

# dentrix

MAGAZINE



## INCREASE PROFITS WITH DENTRIX G4 PRODUCTIVITY PACK

Inside You'll Also Find:

Taking the Stress Out of Staff Turnover  
by Jeffrey Beck

Join the Fast Track to Healthier Profits and Higher Productivity  
by Travis Dalley and Tammy McHood

**DENTRIX®**

Dentrix Magazine Volume 22 Issue 1 — Spring 2010

# What's in a name?

## *The Computerized Dentist is now Dentrrix Magazine*

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Your next issue of *The Computerized Dentist* is not coming. But, don't worry. You'll still receive a magazine packed with valuable Dentrrix tips and tricks, new product overviews and interesting articles from industry experts on how to use Dentrrix to improve your practice, but it's sporting a new name—*Dentrrix Magazine*.

Why the name change? As Dentrrix and its complementary products extend your practice management system into broader areas of your business – to the internet with electronic services and web-based patient education to integrating with dental equipment, it's clear that Dentrrix has moved past just computerizing practices to actually integrating and managing them in the digital age.

For example, with the launch of the Dentrrix Practice Advisor—included in your Dentrrix G4 Productivity Pack 7 release this spring—Dentrrix strengthens its role as a business management tool. This new Dentrrix feature gives you access to key financial and operation information that identifies key areas of your practice to improve to see a quick boost in productivity and profitability.

The role of Dentrrix is growing and we want to make sure this magazine helps you expand your role in practice management as well. In *Dentrrix Magazine*, you will notice more articles from Dentrrix experts helping you advance your Dentrrix skills. You'll learn how new features in Dentrrix, eServices and other complementary products can simplify your daily tasks. You'll also learn how peers in other dental offices use Dentrrix to improve their work lives.

We hope you will find *Dentrrix Magazine* a valuable read in your office. And if one of your team members takes your print version of *Dentrrix Magazine*, you can read the online version at: [www.Dentrrix.com/Magazine](http://www.Dentrrix.com/Magazine).

We look forward to helping you take full advantage of Dentrrix as it continues to provide more value to you and your practice.

Regards,



Kevin Bunker  
Vice President and General Manager



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## DENTRIX G4 PRODUCTIVITY PACK

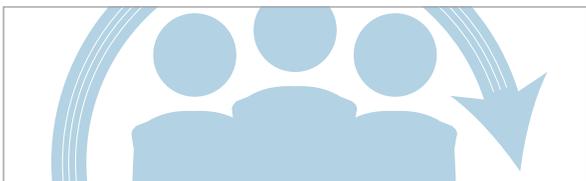
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Office Efficiencies  
and Increase Profits »

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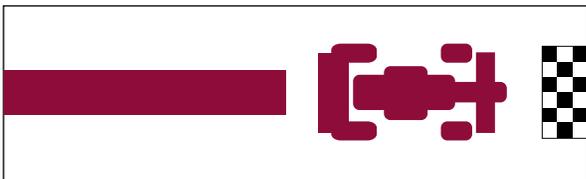
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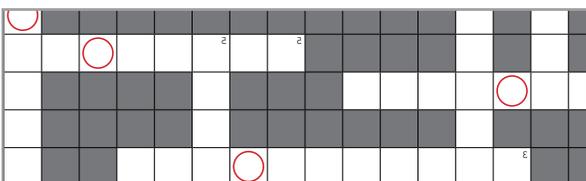
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looking for past issues?

Visit us online at [www.Dentrrix.com/Magazine](http://www.Dentrrix.com/Magazine)

# Boost Your Profits

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# in 2010

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START THE NEW YEAR WITH AN AFFORDABLE NEW PROFITABILITY COACHING PROGRAM

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**W**hat are your biggest priorities and goals for 2010? If making your practice more profitable and productive is near the top of the list, Dentrrix is ready to help—with an all-new Profitability Coaching program that's designed specifically to turn your Dentrrix practice management solution into an even bigger and more effective profit-boosting tool.

The new Profitability Coaching is delivered by experienced Dentrrix 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, dentists receive coaching on: identifying and tracking key performance indicators for increasing profitability, reporting, security and new staff training. Coaching topics for practice team members include: improving insurance collections efficiency, optimizing schedules, improving continuing care, improving patient and referral management, and increasing production and case acceptance.

Why is Dentrrix taking this extra step? The simple answer is that we want to make sure your Dentrrix practice management system facilitates and enhances your sound business practices that have already made you successful. And we want to help you create stronger, more meaningful connections between Dentrrix's powerful reports and capabilities that increase your bottom line.

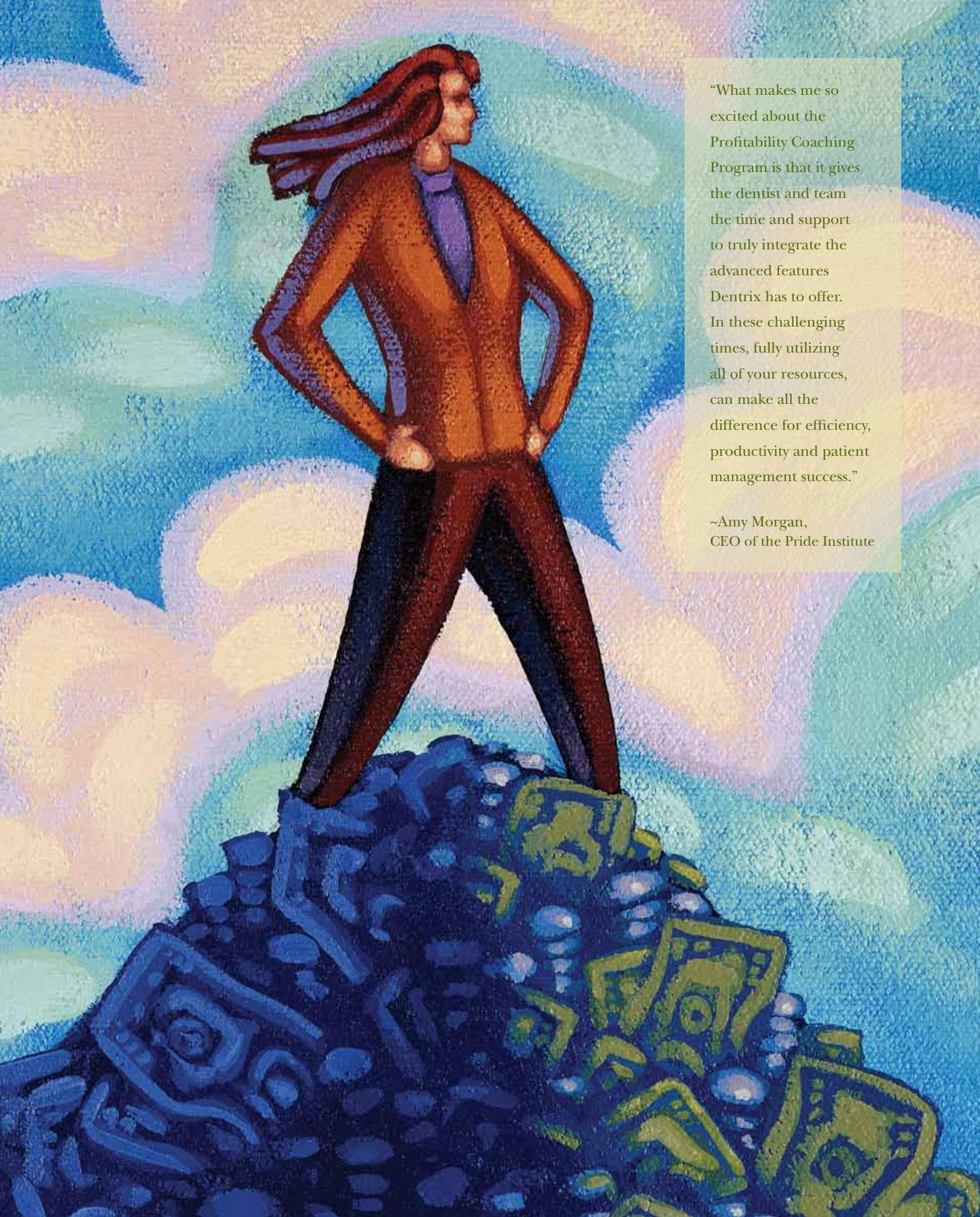
## Direct Contact with Experienced Experts

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 staff to explore ways for using Dentrrix to make your operations even more efficient. Without exception, these Profitability Coaches are experienced Dentrrix professionals who understand good business practices, have an in-depth knowledge of Dentrrix technology, and know how to bring the two together to improve your performance.

After making initial contact and learning about the profitability and performance goals of your practice, your Profitability Coach will begin a series of 10 personalized coaching conference calls. Six of these calls are based on a planned curriculum. The other four are follow-up conversations to check your progress and address any outstanding issues with your profitability plan. You can invite any members of your office staff who might benefit from the various topics to attend the calls. 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

Henry Schein Practice Solutions has partnered with many of the dental industry's top consulting firms—including the Pride Institute and Jameson Management—to develop this unique coaching program. That means you'll explore proven,



“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

## What Is Dentrax Profitability Coaching?

Dentrax profitability coaching is an affordable new service designed to strengthen the connections between your Dentrax system and your productivity and profits. When you sign up, you'll receive:

- Access to your own knowledgeable, experienced Dentrax Practice Profitability Coach
- 10 personalized coaching conference calls that explore best practices for using Dentrax to boost productivity and profits
- Printed materials and other resources you can use to educate your staff after your coaching calls are complete
- Opportunities to tailor the content to meet the unique needs of your practice

## Learn More

Visit [www.Dentrax.com/Coaching](http://www.Dentrax.com/Coaching) or call 1-800-DENTRIX for more information about how Dentrax Profitability Coaching can make your practice more profitable and productive.

industry-tested techniques and practices that lead directly to increased performance, productivity, and profits. Here's a quick breakdown of the topics you'll cover:

- *Using Key Performance Indicators (KPIs) to Increase Profitability*—In your first session, your Profitability Coach will work with you to identify the KPIs that can have the biggest impact on your profits, show you how Dentrax 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 your second coaching call, you'll learn how Dentrax 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 Case Acceptance*—This session explores techniques for using Dentrax to review unscheduled treatment plans, analyze treatment plan statistics, and increase overall production and 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 your fourth coaching call, you'll

explore how Dentrax can help you analyze your continuing care statistics and increase the number of active continuing care patients.

