

dentrix

MAGAZINE

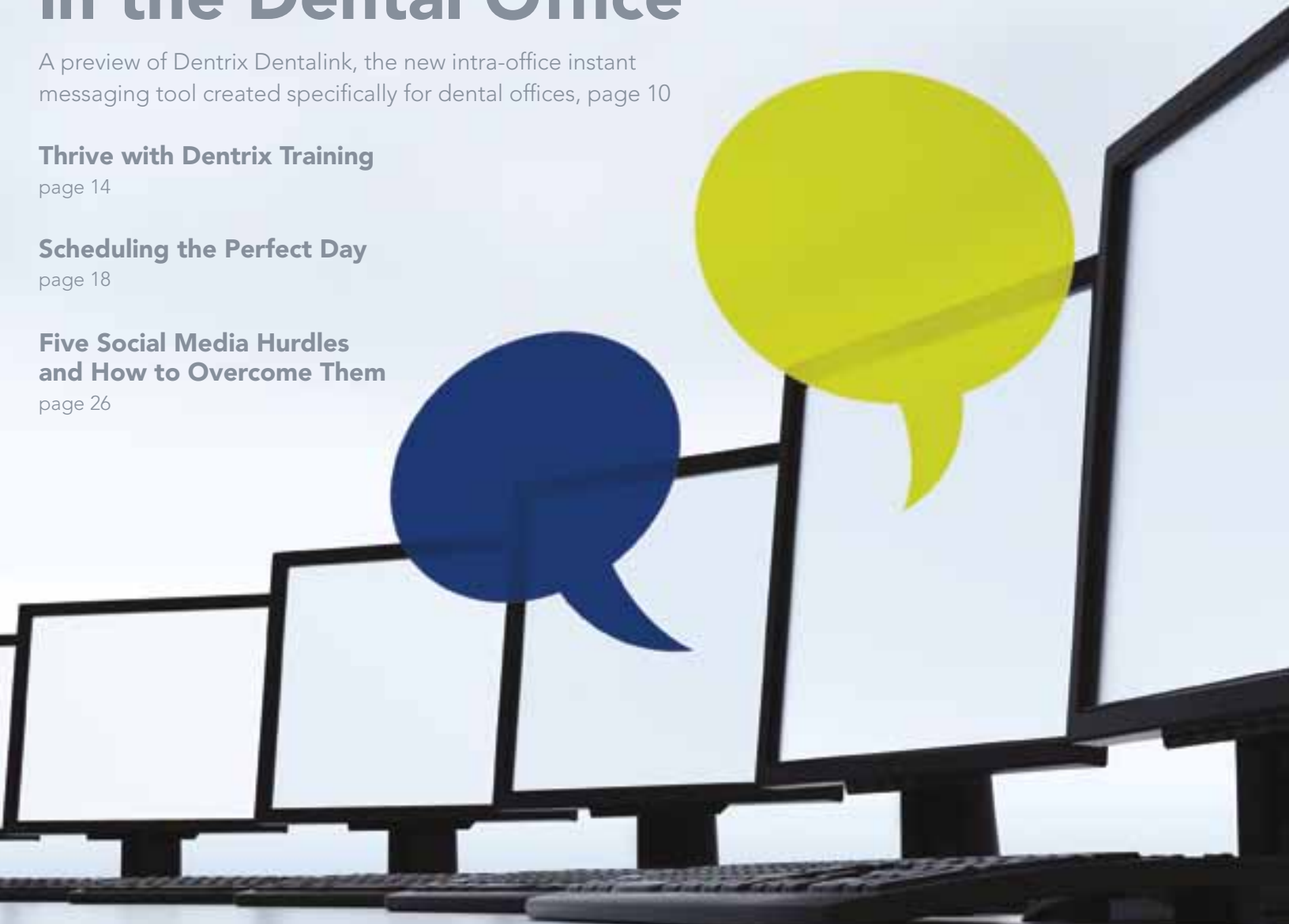
Instant Messaging in the Dental Office

A preview of Dentrix Dentalink, the new intra-office instant messaging tool created specifically for dental offices, page 10

Thrive with Dentrix Training
page 14

Scheduling the Perfect Day
page 18

**Five Social Media Hurdles
and How to Overcome Them**
page 26



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Easy Access to Dentrix Tips

FROM THE EDITOR

Occasionally we receive phone calls from readers who tell us, "We didn't receive our copy of Dentrix Magazine. Please send us another one." We love these calls. It's good to know that people read the magazine and find helpful information in the news, feature articles, and departments.

For example, *Dentrix News* reports on recent and upcoming enhancements to Dentrix and the many integrated eServices; *How It Works* explains how to read essential Dentrix reports, like the new Practice Advisor Report; and other regular columns provide practical Dentrix "how to" tips for every member of the dental office team.

You probably already know that four times a year we send a printed copy of Dentrix Magazine to dental practices on a Dentrix Customer Service Plan. But what you may not know is that Dentrix Magazine is also available online.

Every member of your team can download current and past issues of Dentrix Magazine at www.dentrix.com/magazine. Save the current issue on every computer and iPad in your office, and give your team members easy access to the tips they need to increase the efficiency and profitability of your practice.

As Sean Eyring says in his article, *Thrive with Dentrix Training* (page 14), "the bottom line is that when you provide training for your team, along with the tools they need to do their jobs, they thrive—and so does your practice."

Download your free PDF of Dentrix Magazine today at www.dentrix.com/magazine.

Regards,

Matt Singerman
Editor-in-Chief

dentrix

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DEPARTMENTS

03 QUESTIONS & ANSWERS

04 DENTRIX NEWS

06 HOW IT WORKS

The New Patient Analysis Section of the Practice Advisor Report

Improve referral management with the Practice Advisor report. Learn where the numbers come from and what they mean.

18 PATIENT INFORMATION & SCHEDULING

Scheduling the Perfect Day

Learn how to use Perfect Day Scheduling to help you achieve your profitability goals and make your schedule more efficient at the same time.

20 PATIENT CARE

Going Digital with the Dentrix Patient Chart

Transitioning from paper to digital patient charts makes sense for your patients and your business.

22 YOUR MONEY

Managing Insurance Payment Adjustments

Dentrix makes it easy to post write-off and refund adjustments when you receive insurance payments.

24 GOING PAPERLESS

Using Digital Consent Forms

Using digital consent forms in the Dentrix Treatment Planner module is efficient, secure, and easy.

26 BUSINESS OF DENTISTRY

Five Social Media Hurdles and How to Overcome Them

You've heard about it. You've read about it. Everyone else is doing it. So what's holding you back?

28 CASE STUDY

Clay Center Family Dental Care Builds a More Efficient and Productive Digital Practice

A progressive practice depends on Dentrix and TechCentral to improve patient care, boost profits, and free up resources for humanitarian services.

30 DENTRIX BY THE NUMBERS

10



COVER STORY: INSTANT MESSAGING IN THE DENTAL OFFICE

A preview of Dentrix Dentalink, the new intra-office instant messaging tool created specifically for dental offices.

14



THRIVE WITH DENTRIX TRAINING

Whether you like to discover new information at your own pace or prefer receiving training in a group setting, you can find a Dentrix training option that will help you and your practice thrive.

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Q: In the Batch Processor, what does a status of "Schd-1" mean?

A: When you send a report to the Batch Processor, the report's status appears in the Status column. A "Schd-1" status (or "Schd-" followed by some other number, such as "2" or "3") means the report is printing, being previewed, or is still loading. If you see a "Schd-1" status that doesn't change to another status after you finish printing or previewing the report, from the **File** menu, click **Refresh**. If the status doesn't change to "Printed," try deleting and re-creating the report or restarting your computer. For additional troubleshooting steps, see knowledgebase articles 34033 and 23781 in the Dentrix Resource Center.

Q: How long do reports stay in the Batch Processor?

A: Reports stay in the Batch Processor until you delete them or until you upgrade to a newer version of Dentrix; there is no time limit.

Q: Do I have to delete old reports from the Batch Processor or can I keep all of them in the list?

A: The Batch Processor can store many reports. However, after months of generating reports you may find the Office Manager

taking a long time to load, or you may find yourself having to scroll down in the Batch Processor list before you find the desired report. For these reasons, it is recommended that you delete reports in the Batch Processor after you no longer need them.

Q: In the Batch Processor, can I choose to delete only the items that I've already printed/sent?

A: Yes. In the Office Manager, from the **File** menu, click **Delete**. From the **Delete Options** dialog box, you can choose to delete only **Selected Reports**, **Printed/Displayed Reports**, **Sent Reports** (claims or bills that have already been sent), or **All Reports**.

Q: If I delete a report from the Batch Processor, can I get it back?

A: No. However, Dentrix reports, bills, and claims can be re-generated by creating the report again using the same date range and options as used previously. eTrans Transmission Reports are the exception; they are one-time receipts indicating the status of your eClaims submissions and cannot be regenerated after you delete them. If you want to save and archive certain reports, you can "print" them to the Dentrix Document Center where you can organize and archive them electronically. In the Office Manager, click **File > Printer Setup** and change your reports printer to the Dentrix Document Center printer, and then print the reports you want to archive.

HOW TO LEARN MORE

If you want to learn more about the Dentrix tips featured in Dentrix Magazine, check out these self-paced learning resources.

Dentrix Resource Center

The Dentrix Resource Center offers an online library of on-demand software tutorials and product manuals, a technical support knowledgebase, and opportunities to register for webinars with Dentrix experts. Access is free for dental practices on a Dentrix Customer Service Plan. Log in today at www.dentrix.com/resource-center.

