

dentrix

MAGAZINE

Announcing Dentrix G5

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MADE
PERFECT**

**EDUCATE YOUR TEAM
PERFECT YOUR PRACTICE**

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LAS VEGAS | JULY 12-14, 2012**

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The Dentrix Business of Dentistry Conference is the must attend event for dental professionals. In three, informative days, you'll gain the knowledge and resources you need to maximize your Dentrix investment, improve productivity, boost profitability and enhance patient care.

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Visit www.BusinessOfDentistry.com to read speaker bios and course descriptions, watch videos, and register for the most informative and entertaining gathering of dental professionals you'll attend all year. Space is limited.



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MARK SANBORN**

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New Products and Columns

FROM THE EDITOR

In this issue of *Dentrix Magazine*, we're pleased to introduce new products that improve practice management and new columns that provide practical Dentrix tips you can put to use right away.

The cover story, "Announcing Dentrix G5," introduces the most recent version of Dentrix. From the new SQL database to the new API and the improved insurance claims management capabilities, Dentrix G5 is designed to improve stability, efficiency, and integration. Read this article and visit www.dentrix.com/g5 to learn about the benefits and new features available in the latest version of Dentrix.

If you've ever thought, "I wish Dentrix did this or that," the new Dentrix Tips & Tricks column is just for you. Read this column to learn valuable but easily overlooked Dentrix features that simplify workflow and increase efficiency. And, because IT is integral to effective practice management, we've added TechNotes, an occasional column for dental IT consumers that simplifies business technology and computer issues. The column will be authored by members of the Henry Schein TechCentral team, a group of experts who have been installing and supporting computer systems in dental practices for over 15 years.

We're also pleased to introduce Dayna Johnson—an office manager, a certified Dentrix trainer, and the founder and principal consultant of Rae Dental Management. Her new column, The Dentrix Office Manager, offers targeted advice for office managers. Dayna's passion for efficient and profitable management is grounded in over 18 years of personal experience and professional expertise.

Thank you for reading *Dentrix Magazine*. To download digital copies for your entire team, please visit www.dentrix.com/magazine.

Regards,

Matt Singerman
Editor

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MAGAZINE

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HENRY SCHEIN®

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MAGAZINE

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www.Dentrix.com/Magazine

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LAUNCH DENTRIX LABWORK INTO THE
CLOUD WITH HENRY SCHEIN DDX

With Henry Schein DDX, it's easier than ever to send electronic lab case prescriptions and get accurate information about case status and expected return date.

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HOW TO LEARN MORE

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

Dentrix Magazine Online

You can access free PDF versions of *Dentrix Magazine* on the Dentrix website. Here you'll find the current issue of the magazine as well as several past issues. Every member of your team can download his or her own copy of the magazine, and you can access the magazine when you are away from the office. Browse to www.dentrix.com/magazine today to access *Dentrix Magazine* online.

Dentrix Resource Center

The Dentrix Resource Center offers an online library of on-demand software training videos, downloadable product manuals, and a knowledgebase of technical support articles. Access is free for dental practices on a Dentrix Customer Service Plan. Log in today at www.dentrix.com/resource-center.

