DELIVER QUALITY PATIENT CARE AND HELP IMPROVE PROFITS WITH A DENTRIX CONNECTED PRACTICE
Do you ever find yourself imagining your ideal dental office? Beyond the skilled staff focused on patient care, what do you see in that office? What kind of technology are you using? How does it all fit together to create an efficient workflow that allows you to put your energy into using and continuing to develop your clinical skills?

A team of dental technology experts recently answered those questions during a round table discussion about technology integration. The participants included Lou Shuman, DMD, president and CEO of Cellerant Consulting Group, along with his chief development officers: Paul Feuerstein, DMD, John Flucke, DDS, and Marty Jablow, DMD.

Dr. Flucke described his ideal practice this way: “I want to walk in, push one button, and have everything be right there. I want it integrated into one solution where the practice management system is the hub, and everything else spokes off that hub.”

Is that possible? Can you have a practice with all of the clinical and office technology you want and need—digital radiography, digital impressions, practice management, patient automation tools—and can it all work together seamlessly?

It turns out the answer to that question is yes. And integration is the key.

OPEN “DENTRIX CONNECTED” ARCHITECTURE

“Integration is necessary because as we get further and further into our digital workflows, we have no choice but to have each part interconnect,” explained Dr. Jablow. “Almost everything we do requires a patient name and some other piece of information for that patient, so the center of that interconnection has to be the main practice management system.”

How does that integration happen? In some cases it requires a bridge that connects a digital impression system, for example, to the practice management software. But then you need another bridge to connect your digital radiography system. So, in reality, none of the technology is communicating directly.

To solve that problem, you need open architecture. Rather than a closed system that works only with some products but not others, the open architecture of a system like Dentrix makes room for a variety of technologies and tools that meet the needs of individual practices.

However, Dentrix takes it one step further by helping technologies integrate deeper into the Dentrix system to share data and interfaces—so they work together as one Dentrix system. “Dentrix Connected technologies, such as 3M True Definition, 3Shape TRIOS, and Planmeca PlanScan scanners, actually place color impressions directly into the Dentrix patient charts,” explained Dr. Feuerstein. “This really speeds up the digital workflow, especially if you also deliver digital files and casework to your labs.”

THE DIGITAL PRACTICE/ THE PAPERLESS PRACTICE

The digital practice and the paperless practice go hand in hand, but they’re not interchangeable. To me, what we’re looking for from a digital standpoint is chartless. Then when you move into clinical, I refer to that as the totally digital office. I do think that most people think of chartless or paperless as an idea, but it’s not the holy grail. That’s just one step of the process to the total digital office.

—John Flucke, DDS, Lee’s Summit, MO
INTEGRATION AND YOUR PATIENTS
All of this connectivity helps to ensure patient care and safety. A high-tech practice that’s properly integrated reduces chair time, provides the opportunity for minimally invasive treatment, validates treatment proposals, and communicates a sense of confidence.

“You know, patients don’t like dentistry,” said Dr. Flucke, “so most patients are going to be all for anything that makes it more efficient and lets them spend less time being a patient.”

And when you properly communicate the benefit of your technology and demonstrate its power, you will earn your patients’ trust and confidence.

“Consumer surveys have shown that patients are looking for high-tech practices,” noted Dr. Shuman. “Digital dentistry not only builds confidence, but by showing patients the outcomes achieved through digital scans and cone beam, they see the level of accuracy the technology provides. It’s a huge patient growth opportunity with regard to referrals, confidence, and retention.”

BEYOND THE CLINICAL
A comprehensive practice management system that supports your clinical practice should also support all of your patient-centric tasks like appointment reminders, online appointment booking, insurance eligibility, electronic claims, and patient financing. When these tasks are automated, your schedule can be more easily maintained, details and paperwork are less likely to slip through the cracks, and you and your staff can spend more time focusing on patient care. Dentrix integrated eServices help boost front office productivity with digital tools that allow your team to get more done in less time.

“The biggest thing for us was no more filing,” said Dr. Jablow. “We didn’t have to pull charts or look for EOBs. We didn’t have to do any of those things, and that became the most cost-effective and efficient part of the process. And the best part is that those tools are integrated into Dentrix.”