- *Improving Patient Management and Referrals*—Your bottom line is linked directly to patient loyalty, so your fifth 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 Dentrax tools.
- *Improving Collections and Insurance Management*—Managing collections and insurance payments is a major challenge for any dental practice. In your final coaching call, you'll explore how specific Dentrax tools can help you reduce bad debt, identify problem accounts, and streamline your insurance management, patient payment, production, and collections processes.

## Getting Started with Dentrax Profitability Coaching

This unique new coaching program is ready to help you begin 2010 on an even more profitable note—by making sure your Dentrax system is reinforcing and supporting the core business operations and objectives that make you successful. Contact your Dentrax representative or visit [www.Dentrax.com/Coaching](http://www.Dentrax.com/Coaching) to learn more. And make 2010 your most productive year ever.

GET IN TOUCH WITH A MORE PROFITABLE PRACTICE

# LOOKING FOR NEW WAYS TO INCREASE YOUR PROFITS? Introducing Dentrrix Profitability Coaching



This **EXCLUSIVE** one-year coaching program is offered to Dentrrix customers for the low price of **ONLY \$599**. To take advantage of this special offer call us at 1-800-DENTRIX or visit [www.Dentrrix.com](http://www.Dentrrix.com) today!

Get more out of your Dentrrix investment with the all new Dentrrix Profitability Coaching Program. This unique coaching program is designed specifically to turn your Dentrrix practice management solution into a more effective profit-boosting tool.

## WHAT IS DENTRIX PROFITABILITY COACHING?

The new Profitability Coaching is delivered by experienced Dentrrix 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.

Dentrrix Profitability Coaching is an affordable new service designed to strengthen the connections between your Dentrrix system and your productivity and profits. When you sign up, you'll receive:

- Opportunities to tailor the content to meet the unique needs of your practice
- Access to your own knowledgeable, experienced Dentrrix Practice Profitability Coach
- Ten personalized coaching conference calls that explore best practices for using Dentrrix to boost productivity and profits
- Printed materials and other resources you can use to educate your team after your coaching calls are complete

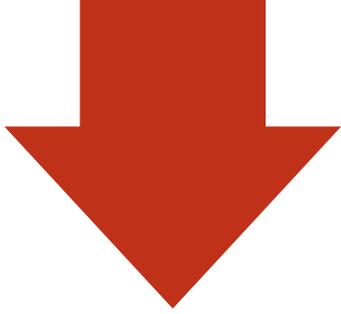
## GET STARTED WITH DENTRIX PROFITABILITY COACHING TODAY!

This coaching program is designed specifically for Dentrrix Customers using Dentrrix G4 or higher.

Call **1-800-DENTRIX** or visit [www.Dentrrix.com/Coaching](http://www.Dentrrix.com/Coaching) today for more information.

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# Patients Didn't Have Money for Dentistry Before the Economic

JOIN COLLEAGUES WHO FIGURED OUT HOW TO SHIFT THEIR APPROACH AND INCREASED REVENUE BY 59%

By Gary Kadi, Founder and CEO of NextLevel Practice.

**M**ost defining movements are only known as defining movements well after you could do something about defining them. Now is our time to redefine our amazing industry and your practice as well as your life. The playing field has flattened and we all are starting at the same point.

Think blank slate. Think blank canvas with which anything and everything is possible. The world is 40% off and the talent pool is filled with wading beauties searching for the leaders who are taking a stand and swinging out.

I have seen three types of teams emerging—those who are frozen in fear and watching it happen, a worse off group in denial thinking nothing is happening really and they are waiting this one out and those turtles who are sticking their necks out and making something happen.

We are at the top of the bottom; if you look cyclically we still have to go through the downturn in commercial real estate and inflation, probably a 3-5 year journey. Life is 10% what happens to you and 90% how you respond to it. The question is what to do and how to do it?

There are some important changes in consumer buying habits that you need to be aware of:

1. The consumer's trust level for businesses and professionals is at an all time low
2. The consumer has shifted to making mostly practical purchases avoiding the dreaded "luxury shame"
3. 80% of consumers make final buying decisions with less to do with what the total purchase or the cost of financing and more to do with the cost per month

Ok, so now that you know about these three dramatic shifts now let's focus on the response and actions to take so that you can shift to meet the new inherent thinking existing in the minds of those valued patients running through your practice.

The economy crashed not because there is not enough money but because of the greed and overconsumption going on. This is how the Madoff's of the world got found out and integrity returned to order. The universe is always at work to do this and the banking industry's greed needed to be right sized and the AIGs of the world are humbly scrambling to regain trust. I even called Bank of America to see if they were FDIC insured. An action I

Collapse...

never thought would happen just two years ago. Speaking of overconsumption and integrity breaches even the previously squeaky clean Tiger Woods has evoked a media frenzy inspiring doubt. The performance enhancing nightmare in baseball is another reminder of scandalous cheating that prevailed in the mid 2000s.

By now you get the point. Those practitioners that understand the importance of proactively building trust are those who are thriving right now. In fact, we are tracking their numbers and on the average they are up 59% in 2009. Yes it is actually easier to grow when the masses are looking to survive and are shrinking. The first area we in dentistry have lost trust is in the case presentation, we tell patients what they need. People do not buy solutions to problems that THEY do not think they have. When you tell a patient you need two crowns and a filling they are thinking nothing is hurting me this gal is trying to pay for that new waterfall in the reception area. The easiest way to handle this automatic filter the patient has is by engaging them by magnifying the problem visually using intraoral pictures and also educating the patient on the consequences of no action. Then tie the solution to what we call their naturally existing personal motivator. A personal motivator is what the patient values already not something you have to persuade them into. In dentistry, it can be aesthetics helping them look better, health so that they can live longer and proper function so that they can be pain free. Once they buy in, utilize a patient education tool like GURU to have the patient understand that the solution is not going to be overwhelming.

The concept of luxury shame exists because with all the media predicting economic Armageddon the consumer feels guilty making ostentatious purchases because there are people losing jobs everywhere. I can remember my mother saying that there are kids starving in China to guilt me into eating my vegetables. When I think of luxury shame, I think of the guilt of driving your new Lexus with your

Prada handbag to the unemployment office. Ok, I'll chill.

Here is what I suggest you and your team do. Leverage the fact that dentistry is a practical buy that makes sense. You are investing into your health and wellness and not upgrading the buttery leather seats in your home theater.

The Invisalign Company did a brilliant job at taking an originally aesthetically positioned luxury brand and tied it to health and function and invested in educating practitioners to reposition it in their practices resulting in an increase in stock value over 20% in 09. The only recession the Align Tech Company participated in was the soft tissue in their patients' mouths.

Which brings me to the third point I made earlier about how patients buy by the investment per month as opposed to the total cost. If I may go back to the Invisalign example, so many team members were getting patients interested in the product and would lose them when responding to the question, "How much?" Instead of saying \$5,000 which was the knee jerk logical answer, we shifted the response to "As little as \$199 per month."

The easy way to do this is offer third party financing like CareCredit, Chase or Citi. If you are not utilizing financing you are missing the boat. Would you rather have 100% of very little or a lot of 90%? You see third party financing allows you to break through the plateau. Every dollar above your ceiling is 70-80 profit. If you do not like using third party financing, you can use Dentrax PowerPay. Think of this as the automation of the old black book that you would write down the patient's name, credit card number and the date each month you will run a certain amount. PowerPay is integrated into the Dentrax software and it allows you to plug in the billing terms and then it automatically charges the amount on schedule.

The window is closing on the opportunity to redefine yourself and your practice. Warren Buffet says he waited years for this condition to happen. Face your fear and get off the sidelines and step into the new field of play and win. YOU deserve it.

# DID YOU KNOW?

Your Dentrix Customer Service Plan includes free online training for the entire dental team!

## ATTEND A WEBINAR.

Learn from consultants and Dentrix experts who explain concepts, demonstrate tasks and answer questions.

## VIEW ON-DEMAND TRAINING.

View webinar recordings, software tutorials and hands-on practice exercises—24 hours a day, 7 days a week.

## SEARCH THE KNOWLEDGEBASE.

Enjoy quick access to product information, troubleshooting tips and answers to common questions.

## DOWNLOAD PRODUCT MANUALS.

Find instructions for getting started with Dentrix, understanding reports, using productivity packs and more.

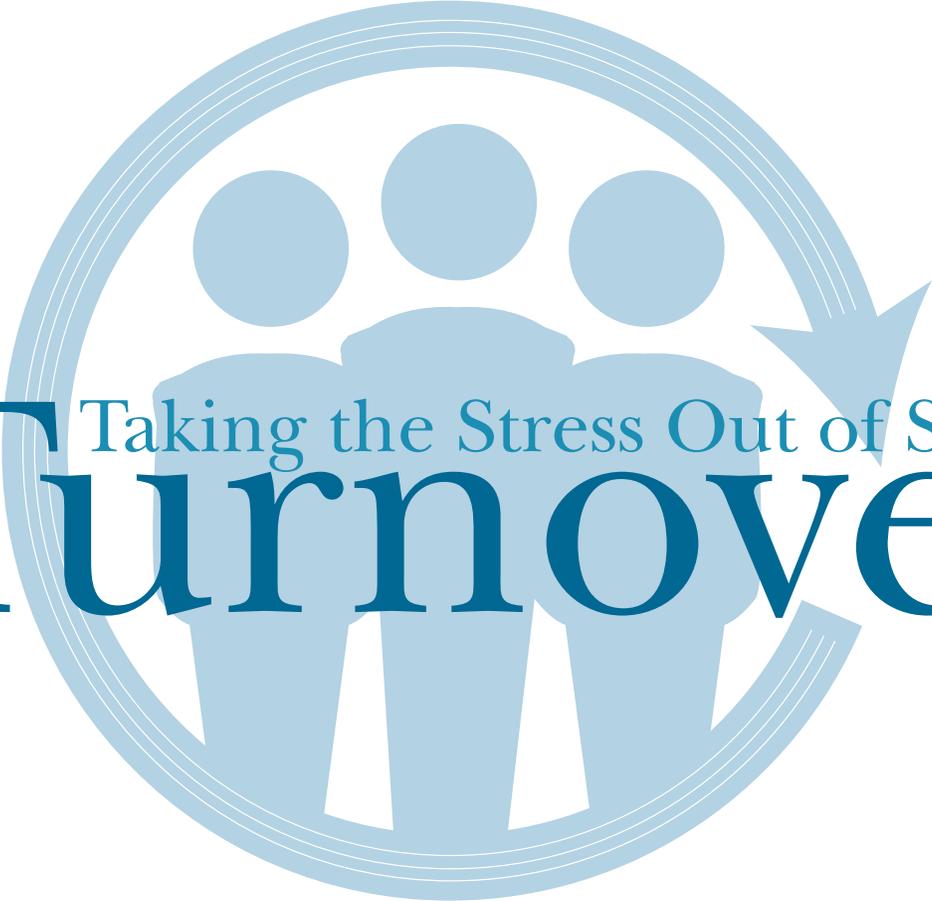
Because you are already on a Customer Service Plan, all of this is free. So what are you waiting for?