Dentrix Help Files

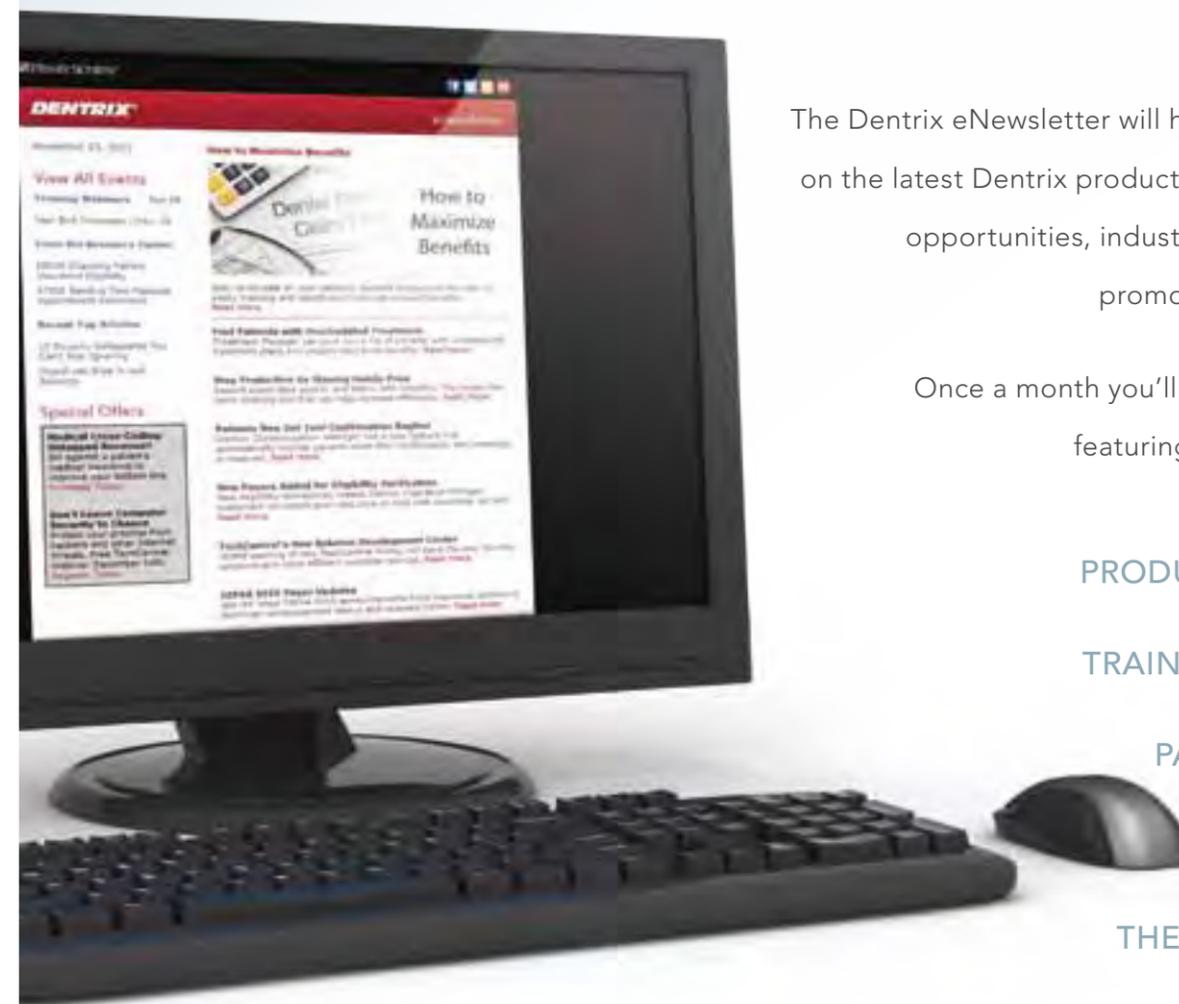
In the Dentrix Help Files, you can explore a comprehensive list of conveniently indexed topics or search the topics for key words. To search the Help files, from the **Help** menu in any Dentrix Module, click **Contents**, click the Search tab, type a search phrase or topic name, click **List Topics**, 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/articles.

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▼ HIPAA 5010 Software Update



HIPAA 5010 is a revised set of HIPAA standards that governs electronic transmission of administrative healthcare transactions. The standards affect the way electronic transactions, such as claim submission, remittance advice, claim status inquiries, and eligibility inquiries, are formatted and transmitted.

While many of the changes will be unnoticeable, some may require an adjustment to your current practices. Below are a few changes that you should be aware of so you can make changes now or plan accordingly.

1. Every provider address must use a **nine-digit ZIP code** (ZIP+4).
2. For electronic claims, the **Billing Provider name** and **Pay-To Provider address** (that appears in the Primary Dental

Insurance window) will be sent in the claim and is where payors will send payment. The **Rendering Provider name** and **Billing Provider address** will also be sent in the claim and reflect who performed the services and the location where services were performed.

3. The **Billing Provider address** can no longer be a P.O. Box; it must be the physical address of the provider where services were rendered. However, the **Pay-To Provider address** can either be a P.O. Box or physical address. The Pay-To Provider address should reflect where payors need to send payments (which may be different from the provider's address where services were rendered).
4. **Legacy IDs** (such as Medicaid IDs, BCBS IDs and so forth) may no longer be sent in electronic claim submissions. Correct **NPI numbers** are required. Your front-office staff will need to contact insurance payors to verify that they have the correct NPI numbers in their provider tables.