MYVOICE for Dentrix

Do you have an idea for a new feature in Dentrix? Do you want to share it with the Dentrix product managers and other Dentrix users? Visit MyVoice for Dentrix where you can share your great ideas and "vote up" the best ideas shared by others. Vote today at www.dentrix.com. Click the Share Your Opinion link in the "Join Our Community" section.

Dentrix Help Files

In the Dentrix Help Files, you can explore a comprehensive list of conveniently indexed topics or search the topics for key words. To search the Help files, from the **Help** menu in any Dentrix Module, click **Contents**, click the Search tab, type a search phrase or topic name, click **List Topics**, and then under **Select topic**, double-click the topic name. Tip: To turn off the search highlights, press F5.

Dentrix eNewsletter

Sign up for the free Dentrix eNewsletter and receive tips for using Dentrix, practice management advice from industry consultants, and news about product releases and training events. Sign up today at www.dentrix.com/newsletter. To read previous articles, visit www.dentrix.com/newsletter-archive.

▼ eSync Appointment Status Updater



The latest eSync plug-in is the Appointment Status Updater. With the Appointment Status Updater, when patients submit their completed forms from an in-office kiosk, the appointment status in the Dentrix Appointment Book is updated automatically—in real-time. This allows the entire team to see when a patient is ready to be taken to the operator without the need for additional communication.

“This new functionality adds even more efficiency to an already efficient process,” said Adam McDaniel, eServices Product Manager. “The kiosk software greatly improved the speed at which patient data could be imported into Dentrix. Now it has become a complete patient check-in tool by updating the Appointment Book status automatically when the patient is ready for treatment.”

Dentrix users can customize the appointment status that appears in the Appointment Book. They can set up statuses like “Patient has arrived” or “Ready for operator” to display in the Dentrix Appointment Book when patients submit their completed forms through a kiosk.

The Appointment Status Updater also provides automatic real-time appointment status updates for patient confirmations from email appointment reminders and text messages. Offices can set up custom appointment statuses for these types of appointment confirmations.

The Appointment Status Updater is available as part of eSync, a free application that automates communication between eCentral and Dentrix. To download eSync and the eSync Installation Guide, visit www.dentrix.com/products/eservices/esync.

For information on using the Appointment Status Updater, see the eSync Help. From the eSync window, click the **Help** icon, then locate the “Appointment Status Updater Plug-in Overview” Help topic. You can also learn more about eSync by visiting www.dentrix.com/products/eservices/esync or by calling 800-734-5561.

▼ Coming Soon: Henry Schein DDX Enhancements



With Henry Schein DDX, Henry Schein’s web-based case management tool, practices can submit customized digital lab prescriptions instantly to their dental labs, reducing the common communication and prescriptions errors that slow offline case management processes. DDX also offers the added benefit of detailed lab case and account management capabilities like electronic account statements, electronic payments, and integrated shipping alerts, totally free for the dental practice. And, Dentrix users can instantly pre-populate a DDX lab slip with one click from the Patient Chart, Appointment Book, or Treatment Planner.

In response to significant growth within its Dentrix user base, Henry Schein DDX will release exciting practice-side updates in November 2011. Dentrix users will enjoy increased visibility into

their entire business with any DDX-enabled lab, including the ability to invite peers to join the DDX network, view new labs that join the DDX network, and participate in enhanced training and tutorials for practice staff.

“DDX has always given labs and practices a complete picture of their business together,” said Sandy MacDonald, DDX Product Manager. “The new features improve business insight for dental offices of any size, with special focus on enabling peers to join and share case information. The new features also provide customizable, tiered user access and reports, such as those needed by multi-location and large group or enterprise providers.”

Other new features coming in November 2011 take practice-to-lab communication one step further, with the offering of DDX lab websites that provide updated information about the lab to practices, such as cases shipped that day and contact information. Using DDX, labs will have the ability to broadcast news and specials to their DDX practices and their DDX website instantly.

Visit www.ddxdental.com for more information about submitting and tracking lab cases online in seconds—for free—with DDX.

▼ PowerPay 5.0



Henry Schein has responded to changes in PCI security standards with a new version of PowerPay, its popular credit card processing software. PowerPay 5.0 exceeds the latest security requirements and provides exciting new features that lower transaction rates, improve practice branding, and allow the software to run on the latest computer systems.

With the enhancements to PowerPay, office administrators have greater control in restricting access and tracking payment history. "PowerPay has always been very secure," said Adam McDaniel, eServices Product Manager. "The new features go even further to protect dental offices and their patients from the fraud potential that exists in credit card processing."

PowerPay 5.0 lowers transaction fees by automatically posting credit card verification information. Other new

features improve ease and convenience, like the ability to post receipts and consents to the Document Center or the ability to calculate the number of payments and payment amounts in the consent screen.

Other new features in PowerPay 5.0 improve practice marketing and branding. A practice logo or message can now be added to some PowerPay hardware, including the newly integrated Ingenico 6580 color pin pad and the ePad Vision color signature capture device. Plus, you can now add customized messages to the receipt footer to more effectively communicate and reinforce dental offers or other information.

PowerPay 5.0 is now compatible with Windows 7 and 64-bit technology. "Enabling PowerPay to run on the latest computer systems has been one of our most frequent requests. We're pleased that customers who upgrade their hardware can now benefit from this powerful software," said McDaniel.

Visit www.dentrix.com/powerpay or call 800-734-5561 for more information about streamlining credit card processing and managing accounts receivable balances more effectively.

▼ eCentral 2.9 Text Messaging Improvements



With eCentral 2.9, patients can confirm appointments by replying to text message reminders. When you use eCentral in conjunction with the new eSync Appointment Status Updater, patients' appointment statuses will be automatically updated in the Dentrix Appointment Book when they confirm with a text message.

"eCentral Communication Manager is now an even more effective tool for reducing the need for confirmation calls," said Adam McDaniel, eServices Product Manager. "This new

functionality allows Dentrix practices to interact with patients in ways they're accustomed to outside of the dental world. Technology is changing and we want to give our customers the tools to change with it."

Another new feature in eCentral 2.9 gives users the ability to create customized text messages. Now when users send text messages to patients, they can use a pre-written message template or create custom messages from scratch.

To learn how to send text message appointment reminders with Dentrix and eCentral 2.9, visit www.dentrix.com/getting-started/text-message. For more information about what's new in eCentral 2.9, see the "What's New in eCentral 2.9?" topic in the eCentral Help Files. You can also learn more about eCentral and eSync by visiting www.dentrix.com/eservices or by calling 800-734-5561.

how it works:

The New Patient Analysis Section of the Practice Advisor Report

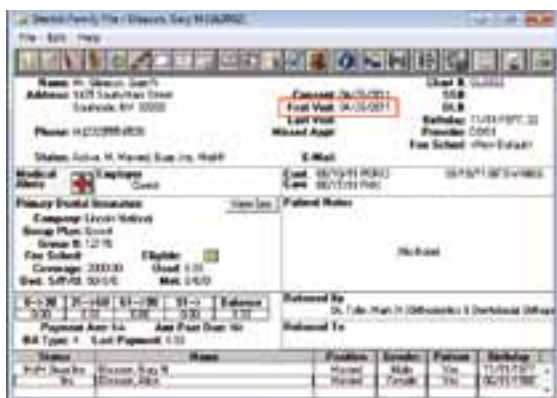
To ensure your practice is as profitable as possible, it's important to track key performance indicators, or KPIs. The Dentrax Practice Advisor shows your practice's KPIs in several categories, including new patient analysis. To access the Practice Advisor, in the Office Manager, click **Analysis**, then **Practice Advisor**. Or, click the **Practice Advisor** button.

Report Date: 10/22/2011

Practice
Active Patient

NEW PAT		
Practice Totals	Sept 11	MTD Oct 11
# of New Patients by First Visit	12	16
Tx Amount Diagnosed, New Patients	23,784.00	39,734.00
Tx Amount Accepted, New Patients	17,368.00 73%	25,430.00 64%
Average Tx Amt Diagnosed, New Patients	1,982.00	2,483.38
# of New Patients Referred BY Patient	2 17%	6 38%
# of New Patients Referred BY Doctor/Person	4 33%	1 6%
# of New Patients Referred BY Marketing	0 0%	0 0%
# of New Patients Referred BY all	6 50%	7 44%

1 This row shows the total number of new patients who visited your practice for the first time within the selected date range.



Patients are counted in this number if the date in the **First Visit** field in the Family File is within the selected date range and if they have a "patient" status.

The number in the MTD column of this row is used as the basis for calculating the other new patient statistics.

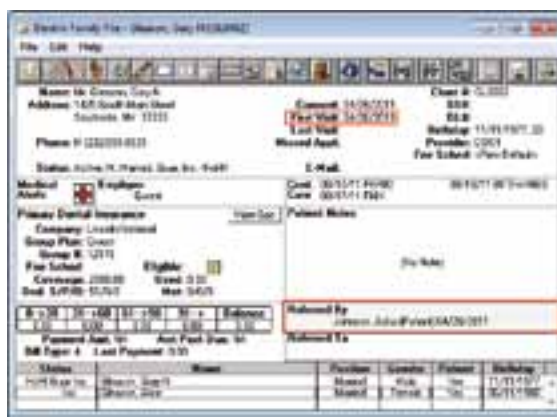
3 This row shows the dollar amount of the treatment accepted by new patients (#1). The following procedures are counted in this amount:

- Treatment-planned procedures that (a) are part of a treatment case with an "accepted" status and (b) have a procedure date that is the same as the patient's first visit date in the Family File.
- Completed procedures that either (a) have a treatment-planned date that is the same as the patient's first visit date in the Family File or (b) have a procedure date that is the same as the patient's first visit date in the Family File.