- Log in today at [www.Dentrix.com/Resource-Center](http://www.Dentrix.com/Resource-Center), show the resources to your office team and begin learning new ways to save time, enhance patient care and increase profitability with Dentrix.
- Sign up for the free Dentrix enewsletter at [www.Dentrix.com/Email-Manager](http://www.Dentrix.com/Email-Manager). Each issue is packed with practice management advice, tips for using Dentrix and updates about new content in the Dentrix Resource Center.

Visit [www.Dentrix.com/Resource-Center](http://www.Dentrix.com/Resource-Center) today!

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# Taking the Stress Out of Staff Turnover

Staff turnover is an unpleasant fact of life that every practice faces. Whether planned or unexpected, the departure of a staff member can be stressful on everyone. Aside from finding a replacement, there is the task of training the replacement or even an interim person “filling in” until you hire a permanent replacement.

By Jeffrey Beck, Support Manager

At Henry Schein Practice Solutions, we understand that your business doesn't stop for the loss of a staff member. And to help alleviate the stress of training someone new, Dentrix has several training options available to help during these challenging times.

Customers who subscribe to a Dentrix Customer Service Plan have full access to the Dentrix Resource Center, an online information center that offers an array of services – something to fit everyone's needs!

Some of the services available are:

- **Live Webinars** - Live webinars offer regular opportunities for learning. These 45-minute

online events are hosted by experienced support technicians who explain concepts, demonstrate procedures, and answer your questions.

- **On-Demand Training** - On-demand training can help you build and maintain your team's software skills. You'll find interactive product tutorials, webinar recordings, and hands-on practice exercises—all available 24 hours a day, 7 days a week so you can learn at your own pace.
- **Knowledgebase** - Our online knowledgebase provides quick access to timely product

information, troubleshooting tips, and answers to the most common questions.

- **Product Manuals** - Whether you're looking for system requirements, installation instructions, or comprehensive documentation, you'll find it all here. You'll even find new user training manuals and tips for transitioning from one version of Dentrix to another.

In addition to the above options, there are also actual live training sessions and seminars available:

- **In-Office Training** - Schedule a personalized training session from a certified Dentrix trainer. Our professional training staff will be more than happy to review Dentrix basics, or dive deep into the topics of your choice. Available onsite or online.
- **Training Seminars** - Dentrix seminars provide something for every member of the dental office team. The Essentials seminar provides a comprehensive introduction or review, the Advanced Clinical Seminar focuses on the needs of clinical professionals, and the new More Profits Seminar teaches participants how to use Dentrix reports and tools to grow a more efficient and profitable practice. In every seminar, you'll learn hands-on and gain insights, tips and tricks from our certified instructors to help you better use the tools in your Dentrix software.

#### **Seminar topics include:**

- Appointment Book
- Family File
- Ledger
- Office Manager
- Continuing Care
- Insurance Management
- Practice Management

#### **Customer Support**

In addition to getting the basic training, Dentrix Support is available to assist with the day to day questions regarding software functionality.

With live support, knowledgebase, click to chat and click

to call options available, there is always an answer to your questions available.

Customers on a Customer Service Plan get additional benefits, including:

- **Click to Chat/Click to Call!** Why spend time on hold when you can have support at your fingertips? The Click to Chat feature allows online support with a live representative and virtually no waiting. The Click to Call feature allows you to request a callback at your convenience so you don't have to spend valuable time waiting for an available technician.
- **Free Software Upgrades!** By subscribing to a Customer Service plan, you will automatically be shipped new software upgrades as they are released. You will always have the most recent version of Dentrix software, featuring security enhancements, updates to prescription and claim forms, HIPAA compliance modifications, ADA CDT code updates, and the latest in dental practice management technology!
- **Free Practice Website!** We will guide you through setting up your own practice Web site. Web sites not only serve as a link to your patients, but can also help you generate new business!
- **Free Online Backup Account!** Customer Service Plan members who enroll in eBackup get 1 GB of free backup storage! Convenient electronic backup and storage options give you peace of mind that your data will be there when you need it.
- **Free Subscription to "Dentrix Magazine"!** Get up-to-date product information in this quarterly publication. Some of the features include tips on how to maximize the software, new product information, and testimonials from users like you and how they get the most out of Dentrix products.

When faced with the challenge of staff turnover, don't panic, we've got you covered. Call or click today to find out what we can do to help you get new staff members up to speed as productive contributors to your practice.

Call 1-800-DENTRIX or visit us on the Web at [www.dentrix.com](http://www.dentrix.com) today!

# DENTRIX

## INSIGHT SEMINAR

**\$25 PER PERSON**  
additional team members  
are only \$15 per person

Join us for a half-day seminar on Dentrix tips and tricks to put you in touch with new levels of productivity.

Finding time to learn the latest user tips and features in Dentrix and eServices can be a challenge in your busy schedule. To help you stay in touch with what's new in Dentrix, attend the Insight Seminar in a city near you.

#### Dentrix experts will teach you tips and tricks to:

- Improve collections from insurance and patients
- Improve scheduling to reduce no-shows and increase Productivity
- Improve cash flow

#### You will also learn how to:

- Benefit from new features in Dentrix G4 (and see what's coming in future releases)
- Take advantage of the products in your Customer Service Plan
- Increase productivity with Windows 7 new features

#### Who Should Attend:

Doctors, office managers, hygienists, executive administrative assistants and other front office team members who need to learn more about using Dentrix and eServices to improve productivity.

#### Insight Seminars offer quick, high-level tip and tricks

Are you taking full advantage of Dentrix, eServices and the benefits in your Customer Service Plan? Join us for a morning seminar, enjoy breakfast and get valuable insights on improving your productivity. You'll also receive a Dentrix Insight Kit with step-by-step guides for applying what you learned when you return to the office that afternoon.

**Note:** CE credits are not offered as part of the Insight Seminar training. For advanced, hands-on training using a computer we recommend you attend a two-day training seminar. Visit [www.dentrix.com/seminars](http://www.dentrix.com/seminars) for more information.

**Space Is Limited. Register Today!**

[www.Dentrix.com/insightseminar](http://www.Dentrix.com/insightseminar)

#### Seminar Day and Time

- Friday, 8:00 AM to 1:00 PM
- Continental Breakfast and Breaks included
- Free Parking
- To see the full agenda, visit

[www.Dentrix.com/insightseminar](http://www.Dentrix.com/insightseminar)

#### Seminar Locations

Salt Lake City, UT	March 12 <sup>th</sup>	Dallas, TX	April 9 <sup>th</sup>
Chicago, IL	March 19 <sup>th</sup>	Sacramento, CA	April 9 <sup>th</sup>
Denver, CO	March 19 <sup>th</sup>	San Diego, CA	April 9 <sup>th</sup>
Phoenix, AZ	March 19 <sup>th</sup>	Los Angeles, CA	April 16 <sup>th</sup>
Ft. Lauderdale, FL	March 19 <sup>th</sup>	Bellevue, WA	April 23 <sup>rd</sup>
New York City, NY	March 26 <sup>th</sup>	Irvine, CA	April 23 <sup>rd</sup>
San Francisco, CA	March 26 <sup>th</sup>	<b>AND MORE...</b>	

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# New Dentrix-Integrated Kiosk Software is Here



THE NEW KIOSK SOFTWARE INTEGRATES SEAMLESSLY WITH DENTRIX TO REVOLUTIONIZE THE PATIENT FORM PROCESS. MANUALLY ENTERING DATA FROM PATIENT FORMS IS NOW A THING OF THE PAST. ADDING A KIOSK TO YOUR PRACTICE HAS MANY OTHER BENEFITS THAT YOU MAY NOT HAVE CONSIDERED.

## Improved Patient Data Accuracy .....

A patient kiosk eliminates a step from your form-completion process to improve the accuracy of your patient data. Let's face it, everyone that inputs data from patient forms has experienced handwriting that is difficult to read. The resulting misinterpretation can lead to incorrect patient data in your system. Plus, inputting the data second-hand increases the likelihood of key-punch errors.

One constant has remained the same since the dawn of the computer age: bad information in, bad information out. Inaccurate information can impair your practice's ability to maintain contact with patients and stabilize cash flow.

## Benefits:

- Reduces the chance of delayed or rejected claims
- Reduces the chance of billing statements or recall cards going to the wrong address
- Improves the ability to contact patients for appointment confirmation
- Improves compliance with government mandates for electronic records

## Less Paper .....

A patient kiosk further decreases your practice's dependence on paper. Since you're a Dentrix practice, you probably already appreciate many of the benefits of going

paperless – many of which are outlined below. Having a kiosk eliminates ALL the paper forms that you require your patients to complete. You can add and customize forms based on the unique needs of your practice.

**Benefits:**

- Reduces office clutter
- Reduces office supplies expenses
- Improves office access to patient data
- Improves protection against paper record compromise
- Reduces storage space requirements

**Faster Appointments** .....

After your patient completes or updates a form on the kiosk, an alert is sent to your front office personnel. They can then review the forms and import the data directly into Dentrix, within seconds – no typing, no missing data and no delays. The efficient system allows the doctor to begin the treatment faster and the front office personnel to concentrate on other tasks.

**Benefits:**

- Reduces the amount of time patients spend in the reception area
- Reduces compounding appointment delays

**Easier Family Check-in** .....

Ask any parent about the ease of completing patient forms while at the dentist office with children. Completing several forms for each child while trying to maintain order (or at least control chaos) can be a rigorous test of a parent's patience. The patient kiosk shortens the time required to complete the forms and simplifies the process.