With the addition of kiosks, patients can directly enter their information rather than filling out forms. “We’re not wasting time anymore inputting data that somebody puts on a piece of paper that we then shred,” explained Dr. Jablow. And, finally, the incorporation of automated recall saves time and money by reducing no-shows, keeping the schedule full, and increasing staff productivity.

The panel of experts also addressed the issue of misusing these technologies.

“You want to be careful not to inundate patients with information,” said Dr. Flucke. “I think some practices see the digital tools as an opportunity and just bombard the patient, not recognizing that it’s actually becoming counterproductive. Let your patients opt in. That way you’re working with the patient.”

SINGLE SOLUTION SUCCESS
All of the round table panelists agree that practice technology connectivity is the foundation of practice efficiency and clinical success. Dentrix has developed a system that allows you to connect your clinical and management technology so that you have easy access to the tools when you need them. In the following pages, you’ll hear from your professional colleagues about their experiences with Dentrix and how Dentrix Connected technology and coaching services have directly impacted their practices.

MAKE SURE YOU’RE INVESTING IN TRAINING
The No. 1 reason technologies fail and go to the graveyard is because of lack of training, but training is critical to success. It takes time, commitment, and a plan.

Learning Styles—Each member of your team has a different learning style, and their speed of learning is going to vary as well. You need to support each of your team members as they learn at their pace.

Action Plan—Create an action plan based on each piece of technology in your practice and then allow for a 3- to 6-month learning curve. Your plan should include a combination of formal and informal coaching, as well as hands-on training. Most importantly, incorporate demonstrated mastery.

Resident Expert—The one piece of advice that I always give every office is that you should pick a technology expert. Find the team member who loves technology, make them the manufacturer contact, and give them the responsibility of working with the team, updating them at staff meetings, and training new employees.

—Lou Shuman, DMD, CAGS, Cellerant Consulting Group

“Dentrix Connected technologies, such as 3M True Definition, 3Shape TRIOS, and Planmeca PlanScan scanners actually place color impressions directly into the Dentrix patient charts.”
—Paul Feuerstein, DMD, Chelmsford, MA
INTRODUCTION

Dentrix is the platform from which you manage your practice. Through its Dentrix Connected program, Dentrix helps the leading dental office technology companies integrate their products and share data with Dentrix to create digital workflows that help improve productivity.

When a practice isn’t equipped with technology, your patients will take note, but they’ll also see when one piece of technology doesn’t communicate with another. They’ll feel the lack of efficiency and disjointed workflow that happens when, for example, the digital imaging system isn’t connected to the system that manages patient records.

CREATING A DENTRIX-CONNECTED PRACTICE

Gerald Bittner Jr., DDS, of San Jose, CA, has been in practice for about 30 years and has used Dentrix for 25 of them. He has experienced the evolution of dental technology and understands the importance of technology integration. “Rather than buying a lot of separate pieces that are great on their own but don’t work together,” explained Dr. Bittner, “you need to pick a central software and build everything around that.”

Henry Schein and Dentrix have a firm grasp on this concept, developing partnerships with a variety of dental product manufacturers who integrate their products into Dentrix so that dental practices can create a technology ecosystem that supports patient care. Dentrix tests vendor technology integrations and certifies that they work with Dentrix. Their Dentrix Connected partners include patient communication and electronic health records companies, clinical product manufacturers, and business tools.

TOP 3 REASONS TO CHOOSE DENTRIX

1. Ease of Navigation. Dentrix is easy to learn, and there’s not a lot of quirkiness that you find with some other systems.

2. Reports. You can pull anything you want out of Dentrix, including new patient reposts, referral reports, quantity of specific procedures by certain timeframes, productivity of each provider procedures, stats on insurance usage, and many more.

3. Patient Interaction. It’s really easy to show patients what’s going on with their oral health by pulling up images at the chairside using Dentrix software connected to my DEXIS imaging system.

—Gerald Bittner Jr., DDS, San Jose, CA

TECHNOLOGY AND TODAY’S PATIENTS

As technology and dentistry have evolved over the years, patients have become more informed. They have more questions about their oral health and treatment options than they did when he began his career in the 1980s. And they don’t want a dry dissertation that lacks a direct connection to their specific situation.

