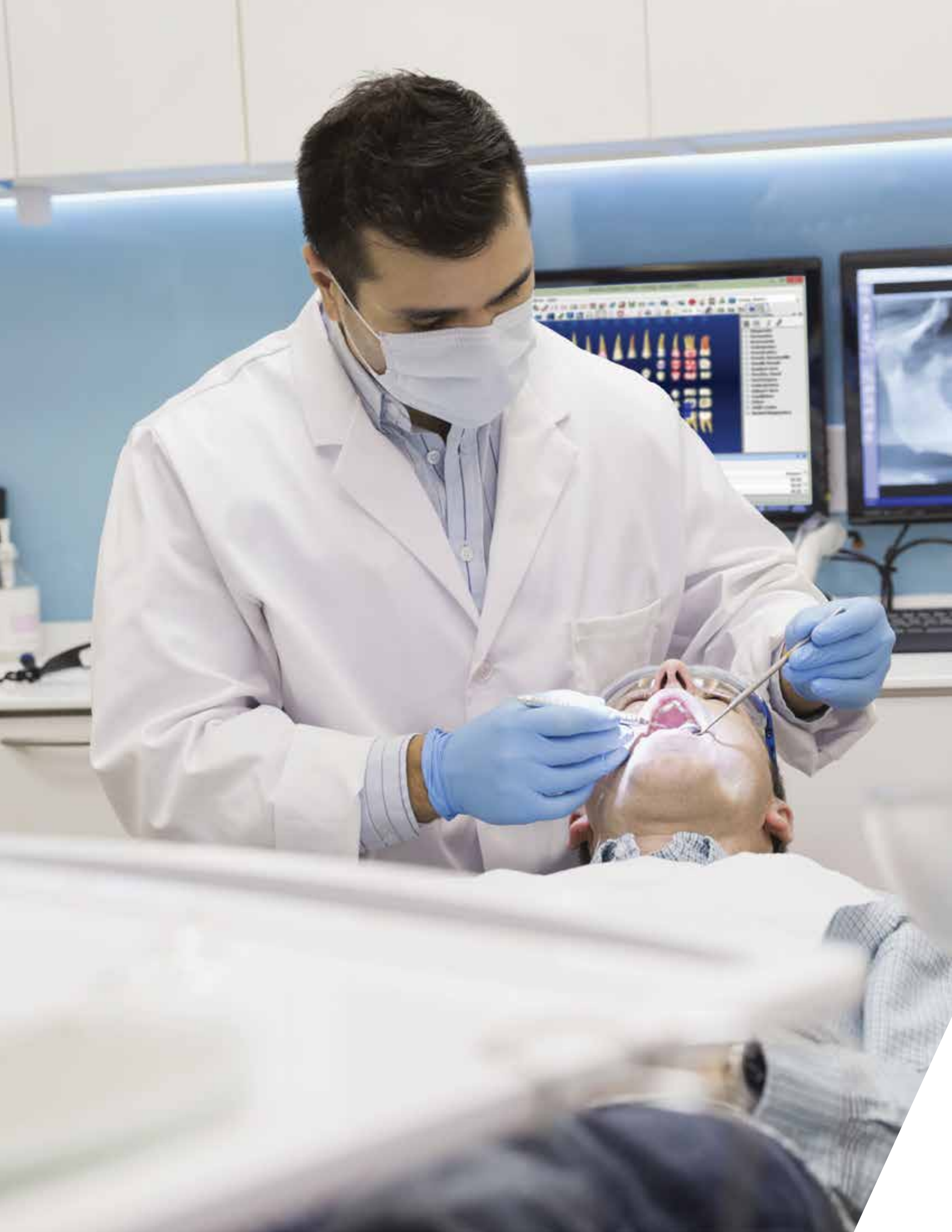# DENTRIX

# GIVING YOU A PLATFORM FOR GROWTH AND PROFITABILITY

HENRY SCHEIN ONE

# BUILD YOUR FUTURE WITH A TRUSTED TECHNOLOGY AND BUSINESS PARTNER

As a dentist, you are working harder today than ever before. Practice revenues are down, competition is increasing and staff turnover is a consistent worry.  Your practice management system should make it easier to manage your practice, facilitate the integration of new technology, connect revenue cycle management tools to accelerate payment collections and grow your practice and profits through marketing campaigns that bring in new patients. If your software and the company behind it isn't helping you grow and thrive, then it's time to consider Dentrix, by Henry Schein One. Dentrix can be your partner by providing you with the integrated technology, business knowledge and team of experts you need to solve real business problems and run a more profitable practice.