The intuitive software recognizes appointments for multiple family members, allowing the patient – a parent in this case – to update the records for each child without starting over each time. Forms can be completely finished before the children even reach the aquarium!

**Benefits:**

- Improves the patient experience (for the parent and innocent bystanders)
- Ensures that entire family files are up-to-date

**Enhanced Professional Image** .....

Patients want assurance that they're receiving quality dental care. Part of achieving that level of comfort comes from knowing that their dentist uses the latest technology and techniques. Unfortunately, most patients don't know enough about dentistry to tell the difference. Your colleagues will recognize your commitment to excellence in the simple fact that you're a Dentrix practice; patients will not.

Patients are forced to make assumptions about the quality of dental care based on other observations in the office. Can the practice provide accurate out-of-pocket estimates? Does the practice have digital radiography? Is the dentist using a foot drill? A kiosk provides further validation of the quality of your dental care in the minds of your patients. It shows that your practice is up on the latest trends and a leader in the industry.

**Benefits:**

- Improves the overall patient experience
- Improves patient loyalty and retention

**Kiosk and eCentral** .....

The new kiosk functionality is the perfect complement to the eCentral Web Site Manager's online form completion process. Employing both functions allows patients to complete forms conveniently from home – prior to the appointment – or in your reception area.

**Getting Started** .....

Getting a kiosk in your office is easy. If your practice is currently enrolled for the eCentral Web Site Manager, you'll need to upgrade to the latest plan. New eCentral Web Site Manager customers will automatically receive the new kiosk functionality upon enrollment.

Call today to learn more about adding a kiosk to your practice. We'll even explain all the hardware option.

Say goodbye to the clipboard!

Call 800.734.5561 today!

Visit [www.Dentrix.com/Kiosk](http://www.Dentrix.com/Kiosk)

# DENTRIX G4 PRODUCTIVITY PACK

Optimize your front office efficiencies and increase profits >>





**H**enry Schein Practice Solutions is excited to announce the release of Dentrrix G4 Productivity Pack 7 this March, 2010. Productivity Pack 7 offers a new set of features to your Dentrrix G4 software

that are designed to impact your front office efficiencies. Developed with input from our customers and top practice management consultants, Productivity Pack 7 contains new features such as a new Appointment Book information Hover Window, the ability to close out operatories and an enhanced Appointment Book Pinboard that allows you to move multiple appointments at once.

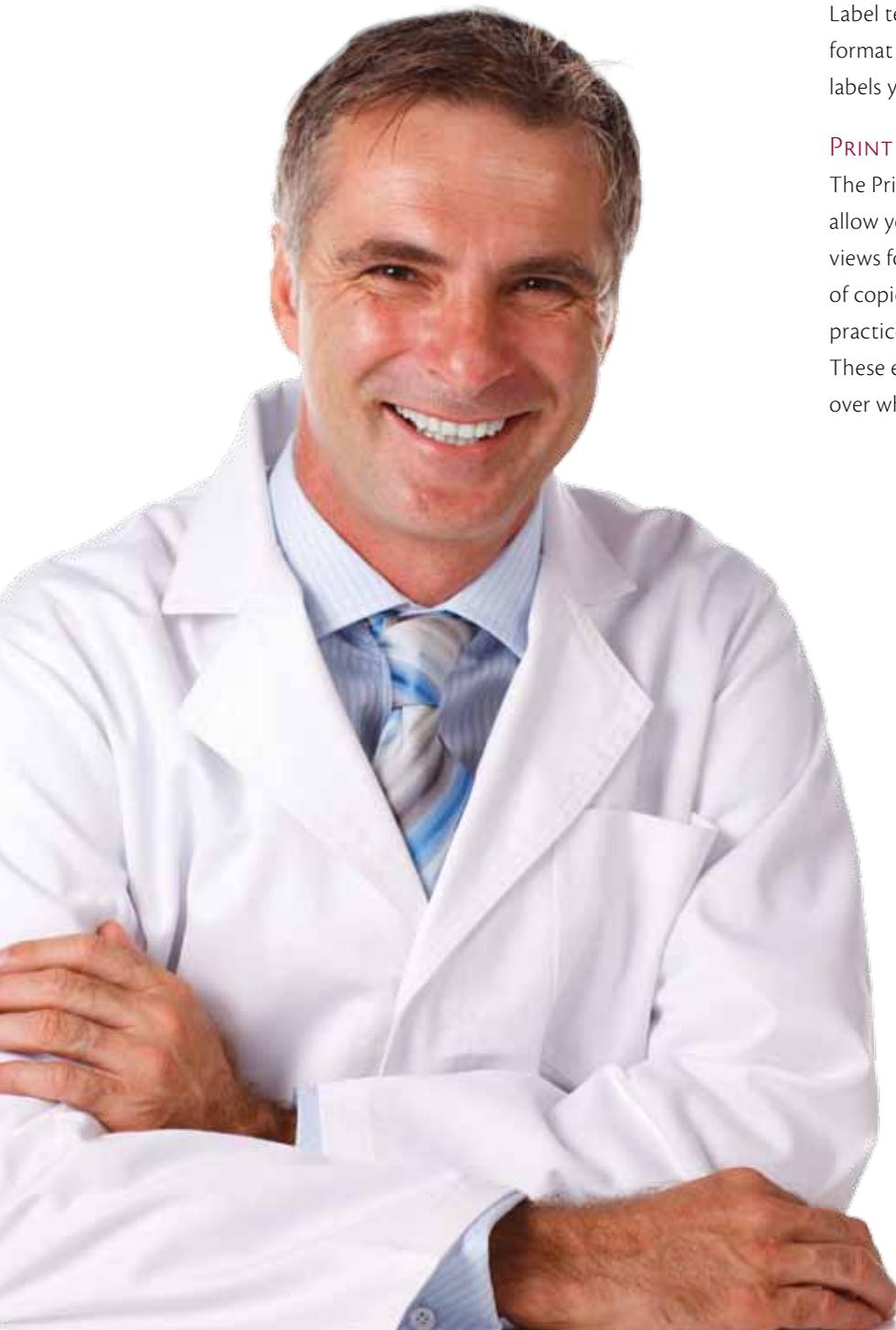
Dentrrix G4 Productivity Pack 7 also includes the all-new Dentrrix Practice Advisor is among the top of the list. This new tool helps dental practices analyze key performance indicators to gain a better understanding of the practice's strengths, weaknesses and opportunities. Dental practices are able to leverage this data to make adjustments in key areas to reach their potential.

**Productivity Pack 7 will make your front office more efficient and productive with new features and enhancements such as:**

**ABILITY TO CLOSE OPERATORIES**

With Productivity Pack 7, you can now close operatories which will improve your scheduling processes and allow you to make the most out of every minute of your day. You can now close operatories for part of a day, an entire day, or several days in a row, helping you keep your Appointment Book organized and optimized.





### QUICK LABELS

You can now create an unlimited number of custom Quick Label templates to suit your needs. You can customize and format the labels to control what information is on the labels you print.

### PRINT APPOINTMENT BOOK VIEW

The Print Appointment Book View has been enhanced to allow you to set up and save multiple custom views, print views for a specific day, week, or month, specify the number of copies you want to print, and exclude the hours or days a practice is not open from being printed.

These enhancements will give you more options and control over what you print from your Appointment Book Views.





## PRACTICE ADVISOR

The new Practice Advisor helps you assess the overall financial health of your practice. The Practice Advisor monitors several key performance indicators in your practice, compares them to industry standard benchmarks recommended by leading consulting firms like the Pride Institute and Jameson Management, and offers recommendations to help you improve your practice's profitability.

The Practice Advisor compiles reports with comprehensive practice analysis information that shows practice details about production, collections, new patient analysis, continuing care, and schedule management to help you know and track how your practice is doing.

## FEE SCHEDULES

After changing fee schedules, you can now globally update scheduled appointment amounts for scheduled procedures, eliminating the need to edit the appointment for the scheduled amounts to be accurate.

## APPOINTMENT BOOK HOVER WINDOW

Sometimes you need a summary of an appointment or patient information in a hurry. Productivity Pack 7 eliminates the need to open separate modules to access patient information by offering a convenient new hover window in the appointment book. Simply mouse over the appointment and a hover window will appear with all

Our office appreciates very much the frequent Productivity Pack updates for Dentrix G4. I enjoy each and every feature. Thank you Dentrix team! -Glowing Smile Dental Care, Peoria AZ

the critical patient information you need. The new hover window is customizable to show only the information that you want and will save you time searching around for important patient information.

## ENHANCED PINBOARD

It has always been easy to move an appointment in Dentrix—all you have to do is drag it to the Pin Board and then drag it to the new location. But now moving appointments in the Appointment Book is even easier.

With Productivity Pack 7, you can store multiple appointments on the Pinboard, making it easier to reschedule these

appointments or events all at once. This new feature is designed to make the most of your time and enhance the way your office optimizes the scheduling processes.

#### REPORT CHANGES

The Insurance Claims to Process report will now include claims with a rejected status, allowing you to see all claims that still need to be processed.

#### APPOINTMENT BOOK HISTORY

The Appointment Book will now track the history of an appointment, recording the creation date as well as the dates of changes to the appointment and the information that was changed.

You can generate a report to view the history of appointments for a specific patient, date or date range, provider or range of providers, and operator or range of operatories.

#### ENHANCED HELP

The Dentrix Help menu now includes a Click-to-Chat option, giving you direct access to one of our highly trained Customer Service Representatives. The new Click-to-Chat feature allows you to contact Support and begin a live chat session making it easier to get your questions answered quickly so you can move on with your day.

Help content is improved to contain an integrated list of content available from any module. Using the updated index, you can click any topic in the list and go directly to that topic without opening that module's Help. The new Help enhancements put all resources at your fingertips and will give you a more convenient way to access helpful information.

**GET STARTED WITH DENTRIX G4 PRODUCTIVITY PACK 7!** With these and other features included in Dentrix G4 Productivity Pack 7, Dentrix helps you manage your Appointment Book more efficiently than ever and increase your practice's profitability.



To learn more about maximizing productivity with Dentrix Productivity Pack 7, call 1-800-DENTRIX or visit [www.Dentrix.com](http://www.Dentrix.com).



