



SUPPORT AND
EXPAND YOUR
DENTAL PRACTICE
WITH ADD-ON
SERVICES



RAISE EFFICIENCY, LOWER COSTS AND ACCELERATE GROWTH

Maximizing productivity is a key to the success of your dental practice. Dentrix integrated eServices boost front office productivity with powerful digital tools that allow your team to get more done in less time.

Henry Schein One offers industry leading, end-to-end dental technology—from patient acquisition to automated reminders to payment and checkout—that work together as one system—supporting all these core tasks in your practice:

- **Revenue Cycle Management** – Increase your cash flow with tools to help you efficiently capture patient service revenues including billing, credit card processing, and submitting and tracking electronic insurance claims.
- **Patient Communications** – Maintain a full schedule and happy patients with effective and proactive communications including patient portal, automated appointment reminders and confirmations, and two-way text messaging.
- **Reputation Management** – Actively manage how your practices' reputation appears in online searches using techniques including online reviews, satisfaction surveys, and online business directories.
- **Web and Online Marketing** – Build your patient base through active practice marketing including targeted marketing campaigns, website design and hosting, blogging content, and social media services.

Dentrix eServices work hand-in-glove with Dentrix to provide an intuitive workflow that allows your team to accomplish their tasks more efficiently. Unlike solutions from other software vendors, with Dentrix eServices you don't need to purchase ad-hoc

solutions or load software bridges or patches. Integration with Dentrix means you simply click buttons in the Dentrix toolbar to access the services you need.

CHOOSE FROM FOUR DIFFERENT SERVICE BUNDLES

To help lower your costs, Henry Schein One combines integrated eServices and technical support in four **Dentrix Service Bundles**: Essentials, Momentum, Optimum Pro and Ultimate. Purchasing eServices in one of these bundles, rather than individually, offers significant savings and operational efficiency. And, as your practice grows or your needs change, you can upgrade to the service bundle that's right for you.

Dentrix Service Bundles require an annual commitment that can be paid in a monthly subscription, so you can add services to your practice without breaking the budget. Discounts are available if the subscription is paid annually. All service bundles include:

- Dentrix software upgrades
- Unlimited technical support
- Online data backup (5 GB)
- Online training
- Integrated credit card processing

1. ESSENTIALS

THE FOUNDATION BUNDLE FOR SUCCESS WITH DENTRIX

This basic bundle gives you access to all Dentrix upgrades as they become available, data backup and technical support that your practice needs for peak performance. Essentials also includes online training your team can use—at their convenience—to get the most out of your Dentrix investment. For easier checkout and bookkeeping, integrated credit card processing is part of Essentials as well.

REQUEST AN ASSESSMENT

See how Dentrix Service Bundles can support and expand your dental practice. **Call 1.833.HS1.SALE** to speak with a Henry Schein One representative about the best service bundle for your practice needs. If you already have a service bundle, your representative can help you make sure you are taking full advantage.

For more information, visit [Dentrix.com/ServiceBundles](https://www.dentrix.com/ServiceBundles)

COMPARE DENTRIX SERVICE BUNDLES

Use this chart to see which service bundle might fit your practice. Or, ask your Henry Schein One representative to help you find the right fit.

2. MOMENTUM

THE BUNDLE THAT HELPS YOU GET PAID SOONER

This bundle includes all Essentials features and provides additional digital tools for revenue cycle management, so you can streamline your insurance, billing and collection processes. Momentum helps your practice check eligibilities, submit, manage and track insurance claims electronically—and send billing statements on demand—directly from Dentrix.

3. OPTIMUM PRO

THE BUNDLE FOR ATTRACTING AND RETAINING PATIENTS

This advanced bundle includes all Essentials and Momentum features and adds patient communications and reputation management tools so you can build patient loyalty, keep your chairs full, and attract new patients online. A patient portal for online bill payments, appointment requests and electronic forms saves time for your patients and your team. Automated appointment reminders and confirmations, plus two-way text messaging, keep your patients connected to your practice. Optimum Pro also keeps online business directories updated and pushes patient reviews directly to Google, Yelp and Facebook where prospective patients are looking for a dentist.

4. ULTIMATE

THE BUNDLE FOR ACCELERATING PRACTICE GROWTH

As its name implies, this bundle includes all Essentials, Momentum and Optimum Pro features, plus website and online marketing tools to grow your patient base.