# YOUR COMPREHENSIVE, CONNECTED MANAGEMENT SYSTEM

Dentrix creates a true digital workflow and improves each step of the patient journey



CLINICAL TOOLS

- Smart Image
- Perio Chart
- Treatment Planner

DENTRIX CONNECTED

- Digital Imaging
- Dentrix Connected Apps
- Lab Info Exchange

ADD-ON SERVICES

- Patient Communications
- Revenue Management
- Online Marketing
- Reputation Management

PRACTICE DEVELOPMENT

- In-Office Training
- Dentrix Workshops & Seminars
- Online Training/Mastery Tracks

PROFITABILITY TOOLS

- Profitability Coaching
- Daily Huddle
- Practice Advisor Report

**DENTRIX®**

Dentrix by Henry Schein One is more than just dental software. Beyond helping you run your most efficient practice, Dentrix can help you expand your ability to provide better care, attract more patients, and increase your profits, all from a technology platform, integrated solutions and practice development services that work as one.

Dentrix provides you with an entire ecosystem of solutions and outcomes that can help you expand every aspect of your practice.

### CLINICAL TOOLS

Among many other clinical tools Dentrix Smart Image delivers a new, faster workflow for acquiring diagnostic 2D and 3D images, associating them with the correct CDT codes, displaying them in the patient chart and attaching the correct image to an insurance claim.

### PROFITABILITY TOOLS

Dentrix also provides tightly integrated business tools like our Practice Advisor Report that can inform your business and increase profitability.

### ADD-ON SERVICES

Dentrix eServices work hand-in-hand with Dentrix to provide  intuitive workflows that allow your team to accomplish their tasks more efficiently. Optional Dentrix eServices supports core tasks for revenue management, patient communications, reputation management and practice marketing, to name a few.

### PRACTICE DEVELOPMENT

Partner with Dentrix to help your office operate at peak efficiency with trainers, coaches, business experts and knowledgeable support staff.

### TECHCENTRAL IT SOLUTIONS

Implement computers, networks, security and tech support solutions designed specifically for dental practices and field tested by dental experts to ensure your new technology is a success.

### DENTRIX-CONNECTED APPLICATIONS

Expand your Dentrix platform by using innovative, third-party technology from leading dental vendors that are tested and certified to provide true integration with Dentrix. Look for the Dentrix Connected logo whenever you consider third-party vendor solutions.

# CONNECTED CLINICAL WORKFLOWS

## Dentrix helps your dental technology in the operatory and the front office work together as one system

### AWARD-WINNING PERIO CHARTING

Year after year, the Dentrix Perio Chart wins industry and user awards. In addition to its elegant design, it's a comprehensive and feature-rich tool that streamlines perio exams.

### CHARTING AND TREATMENT PLANNING

Create 2D & 3D views of each patient's clinical information in Dentrix Patient Charting.

Customize your clinical notes to capture data specific to your practice needs and reduce your team's data entry time after the exam.

Increase case acceptance by helping your patients fully understand the value and urgency of care with patient-friendly descriptions in the Dentrix Treatment Planner.

### IMAGE ACQUISITION WITH SMART IMAGE

Connect your clinical, operational and financial workflows. When you acquire diagnostic images, Dentrix Smart Image can automatically show them in the patient chart and tag them with the correct CDT codes as they are posted to the ledger. Now the patient's 2D and 3D images can easily be accessed where and when you need them with participating Premier Smart Image vendors.

### PATIENT HEALTH HISTORY

Knowing more about patients and their medical conditions can help you customize and expand clinical care. With the new Health History you can add as many allergies and medical conditions as needed. Plus, you can track patients' emergency contact, primary care doctor, preferred pharmacy, current medications and color-coded critical alerts.

**SEE DENTRIX IN ACTION**

Find out why Dentrix business tools lead the dental industry. Call for a no-obligation Dentrix demo:

**1.800.Dentrix (336.8749)**

# PROFITABILITY TOOLS

While Dentrix includes the clinical and operational capabilities you expect from your practice management system, it also provides tightly integrated business tools and optional coaching that increase your profitability.

## PRACTICE ADVISOR REPORTS

Developed with leading practice management consultants, the Practice Advisor Report compiles your practice data into concise, easy-to-read reports to analyze your office's performance and financial health. It also offers expert advice for making improvements. With this powerful report, you can have a better understanding of your practice's strengths, weaknesses and opportunities so you can work with your team to quickly boost profits.

## PROFITABILITY COACHING

Dentrix has coaches dedicated to helping you optimize your Dentrix and office processes. Four sessions are included at no charge with Dentrix Smart Start bundles.

## DAILY HUDDLE REPORT

The Daily Huddle Report gives your team a snapshot of how they did yesterday in production, collections, case acceptance, new patients and scheduling so they can improve today's metrics. Use this report to discuss yesterday's wins and focus your team on meeting today's goals.

## MOBILE ACCESS

Dentrix Mobile connects you to the crucial information that powers your practice from anywhere, anytime. From your smart phone or tablet your can get quick access to patient details, appointments, medical alerts and prescriptions.