“Dentrix has lots of tools that we use internally for the office,” said Dr. Bittner. “But through connectivity with digital imaging and treatment planning, Dentrix also gives us the ability to educate patients and answer their questions in a way that we couldn’t in the past. It creates a more interactive relationship with the patient.”

SIMPLICITY THROUGH INTEGRATION

Dr. Bittner’s practice has everything from digital radiography and lasers to microscopes, intraoral cameras, and chairside computers. Much of that technology is Dentrix Connected. He knows from experience that today’s reality requires technology integration and connection to aid clinical consistency and predictability, practice efficiency and growth, and clinician and staff satisfaction. When a practice runs smoothly, everyone benefits. Dr. Bittner said it best: “It’s nice to have everything integrated to keep things simple.”

VIDEO

See how Dr. Gerald Bittner uses Dentrix Connected partner DEXIS to help his team be more efficient.
Running a successful practice can feel overwhelming. You have a lot to worry about – providing the best patient care, increasing team productivity, while looking for every way to improve your business. Dentrix has the answers. Our business tools solve real business problems to help you run a more profitable practice.

Dentrix.com/Solved
Henry Schein and Dentrix combine a wide choice of digital technology solutions with the knowledge, service, and support needed to help you navigate the rapidly changing world of digital dentistry. By integrating digital technology into the clinical workflow, you can help to enhance the patient experience, deliver predictable, quality dentistry, and improve efficiency and productivity.

DIAGNOSTICS

Let’s use a crown for this example. You begin with diagnostics—digital radiography, CBCT, and intraoral cameras, as well as detection devices such as caries, oral cancer, and fracture detection. When you use Dentrix Connected devices, the images integrate directly and efficiently in a central location—the patient’s file.

TREATMENT PLANNING

With all of this information in one place, you can begin treatment planning and the sharing of information. First, you’ll share the information with the patient so they understand their oral health condition and the reasons behind the proposed treatment, creating an opportunity for collaborative care. Next, you’ll share the information with any third party that needs to be involved, including specialists and your lab, to help ensure that all care providers have the data needed to create a successful treatment outcome.

TREATMENT

Finally, with the treatment itself, you’re connecting everything from digital impression scanning and handpieces to chairside milling. And after treatment is complete, collect a final photo and post-operative radiographs so you have documentation within the system that can be referred to over time, providing you with a digital history of care for your patient.

MAKE IT EASY, TAKE IT EASY

For many clinicians, the beauty of digital integration is the simplicity it provides. By eliminating the need to open various pieces of hardware and software for each patient you encounter, you reduce the possibility of malfunctions and the worry that engenders.

“When I open a patient’s chart, I can do anything I want. [Dentrix is] very easy to use on my end.”

—Edmond Suh, DDS, Wake Forest, NC
We’re All Connecting
One Integrated Community

With digital technology making its way into every dental practice, Henry Schein continues to provide a wide choice of solutions to help practitioners navigate the rapidly changing world of digital dentistry. We are pleased to announce that our Digital Impression Scanners are now integrated with Henry Schein Dentrix practice management software via DDX. No more separate files—as a Dentrix Connected device, your intraoral scans will be embedded in the Dentrix patient chart, allowing staff to view scans on any PC in the network at any time. Automate your workflows, strengthen lab collaboration, simplify image archival and access to your digital documentation by adding a Digital Impression Scanner to your clinical workflow today.

Join the Community.

3M True Definition Scanner 3shape TRIOS® 3 PLANMECA PlanScan

Ask your Henry Schein Consultant about Dentrix Connected digital intraoral scanning solutions or call 1-844-223-9901 today.
THE POWER OF DENTRIX eSERVICES

When it comes to efficiency, the right tools make a big difference. A tool designed for a specific task can save time in a busy dental practice, where every minute counts. Dentrix eServices are digital tools designed to increase the productivity of your front office.

With a community presence of more than 53 years, Cornerstone Dentistry operates in a way that stays true to its name. Located in an Indianapolis suburb, this 2-dentist practice prides itself on making patients feel welcome and providing excellent care. Cornerstone is an example of a practice that has evolved over time—and they rely on Henry Schein Dentrix’s bundle of eServices to stay on top of modern-day demands.