# Say Goodbye to the Clipboard!

## Announcing new kiosk software

The eCentral Web Site Manager has been enhanced to allow you to add a Dentrix-integrated kiosk to your waiting room. The new integration eliminates the need to manually enter patient data into Dentrix. Completed patient forms – from both your practice Web site and the kiosk – can be imported in seconds!

Learn about the other benefits of a kiosk.

# 800-734-5561

Ask about the special introductory offer!



**eCentral**<sup>™</sup>  
www.dentrix.com/kiosk

# *Join the Fast Track*

## to Healthier Profits & Higher Productivity

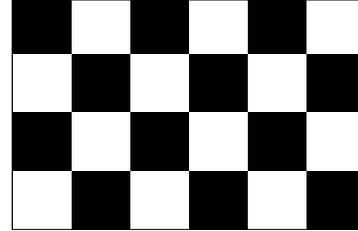
### Introducing the new Dentrrix Practice Advisor

Every dental care professional understands that good long-term dental health is all about predictable, consistent practices: frequent contact with patients, regular preventative care, catching and fixing small problems before they become big problems.

In many ways, the business side of your practice works exactly the same way. You can't build and maintain a healthy, profitable practice without regularly monitoring the health of your business, identifying potential problems early, and applying careful and professional "preventative care" to address those problems before they damage your bottom line.

But how can you keep track of all the different key performance indicators (KPIs) that can affect the health of your business? How do you make sense of all those numbers and decide which issues need your attention first? And most important, how do you find the fastest, most efficient path to a healthier, more profitable practice?

The upcoming Dentrrix G4 Productivity Pack 7 upgrade addresses all these important and difficult questions head on with a new Practice Advisor tool that finally brings all the key performance indicators that affect your business together into one place, puts them in context, makes them easy to understand, and provides specific expert suggestions for making your practice more profitable.



### How It Works

In the new Dentrrix Productivity Pack 7, the Practice Advisor is built right into your Dentrrix Office Manager. You can open the tool by simply selecting “Practice Advisor” from the Office Manager “Analysis” menu. The first time you launch the Practice Advisor, you’ll need to setup a few simple preferences that help tailor the tool to the unique needs and requirements of your practice.

After this initial setup process, you can run a Practice Advisor report any time with the click of a button. This single report breaks down all your key performance indicators, compares them to industry-standard benchmarks, and clearly identifies areas that need improvement. Colorful, easy to read charts and

“With Practice Advisor, you’ll gain important new insights into your practice and discover new opportunities for boosting your productivity and profits.”

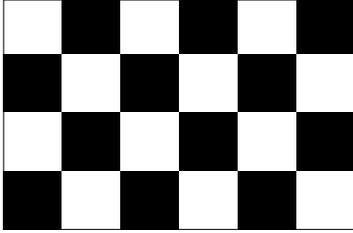


graphs also allow you to compare your current performance to the previous month and year-to-date performance numbers. With Practice Advisor, all the information you need to boost your productivity and profitability appears together in a format that makes sense. And of course, that will save you the hours it takes to run scores of business reports separately, compile them manually, and turn all that raw data into information you can use.

### Dentrrix Practice Advisor Basics

The new Dentrrix Practice Advisor will make your practice more profitable and productive by:

- Combining all the Key Performance Indicator (KPI) information you need into one unified report
- Providing proven, expert recommendations for improving your profits
- Placing the results in the context of your practice’s unique performance goals and highlighting new areas of opportunity



### **Moving Beyond Basic Reporting**

Clear, comprehensive KPI reports are certainly valuable. But the Dentrrix Practice Advisor goes one crucial step further by actually analyzing the results, identifying problem areas, and presenting you with specific recommendations you can review with your team. The Dentrrix team worked with top experts from the Pride Institute, Jameson Management Consulting and other business and industry experts to develop these recommendations, so you can feel completely confident that they represent the latest thinking on best practice approaches and techniques. With Practice Advisor, you'll gain important new insights into your practice and discover new opportunities for boosting your productivity and profits.

### **Committed to Your Profits**

The new Practice Advisor tool is just one more concrete signal that Dentrrix is serious about working with you to improve the health and profitability of your practice, and it's designed specifically to work hand-in-hand with the Dentrrix "More Profits Guaranteed" coaching program and other business-focused programs. The bottom line is that nothing can bring critical KPI information together, present it in a way that makes sense, and complement it with expert suggestions and advice like the new Dentrrix Practice Advisor.

### **Getting Started with the Dentrrix Practice Advisor**

The Dentrrix Practice Advisor will be available soon to every Dentrrix customer with a Customer Service Plan—all you have to do is upgrade to Dentrrix Productivity Pack 7 when it launches in March. So watch for the new update, install it, and start using the Practice Advisor to make your practice more productive and profitable than ever before.

# *learn more*

Visit [Dentrrix.com](http://Dentrrix.com) or call 1-800-DENTRIX for more information about how the Dentrrix Practice Advisor can make your practice more profitable and productive.

## GET DENTRIX NEWS, INFORMATION AND TIPS

sent right to your inbox.

The Dentrix eNewsletter is produced twice a month and emailed right to your inbox. Packed full of Dentrix news and information, the Dentrix eNewsletter will help you stay up-to-date on the latest Dentrix product information, education opportunities, tips and tricks, promotional offer and more!

Twice a month you'll receive an newsletter featuring the following content:



**PRODUCT INFORMATION ARTICLE:** This article will include important information about your Dentrix software and Dentrix's integrated products like eServices, Henry Schein Guru and Voice Pro.



**TRAINING AND SUPPORT ARTICLE:** This article will feature new education and training opportunities for your whole staff. It will also include important information about your Customer Service Plan.



**TIPS AND TRICKS ARTICLE:** Each issue will feature a new tip or trick about Dentrix, a Dentrix report or one of the other products that work with Dentrix.



**PARTNER PRODUCT ARTICLE:** In each issue, Dentrix will feature one of its partner products and how these products can help you increase your practice's profitability.



**THE DENTAL BUSINESS:** Dentrix has teamed up with some of the industry's leading consultants to share their knowledge of the Business side of Dentistry with a new article in each issue.

### FEATURED OFFER

**SIGN UP TODAY AT [WWW.DENTRIX.COM/EMAIL-MANAGER](http://WWW.DENTRIX.COM/EMAIL-MANAGER)**  
and don't miss out on the most up-to-date Dentrix information!

# Successful Marketing It's All About the Principles: Part 3

By Doug Sligting, Dental Branding

This is the final installment on the principles that drive purchase decisions and therefore marketing efforts. If you understand the principles behind something, you can speak intelligently about it, regardless of any ancillary facts or figures you might know about that subject. In fact, many times people will use statistics, facts and figures to mask the fact they don't know the principles. (Think of the last time you listened to a political debate.) In the last two newsletters we have discussed the Dental Branding principles of brand and marketing strategy. (You may download them on our site at: [www.dentalbranding.com/main-resources.html](http://www.dentalbranding.com/main-resources.html)) In this final installment, we will discuss principles 6 through 10.

## **Principle 6 - Trust is earned or lost through increased knowledge.**

As we learn more about anything, we either increase or lose trust in whatever we are learning about. Think of when you were deciding on which dental school to attend. As you weighed your different options, different pieces of information lead you to trust one school over another. It may have been price, credentials, location, etc., but all of these things helped you to make an informed decision. As you market your practice it is important to remember that everything you say is either building trust in your services or losing it. Combine this with principle 5 and you can understand why it is very important to convey information in a logical manner that builds trust. Sometimes even the best information can lead to lost trust if it is received at the wrong time.



6

# 7 8 9 10

## **Principle 7 - Purchase requires trust.**

We don't purchase products or services we don't trust. (If you do, I have some land I would like to sell you.) Moving someone to a sale after they have become aware of your services is all about giving them enough of the correct information to help them reach the required point of trust to make a purchase. In the dental industry trust is especially important. Many patients fear dental work and therefore more trust is needed than someone looking to purchase a box of cereal. Business tends to look at sales as numbers that add to the bottom line. I prefer to think of them as individuals putting their trust in me or my product.

## **Principle 8 - Rewarded trust leads to subsequent purchases; unrequited trust leads to lost opportunity.**

When was the last time you put your trust in a product or service and felt disappointed in the results? Maybe you've seen an ad for a new restaurant that promised outstanding cuisine. The food turns out to be bland and overpriced. What are your chances of going back? What if the opposite were true. The food was excellent and worth the cost. Now what are the chances of you going back? If building trust is important for the success of a practice, rewarding trust is critical. How much is a patient worth over their lifetime? If you want to keep patients, reward their trust.

## **Principle 9 - Continually rewarded trust engenders loyalty.**

As you continually reward the trust of your patients, you develop deeper loyalty and the deeper the loyalty you create, the more room for error you have. An important part of building loyalty is to understand the expectations your patients have so you can continue to reward their trust. Regularly gather feedback from your patients so you can continually improve your practice and continue to reward trust. The other advantage to patient feedback is that if a patient has a bad experience, you now have an opportunity to make things right and regain their trust. Without that feedback, you will most likely lose that patient.

## **Principle 10 - Loyalty is necessary for the long term success of the business.**

No business can survive without loyalty. The reason most small businesses don't last more than five years is that they are unable to create a loyal customer base. It is too expensive and too time consuming to continually attract new customers. Everyone knows referrals are the best way to find new patients. How likely is someone to refer your practice to a friend or family member if they don't trust your services? It is your loyal customer base that will drive referrals. Your goal in all of your efforts should be loyalty.

These last three principles demonstrate why marketing correct expectations is so important. If you make promises you can't keep, you might get them in the door, but you won't get them back. Your marketing therefore should be an accurate reflection of the true experience that a patient will have. Anything more and you could be setting a patient up for unrewarded trust. Anything less and you might not get them in the door in the first place. All of these principles lead us to branding. A brand is defined as the internal vision of your practice (How you see yourselves), and the external perception of your practice (How others see you). If your brand is defined correctly, it should drive all of your business decisions as well as your marketing.

