



## PROFITABILITY COACHING

### Dentrix Profitability Coaching

- One-on-one coaching from an experienced Dentrix consultant
- 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

“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

What are your biggest priorities and goals? If making your practice more profitable and productive is near the top of the list, Henry Schein One 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 consultants 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.

### DIRECT CONTACT WITH EXPERTS

When you sign up for the Dentrix 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 Dentrix 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.

**GET STARTED WITH DENTRIX  
PROFITABILITY COACHING TODAY:**



Call us at 1-800-DENTRIX  
or visit [Dentrix.com/ProfitabilityCoaching](https://Dentrix.com/ProfitabilityCoaching)  
for more information.

**“I LOVE the Dentrrix Profitability Coaching program! During every coaching call I had an ‘Ah ha’ moment...Our practice is definitely more efficient and profitable as a result of going through this great coaching program.”**

~ TAMMIE HEFTY, Office Manager  
Byce and Workman Family Dentistry, Madison WI



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

## GETTING STARTED WITH DENTRIX PROFITABILITY COACHING

Dentrrix Profitability Coaching can help your practice flourish by strengthening the connections between your Dentrrix investment and your productivity and profits. Our consultants 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.

## PROFIT-FOCUSED CONTENT

- **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.
- **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 Dentrrix 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 Dentrrix tools can help you reduce bad debt, identify problem accounts, and streamline your insurance management, patient payment, production, and collections processes.
- **Optimizing Paperless Processes** — This highly-customized final session focuses on improving efficiencies by reducing office costs and clutter by going paperless. Your coach will also review your numbers with you to evaluate your progress and may include advanced reporting options.



**Call us at 1-800-DENTRIX**  
or visit [Dentrrix.com/ProfitabilityCoaching](https://Dentrrix.com/ProfitabilityCoaching)  
for more information.

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Henry Schein One delivers  
**connected dental software and services with expert business coaching to help practices improve every aspect of practice management and grow profits.**