**"** Using Dentrix affects my bottom line because it helps our production go up as things go faster and easier. My day tends to run more smoothly. We run much more efficiently, and we can see more patients. **"**

DR. DANIEL G. BUTTERMAN, BUTTERMAN DENTAL PC  |  CENTENNIAL, COLORADO

# INTEGRATED SOLUTIONS

Dentrix integrated eServices boost front office productivity with powerful digital tools that allow your team to get more done in less time.

## Revenue Management

### PATIENT PAYMENTS

Accept card and contactless payments with integrated payment solutions that automatically post payment details to the ledger and patient's account, eliminating the need for manual payment entry.

### BILLING

Send patient billing statements directly from Dentrix. All the printing, folding, stuffing, sealing, stamping and mailing is done for you so you can focus on other key responsibilities.

### INSURANCE ELIGIBILITY & CLAIMS

Verify patients' insurance eligibility so you can better discuss treatment plan options and collect payments at the time of service. Streamline your reconciliation of insurance EOBs.
Monitor the entire claims process online, tracking electronic claim submissions from inception to reimbursement and know immediately if a claim is accepted or denied

### DOCUMENTATION MANAGEMENT

Dentrix helps your front office find the information they need, from benefit statements to X-rays. With the Document Center, you can import, organize and sign digital documents—which are stored in your Dentrix system for easy access.

## Reputation Management

### ONLINE REVIEWS

Actively manage how your practices' reputation appears in online searches using techniques including online reviews, satisfaction surveys, and online business directories.

## Online Marketing

### ONLINE MARKETING

Attract new patients and retain existing ones through social, search and website marketing. Our cloud-based software allows you to connect more efficiently by optimizing how you market and communicate.

### PATIENT FOLLOW-UP & LOYALTY

Remind your patients of appointments or encourage continuing care visits via email, text messaging and post cards. You can also cultivate patient loyalty with reminders, business reviews, referrals and reputation management.

> " Dentrix makes my life so much easier in regards to scheduling, claims, reports, etc. "
>
> **DANIELLE BUCHMAN, INSURANCE COORDINATOR, SYNERGY DENTAL CENTER**

## Patient Communications

### SCHEDULING

Every practice is unique. That's why the Dentrix Appointment Book allows you to organize and customize your calendar to work the way you do. Online Dentrix includes a Perfect Day Scheduling feature to optimize each day's production.

### PATIENT PORTAL

Bridge the gap between your patients and your practice with Patient Portal. This personalized portal experience allows your patients to manage their information without calling your practice—saving you time and resources.

### PATIENT FORMS

Eliminate manual entry and the clipboard by giving your patients the tools to complete their forms on a kiosk. With a kiosk, forms not completed online can be conveniently completed or updated electronically in your reception area. The kiosk feature allows you to collect patient forms using touch-screen monitors, laptops, tablet PCs and even Apple iPads.

### AUTOMATED REMINDERS & CONFIRMATIONS

Dentrix patient communication solution automatically sends dental appointment reminders through text messages, emails, and voice to keep your office organized and increase patient communication. Each reminder allows patients to confirm their appointments through Dentrix's online scheduling software.

### RE-CARE REMINDERS

Fill your schedule without all the calls by allowing patients to book their continuing care online. Our marketing automation tools make it possible to reach out to clients through text, automated call or email when they're due for routine and recommended services.

Two-way Text Messaging
We give you the ability to personally communicate with your patients on an individual basis via text all within the Dentrix Hub.

**DENTRIX** Service Bundles

To choose the Dentrix Bundle that's right for your practice, visit **www.Dentrix.com/Bundles**

# COMPARE DENTRIX

## 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.

## 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 Essentialsand 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.

*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.*

| | |
|---|---|
| | Dentrix Upgrades & Support |
| | Online Data Backup (5 GB) |
| | Online Training |
| **Revenue Cycle Management** | Integrated Credit Card Processing |
| | On-Demand Billing Statements |
| | Electronic Claims |
| | Attachments |
| | Online Claim Tracking |
| | Electronic Insurance Verification |
| **Patient Communications** | Patient Portal (online bill pay, electronic forms, etc.) |
| | Automated Email, Text & Voice Reminders & Confirmations |
| | Appointment & Re-Care Campaigns |
| | Two-Way Text Messaging |
| | Postcards |
| **Reputation** | Patient Reviews |
| | Satisfaction Surveys |
| | Online Business Directory |
| | Quick Text Reviews |
| | Reputation Boost |
| **Web & Online Marketing** | Targeted Marketing Campaigns |
| | Core Website Bundle⁺ |
| | Premium Website Bundle⁺⁺ |
| | Premium Themes |
| | Premium Patient Education |
| | Keyword Tracking |
| | Website Blog |
| | Social Media Services |
| | Advanced Search Engine Optimization (SEO) |
| | Search Engine Marketing (SEM) |