# NEW PAYER ANNOUNCEMENT!

Henry Schein Practice Solutions is proud to announce the following new payers now accepting:

## ELECTRONIC CLAIMS:

PAYER ID	PAYER NAME
31441	S & S Health Strategies
41147	Preferred One
46450	State Auto
56195	Carolina Summit Healthcare
58174	Paragon Benefits Inc
75289	Health First of Austin
CX091	Passport Health Plan
CX092	Security Life Insurance Co. of America
RR001	Royale Resources
CX090	Guaranty (DINA)
CX090	Star Health/ Star Dent
LX049	Prime West Health
LX050	Formula Card Dental
LX059	H & A Administrators
LX062	Northern Minnesota Dental
CX052	TPAC/ Employee Benefit Management Corp
95397	Personal Insurance Administrators
CDMN1	Wilson- McShane Corporation

PAYER ID	PAYER NAME
37118	Benefit Plan Administrators
36362	United Security Life & Health Ins. Co
CDMN1	Blue Plus of MN
CDMN1	MHP (Metropolitan Health Plan of MN)
CDMN1	Delta Community Dental Care of MN
CDMN1	First Plan Blue (MN)
CDMN1	Benefit Inc. (MN)
CDMN1	MN Power
CDMN1	Wisconsin Auto & Truck Dealers Assoc. (WATDA)
R7004	Flex Compensation (MN)
83077	Advantek Benefits Administrators
41178	Americas TPA (Minneapolis, MN)
20381	Boulder Administration Services
CX095	Capital Dental (Performance Health Technology)*
CX098	Masonry Institute / Administrative D.C. No. 1 Welfare Fund
87068	P5 Health Plan Solutions
77024	SeeChange Health

## ELECTRONIC ATTACHMENTS:

PAYER ID	PAYER NAME
CDMN1	Blue Plus of MN
CDMN1	MHP (Metropolitan Health Plan of MN)
CDMN1	Delta Community Dental Care of MN
CDMN1	First Plan Blue (MN)
CDMN1	Benefit Inc. (MN)
CDMN1	MN Power
CDMN1	Wisconsin Auto & Truck Dealers Assoc. (WATDA)
CDMN1	Delta Dental of MN
CX026	Medica (MN)
CX026	Medica MN Public Program
CX026	Civic Smiles (MN)
CX054	CSEA Employee Benefit Plan
R7004	Flex Compensation (MN)
TLZ29	Medicaid of South Dakota
41178	Americas TPA (Minneapolis, MN)
CX014	Commercial FL ADI- Series
CX014	Commercial FL ADI- Choice PPO
CX014	Commercial FL ADI- JMH Select Discount
CX014	Commercial FL ADI- Select
CX014	Commercial FL ADI- Signature
CX014	Commercial FL ADI- Total Health Choice
CX014	Commercial FL ADI- UltraCare

PAYER ID	PAYER NAME
CX021	CompBenefits Corporation
CX021	Dental Care Plus (Illinois)
CX035	Dental Care Plus (Ohio)
CX035	Dental Select – Ohio
CX035	Dental Premier – Ohio
CX014	DentaQuest Government (Doral Dental)
CX021	Diversified Administrators Inc.
CX021	Health Stream Services Inc.
CX021	Health Care Systems Inc.
CX014	Medicaid DC Health Smiles Adult (21 & Up)
CX014	Medicaid DC Health Smiles Child (up to 21)
CX014	Medicaid DC Mid- Atlantic Choice
CX014	Medicaid DC Mid-Atlantic DHMO
CX014	Medicaid MA- CeltiCare
CX014	Medicaid MA- Network Health Forward
CX014	Medicaid MA- NHP Commonwealth Care
CX014	Medicaid MD- Healthy Smiles Confirm Pregnancy
CX014	Medicaid MD – Healthy Smiles REM 21 & Over
CX014	Medicaid MD Healthy Smiles Under 21
CX014	Medicaid MD-History Load
CX014	Medicaid MD Mid- Atlantic Access/PPO
CX014	Medicaid MD Mid- Atlantic Choice

PAYER ID	PAYER NAME
CX014	Medicaid MD Mid- Atlantic DHMO
CX014	Medicaid MD United Healthcare Health Choice
CX014	Medicaid MD United Healthcare PAC
CX014	Medicaid MN Blue Salud Adult
CX014	Medicaid MN Blue Salud Child
CX014	Medicaid MN Care SCHA Basic Plus One (M3)
CX014	Medicaid MN Care SCHA Basic Plus Two (B4)
CX014	Medicaid MN Care SCHA Care Basic (M2)
CX014	Medicaid MN Care SCHA Care Basic Plus (M5)
CX014	Medicaid MN Care SCHA Expanded (M1)
CX014	Medicaid MN SCHA – Ability Care
CX014	Medicaid MN SCHA GA- Over 21
CX014	Medicaid MN SCHA MA- Over 21
CX014	Medicaid MN SCHA MA- Under 21
CX014	Medicaid MN SCHA – MSHO
CX014	Medicaid MN Senior Care Plus- SCHA
CX014	Medicaid MO Care Adult
CX014	Medicaid MO- Care Children
CX014	Medicaid MO Care Eligibility History
CX014	Medicaid MO Care Pregnant Women
CX014	Medicaid NJ- Aetna Medicaid Advantage
CX014	Medicaid NJ Health First ABD
CX014	Medicaid NJ Health First DDD
CX014	Medicaid NJ Health First DDD-CoPay
CX014	Medicaid NJ Health First Fam Care A
CX014	Medicaid NJ Health First Fam Care B
CX014	Medicaid NJ Health First Fam Care C
CX014	Medicaid NJ Health First Fam Care C- CoPay
CX014	Medicaid NJ Health First Fam Care D
CX014	Medicaid NJ Health First Fam Care D – CoPay
CX014	Medicaid NJ Health First NYFS
CX014	Medicaid NV Amerigroup Community Care Adult
CX014	Medicaid NV Amerigroup Community Care Check- up
CX014	Medicaid NV Amerigroup Community Care Child
CX014	Medicaid NV Amerigroup Community Care Pregnt
CX014	Medicaid NY- NHP CHP (No CoPay)
CX014	Medicaid NY- NHP FHP (CoPay)
CX014	Medicaid NY – NHP FHP (No CoPay)
CX014	Medicaid NY- NHP Medicaid Adult
CX014	Medicaid NY- NHP Medicaid Child
CX014	Medicaid NY Fidelis 1199 Adult
CX014	Medicaid NY Fidelis 1199 Child
CX014	Medicaid NY Fidelis 1199 CHP- Subsidized

PAYER ID	PAYER NAME
CX014	Medicaid NY Fidelis 1199 CHP- Non Subsidized
CX014	Medicaid NY Fidelis 1199 FHP Non Sub CoPay
CX014	Medicaid NY Fidelis 1199 FHP Non Sub No CoPay
CX014	Medicaid of DC Unison- Capital Alliance Adult
CX014	Medicaid of DC Unison- Capital Alliance Child
CX014	Medicaid of DC Unison- Capital Area Child
CX014	Medicaid of FL Better Health – Adults
CX014	Medicaid of FL Better Health – Children
CX014	Medicaid of FL Children’s – Charlee
CX014	Medicaid of FL Children’s- Miami Dade 0-5
CX014	Medicaid of FL Children’s- Miami Dade 6-20
CX014	Medicaid of FL Healthy Kids
CX014	Medicaid of FL Humana –Children 0-5
CX014	Medicaid of FL Humana- Children 6-20
CX014	Medicaid of FL Humana- Non – Reform – Adult
CX014	Medicaid of FL Humana – PW/ HA
CX014	Medicaid of FL Humana – SSI – Adult
CX014	Medicaid of FL Humana – SSI- TANF- Adult
CX014	Medicaid of FL Independent Living- Adult
CX014	Medicaid of FL JMH- Health & Wellness
CX014	Medicaid of FL Prestige Health Choice Adult
CX014	Medicaid of FL SFCCN –PSN Adult
CX014	Medicaid of FL THC Alternate ID Prod- no Bnft
CX014	Medicaid of FL THC- Children
CX014	Medicaid of FL THC- Non- Reform- Adult
CX014	Medicaid of FL THC – Reform- Adult
CX014	Medicaid of FL WC – Health Ease Non- Reform- Adult
CX014	Medicaid of FL WC – Staywell Non- Reform- Adult
CKMN1	Medicaid of MN- First Blue Plan
CX014	Medicaid PA- Kidz Partners- PA CHIP
CX014	Medicaid VA Mid- Atlantic DHMO
CX014	Medicaid VA Mid- Atlantic Choice
CX014	Medicaid Wellcare of OH, Inc. Adults
CX014	Medicaid Wellcare of OH, Inc. Children
CX014	Medicaid WI Badger Care
CX014	Medicaid Wisconsin (2001)
CX021	National Dental Plans Inc.
CX021	OHS of Alabama Inc
CX021	OHS of Georgia Inc
CX021	Oral Health Services (OHS)
CX021	Texas Dental Plan Inc.
CX021	UniLife Insurance Company

All changes and additions are effective as of December 18, 2009. You can obtain an updated electronic payor list at [www.Dentrix.com/eClaims](http://www.Dentrix.com/eClaims) or call 1-800-753-5561 option 4. For assistance sending claims or attachments electronically, please contact eServices Support @ 1-800-734-5561, Option 1

# BE MORE PROFITABLE

## WITH DENTRIX TRAINING SEMINARS!

Our 2010 Dentrix Training Seminars are designed with the productivity and profitability of your practice in mind. Learn hands-on and gain insights, tips and tricks from our certified instructors to help you more fully use the tools in your Dentrix software, all with a focus on being more profitable.

### NOW TWO WAYS TO SAVE WHEN YOU REGISTER TODAY!

- SAVE \$25 when you register six weeks early!
- SAVE \$25 MORE when you register for two seminars!



THREE SEMINARS TO CHOOSE FROM

### MORE PROFITS SEMINAR: ADVANCED PRACTICE MANAGEMENT & PROFITABILITY TOOLS

Participants in this new two-day seminar will become more proficient in their use of advanced Dentrix features while focusing on the key tools and strategies that will help them run a more productive and profitable dental practice. Participants will learn to use the Practice Advisor, a significant new addition to Dentrix that will be introduced in Dentrix G4 Productivity Pack 7 in early spring. Learn what to do with the valuable profitability data that will now be at your fingertips, and identify steps that you can take immediately to improve the bottom line. This seminar is for experienced Dentrix users. Earn 12 AGD-approved CE credits.