Ultimate helps you retain and attract patients with expertly crafted website content and design, and online marketing tools that expand your web presence. You can easily generate social media posts with access to a library of articles to educate your patients. And, you can create targeted marketing campaigns to bring in new patients.

	Essentials	Momentum	Optimum Pro	Ultimate
Dentrix Upgrades & Support	●	●	●	●
Online Data Backup (5 GB)	●	●	●	●
Online Training	●	●	●	●
Integrated Credit Card Processing	●	●	●	●
On-Demand Billing Statements		10% Discount	20% Discount	20% Discount
Electronic Claims		10% Discount	20% Discount	20% Discount
Attachments		●	●	●
Online Claim Tracking		●	●	●
Electronic Insurance Verification		●	●	●
Patient Portal (online bill pay, electronic forms, etc.)			●	●
Automated Email, Text & Voice Reminders & Confirmations			●	●
Appointment & Re-Care Campaigns			●	●
Two-Way Text Messaging			●	●
Postcards			Add-On	Add-On
Patient Reviews			●	●
Satisfaction Surveys			●	●
Online Business Directory			●	●
Quick Text Reviews			●	●
Reputation Boost			Add-On	Add-On
Targeted Marketing Campaigns			●	●
Core Website Bundle*			Add-On	N/A
Premium Website Bundle**			Add-On	●
Premium Themes				●
Premium Patient Education				●
Keyword Tracking				●
Website Blog				●
Social Media Services			Add-On	●
Advanced Search Engine Optimization (SEO)			Add-On	Add-On
Search Engine Marketing (SEM)			Add-On	Add-On

* Core Website Bundle Includes:

Website editor, website hosting (requires \$199 web setup fee), email hosting (5 accounts), lead tracking, and standard themes. (Core Website is a \$29.95 add-on to the Optimum Pro Service Bundle.)

** Premium Website Bundle Includes:

Everything in the Core Website Bundle plus patient education, search engine optimization (SEO) keyword tracking, premium themes, and integrated website blog. (Requires \$199 web setup fee. Premium Website is a \$49.95 add-on to the Optimum Pro Service Bundle.)



FIND THE BUNDLE THAT MEETS YOUR NEEDS

With Dentrix Service Bundles you can use technology to avoid problems and improve key tasks in your practice, as shown in the table below.

IF YOU NEED TO:	GET THIS BUNDLE:
Revenue Cycle Management	Dentrix Momentum
Avoid calling insurance carriers to learn eligibility or claim status and waiting on hold for answers.	Insurance Manager
Avoid researching and resubmitting denied insurance claims.	eClaims
Improve insurance claim completion with the appropriate image, diagnosis or narrative attachment.	eClaims
Avoid carrying patient account balances because you can't accept alternate payment methods at checkout.	Dentrix Pay
Improve checkout and bookkeeping processes.	Dentrix Pay
Improve collections with on-demand billing statements.	QuickBill
Patient Communications	Dentrix Optimum Pro
Avoid over-communicating with patients and sending the wrong message type.	Patient Engage
Avoid phoning again and again to schedule patients for re-care.	Patient Engage
Improve appointment scheduling and fill your chairs.	Patient Engage
Improve appointment confirmation rates and avoid no-shows.	Patient Engage
Reputation Management	Dentrix Optimum Pro
Improve the number and quality of patient reviews.	Reputation Manager
Improve the patient experience with results from surveys.	Reputation Manager
Avoid outdated or incorrect information in online business directories.	Reputation Plus
Avoid falling behind competitors by tracking your reputation over time.	Reputation Plus
Web & Online Marketing	Dentrix Ultimate
Avoid boring website design and uninteresting content.	Core Website
Improve your website's appearance on mobile devices.	Core Website
Improve and optimize the content for your website.	Core Website
Improve online marketing campaigns and SEO rankings.	Premium Website
Improve your web presence with blogs and posts in social media.	Premium Website



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CALL US TODAY 1.833.471.7253

For more information, visit [Dentrix.com/Servicebundles](https://www.dentrix.com/servicebundles)

Henry Schein One delivers **connected management, marketing and patient engagement systems** that work as one to **help practices improve practice management and grow.**