2 This row shows the dollar amount of the treatment diagnosed for new patients (#1). The following procedures are counted in this amount:

- Treatment-planned procedures that (a) are part of a treatment case with an "accepted" status and (b) have a procedure date that is the same as the patient's first visit date in the Family File.
- Completed procedures that either (a) have a treatment-planned date that is the same as the patient's first visit date in the Family File or (b) have a procedure date that is the same as the patient's first visit date in the Family File.

5 This row shows the number of new patients (#1) who were referred to your practice by another patient.



Patients are counted in this number if they have a "patient referral" recorded in the Family File and if that referral has the same date as their first visit date.

Practice Advisor Report

Base by Last Visit: 1,516

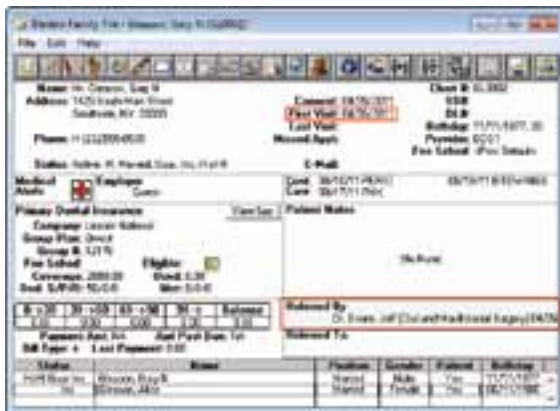
PATIENT ANALYSIS

Benchmark	Variance	YTD Oct 11	Benchmark	Variance
		42		
		85,518.00		
85%	-22%	48,745.00	85	-26%
1,500 - 2,500	483.38	2,036.00	1,500 - 2,500	36.00
75%	-37%	12	20%	-55%
20%	-14%	8	20%	-6%
5%	-5%	0	5%	-5%
		20	34%	

For a full explanation of each row and column in the New Patient Analysis section of the Practice Advisor Report, see the New Patient Analysis topic in the Dentrix Help. You can also visit the Dentrix Resource Center and view the Practice Advisor tutorial. See "How to Learn More" on page 3 for instructions on accessing these resources.

4 This row shows the average dollar amount of the treatment diagnosed for new patients. This number is calculated by dividing the treatment amount diagnosed (#2) by the number of new patients (#1).

6 This row shows the number of new patients (#1) who were referred to your practice by a doctor or other specialist.

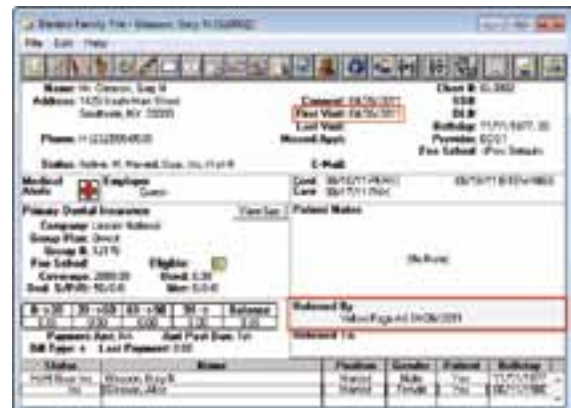


Patients are counted in this number if they have a "doctor referral" recorded in the Family File and if that referral has the same date as their first visit date.

8 This row shows the number of new patients (#1) who were referred to your practice by either a patient, doctor, or marketing campaign.

Patients are counted in this number if they have any kind of referral (#5, 6, 7) recorded in the Family File and if that referral has the same date as their first visit date.

7 This row shows the number of new patients (#1) who were referred to your practice by an advertisement or marketing campaign.



Patients are counted in this number if they have a "non-person referral" recorded in the Family File and if that referral has the same date as their first visit date.



To set up non-person referrals, create a new referral type (such as "Website") and check the Non-Person check box in the Referred By Information dialog box.

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Ronnie Klein
Henry Schein Sales Consultant

“When analyzing customers’ coding, I review their coding reports for areas of improvement such as missing codes that should appear more frequently (e.g. cavity varnish) and areas of potential growth for the practice (e.g. billing lots of post and cores, the office should consider performing endo). After this analysis, my customers usually see a 10-15% increase in their gross income.”



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INSTANT MESSAGING IN THE DENTAL OFFICE

JAY WOOD
Product Marketing Manager
ROGER GAGON
Senior Editor

A preview of **Dentrix Dentalink**, the new intra-office instant messaging tool created specifically for dental offices.



The users on MyVoice voted. With nearly 2000 votes, the most requested new feature for Dentrix is instant messaging.

It's not surprising that so many Dentrix users voted for this feature. Dental offices are a hive of constant activity with a steady stream of messages between staff and clinicians. The front office staff are often busy checking patients in and out, filling out paperwork, and mailing lab work. And in the middle of all of that, they have to drop everything and find the dentist to deliver a message, which can impede customer service and other important office work.

Dentrix customers have a better option. Here's a preview of Dentrix Dentalink, an intra-office instant messaging system created specifically for dental offices. Dentalink is now available to any dental office on Dentrix G4 Productivity Pack 8. It can be deployed on computers throughout the office with the help of the eSync 3.1.5 Plug-in Manager.

Dentalink lets users send and receive text-based messages. Receivers are notified of new messages through a pop-up message bubble on the computer screen (Figure 1) and a subtle tone through the computer speakers, allowing them to take note of the message with little or no disruption to patient care.

Dentalink messages are sent to specific computers where the intended message recipient may be currently working. Using Dentalink, each computer in the office can be named with a readily identifiable name like "Front Desk," "Operator 1," or "Operator 2." When Dentalink is open, the computer name appears in the Dentalink title bar, and the names of each computer with Dentalink installed display in a **Contacts** list (Figure 2).





Figure 1 Dentalink messages appear as pop-up messages on the screen.

And if staff members aren't sure where the intended recipient is working at the moment, they can use the **Send Message to All** option, which sends the message to all computers in the office. This option makes it easy to communicate the necessary information without having to worry about where the intended recipient may be in the office.

With such a powerful broadcast feature, some users may be concerned about the potential for accidental disclosure of private health information. The good news is there is no

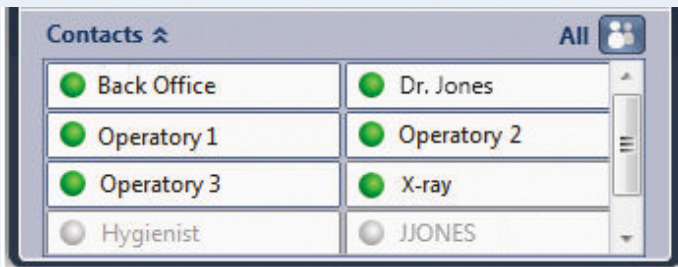


Figure 2 Messages can be sent to available computers in the Contacts list.

way for messages to accidentally go beyond an office's own private network. Dentalink doesn't communicate with other instant messaging systems, and messages are never routed over the Internet.

Dentalink makes it easy for users to send routine communications using a feature called Quick Messages. Quick Messages are short messages you set up in advance that you



can quickly select and send whenever you want (Figure 3). You can create as many Quick Messages as you like. Each computer can be configured with its own unique set of Quick Messages so users don't have to scroll through a long list of irrelevant messages to find the one they want. For example, you may want the Quick Message "Your next patient is ready" to be available only from the Front Office computer.

Setting Up Dentalink

Dentalink is an eSync plug-in and is available with eSync 3.1.5. For information about obtaining eSync 3.1.5 and Dentalink, see the "Downloading and Installing eSync and Dentalink" sidebar.

Before you begin using Dentalink, you need to set it up. To access the Dentalink settings, with Dentalink open, click the **Settings** icon in the top-right of the Dentalink window.



The **eSync Settings** page appears with the Dentalink Settings options displayed (Figure 4). Here you can edit your Workstation Name, create and manage Quick Messages, and change the Notification Display Length. After making changes, click **Save** in the bottom-right corner.

Sending Messages

A communication between you and a selected Dentalink contact is called a "conversation." When you send your first message to a contact, you begin a conversation. During the conversation, you can reply to messages and view the messages you receive. When you are finished with the conversation, you can end the conversation, and Dentalink removes all messages in that conversation from the Conversation Log.

To select a contact and begin a conversation, click the **Contacts** bar in the Dentalink window. Each contact in the list is displayed with a colored icon to indicate its online or offline status. The Contacts List is sorted alphabetically by

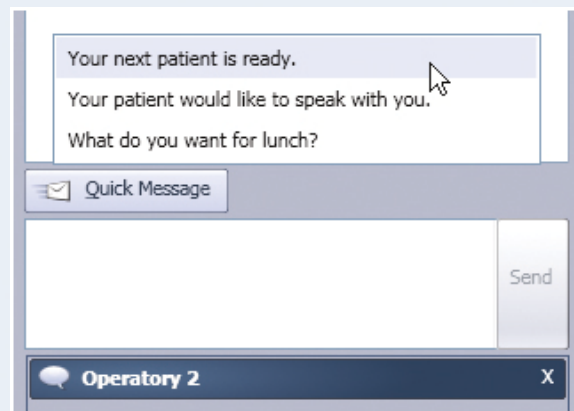


Figure 3 Each computer can be configured with ready-to-use "Quick Messages."

With Dentalink's flexible, easy-to-use messaging tools, your office can deliver messages quickly and privately.



Figure 4 Configure Dentalink settings in the eSync Settings window.

contact name, with online contacts listed before offline contacts. You can begin conversations only with contacts that are "online" (have Dentalink open).

To begin a conversation, click the online contact with whom you want to converse and type a message in the Chat Box, or click the **Quick Message** button and select a message from a list of Quick Messages that you have added. When you're ready to send your message, click **Send** or press ENTER. The system sends your message and posts the sent message to the Conversation Log. Each message is identified by its sender and time.