### CLINICAL SEMINAR: ADVANCED CLINICAL FEATURES & PRODUCTION GROWTH

This one-day seminar is designed for all advanced clinical Dentrix users. Participants will learn tips to increase case acceptance, manage the many options in the Treatment Planner, customize case presentations, enter periodontal data and efficiently create and use clinical notes. Earn 7 AGD-approved CE credits.

### ESSENTIALS SEMINAR: LEARN THE BASICS

This two-day seminar is designed for users who need to gain a solid understanding of the basics in all major modules of Dentrix G4. Participants will learn to utilize Dentrix more fully to make their daily routines easier and more efficient. Earn 12 AGD-approved CE credits.

FOR DETAILS, DATES AND LOCATIONS, AND TO REGISTER  
VISIT [WWW.DENTRIX.COM/TRAINING/SEMINARS](http://WWW.DENTRIX.COM/TRAINING/SEMINARS) OR CALL 1-800-DENTRIX



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# tips AND tricks

## Posting Treatment to the Chart

The Dentrix Patient Chart will help you chart the clinical treatment of your patients quickly and accurately. This article will help you understand how to post completed and treatment planned procedures in the Chart. You will also learn about the connection between the Chart and Ledger, as well as how to edit, delete, and invalidate treatment in the Chart.

There are two main methods for posting procedures and conditions in the Chart: Using Procedure Buttons and the Procedure Codes Panel.

### Procedure Buttons

To add treatment using procedure buttons, select the tooth or teeth, then click the appropriate procedure button. (figure1) Choose the appropriate status for the procedures being entered. Indicate whether the status is Existing, Treatment Planned, or Completed. (figure2) If the selected procedure requires additional treatment information, such as surfaces or quadrants, Dentrix will display a dialog box requesting that information. Choose the appropriate treatment area and click OK to post the procedure to the Chart. (figure3)



Figure 1



Figure 3

### Procedure Codes Panel

To post treatment using the Procedure Codes Panel, you can choose procedures from a list of categories, such as diagnostic and restorative. To do so, select the desired tooth or teeth then select the appropriate procedure code from the list. At this time, you may select more than one procedure or condition, allowing you to save time by posting multiple procedures at once. When you are finished with your selections, click the Post button then select the correct status for the procedure. (figure4) As before, if the selected procedure code requires additional treatment information, Dentrix will display a dialog box requesting that information. If you have chosen multiple procedures, you will be prompted for treatment information for each procedure code (so pay close attention to the procedure displayed in the title bar of the dialog box). Choose the appropriate treatment area and click OK to post the procedure to the Chart.

If the code you need is not immediately visible, click "More Codes" at the bottom of each section to expand the list. The Procedure Code Panel can be customized to show the codes that your office uses most. In Office Manager | Maintenance | Practice Setup | Procedure Code Setup, edit any procedure code



Figure 2

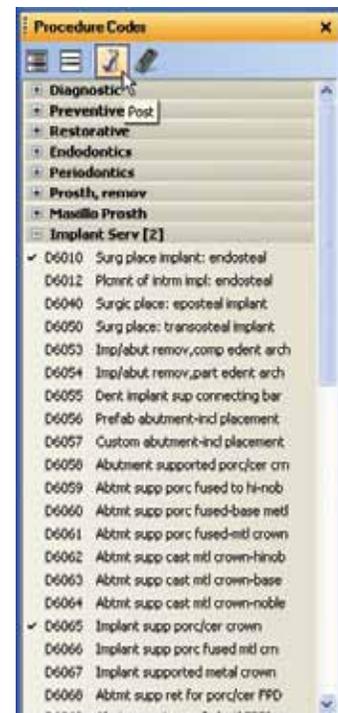


Figure 4

and check the box “Show in Chart” to have it display within the panel. Uncheck this box to hide the treatment.

When you post a procedure as completed in the Chart, that procedure is also posted in the patient’s Ledger – and vice versa. Likewise, treatment planned procedures are automatically posted to the Ledger, viewable using the Options | Treatment Plan menu. Existing work and conditions are not posted in the Ledger because no payment is required; they are posted for charting purposes only.

There are three ways to correct treatment in the Chart. You can delete or edit treatment that has been incorrectly posted as long as you have not closed the month.

To delete a single procedure, double-click the treatment and click the delete button. A warning message will appear verifying you wish to delete the transaction. Click OK to proceed with the deletion. You can delete multiple treatment items at once by selecting the items, right-clicking over one of them, and selecting Delete or by clicking the Delete button on the Progress Notes toolbar.

It may be necessary to edit treatment, such as procedures or conditions, posted to the Chart. In the Progress Notes

Panel, double-click the treatment to be changed. Change the necessary information such as the date, the procedure code, the provider, and more. Once you have made the necessary changes click OK to return to the Chart.

You can make changes to any treatment that has not been moved to history. However, if a procedure has been moved to history it cannot be edited. To resolve any errors, Dentrix allows you to invalidate procedures in history. Invalidating a procedure removes it from the Patient Chart, while leaving it on the Ledger. To invalidate treatment in the Chart double-click the treatment in the Progress Notes Panel. Click Invalidate Procedure and then click OK. When viewed in the Ledger, a “plus” sign will be placed in front of the procedure to indicate that it has been invalidated.

The Patient Chart will help you manage the clinical treatment of your patients quickly and accurately.

Remember, Dentrix customers with a current support agreement can take advantage of online webinars and tutorials covering this and many other topics. Visit [www.Dentrix.com/Resource-Center](http://www.Dentrix.com/Resource-Center), and after logging in, click on the On-Demand Training tab.

## Going Paperless with the Dentrix Document Center

Today’s business world requires maximizing efficiently and doing more with less. Surely you’ve heard the term “Going Paperless” tossed around. You’ve heard of its benefits (better organization, quicker data retrieval, increased cost savings). But you may have wondered, “How can we ‘go paperless?’” Fortunately, the Dentrix Document Center puts the ability to electronically acquire, manage, sign and export documents at your fingertips.

To begin, install a compatible scanner (choose one that supports either a Twain32 or WIA (Windows Image Acquisition) driver). After you’ve installed the scanner using the manufacture’s instructions, open the Document Center and click Acquire | From Device. Choose your scanner, and you will see the Dentrix Quick Scan menu options. Choose

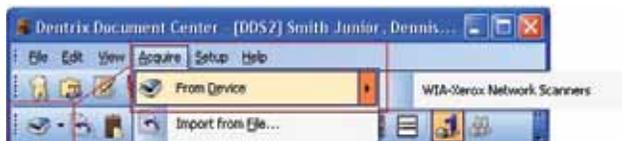
the type of document(s) that you have loaded in your scanner, and press “Quick Scan” to begin scanning with the selected options.

Explanation of the options: Black & White Text scans at 200 dpi (dots per inch), Text with Graphics at 300 dpi, Color Image at 600 dpi, Black & White Image at 600 dpi, or High Quality Black & White at 900 dpi or 1200 dpi, depend on the capability of the scanner.

If your scanner has a page feeder and supports double sided scanning, check Duplex Scan from the Multi Page Options section. Use the Auto Image Adjust Filters to automatically crop/cleanup/smooth the image.

If you prefer to have more control of the scan settings, use the Launch OEM Dialog option. This will open the software that came with your scanner, and allow you to manually choose settings instead of using the Quick Scan window.

If you’ve scanned something and saved the file, or received a file attached to an email, you may also choose to acquire



# Integrated Web Site



## GET YOUR PRACTICE ONLINE FREE

Your patients are searching the Internet for your practice. If they can't find it, they're sure to find another Dentist's Web site in the process. A standard eCentral Web site gets your practice online quickly and easily so patients can find you.

- Gives you several template options to choose from
- Allows you to promote your services
- Attracts new customers
- Improves your practice's professional image

TO GET STARTED: **Call 1-800-734-5561, Option 2.**

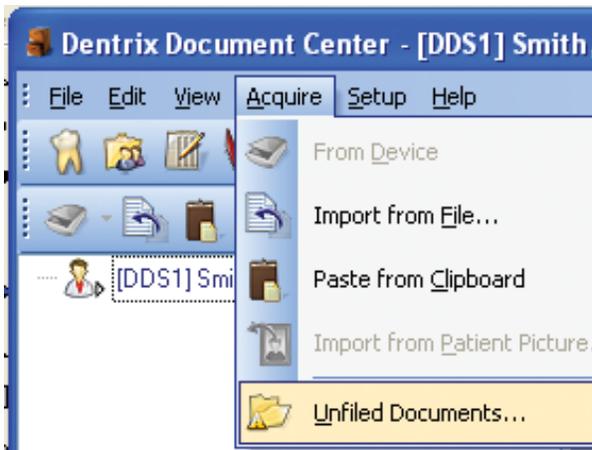
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Free Web site template and hosting included with your Dentrix Customer Service Plan.

your document from file. Click Acquire | From File, browse to and select the document, and attach to the Document Center by following the prompts on screen.



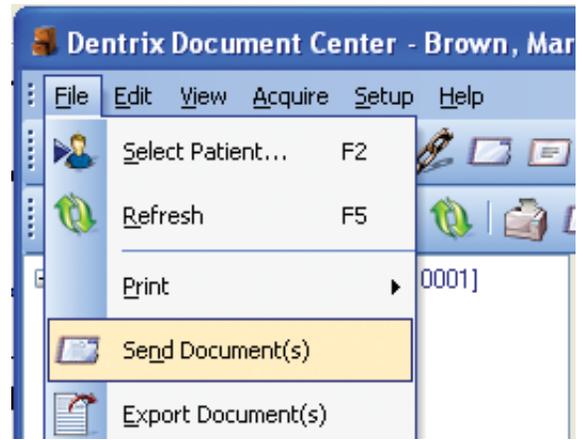
You may also choose to acquire a document from Unfiled Documents. Inside the Document Center, click Acquire | Unfiled Documents. Select the desired document from the list. Then "drag and drop" the document to the patient's name.



How do documents get into the Unfiled Documents area? Primarily by using the Document Center Printer. From any windows program that can print (e.g. web browser, email, word processor), choose to use the Document Center Printer as your printer. Instead of printing to paper, the document will appear in Unfiled Documents window.

After you have acquired a document, you can easily email the item to someone else. First, select the patient and click the document that needs to be emailed. Click File | Send Document(s).