Your practice must be fully compliant by March 31, 2012. Failure to make these changes could result in rejected claims or misdirected claim payments. For more information about Dentrix and HIPAA 5010, visit www.dentrix.com/5010. For help implementing these changes, contact eServices Support at 800-734-5561.

▼ eCentral 3.0 is Loaded with New Features



The latest release of eCentral breaks new ground by allowing patients to confirm appointments from printed post-cards. Patients simply scan a quick response code (QR code) to open a window containing appointment details and clickable options. One of the options is to confirm the appointment, which updates Dentrix automatically. Other options allow patients to update their personal calendars, view a map and directions to your office, or click to phone the practice.

Appointment emails have also been updated to improve their effectiveness. In fulfillment of a highly-requested enhancement, the **Confirmation** and **Contact Provider** buttons were added to the top of the email so they are easier

for patients to see. Plus, a new button was added to the email reminder that allows patients to add the appointment to a personal calendar.

eCentral email reminders also now contain links that allow patients to get directions to your office or view account balances. By clicking the **View Balance** button, patients will see a visually improved login screen where they can view outstanding account balances, make an online payment or perform other functions while logged into their accounts.

Lastly, eCentral now displays a pop-up on the desktop to relay text message replies. When patients reply to a text message appointment reminder with anything other than the confirmation response that updates Dentrix, the message will be proactively displayed on your desktop so the patient's message does not go undelivered.

For additional information or setup instructions, click **What's new in eCentral 3.0** in the eCentral Help or call 800-734-5561.

▼ Dentrix Mobile Now More Powerful on iPad® and Xoom™



Dentrix Mobile has an enhanced user interface for the iPad® and Xoom™ that includes a new appearance and added functionality. The new layout and color scheme make better use of the larger viewable area so information on patient demographics, appointments, prescription history, and medical alerts is easier to view.

Additionally, the appointment schedule display now matches the colors selected in the Dentrix Appointment Book for each

provider, which gives users improved recognition and consistency. The display can be changed to view by operator or provider. Plus, operators and providers can be toggled on and off to improve usability.

This latest update also allows Dentrix Mobile users on an iPad or Xoom to add notes in the Appointment Book remotely. Notes can be added for a specific patient or for a specific day. For example, if while confirming an appointment a patient inquires about tooth whitening, a note can be added to the appointment to discuss the treatment further. Or, if while out of the office an office manager remembers that supplies need to be ordered the following day, a note can be created. In both cases the notes are automatically updated in Dentrix, eliminating the need to remember the information for later entry.

Customers with Dentrix eCentral have even more functionality with this update. Patient appointments can now be confirmed on an iPad or Xoom. The confirmation is automatically updated in Dentrix so confirmation calls can be made outside of the office or after normal business hours. The program also allows users to update the patient eligibility status and initiate an automatic eligibility verification.

For more information about Dentrix Mobile and the new functionality for tablet devices, please visit www.dentrix.com/mobile or call 1-800-DENTRIX.

▼ Dentrix Wins Dentaltown Townie Choice Awards®



Dentrix was again ranked #1 in the annual Dentaltown Townie Choice Awards for 2011. Dentrix received awards for Best Practice Management System and Best Periodontal Charting.

The Townie Choice Awards were started by Dr. Farran and Farran Media, publisher of Dentaltown Magazine, to assist dentists in making product purchasing decisions and are considered the "people's choice" among the products and services available in the dental industry today. Since Dentaltown first started the Townie Choice Awards in 2003, Dentrix has won best practice management software every year and earned a total of 20 awards.

Dentrix is honored to be recognized for the ninth consecutive year as the best practice management system by one of the dental industry's most respected dental publications.

Tips & Tricks

The tips in this section describe valuable but easily overlooked Dentrix features that simplify workflow and increase efficiency. Find the tips that correspond to your responsibilities in the practice and try them out today. Start making your job easier and your practice more profitable.

Clinical Records

Use Clinical Note Templates for Information You Commonly Use

Tired of typing the same clinical note information over and over again? Set up custom clinical note templates to prompt you to add important information such as dates, type and amount of anesthetic used, and type of materials used to ensure your notes are detailed and accurate. For more information about Clinical Note Templates, see the Clinical Notes Management webinar recording in the Dentrix Resource Center.