Receiving Messages

When Dentalink is open and an incoming message from an active conversation arrives, a tone sounds and the message appears in the Conversation Log just below the previous message. In Figure 5, notice that the Operatory 2 message

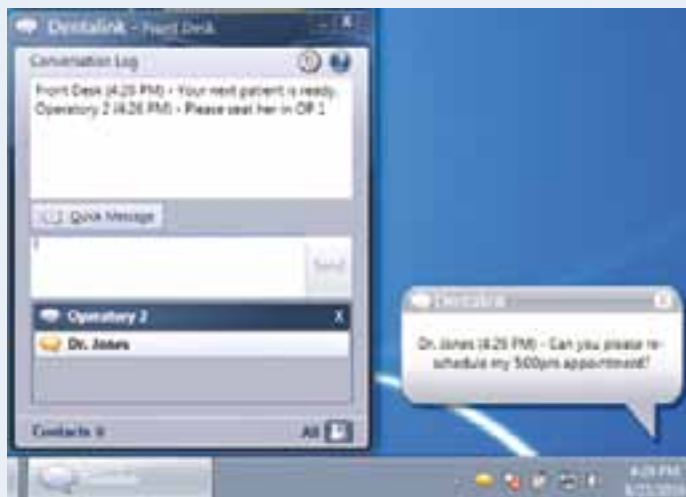


Figure 5 Conversation bars are used to keep track of multiple Dentalink conversations.

(now active) appears just below the Front Desk message.

While in the active conversation, if you receive a message from another conversation, a tone sounds, a message bubble appears, and the Dentalink icon in the notification area changes to yellow so you know you have an unread message. In Figure 5, notice that when a new message was received from Dr. Jones, a new conversation bar was added for "Dr. Jones," and the yellow icon appears in the conversation bar and in the notification area.

Conversation bars let you manage multiple conversations at once. When you are finished with a conversation, you can either leave it opened for future use, or you can end it by clicking the X on the right side of the conversation bar. Once a conversation is ended, its Conversation Log is cleared, and the conversation bar is removed from the Dentalink window's Conversations Log.

With Dentrix Dentalink's flexible, easy-to-use messaging tools, your office can deliver messages quickly and privately. For more information about Dentrix Dentalink, visit www.dentrix.com/dentalink. **DM**

Downloading and Installing eSync and Dentalink

If your office is on Dentrix G4 Productivity Pack 8 and would like to start using Dentalink, you will need to download and install eSync 3.1.5 at www.dentrix.com/products/eservices/esync. Under **Documentation**, click the **eSync 3.1.5 Installation Guide** link to download the installation instructions. Then click the **Download eSync** link and follow the instructions to download and install eSync 3.1.5.

eSync provides a Plug-in Manager, and Dentalink is one of the available plug-ins that is installed with eSync. After you install eSync and the Dentalink plug-in, Dentalink opens automatically each time you start your computer. When Dentalink is open, a Dentalink icon appears in the notification area of the Windows taskbar. To open Dentalink when it is closed, click the Dentalink icon in the notification area.

THRIVE

WITH DENTRIX TRAINING

BY
SEAN EYRING
CONTRIBUTING EDITOR

Is it acceptable for your dentist to complete his/her degree but not keep abreast of the latest studies, developments, or changes in the industry? Is it OK for your office manager, who successfully manages the practice, to simply keep up the good work, even if more efficient methods, processes, or technology are readily available? Is it good enough to think, “If it’s not broken, why fix it?” The answer to these questions is, of course, “No.”

So what is the answer? Instead of just carrying on with business as usual, you can invest in professional development and on-going training, which will help you, your team, and your practice thrive.

Professional development and on-going training are crucial for the employees and staff of any organization, and your dental practice is no exception. In her article titled “The #1 Reason New Practices Struggle: Training” in the Winter 2010 issue of *The New Dentist* magazine, Sally McKenzie, CEO of McKenzie Management, said, “The single biggest contributor to inefficiency and mismanagement in a new practice is a poorly trained team. If you want your staff members to succeed at their jobs and you want to have a more efficient, profitable practice, you need to make sure everyone in the practice has had adequate training by a professional.”

Sally continues, “At a minimum, every new employee should receive professional training on the computer practice management system, which is the central nervous system of the practice.” Because this is so important, Dentrix offers several different training options in order to meet the needs of busy dental practices like yours.

Dentrix offers several training options that accommodate the needs of different practices as well as the learning styles of different learners. Whether you are a self-starter and like to discover new information at your own pace or you prefer receiving training in a group setting where you can learn from the questions and experiences of others, you can find a training option that will work for you.

On-Demand Training

There is a wealth of information on how to use Dentrix that you can access 24 hours a day, 7 days a week, and 365 days a year—when you need it. The Dentrix Resource Center, located at www.dentrix.com/resource-center, provides essential Dentrix learning resources for your entire dental office. New team members can learn Dentrix basics with on-demand tutorials. Experienced staff can enhance their Dentrix knowledge and skills with webinar recordings, user’s guides, and searchable knowledgebase articles.

The bottom line is that when you provide training for your team, along with the tools they need to do their jobs, they thrive—and so does your practice.

The Dentrix knowledgebase, found in the Resource Center, is made up of nearly 12,000 individual articles written by the Dentrix Customer Support team. Knowledgebase articles are searchable by keyword, which makes it easy for you to find the information you’re looking for. Articles are updated and new information is added to the knowledgebase every week.

In the Resource Center you’ll find on-demand training which includes recorded webinars, interactive tutorials spanning a wide range of topics, and downloadable product manuals,

including user's guides and installation guides for current and prior versions of Dentrax.

One popular type of on-demand training offered in the Resource Center is tutorials. Tutorials are short video presentations on how to access Dentrax modules, perform specific tasks within Dentrax, and use Dentrax to increase your practice's profitability. Tutorials explain fundamental concepts and guide you through hands-on practice exercises.

On-demand training also includes webinar recordings of Dentrax and eServices training webinars. Live webinars are recorded and categorized by topic, and you can access them at any time following the live event. When viewing recorded webinars, you have access to the tip sheets that were provided during the live event.

Access to the on-demand training topics in the Resource Center is included with your Dentrax Customer Service Plan. If you don't have a customer service plan, you can enter the Resource Center as a guest and access a limited selection of knowledgebase content, webinar recordings and tutorials. Guests do, however, have full access to downloadable Dentrax and eServices manuals in PDF format.

To log into the Dentrax Resource Center, go to www.dentrax.com/resource-center and enter your **Customer ID** number and **Office ZIP Code**, or enter as a guest. Once logged in, use the tabs at the top of the screen to navigate to the type of content you want to view.



Webinars

Webinars are scheduled, live events, presented via the Internet that focus on a variety of Dentrax and eServices topics. During a webinar, you can see the presenter's computer screen as he or she demonstrates how to complete tasks, and you can ask the presenter questions, receive answers, and learn from the questions being asked by other attendees.

Webinars generally run between 30 and 60 minutes and are excellent resources for learning tips that will improve the efficiency and productivity of your office. While many webinars are free for all viewers, some webinars require a Dentrax Customer Service Plan.

Dentrax offers three different types of webinars.

- Solutions Webinars show you how Dentrax solutions resolve critical practice management challenges. These webinars are recommended for current and prospective Dentrax users.
- eServices Training Webinars help you learn how to start using Dentrax eServices such as eCentral, eClaims and Attachments, QuickBill, and more. These webinars are recommended for current Dentrax users who are learning to use eServices.
- Dentrax Training Webinars teach you how to use popular Dentrax features better. These webinars are recommended for current Dentrax users wanting to keep their Dentrax knowledge and skills up to date.

To register for a webinar, visit www.dentrax.com/webinars and click the **Register** button for the type of webinar you want to attend. A list of the upcoming webinars will be displayed. Click the title of the webinar you are interested in and follow the on-screen prompts. A confirmation email, along with login information for your registered webinars, will be sent to you prior to the live event.

Seminars and Workshops

Seminars and workshops are training opportunities that take place outside of the dental office. Both options give you a chance to learn more about Dentrax in an environment that

is free from the office duties, phone calls, and interruptions that can make learning difficult. Because of the group dynamic of seminars and workshops, you can learn from discussions with other attendees about the kinds of challenges they are facing and how they are using Dentrax to increase the efficiency, productivity, and profitability of their practice.

Seminars are generally half-day presentations in which you learn about new features, get tips for making your practice more profitable, and discover the benefits of having a Dentrax Customer Service Plan. Seminars are taught by certified trainers who can answer your questions, offer advice, and share their experiences with you. As a seminar attendee, you'll receive handouts with tips for using Dentrax that you can take back to the office and use as reference when performing tasks and routines.

Typically held as one- or two-day events, workshops are taught by Dentrax Certified Trainers and provide a hands-on training experience in a computer lab, allowing you to practice the skills and methods being taught during the class without having to worry about making mistakes or deleting genuine patient information. When attending a workshop, you receive a study manual with step-by-step instructions for how to perform the tasks taught during the workshop, exercises to perform during the workshop, and questions designed to prompt class discussion. These manuals are yours to keep and can be used as

a reference once the workshop has ended and you have returned to the office to begin implementing what you have learned.

For more information about Dentrrix seminars and workshops, visit either www.dentrrix.com/insightseminar or www.dentrrix.com/workshops to find dates and locations, course descriptions and registration options.

In-Office Training

A popular training option is to have a Dentrrix Certified Trainer visit your office for training sessions. In-office training can be purchased in four-hour increments. You can use in-office training to train individual staff members, the whole practice, or smaller subsets of the practice (for example, the clinical staff).