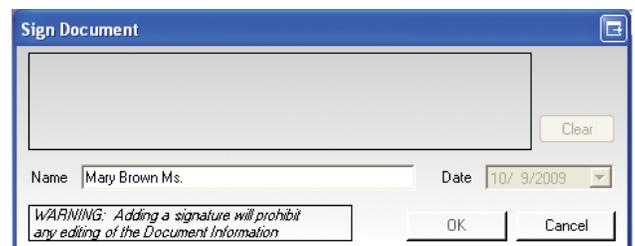
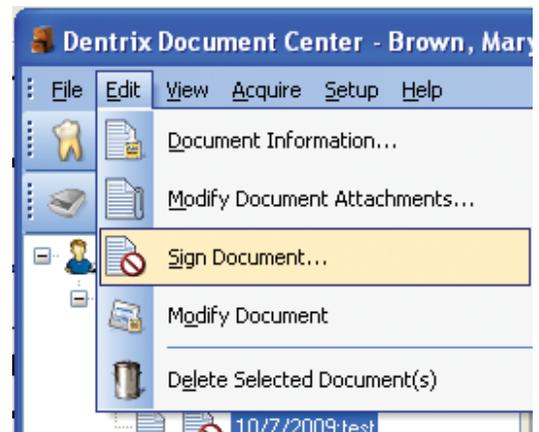
The computer's email program will open (Outlook, Windows Live Mail, etc.) and launch a new email with your attachment and subject line filled in. The address line of the email will automatically populate with the patient's



address (taken from Family File). Just add your message, and press send!

Finally, you have the ability to electronically sign documents in the Document Center. Locate the document and highlight it. Select Edit | Sign Document. In the sign document window verify the correct name has been selected, then sign in the box with your mouse, pointing device, or attached signing pad. After the document is signed, it cannot be modified or deleted (so make sure the details are correct before you sign it!).

With these features in the Dentrix Document Center, your office will save money, work more efficiently, and achieve the goal of "going paperless."



# Online Data BackUp



**eBackUp**



## REST ASSURED YOUR DATA IS SAFE

Your patient data is at risk. But, you can protect it even when you are away for the night. eBackUp automatically backs up the files you want protected in a secure, off-site location, when it's convenient for you.

- Protects your data from fire, flood, system failure, etc.
- Maintains HIPAA compliance
- Compresses data to save storage space
- Includes data backup logs

TO GET STARTED: Visit [www.Dentrix.com/Products/eServices/eBackUp](http://www.Dentrix.com/Products/eServices/eBackUp)

A-EBCSP-Q110

Free gigabyte of data storage included with your Dentrix Customer Service Plan.

### Automatically checking Insurance Eligibility

Knowing a patient’s insurance eligibility status prior to his/her appointment saves time, prevents potential A/R problems and increases case acceptance. Also, you’ll know if you have to collect the full amount at the time of service or if the patient’s insurance will cover all, or a portion, of the fee. Additionally, having the eligibility information prior to the patient’s appointment simplifies the “procedure expense” discussion and improves case acceptance.

eCentral can automatically check insurance eligibility and coverage amounts for scheduled patients, so you don’t have to prepare a pre-authorization claim, send it to the insurance company, and wait for a response. Checking insurance eligibilities with eCentral saves you time and money by letting you know your patient’s eligibility status and coverage amounts before the patient ever comes in. It’s like having an assistant for the insurance coordinator that works 24 hours a day.

### Viewing Insurance Eligibility in the Appointment Book

Now, with Productivity Pack 6, it’s easier than ever to view a patient’s insurance eligibility status—you can view it right on his/her appointment in the Appointment Book.

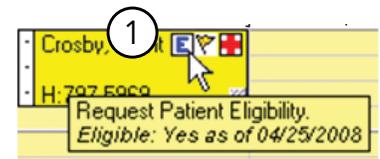
Dentrix and eCentral work together to provide insurance eligibility updates through a process called eSync. If you have eCentral and have downloaded the latest version of eSync\*, patient insurance eligibility statuses will be automatically updated in the Dentrix Appointment Book.

You can visually recognize if a patient is eligible by the color of the eligibility icon displayed on the patient’s appointment. If the icon is blue with a white background, that patient is eligible. If the icon is gray with a yellow background, the eligibility status is something other than eligible, meaning the patient may not be eligible or Dentrix does not have any eligibility information for the patient.

### Updating Insurance Eligibility Information

Using the eCentral Insurance Manager, you can check individual patient insurance eligibilities or update existing eligibility information in the Dentrix Appointment Book. To check individual eligibilities or update eligibility information:

1. Locate the patient’s appointment, click the Eligibility icon, and select Request Patient Eligibility. The eCentral Request Patient Eligibility screen appears.
2. Expand the Payor Name drop-down list and select the Payor to which you want to send the eligibility request.



Note: If there is a Yes/No next to the payor name, that payor will only return yes or no eligibility responses.

3. Enter patient’s subscriber information in the appropriate fields.

Note: The subscriber ID, subscriber first name, subscriber last name, and date of birth are required information.

4. Enter the patient information in the appropriate fields.

Note: The patient information is optional, as it may be the same as the subscriber information.

5. Click Submit to submit the eligibility request. The eligibility information will be updated in eCentral.

\* <http://core.ident.com/eSyncDownload> (case sensitive)

# Credit and Debit Card Processing



## PROCESS PAYMENTS FASTER THAN EVER

Credit card processing can be expensive and time consuming. PowerPay LE allows you to process credit and debit card transactions directly from Dentrax. The integration eliminates double entry while providing a more affordable payment solution.

- Posts payments directly to the Dentrax Ledger
- Splits payments for multiple providers
- Processes payments without tying up a phone line
- Maintains PCI compliance

TO GET STARTED: **Call 1-866-317-6476 Today!**



A-LECS-P-Q110

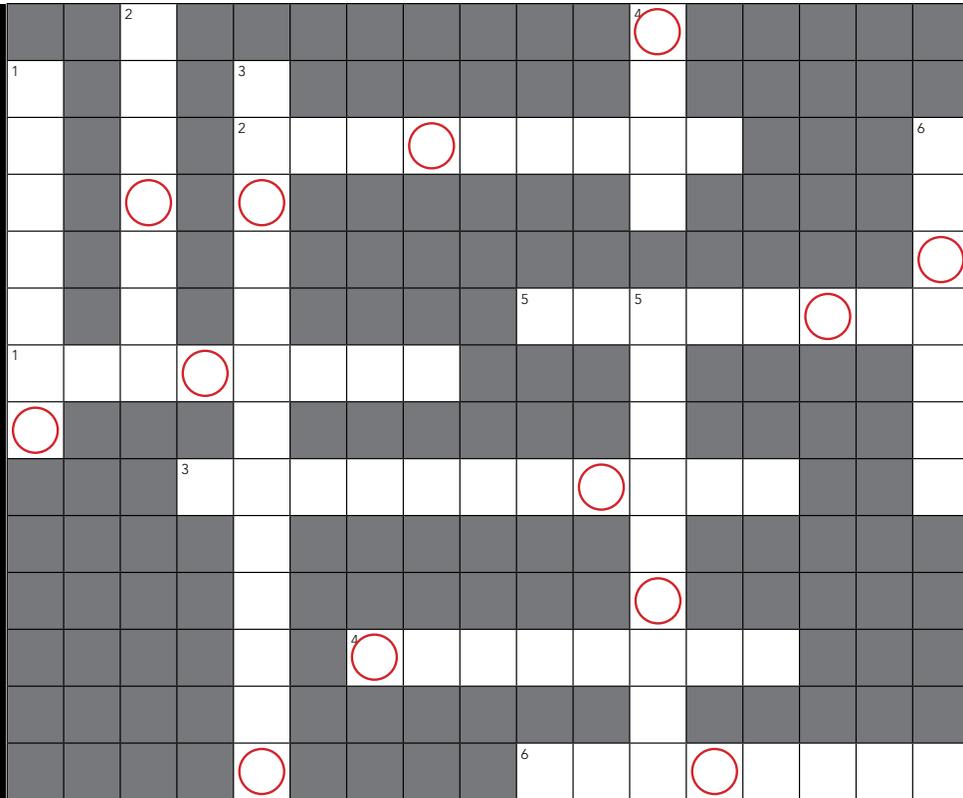
Free software and hardware included with your Dentrax Customer Service Plan.



# How Well Do You Know Your Dentrix Customer Service Plan?

You could win an iPod Touch!

Use the circled characters in the crossword puzzle to unlock the Secret Word.



## Down

1. Protects your patient data from fire, flood and hardware failure.
2. Monthly \_\_\_\_\_ is included with the practice Website in your customer service plan.
3. Payments accepted using PowerPay LE post \_\_\_\_\_ to your Dentrix Ledger.
4. PowerPay LE includes a \_\_\_\_\_ magnetic card stripe reader.
5. On-demand \_\_\_\_\_ are great for training new team members and learning more about Dentrix.
6. The free \_\_\_\_\_ gives your patients access to view appointments and account balances.

## Across

1. Free software \_\_\_\_\_ ensure you're using the latest technology.
2. Get answers with \_\_\_\_\_ technical assistance that's only a phone call away.
3. Guru LE Patient Education software simplifies treatment plan \_\_\_\_\_ to improve case acceptance.
4. PowerPay LE makes credit card processing more affordable, efficient and \_\_\_\_\_.
5. The Dentrix newsletter's tips-and-tricks, product information and \_\_\_\_\_ help improve productivity.
6. The Dentrix \_\_\_\_\_ Center provides on-demand tutorials, webinars and knowledgebase.



Visit [www.dentrix.com/promotions/crossword](http://www.dentrix.com/promotions/crossword) to enter the unscrambled word for your chance to win one of three great prizes

Grand Prize: (1) iPod Touch | First Place Prize: (3) \$25 Visa Gift Card | Second Place Prize: (10) \$5 Starbucks Cards

No purchase necessary. Purchase will not improve chances of winning. Void where prohibited. The sweepstakes begins on February 15, 2010 and ends on April 9th, 2010. You may obtain a copy of the Official Rules at [www.Dentrix.com](http://www.Dentrix.com). The Sponsor for this sweepstakes is Henry Schein Practice Solutions, 727 East Utah Valley Drive, Suite 500, American Fork, Utah 84003-9932. A-CSPDM-Q110

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