Management Reports

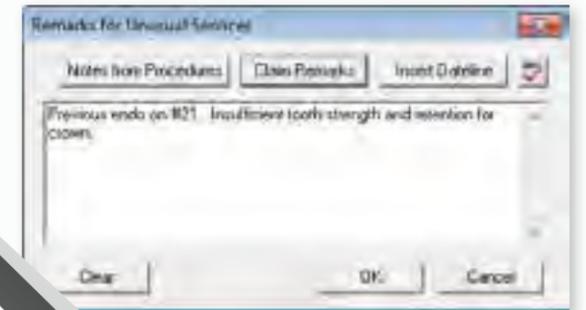
Use Daily Huddle to Monitor Daily, Weekly, and Monthly Goals

Are you using the Daily Huddle Report (available with G4 Productivity Pack 8 or higher) to review the events of the previous day and make plans for the current day? The Daily Huddle Report lists daily practice statistics about production, collections, case acceptance, new patients and scheduling which can help your team monitor progress on monthly goals and improve your business operations and patient care. For more information about using the Daily Huddle Report, browse to www.dentrix.com/articles, click the Product Information link, and open the Introducing the Dentrix Daily Huddle article published on 12/21/10.



Create Custom Remarks Templates for Insurance Claims

Insurance billing experts say that short explanations of why treatment was performed can make all the difference when carriers are considering whether or not to cover procedures. You can create templates for frequently used remarks which can be added to claims in the **Office Manager > Maintenance > Practice Setup > Custom Notes > Claim Remarks Setup**. Then when creating a claim, double-click the **Remarks for Unusual Services** block and click **Claim Remarks**. To learn more, see the Customizing Insurance Claims Remarks topic in the Dentrix Help.

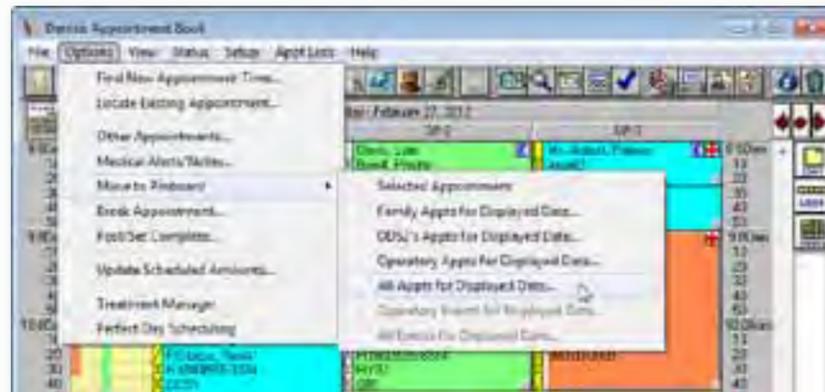


Insurance

Appointments

Move an Entire Day's Appointments

If a provider calls in sick or an operator needs to close for emergency repairs, you can move an entire day's appointments and reschedule multiple appointments at once with the **Move to Pinboard** feature in the Appointment Book (Dentrix G4 Productivity Pack 7 or higher). You can move a selected appointment, family appointments, provider appointments or operator appointments to the Pinboard. For more information about using the Pinboard, see article #47551 in the Dentrix Resource Center knowledgebase.