The biggest benefit of in-office training is the personalized attention and training you receive. You are able to interact one-on-one with the trainer, ask questions, and get hands-on practice using your own patient database. The trainer can help you learn to use Dentrrix to meet your office's particular needs and challenges, interpret your practice's data, and implement routines based on how you prefer to handle patients, insurance, and treatment.

Professional development and on-going training are crucial for the employees and staff of any organization, and your dental practice is no exception.

Most offices schedule in-office training when they first install Dentrrix. Staff changes or interest in special topics can trigger the need for additional in-office training after the initial installation. Sample topics for in-office training include managing patient information, schedule management, insurance management, office routines, and charting, as well as other topics based on the practice's needs.

While not required, it is highly recommended that you close your practice on the day(s) of training to prevent distractions (for example, phone calls, patients coming in, etc.). If closing the practice for training is not possible, then the team members

being trained should be given a private, dedicated space so they can focus on the training without interruptions from the daily business going on in the office.

To purchase in-office training, coordinate with a local trainer you already know, call 1-800-336-8749, or send an email to systemsimplementation@henryschein.com.

Coaching

Once you have learned how to use Dentrrix for essential office tasks, you can receive profitability coaching to help you track key performance indicators and learn how to use Dentrrix and eServices to increase the profitability of your practice. Coaching sessions happen over the phone, use a remote Internet connection to provide a teaching environment using your computers and your patient data, and provide opportunities to ask questions and talk through examples that relate to your practice's unique situation.

Profitability coaching helps you understand the business of dentistry. For example, coaching does not focus on how to "do" perio exams, but instead it focuses on how to compare the production amount of the perio exams with the amount of other work being done in the operatories, and how these totals measure up to the overall production in the office. However, coaching is not consulting; coaches will not make business decisions for you, but they will teach you how to use Dentrrix to recognize opportunities for improvement, review your progress, and show you tools that can help your practice.

To learn more about Dentrrix profitability coaching, visit www.dentrrix.com/coaching and request more information via the form provided, or visit estore.dentrrix.com, select **Dentrrix > Services > Training and Coaching > Coaching (Profitability)** and select a coaching option to fit your practice's needs.

Ongoing professional development and training for the entire staff, both front office and clinical, is critical to the success of any practice. Dentrrix offers a wide range of training options designed to fit the needs of practices and individuals wanting to improve their skills, so explore the training options that interest you, decide which options are best for your team, and start learning today. The bottom line is that when you provide training for your team, along with the tools they need to do their jobs, they thrive—and so does your practice. **DM**



WHICH TRAINING OPTIONS ARE BEST FOR ME AND MY TEAM?

	ON-DEMAND	WEBINARS	SEMINARS	WORKSHOPS	IN-OFFICE	COACHING
Self-paced	X					
With an instructor		X	X	X	X	X
Hands-on practice with software				X	X	X
Opportunity to ask questions		X	X	X	X	X
One-on-one					X	X
Group setting		X	X	X		
Face-to-face			X	X	X	
Online or over-the-phone	X	X				X
Personalized based on needs					X	X
Available in the office	X	X			X	X
Available outside of the office	X	X	X	X		
For staff with no Dentrax experience	X	X			X	
Earn CE credits				X		
Included with Dentrax Customer Service Plan	X	X				

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Patient Information & Scheduling



Scheduling the Perfect Day

Learn how to use Perfect Day Scheduling to help you achieve your profitability goals and make your schedule more efficient at the same time.

■ May Wescott | Contributing Editor

Would you tell me, please, which way I ought to go from here?' 'That depends a good deal on where you want to get to,' said the Cat. 'I don't much care where--' said Alice. 'Then it doesn't matter which way you go,' said the Cat. (Alice's Adventures in Wonderland, Lewis Carroll)

All too often dental offices take Alice's approach when it comes to scheduling patients. Instead of setting clearly defined goals to work toward, offices schedule patients willy-nilly, looking for the first available appointment time without considering the need to build a profitable and efficient day. The result is a busy, stressful day that may not get them closer to their vision of success.

Scheduling for production is a different approach. It creates a clear map to your profitability goals. When you schedule for production, you reserve time in your appointment book for certain types of procedures. As Cathy Jameson, CEO of Jameson Management, puts it in her *Scheduling for Productivity, Profitability, And Stress Control* webinar, "Scheduling for production doesn't mean that all you're interested in is money. Not at all. It means that in equalizing the productivity of your days you will have smoother days, less stress and will end up with a great month."

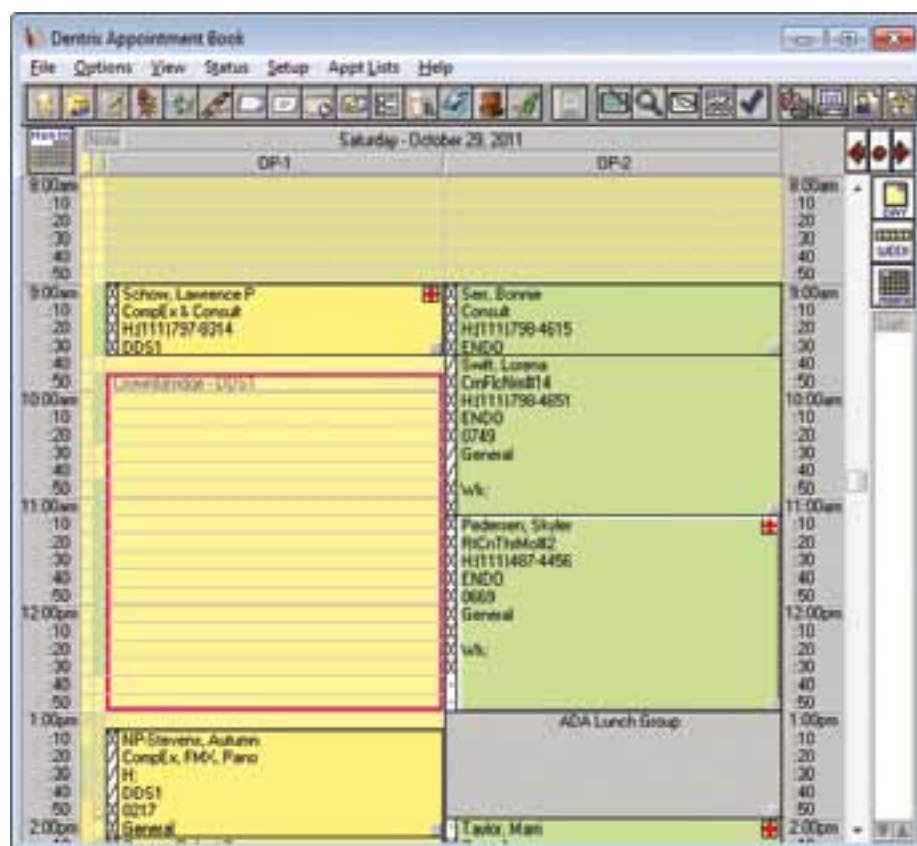


Figure 1 With Perfect Day Scheduling, you can reserve appointment time blocks for specific types of procedures, making your days more efficient and profitable.

Scheduling for production creates a clear map to your profitability goals.

The Perfect Day Scheduling feature makes it easy for you to schedule for production. With Perfect Day Scheduling, you can set up "time blocks" to reserve space for specific

procedures in your Appointment Book (Figure 1). The system reminds you that the time is reserved for those procedures both visually and with alerts.

Creating Appointment Types

To begin, decide what types of appointments you want to block time for in your Appointment Book. For example, in his *Set Your Practice on Fire* webinar, Dr. Roger Levin recommended that you set up your schedule to book "major production" services in the morning with the goal of achieving 60 – 65% of your

daily production in that block. Similarly, in her productivity webinar, Cathy Jameson suggested that you pre-block for "primary procedures" and then work in your "secondary" and "tertiary" procedures around that block. (These and other productivity topics can be viewed in the Dentrix Resource Center.)

After you've decided on your appointment types, you'll need to add them to Dentrix so that you have a list to choose from when creating time blocks and appointments. From the **Office Manager**, click **Maintenance > Practice**

Setup > Definitions. Click the **Definition Type** drop-down menu and select **Appointment Types** (Figure 2). Add new types or change the existing types as necessary.

Creating Time Blocks

Once you've set up the appointment types you want, you're ready to begin blocking time in the Appointment Book. Blocks are set up by provider. From the Appointment Book menu, click **Setup > Provider Setup**. Select the provider whose blocks you want to set up and click **Setup**. From the **Provider Setup** dialog box, click the **Add** button under **Set Time Blocks**. The **Block Settings** dialog box appears (Figure 3). You should assign a name, a color, days of the week, time range, operator, and appointment type to each block. Repeat this process for all providers and blocks that you want to use in your schedule.

Enabling Perfect Day Scheduling

As a final step, you need to turn on Perfect Day Scheduling. In the Appointment Book, click **Options > Perfect Day Scheduling**. You should now see the time blocks you created in the operatories of your Appointment Book. This serves as a visual cue to remind you that these times are blocked for the production types you set up.

Scheduling an Appointment

To schedule an appointment in a time block, double-click the start time as you would to schedule any appointment. Enter the necessary appointment information. Before clicking **OK** to save the



Figure 3 Assign colors, operatories, types, days, and times for your blocks.

appointment, click the **Type** drop-down menu and select the appointment type for this appointment. The appointment type should match the block type you're scheduling. (See sidebar, "Attaching Procedures to Appointment Types".)

If you forget to assign the appointment type or you try to schedule an appointment for a different type of production, a warning message will appear. You can choose to return to the Appointment Information dialog box to assign the proper type or you can choose to schedule the appointment anyway. (Keep in mind, there will be times where you'll need to schedule an appointment in a time reserved for something else and

Dentrix allows you to over ride the block for those situations.)