Cornerstone’s Office Manager Becky Culhan discussed some of the Dentrix eServices that are most beneficial to her and her team:

- **PowerPayLE EMV** processes credit card payments, allowing the practice to accept EMV (chip card), credit and debit card, and NFC/contactless transactions directly through Henry Schein Dentrix. No additional software is required, and because the feature is included in the customer service plan, there are no upfront or registration fees. “PowerPay is efficient in that it is integrated with Dentrix, so it allows us the flexibility of working within a program [for which] we do not have to leave the Dentrix application.” Although Cornerstone opts to send its own statements to patients by mail, the **QuickBill** feature enables a practice to send patient billing statements directly from Dentrix, eliminating the manual process of stuffing and mailing envelopes.

- **Cornerstone relies on Dentrix’s Communication Manager** to automate the distribution of reminder emails, text messages, and postcards, and eliminate the need to call patients to confirm appointments. “Switching to Dentrix’s Communication Manager [from another service] proved to be more beneficial economically, and I liked the fact that anytime Dentrix has a service that’s integrated within the Dentrix program itself, it’s seamless. If you need support, it’s right there for you, and you don’t have to leave your program to go to a separate entity for it.”

- Culhan and the office insurance coordinator use **eClaims** to simplify and streamline the insurance claim process. Information needed to complete a claim, from photos and x-rays to charts, can be attached right within the software. The service reduces the number of rejected claims by verifying that necessary components are included.

Dentrix eServices also make reports easy and efficient, Culhan said. “It keeps everything balanced much better because peripherally I can see the big picture—it’s not just looking individually at separate programs. I’m able to look at the entire program of Dentrix and get a better view of how things are going.” Ultimately, this integration improves the team’s workflow.

Just one Dentrix eService can save your practice time and money. Imagine the benefits many eServices could bring to your practice. Dentrix Service Bundles combine eServices to help you boost your front office productivity and streamline your workflow. And each bundle includes unlimited online/phone technical support.

Culhan called Dentrix’s customer support “phenomenal.” She added, “I get all my questions answered, and they spend the time needed on the phone. Anytime you add an eService to Dentrix, you have a learning curve, of course, and my goal is always to completely understand that program before I try to explain it to the rest of the staff, and that has always gone extremely smoothly.”
Consider It Done.

As an office manager, you’re expected to do it all—scheduling, billing, insurance, appointment reminders and more—while keeping production up and costs down. We’d like to give you a hand. Our Dentrix Service Bundles are packed with eServices—powerful tools connected to Dentrix that help boost your front office productivity and streamline your workflow. Now you can automate the tasks you shouldn’t be doing manually. Done and done.

Bundle your eServices and save! Learn more at Dentrix.com/ServiceBundles
Henry Schein Dentrix gives you access to a wealth of actionable data that can help your practice grow and thrive. But the first step to turning that information into power is knowing which numbers matter. Here’s a look at the top 5 Key Performance Indicators (KPIs) you should pay attention to.

1: ACTIVE PATIENTS
Your active patient base directly affects your production. Avoid shrinking numbers (and profits) by following up on patients who are overdue for a hygiene visit, ensuring patients are set up for future continuing care appointments and tracking where new patients are coming from. Use the Dentrix Practice Advisor to closely track your active patients. And consider Profitability Coaching to help you use Dentrix to its fullest capacity.

2: ACTIVE PATIENTS IN CONTINUING CARE
When you focus on ensuring that patients are scheduled to return for their hygiene visits, you can maintain and increase your active patient base and ensure continual growth of your practice. Use the Practice Advisor to keep tabs on continuing care patients. Also, Profitability Coaching can help you put routines in place that keep patients coming back.

3: PRODUCTION
Determining who is doing the work, what the work is, and how much revenue your practice can expect from each can highlight the difference between "being busy" and "making money." Use your Daily Huddle to review KPIs and to set goals. Focus on key areas such as where to fit in emergencies, who is due for major x-rays, unscheduled treatment plans, and unscheduled continuing care.

4: ACCOUNTS RECEIVABLE MANAGEMENT
With the right reports, you can see which claims have aged over 30 days, the percentage of your practice’s daily collections that are received over the counter, and the A/R-to-Production ratio. With PowerPay, an electronic service that is part of the customer service plan bundles, you can set up auto-pay schedules with patients. And using Dentrix eClaims means that insurance claims should rarely age over 30 days and most should be paid within 2 weeks.