⁺ *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.)*

# SERVICE BUNDLES

11 TOOLS

| Essentials | Momentum | Optimum Pro | Ultimate |
|:---:|:---:|:---:|:---:|
| ● | ● | ● | ● |
| ● | ● | ● | ● |
| ● | ● | ● | ● |
| ● | ● | ● | ● |
|  | 10% Discount | 20% Discount | 20% Discount |
|  | 10% Discount | 20% Discount | 20% Discount |
|  | ● | ● | ● |
|  | ● | ● | ● |
|  | ● | ● | ● |
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|  |  | Add-On | Add-On |
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|  |  | Add-On | ● |
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|  |  | Add-On | ● |
|  |  | Add-On | Add-On |
|  |  | Add-On | Add-On |

*Powered by Demandforce*

*Powered by Officite*

**** 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).*

**DENTRIX**
*Service Bundles*

# PARTNERING FOR SUCCESS

Dentrix isn't just a vendor, we're a partner who can help your dental practice expand how you address challenges from across your organization to give you better outcomes, more options and greater success.

## DENTRIX CONNECTED

The Dentrix Connected program verifies that third-party technology in your practice works with Dentrix and provides the connections for a truly integrated platform and digital workflow for your practice.

Look for the authorized third-party products that use the Dentrix Connected logo when selecting your next add-on purchase to streamline your digital workflow.

Visit **www.Dentrix.com/Connected** for a list of certified partners.

## CONNECTED WITH SMART IMAGE

The Dentrix Connected program also encompasses third party imaging vendors who have developed a special integration with our Smart Image application within Dentrix. Look for these specially authorized third-party imaging products at **www/Dentrix.com/SmartImage**

## TECHCENTRAL OFFICE TECHNOLOGY

TechCentral by Henry Schein One provides the hardware, software and support you need from one trusted source, with the Henry Schein guarantee of quality.

Computers, networks, and tech support solutions that are designed and field tested by dental technology experts to ensure your new technology is a success.

Visit **www.HS1TechCentral.com** for more information.

## TRAINING EVENTS

Take in-depth training at hands-on workshops: Dentrix Workshops are held throughout the U.S. on practice management, continuing care, billing and collections and more.

## ON-SITE TRAINING

Bring a certified instructor to your office: Dentrix In-Office Training shows you and your team how to get the most out of your software.

## PROFITABILITY COACHING

Get personalized business coaching: Dentrix Profitability Coaching teaches you to trust and use the data in your system to help you be more productive and profitable.

## SELF-PACED LEARNING

Get expert training online at your pace: Choose from dozens of tutorials, videos, product guides and on-demand training in the Dentrix Resource Center which includes product documentation, troubleshooting tips, articles, FAQs and an on-demand training library.

## MASTERY TRACKS

Dentrix Mastery Tracks has courses and tests that align with specific job functions and responsibilities. That means your team members can learn, measure, and improve the Dentrix skills that relate directly to their daily responsibilities—and then expand those skills by becoming a specialist in other areas down the road.

## SERVICE PLANS

Dentrix Customer Service Plans are available with yearly or monthly payment options. They include technical assistance, free product upgrades and additional management tools.

## TRANSITION HELP

If you're coming to Dentrix from another practice management software, you can save hours of work with the help of our Dentrix Conversions Team. We can help your practice transfer your data to make your switch as smooth as possible.

> " Today they are more advanced and more adept at managing patient details and practice information than any other program...I won't use anything else. "
>
> **KENNETH GILBERT, DENTIST, CLAIRMONT DENTAL CARE**

# MAKE A SMART TRANSITION TO DENTRIX

Dentrix has created the Smart Start Bundle to help your Dentrix implementation achieve your practice goal—with consultation, product training, and profitability coaching.

**THE DENTRIX SMART START BUNDLE INCLUDES:**

- Dentrix - The industry-leading Practice Management System

- Smart Start Consulting to assist with in-office trial conversion, workflow analysis and other transition—plus on-site training the day you go live

- In-office training covering all key areas, including scheduling, A/R, clinical, etc.

- Mastery Tracks Essentials Testing can help each team member to learn, measure, and improve their Dentrix skills

- Introductory Dentrix Profitability Coaching Sessions to guide you to greater profitability

" [I like] the comprehensive nature of the program from patient services and communication to billing, appointment scheduling, treatment planning, patient reviews, and even training. "

CHRIS MULE, CHRISTOPHER M MULE DDS, INC.

# DENTRIX®

See how Dentrix can support and expand your dental practice. **1.800.Dentrix (336.8749)** to speak with a Henry Schein One representative.

## CALL US TODAY
## 1.800.DENTRIX (336.8749)
or visit **Dentrix.com** to learn more.

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

HENRY SCHEIN ONE™