By using the Perfect Day Scheduling feature, you take the guesswork out of scheduling and put your office on track to have a more profitable and less stressful month. **DM**

Learn More

To learn more about using Perfect Day Scheduling, see the Perfect Day Scheduling Overview topic in the Dentrix Help. You can also visit the Dentrix Resource Center to view the Perfect Day Scheduling webinar recording. See "How to Learn More" on page 3 for instructions on accessing these resources.

Attaching Procedures to Appointment Types

You can save a step when scheduling for a blocked type of appointment by linking appointment types to procedure codes. When you select a linked code as the reason for the appointment, the appointment type will automatically appear in the Type field of the Appointment Information dialog box, saving you from manually selecting the appointment type in order to schedule the appointment in a time block.

To associate appointment types with procedure codes, from the **Office Manager**, click **Maintenance > Practice Setup > Procedure Code Setup**. Select the desired procedure code and click **Edit**. The **Procedure Code Editor** dialog box appears. Click the **Appointment Type** drop-down menu and select the appropriate appointment type. Click **Save**.

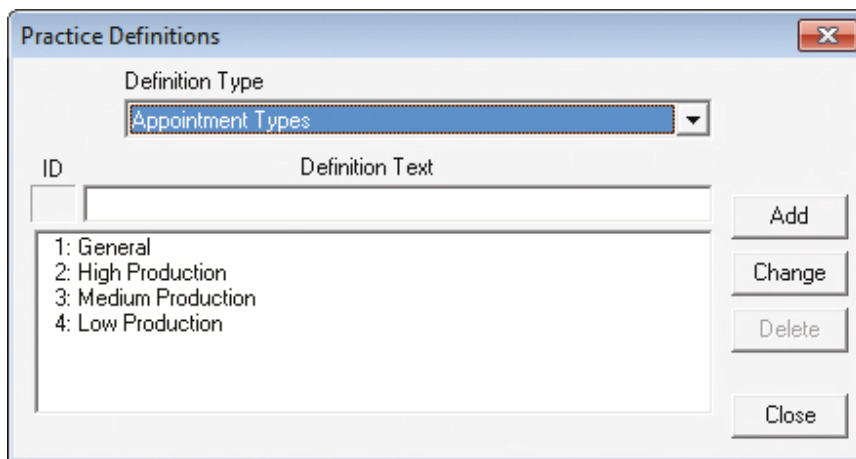


Figure 2 Use the Practice Definitions dialog box in the Office Manager to customize the types of appointments you want to block time for.



Going Digital with the Dentrrix Patient Chart

Transitioning from paper to digital patient charts makes sense for your patients and your business.

■ Gary Frazier | Contributing Editor

Several years ago, my physician moved his practice into a former bank building. His new office still contained the bank vault, so he used it to store the hundreds of file folders containing his patients' charts. While the charts were obviously secure in the vault, I'm sure that creating, retrieving, updating, and re-filing them was neither fast nor easy. The Dentrrix Patient Chart (Figure 1) makes creating, backing up, retrieving, modifying, and re-filing your patient charts quick and easy. Paper charts are time consuming and require a lot of space. They are also difficult to track, update, or duplicate and can be misplaced, falsified, or destroyed more easily than we sometimes imagine. Transitioning from paper to digital patient charts just makes sense for your patients and your business.



Figure 1 The Patient Chart.

Procedure Buttons and Codes

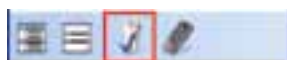
By default, Dentrrix provides you with 24 procedure buttons that you can use to quickly post procedures to a patient's chart. However, you're not limited to those 24 buttons. You can add an unlimited number of procedure buttons and customize them for your practice. And since the procedure button settings are computer specific, you can further customize them according to the type of work performed in a particular operator.

You can also use the Procedure Codes list to post procedures. This list is very helpful when you need to post more than one procedure or if you haven't set

up a procedure button. However, since the list contains all of the ADA procedure codes, you can use the Office Manager to hide codes that you never use. To hide a code, from the **Maintenance** menu in the Office Manager, point to **Practice Setup**, and then click **Procedure Code Setup**. Select a category and the procedure that you want to hide, click **Edit**, and clear the **Show in Chart** option.

Entering Treatment

With the Patient Chart, charting treatment couldn't be easier. Using just your mouse, in the Graphic Chart, select the tooth or teeth you want to treat. Click the appropriate procedure button or procedure code, and then click the **Post** button in the Procedure Codes toolbar.



Assign a status by clicking the Existing Other, Existing, Treatment

Plan, or Completed buttons. If the procedure you selected requires additional information, such as surfaces, select them from the **Select Surface** dialog box and click **OK** (Figure 2). Dentrrix adds the procedure to the Graphic Chart and the Progress Notes.

Auto-State

The Auto-State button can save you time when you create a treatment plan for current patients or when you examine new patients. For example, you might begin examining a new patient by charting existing treatment and conditions.

First, click the Auto-State button and then click the Existing (Ex) status button.



From the Graphic Chart, select the teeth you want to chart, click the appropriate procedure buttons, and then





The Dentrrix Patient Chart makes creating, backing up, retrieving, modifying, and re-filing your patient charts quick and easy.

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Figure 2 The Select Surface dialog box.

click the Post button on the Procedure Codes toolbar. Dentrix enters the procedure and the “Ex” status in the Graphic Chart and in the Progress Notes. You don’t have to click the Existing status button for each procedure. Because you clicked both the Existing and Auto-State buttons, Dentrix remembers that you’re charting existing treatment and it automatically assigns the “Ex” status to every procedure.

After adding all the existing treatment, you can click the Treatment Plan button and enter all of the treatment-planned procedures. When finished, you can then click the Completed button and enter any procedures you complete during the current visit.

Dentrix remembers the selected status even after you finish charting, so it’s a good practice to click the Auto-State button again to turn it off after you finish charting.

Clinical Notes

A big part of your job is documenting treatment. Rather than spending time typing your notes after hours or between patients, let the Patient Chart do the typing for you. Click the **Clinical Notes** tab, and from the toolbar, click the New Clinical Note button.



Select a category, double-click the template you want to use, and then click the appropriate responses to the prompts associated with the template. Dentrix records your responses and creates the Clinical Note for you.

Printing

With Dentrix you can create and print a custom view of the Patient Chart for your patients. From the **File** menu

in the Patient Chart, point to **Print**, and then click **Patient Chart**. From the **Print Patient Chart** dialog box, select a report option, and then select whether to print the patient’s **Progress Notes**, **Today’s Work and Treatment Plan**, or **Only Today’s Work**. Next, select whether to hide the patient’s personal information and whether to print the Graphic Chart or include a legend. To create and name a custom view, click **Save Options** and type the patient’s name (Figure 3).

Whether your practice consists of a single chair or several chairs and multiple providers, using the Patient Chart will make your practice more efficient and your records more accurate and secure, ultimately saving you time and money. **DM**

Learn More

To learn more about the Patient Chart, visit the Dentrix Resource Center and view the *Charting and Editing Treatment* tutorial. You can also see the Patient Chart topics in the Dentrix Help. See “How to Learn More” on page 3 for instructions on accessing these resources.

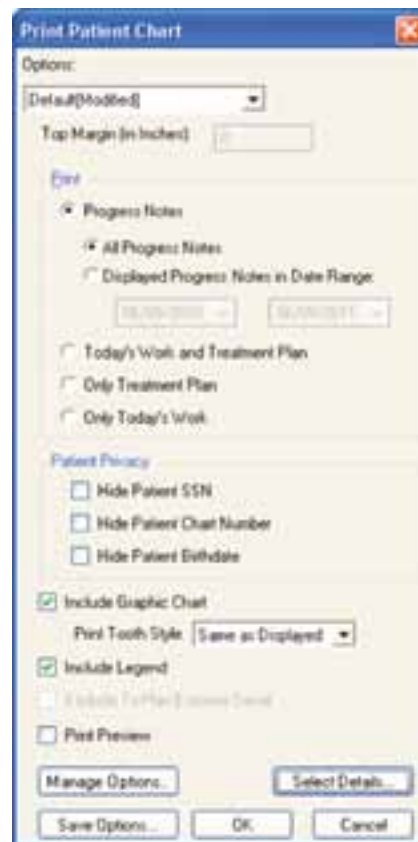


Figure 3 The Print Patient Chart dialog box.



Managing Insurance Payment Adjustments

Dentrix makes it easy to post write-off and refund adjustments when you receive insurance payments.

■ **Erin Brisk** | Senior Editor

Imagine this scenario: Brent Crosby came to your office a few weeks ago for a filling. You completed his treatment and submitted a claim for a resin one-surface with a \$115 charge. When you received the check from the insurance company, it was only for \$100 and included a letter that explained that \$100 was the usual, customary, and reasonable fee (UCR fee) for that procedure.

Oftentimes you don't know about an insurance company's UCR fee until you submit a claim and receive a payment that is less than what you charged on the claim. Luckily, Dentrix makes it easy to post a write-off adjustment to include claim payments.

If your practice accepts dental insurance, this has no doubt happened to you. UCR fees are the maximum amount insurance companies will pay for certain procedures, so regardless of your practice's fee for the procedure, you won't get more than the UCR fee from the insurance company. These fees can vary by procedure and by insurance company, so it can be hard to anticipate what the UCR fee will be.

Oftentimes you don't know about an insurance company's UCR fee until you submit a claim and receive a payment

that is less than what you charged on the claim. What do you do in that situation? Most often you just have to write off the difference. Luckily, Dentrix makes it easy to post a write-off adjustment to insurance claim payments.

Entering Write-off Adjustments

To enter a write-off adjustment when you post a payment to a claim, from the Ledger, select the patient and open the insurance claim for which you want to enter a payment. In the insurance claim, from the **Enter Payment** menu, select **Total Payment Only**. The **Total Insurance Payment** dialog box appears (Figure 1).