5: SCHEDULE OPTIMIZATION
Properly setting up your appointment book can have a significant effect on key metrics that give you a snapshot of your practice’s success—including average hourly production, unfilled/scheduled hours, number of broken appointments, and more. Use tools such as “Perfect Day Scheduling,” Kiosk and Questionnaires, Dentrix Mobile, Communication Manager, Website Manager, and Insurance Manager to streamline the process of optimizing your schedule.

GET STARTED NOW
Most practices utilize a very small percentage of the software. No one wants to be inefficient. But finding time to figure out how to do things more efficiently is oftentimes difficult to do. Whether you are new to Dentrix or you’ve been using the software for years, invest in coaching to learn how to use KPIs for significant long-term dividends.

For more information, visit Dentrix.com/Coach today.

ABOUT THE AUTHOR
Tammy Barker is a senior product manager for Henry Schein Practice Solutions. She has an MBA from Brigham Young University and 20 years of experience in dental practice management. Tammy led development of the Dentrix Practice Advisor Report. Talk to an experienced Dentrix business advisor over the phone at a time that’s convenient for you. In 45 minutes, you can learn the steps to increase your profitability.

For more information, visit Dentrix.com/products/dentrix-practice-advisor.
DATA CAN TELL YOU WHAT'S RIGHT AND WRONG IN YOUR PRACTICE

TIME TO START LISTENING

IMPROVE YOUR PROFITABILITY
Meet with a Dentrix Profitability Coach for a free 30-minute assessment. See what your data says about your practice’s strengths and weaknesses, and key areas to improve to help boost profits. Act now.

SCHEDULE YOUR FREE PRACTICE ASSESSMENT NOW AT DENTRIX.COM/DENTRIXMAGCOACH
Barbara Kwiat, MBA, knows the importance of learning, which is why she wanted to be coached on how to better use Dentrix to grow her practice. Kwiat is the Office Manager at Duffy & Kwiat Dental Associates of Vernon Hills, IL, a practice her husband, Dr. Thomas Kwiat, co-founded. Kwiat knew that she and her team could use some help in better understanding how to use Dentrix data to improve her practice. Through Dentrix Profitability Coaching, Kwiat received expert advice tailored to her practice and her team—a one-on-one coaching experience that ultimately helped the practice improve its bottom line.

Dentrix Profitability Coach Cindy Sipe assists Kwiat and her team in focusing on the key performance indicators (KPIs) that affect their profits. Once practices measure their KPIs, they can set goals and actions to improve them. A profitability coach helps each step of the way.

Monitoring KPIs has helped the practice eliminate waste, optimize production, improve efficiency, and drive higher profitability. “When Cindy calls, we go through our Practice Advisor report that tells us where we are year to date,” Kwiat explained. “We talk about ways to improve things like hygiene scheduling and how to better read reports in Dentrix...We look at where new patients are coming from, what the new patient value is, how to improve hygiene scheduling, and how many unfilled hours we have.”

The Dentrix platform was a big change for Kwiat and her staff, who had moved from a different software. “We had some new staff members and some new people at the front. It was just great—just to know that there was someone who could talk you through things,” Kwiat recalled. In the first year of using Dentrix, the practice was going paperless, which included transitioning treatment planning and charting.

Overall, Dentrix Profitability Coaching has helped Kwiat and her team successfully learn how to take full advantage of this comprehensive program. “Dentrix is a big program, and it does a lot. I really think Profitability Coaching helps you fine-tune what you need. I also think you find out things that you weren’t using that would be extremely beneficial,” Kwiat added. “We understand the relationships between the reporting...The coaching steers us in how to use and implement Dentrix better.”

**Dentrix Profitability Coaching Topics**

- **Increasing Profitability**—track, analyze, and improve practice KPIs.
- **Optimizing Scheduling**—eliminate scheduling gaps and reduce missed appointments.
- **Increasing Production and Case Acceptance**—track and influence treatment plan acceptance.
- **Maximizing Continuing Care**—how to increase your number of active patients.
- **Improving Patient Management and Referrals**—tracking referrals and increasing patient loyalty.
- **Improving Collections and Insurance Management**—how to reduce debt, identify problem accounts, and streamline insurance management and collections.
- **Going Paperless**—how to reduce office costs and clutter by using digital technology.
INTEGRATION
WITHOUT FRUSTRATION

Sure, DEXIS gives you great digital imaging, but did you know it integrates directly into Henry Schein Dentrix to help you diagnose and treat patients faster? DEXIS is Dentrix Connected, which means no more headaches. No more frustration with technology that doesn’t work together. Your technology and Dentrix work as one solution, making your staff more efficient and you more profitable.

