tools.
- **Improving Collections and Insurance Management**—Managing collections and insurance payments is a major challenge for any dental practice. In this call, you’ll explore how specific Dentrix tools can help you reduce bad debt, identify problem accounts, and streamline your insurance management, patient payment, production, and collections processes.
- **Going Paperless**—This session focuses on improving efficiencies by reducing office costs and clutter by going paperless. Through the use of the document center, office journal, clinical notes, digital radiography, eCentral, Kiosk, patient questionnaires, and much more, many aspects of a patient’s in-office experience can be done paperless.

Getting Started with Dentrrix Profitability Coaching

Dentrrix Profitability Coaching can help your practice flourish by strengthening the connections between your Dentrrix investment and your productivity and profits. Our experts know Dentrrix better than anyone. They'll show you how to put features of Dentrrix to work for your practice, and help you identify the reports and performance metrics you should focus on for greater profitability. To take advantage of the opportunity call us at **1-800-DENTRIX** or visit **www.Dentrrix.com/ProfitabilityCoaching** for more information.

www.Dentrrix.com | 1-800-DENTRIX