Enter the payment information, such as the date, check number, bank/

branch number, and type of payment. Under **Provider Amounts**, select the provider to whom you want to apply the payment. Click **Edit** to enter the claim total, or click **Add** to add a payment for a new provider. Under **Enter Adjustment**, select **Write-off (-)** from the list.

Enter the dollar amount you want to write off for the claim. In Brent's case, the write-off amount would be \$15. From the **Type** list, select the adjustment type you want to use. Click **OK** to post the write-off.

If you want to track write-offs by insurance company, you can set up a specific write-off type for each insurance company. That way, when you run the Adjustment Summary from the Practice Analysis in the Office Manager, you can

Figure 1 You can enter write-off or refund adjustments at the same time you enter payments for insurance claims so you don't have to add the adjustments later.



Figure 2 You can specify insurance adjustment defaults to make it even faster and easier to enter adjustments to insurance payments.

track how much you are writing off for each insurance company.

Entering Refund Adjustments

In some cases patients will have paid their estimated balance before you receive the insurance payment, and the insurance payment may have covered more than you expected, so you need to enter a refund adjustment for the patient. If you have Dentrix G4 Productivity Pack 8 (or a later version of Dentrix), you can also enter refund adjustments when you post a payment to a claim.

To enter refund adjustments on the insurance payment, follow the previous steps to enter a write-off adjustment. You just have to select **Refund** from the **Enter Adjustment** list instead of **Write-off**.

Entering insurance adjustments from the **Total Insurance Payment** dialog box in the insurance claim saves you from having to enter the insurance payment and then enter a separate adjustment. It also makes it easier for you to calculate the amount that needs to be adjusted, so it makes it easier to work with insurance payments. **DM**

Learn More

To learn more about adjustments in Dentrix, see these topics in the *Dentrix Help*: *Adjusting Insurance Payments Automatically* and *Setting Up Automatic Insurance Payment Adjustments*. You can also visit the *Dentrix Resource Center* and view knowledgebase article 49578. See "How to Learn More" on page 3 for instructions on accessing these resources.

Specifying Default Adjustment Types

If you have Dentrix G4 Productivity Pack 8 (or a later version of Dentrix), you can make entering adjustments even easier by specifying default adjustment types for write-offs and refunds. Then, when you split the claim and are left with a write-off or refund adjustment, you don't have to select the adjustment type; the type you use most often will already be selected for you.

To specify the default write-off and refund insurance adjustment types, in the Ledger, from the **File** menu, click **Insurance Payment Setup**. The **Insurance Payment Setup** dialog box appears (Figure 2). Under **Insurance Adjustment Setup**, click the search buttons to open the **Select Adjustment Type** dialog box and select the default insurance write-off and refund adjustment types.

If you want to have Dentrix automatically calculate adjustments when you enter insurance payments and save you the step of manually calculating the adjustment amount, check the **Enable Automatic Adjustments for Insurance Payments** check box. If you want Dentrix to automatically post adjustments to replace negative payment amounts when the insurance company overpays, check the **Auto-post Refund adjustments to replace negative payments** check box. Click **OK** to save the default adjustment types.

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Using Digital Consent Forms

Using digital consent forms in the Dentrix Treatment Planner module is efficient, secure, and easy.

■ **Gentry Winn** | Contributing Editor

If you're like me, you read and store books on an eBook reader, view and store important documents and e-mail messages on your computer, receive and pay your bills online, and even submit your taxes electronically.

in the office can then access those consent forms from any computer. If you use electronic consent forms and back them up with a secure, offsite service like eBackUp, you can protect signed consent forms from accidental damage or



Storing consent forms on your computer, instead of in filing cabinets and on shelves, gives your office a more modern, professional image.

In an age when you can do so much with electronic media, you don't need to store paper consent forms on shelves or in filing cabinets. Dentrix offers a paperless solution for filling out, signing, and storing consent forms that is easy to use, efficient, and secure. This article explores the benefits of using digital consent forms and then explains how to modify and use consent forms in the Dentrix Treatment Planner.

The Benefits of Digital Consent Forms

Implementing digital consent forms using the Dentrix Treatment Planner module provides several benefits. From any computer in your office, patients can read and sign consent forms immediately after receiving treatment options. Anyone

loss. Furthermore, storing consent forms on your computer, instead of in filing cabinets and on shelves, gives your office a more modern, professional image.

Modifying Consent Forms in the Treatment Planner

The Dentrix Treatment Planner comes with the following default consent forms: Consent for Anesthesia, Consent for Treatment, and Decline Treatment Consent. You can modify a consent form as long as it is not already attached to a patient. (If it is attached to a patient, you'll need to save the modified consent form with a new name.) With any patient selected in the Treatment Planner, click the **Settings** bar to expand that section. Under **Setup**

Consent Forms, select the form you want to modify, and then click **Edit** to change that form.

Using Consent Forms in the Treatment Planner

To use a consent form in the Treatment Planner, right-click the treatment plan case that requires a signed consent form, and then click **Consent Forms**. In the **Dentrix Consent Forms** dialog box (Figure 1), select the appropriate form type from the **Select Consent Form** list box, and then click **Add** to view the consent form (Figure 2). Acquire the required electronic signatures using a pointing device, such as a mouse, touch-screen, or a supported signature pad (ePad or ePad II). Click **Save** and then **Close**.

Retrieving Signed Consent Forms

You can view signed consent forms from any computer in your office. In the Treatment Planner, right-click the



Figure 1 The Dentrix Consent Forms dialog box.

treatment plan case with a signed consent form, and then click **Consent Forms**. In the **Dentrix Consent Forms** dialog box (Figure 1), under **Form**, double-click one of the forms listed.

If you want to have access to the consent form in another area of Dentrix, you can send a copy of the form to the Document Center by clicking **Print** (your default Windows printer must be the "Send to Dentrix Document Center" printer driver) and then attaching the PDF to the appropriate patient and/or provider. **DM**

Learn More

To learn more about digital consent forms, see the *Creating and Editing Consent Forms* topic, and the *Viewing and Editing Consent Forms for Cases* topic, in the Dentrix Help. See "How to Learn More" on page 3 for instructions on accessing these resources.

Figure 2 Add a consent form to a treatment plan case and have the patient sign it.

Growing Support for Paperless Solutions

Nowadays, increasing numbers of dentists are discovering that they can save money and space, increase productivity, and share information faster and easier by implementing "paperless" solutions in their practices.

Examples of paperless solutions include charting treatment and making clinical notes on the computer, sending e-mail and text message appointment reminders, capturing digital X-rays, submitting online lab prescriptions, verifying eligibilities on the web, and submitting electronic insurance claims to name just a few.

With the Uniform Electronic Transactions Act (UETA) and the Electronic Signatures in Global and National Commerce Act (ESIGN), electronic contracts and electronic signatures have become legal and enforceable just like traditional paper contracts. For dental practices, this means a consent form signed electronically in your office is a legally binding document.

Additionally, a powerful motivator to go paperless has grown out of concern for the environment.

Consider a few of the environmental impacts of using paper in our business:

- The U.S. pulp and paper industry is the second largest consumer of energy.
- 56,000 gallons of oil are used for every 10 million pages.
- More than 400 million ink and 100 million toner cartridges end up in landfills each year.

(Data Source: www.epa.gov)

The following websites provide valuable information regarding paperless solutions:

- ADA - For information about ongoing efforts by the U.S. Department of Health and Human Services (HHS) to encourage the use of electronic health records (EHRs) or "paperless" solutions as part of the HITECH Act, visit www.ada.org/5348.aspx.
- Dentrix - For information regarding eligibility for government incentives for implementing paperless solutions, visit www.dentrix.com/ehr.



Five Social Media Hurdles and How to Overcome Them

You've heard about it. You've read about it. Everyone else is doing it. So what's holding you back?

■ **Misty Absher Clark** | VP of Creative Services, Jameson Management

You've heard about it. You've read about it. Everyone else is doing it. You know what "it" is. "It" is social media!

So why haven't you jumped on that bandwagon like every other business? After all it's free to use. It takes less than ten minutes to set up. Virtually anyone can do it. So what's holding you back?

Now we are entering the next evolution in communication: social media. Now people can learn about you from others, engage in open conversations with you, learn what others are saying, and so on. It's all about creating an online conversation that helps people humanize you, your team, and your practice. A relationship is built online and made

you need to improve internal systems such as scheduling, the new patient experience, or customer service. Take the feedback and do something about it. Then you can post to Facebook and Twitter that you heard the concerns and you fixed them.

Now that's turning lemons into lemonade, which would have never been possible without the conversation created through social media.

I Don't Have Time to Do It

It is a bonus if you, the dentist, like to post and tweet. It's a better way for you to connect with your patients. However, it's not the end-all, be-all if you are not the one tweeting. Most people use a trusted team member to oversee Facebook and/or Twitter.

Find someone on your team who is excited about the practice, likes to promote you, and is active in social media or is comfortable with the web. Have this designated person report back to the team during your team meetings. This will energize your entire team and the consistent presence on social media will in turn energize your patient base.

I'm Concerned My Team Will Play on Facebook or Twitter All Day

Abusing social media for personal gain isn't any different than abusing the telephone, the web, email, or talking with colleagues throughout the day. All of it is necessary and all of it can be abused, taking time away from productive and valuable work time in the practice.

Institute a policy and allocate specific times in the day to be used to work on social media. Choose a team member who you can trust and who shares your vision for the practice to be responsible for the social media activity. Monitor the progress being made. Hold the team member accountable for activity.