Get connected.
Visit Dentrix.com/DEXIS to learn how the DEXIS + Dentrix connection delivers proven results for Dr. Gerald Bittner.
TECHNOLOGY INTEGRATION WILL DRIVE THE FUTURE

The future of technology integration includes potential opportunities and challenges. The team of technology experts from Cellerant Consulting Group weighed in on what they see for the future.

Dr. John Flucke: I envision the total digital patient. When a patient comes into my office, rather than taking a pano, PAs, and bitewings, we would take a cone beam scan, which gives me a 3D rendering of the patient that I can update as I do restorative dentistry. For example, if I do a crown on December 19, the software can take the digital impression data and incorporate into the 3D data, and literally update itself on the fly. Now the 3D image represents what the patient looks like today without additional x-ray exposure.

The challenge will be training and expense. It needs to be affordable for most dentists and easy to use.

Dr. Lou Shuman: I think that the definition of digital workflow is going to continue to become more seamless and have more impact. We’re going to be moving from mills and grinders to 3D printing. That’s going to have a huge impact on quality and what we provide.

Dentistry is going to go in-house even more, and I see the possibility of optical coherence tomography (OCT), which is currently used in ophthalmology, being our next-generation 3D imaging.

Dr. Marty Jablow: The example I think of is how IBM is using Watson to help doctors diagnose. That’s the kind of stuff we’re going to have to be looking at, so that when we look at a carious lesion, the technology can tell us with better certainty whether we should intervene and when we should intervene. Those are the things that people will ultimately be looking for.

When we look at technology, we’re only talking about what we know right now. What about the technology that’s still not available? Regrowing teeth, for example. It’s going to take all of the diagnostics, treatment planning, and treatment to get us to a point where we can better treat our patients across the board. Right now, there’s not a lot of consistency.

Dr. Paul Feuerstein: I predict a more open exchange of information between the office and the patients. I think that there’s going to be a gigantic push towards having all things open, including records and charts. Patients will be able to open their smartphones and check their balances, their latest treatments. They’ll even be able to view their own x-rays. I think that kind of openness is going to be demanded by patients.

Dr. Lou Shuman: In the end, it’s open architecture that will make the difference, and Dentrix is leading the way. With so many different types of technology, open architecture is what will give the practice management software companies a tremendous advantage and opportunity to really open the door to a full horizontal approach instead of running into some of the problems that already exist around proprietary hardware or software that won’t allow us to have full open access.

At the end of the day, we as practitioners should have the opportunity to pick whatever we want based on providing what we would consider the best treatment and best outcomes for our patients, because that’s what this is all about.

The Cellerant Consulting Group’s vision of the future is bright, with technology that improves both the patient experience as well as the dentists’. Dentrix, with its open architecture, history of innovation, and focus on patient care and dental practice efficiency, is positioned to help usher in that bright future.
YOU PROTECT YOUR PATIENTS’ TEETH, BUT WHAT ABOUT YOUR PRACTICE?

Leaving your practice data unguarded is like ignoring a time bomb. Just one virus, data breach or server crash could bring operations to a halt or even shut down your practice. TechCentral Protected Practice solutions help block catastrophes that can cause permanent damage to your business.

TechCentral: Protect your practice

Download the FREE white paper “Avoiding Malware in Your Dental Practice: 10 Best Practices to Defend Your Data” Get it now: www.HSTechCentral.com/DefendYourData
Introducing Simplifeye. Smart, wearable technology that connects to Dentrix to help your entire team streamline patient workflow—from the waiting room to the dental chair and beyond. See patient details such as procedure, last visit and medical alerts, all at a glance. It’s the smarter way to stay on schedule.

Call a Dentrix representative today at 888-846-3396 for more information.

Patient care gets smarter at www.Dentrix.com/dps