You can also use software like Hootsuite to organize and make posts for

Social media is here to stay, and it is rapidly becoming one of the cornerstones to any good marketing plan. Jump in now. Practice, learn, and grow! Like any change, it will be uncomfortable at first, but then, with time and results, you'll wonder why you didn't try it sooner.

Here are a few of the most common reasons why people aren't using social media and why you should not let them hold you back.

Facebook and Twitter Won't Really Help My Practice

This is the biggest misconception. Facebook and Twitter can and will help your practice.

Think about the evolution of communication and getting the message out to others about businesses. For a long time it was word of mouth. Some practices used advertising such as direct mail, radio, and print ads. Most practices didn't use traditional marketing because it was cost prohibitive and not necessarily popular among dental professionals. Then the web came along, allowing people to learn about you in their own homes and at their request. This medium was and is two-dimensional. They were only allowed to view what you specifically displayed on your web page.

stronger through social media. And since dentistry is in the relationship business, you couldn't ask for a stronger medium to get your message out to others.

Thanks to Facebook and Twitter, people will actually remember your name now!

I'm Concerned People Will Post Negative Comments about the Practice

Guess what? Whether or not someone is posting negative comments about your practice on your Facebook page, that same person could be posting negative comments about your practice elsewhere on the web. If it happens on your Facebook page, at least you have a chance to respond. You are part of the conversation now. You get to put your best foot forward and reconcile with this person. And, if nothing else, you get to show others that you respond, care, and desire to meet people's expectations.

If you have multiple negative postings on your Facebook page, then this is also positive. It is alerting you to the fact that

the month automatically on designated days. Then your team member is simply checking the site everyday for comments by patients who may need a reply.

I Don't Know What to Put on Facebook or Twitter

You are not alone. This is the biggest hurdle and obstacle for people. Here is a good rule of thumb: 80% of your communications should be *giving* and 20% should be *selling* the business. This means that 80% of your posts or tweets should be giving information such as quotes or inspirational thoughts, support of the local community, fun facts on dentistry, helpful tips and hints, personal information on the doctor or team (e.g. "We are excited to announce the birth of our hygienist's son!"), or any other fun and interesting information. The remaining 20% is reserved for promoting a product such as tooth whitening or the need for perio therapy.

The question is often asked, "How many posts/tweets do I need to make in a week?" On Facebook, you need to make between three and five posts each week. For Twitter, you should be tweeting eight to ten times per week since the

lifespan of a tweet is shorter than a post on Facebook. Photos are also a great addition and should be uploaded to your sites at least once a month.

Social media is here to stay, and it is rapidly becoming one of the cornerstones to any good marketing plan. You can choose to start with it now and grow as the medium grows. Or you can wait, let it pass you by, and decide in a few years that you need to start. By then you'll be playing catch up. Your practice will be using social media—either now or in five years. So why wait? Jump in now. Practice, learn, and grow! Like any change, it will be uncomfortable at first, but then, with time and results, you'll wonder why you didn't try it sooner. **DM**

Misty Absher Clark is Vice President of Creative Services at Jameson. Receive guidance or coaching on how to put social media into place. Clark and a team of dental marketing coaches help practices like yours get a jump start on social media and work into ongoing, comprehensive marketing plans. Visit www.JamesonMarketing.com today or call 877.369.5558 or email info@jamesonmanagement.com.

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CLAY CENTER FAMILY DENTAL CARE

BUILDS A MORE EFFICIENT AND PRODUCTIVE DIGITAL PRACTICE

A progressive practice depends on Dentrix and TechCentral to improve patient care, boost profits, and free up resources for humanitarian service.

Since its establishment in 1977, Dr. Rick Hammel's Clay Center Family Dental Care has been dedicated to high-quality dentistry based on a set of core values that govern his life and dental practice. Working alongside Rick is his wife of 37 years, Nancy. Together they have built a practice that includes two full-time dentists and a nine-person support team that provides a complete range of preventative, clinical, and cosmetic dental services in a state-of-the-art 3,600 square foot facility. Because of their core values, the Hammels and their team are also deeply committed to giving back to their community through the Clay Center Dental Mission, a charitable organization that provides free dental services to local people, as well as to the Belize Mission Project.

FINDING THE RIGHT PARTNER

Throughout its long history, Clay Center Family Dental Care has been a strong proponent of using technology to create a more efficient, responsive, and patient-focused practice. "We were among the first dental offices in the state to install a networked computer system to manage our patient records in the late 1980s," recalled office manager Nancy Hammel. "Back then, we hired a high school teacher who did a little IT work on the side to install and support our system. There were constant problems, because although he had a decent technology background, he had zero experience with dental software or the dental industry."

Although the Hammels quickly moved to a more professional full-time general technology provider, similar problems persisted until shortly after they installed their first digital radiography system in the mid-1990s. "Once again, we were among the first to adopt this kind of technology," said Nancy Hammel. "The general IT provider we were using at the time

could not make our new digital imaging system work with our Dentrix practice management software, and we were frankly starting to panic. Then, someone connected us with the experts at Henry Schein TechCentral. They came into our office, fixed the problem, and literally had us up and running in five minutes. That experience taught us the tremendous value of a partner who understands how technology works in the context of our industry and our practice. We've relied on TechCentral solutions and the Henry Schein team ever since."

HITTING A TECHNOLOGY STRIDE

Today, the combination of Dentrix software and TechCentral solutions plays an even more indispensable role at Clay Center Family Dental Care. "We have become a totally digital practice," said Dr. Hammel. "That means if our system goes down, we can't see X-rays or view patient records. Our whole practice basically screeches to a grinding halt. Thanks to Dentrix and TechCentral, that hasn't happened in a very long time, and we're confident it won't happen in the future."

According to Nancy Hammel, this confidence is grounded in two unique TechCentral characteristics: The ability to recommend and deploy stable, proven technology systems created specifically for dental practices and the capacity to solve problems quickly and efficiently under any circumstances. "When it comes to dental work, we are strong believers in doing it right the first time to avoid complications and problems down the road," she said. "TechCentral applies exactly the same philosophy to the technology we use. Every time we turn to them for some new addition or improvement, we know it will work the way it's supposed to. As a result, we simply don't have technology issues and downtime like we experienced before we started with TechCentral."

The TechCentral support team's unique ability to address issues quickly and efficiently using a variety of tools is equally important to the Hammels. "Our practice is located in a relatively rural and isolated area, so we simply don't have many technology resources or experts nearby," Nancy Hammel explained. "With TechCentral support, I can always



“ Adopting new technology definitely requires a leap of faith and change always creates a little bit of stress. It’s much easier when you can put your trust in an organization with a good reputation and people who you know will guide you carefully through the process. ”

Nancy Hammel, Office Manager

reach someone over the phone who knows our systems and our situation inside and out. When there’s an issue, they can actually take control of our hardware and software to troubleshoot and fix problems remotely. Henry Schein technicians are always happy to visit our offices, but with the people, processes, and technology they have in place, that’s rarely necessary.”

WORKING TOWARD EXTREME EFFICIENCY

When you ask Rick and Nancy Hammel why they have been so aggressive about embracing new technology over the years—and why they depend so much on Dentrrix software and TechCentral services—the answer always comes back to the simple concept of efficiency. “Running an efficient, productive, and profitable practice is crucial to everything we’re working to accomplish,” said Dr. Hammel. “Efficiency enables us to take better care of more patients. It allows us to become

more profitable, so we can provide better lives for our employees. And it frees up more time and resources to give back to our community.”

Nothing proves this point better than the Hammel’s Clay Center Dental Mission. Every year, the practice donates a full day of free dental care to local people in need. “In 2011, we saw more than 100 patients and gave away about \$35,000 worth of dental care in one day,” said Dr. Hammel. “The Henry Schein technology in our office makes those kinds of results possible. Without Dentrrix software and our high-performance TechCentral network, there’s simply no way we could help that many people in a single day.”

This same digital infrastructure also helps everyone at Clay Center Family Dental Care maintain a healthy work/life balance. “Thanks to TechCentral office technology and our Dentrrix software, we can access patient records and digital images from virtually anywhere,” said Nancy Hammel. “Our clinicians can pull up a patient’s record from their home computer or even from their smartphones. That’s obviously great for patients, but it also gives everyone on our staff a lot more flexibility and freedom.”

Clay Center Family Dental Care depends on Dentrrix software and TechCentral services because that combination has proven it can deliver concrete results. “We’ve always been aggressive about adopting the latest technologies in our practice, because we can see the huge potential for improving efficiency,” said Dr. Hammel. “TechCentral always makes sure we can turn that potential into reality.”

“Adopting new technology definitely requires a leap of faith and change always creates a little bit of stress,” continued Nancy Hammel. “It’s much easier when you can put your trust in an organization with a good reputation and people who you know will guide you carefully through the process. The Henry Schein solutions we use—including TechCentral and Dentrrix—have always done that for us. They always get it right the first time. And that’s why they’ve earned our loyalty.” **DM**

Dentrix by the Numbers

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IDEAS

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COMMENTS

61,468

VOTES



MOST POPULAR IDEAS

CLOSE OR BLOCK AN
OPERATORY IN THE
APPOINTMENT BOOK



2,467 VOTES

RELEASED IN
PRODUCTIVITY PACK 7

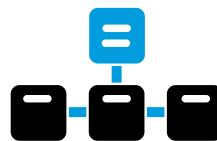
INSTANT MESSAGING
BETWEEN WORKSTATIONS



1,922 VOTES

RELEASED AS DENTALINK*

CUSTOMIZE ROUTE SLIPS



1,274 VOTES

RELEASED IN
PRODUCTIVITY PACK 8

ASSIGN A DEFAULT
PROVIDER FOR
PROCEDURE CODES



1,090 VOTES

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TASK LIST REMINDERS



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