Clinical Records

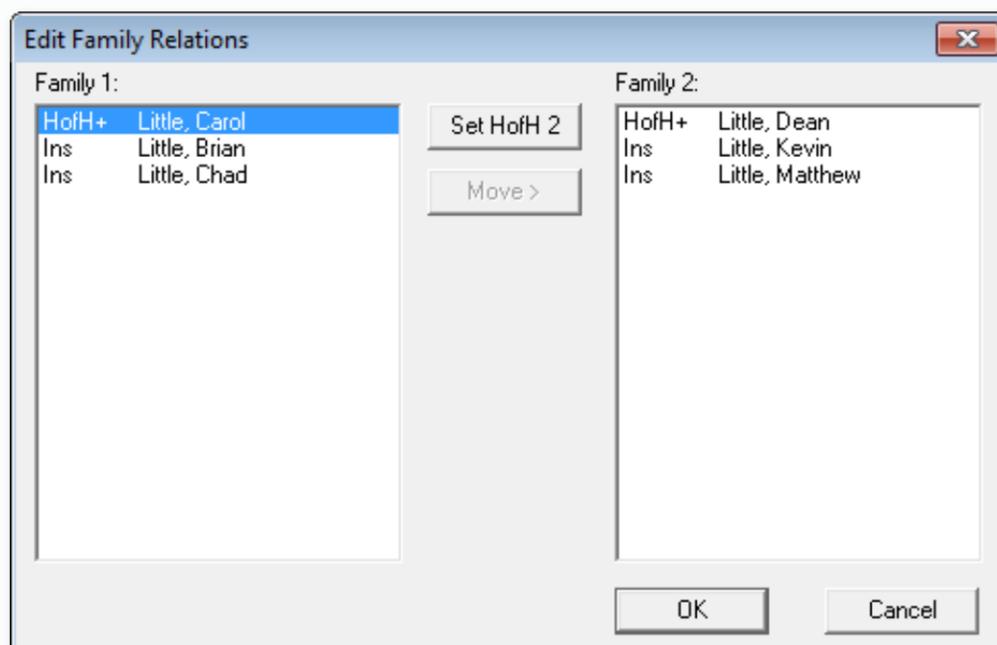
Keep Treatment Plan Fees Current

Do you want to update your treatment plan fees that have passed their expiration dates, but still honor those that have not? With the **Update Treatment Plan Fees** button in the Treatment Planner, you can specify a cut-off date for the update and all treatment plan procedures posted before that date are updated according to the patient's current fee schedule. For more information, see article #15566 in the Dentrix Resource Center knowledgebase.

Patient Information

Edit Family Relationships without Closing

It doesn't happen often, but at times you may need to edit family relationships in Dentrix due to situations such as marriage or divorce. You can edit family relationships from the **Edit** menu in the Family File, including setting or changing the Head of House, moving patients between two families, adding patients to a new family, or merging families together. And now there is no need to close Dentrix on all office computers before making these changes! For more information about editing families, see the Family Editing webinar recording in the Dentrix Resource Center.



F2 = Select Patient

Here's a Dentrix keyboard shortcut you may not be aware of. In any patient-specific module, you can open the **Select Patient** dialog box by pressing F2 on the keyboard.

Selecting Patients

Tips & Tricks

[My Business Challenge]

I need a steady stream of new patients.

We can help you attract new patients to keep your practice healthy

NEW PATIENTS

We do that!

- Determine new patient goal
- Manage online reputation and reviews
- Implement a patient referral program

Christy Conway
Henry Schein Sales Consultant

"I start by assisting dentists in setting their new patient goal and then reviewing strategies to meet that goal. This includes managing their online reputation and patient reviews, and coordinating all online activities such as the practice's Web site, Facebook page, and YouTube videos. Helping my dentists make a few relatively small changes has resulted in generating an additional 10 – 20 new patients a month!"



To discuss **NEW PATIENTS** or other business-enhancing solutions:



Contact your local Henry Schein Sales Consultant or call 1-800-372-4346 (PROMPT 6) Visit www.HenryScheinWeDoThat.com

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ANNOUNCING

DENTRIX[®]

G5

Learn how the new database architecture and other new features, such as eEOBs and the Screen Capture feature, will improve your practice.

Henry Schein is pleased to announce the release of Dentrix G5—the most recent version of our award-winning practice management software. With this release we are laying the foundation for a profoundly improved user experience with new possibilities.

New Database Architecture

For the first time, Dentrix will store information in an SQL database, which delivers several distinct benefits to our users. Most importantly, it has significantly improved the speed of data access and overall performance of the application. This is because individual computers no longer manage their own access to the Dentrix database on the server. Instead, the SQL database will handle requests from computers and centrally manage database access.

Batch Insurance Payment Entry - Electronic

Insurance Payment: Date: 10/19/2011 Reference #: 21978556 Payment Type: Check Electronic (7 Unprocessed) Insurance Type: Dental Medical

Amount: 3,023.00 Bank/Branch #: View EOB in Doc Center Split Prim Claim... Edit Claim... Post All: Include Adjustments Skip Adjustments Post All Pending Clai

Date	Subscriber Name	Subscriber ID	Patient Name	Birth	Pri/Sec	eStatus	Billed Amt	Est Ins	Paid/Adj
02/18/11	Nelson, Chris	000-00-0038	Nelson, Chris	11/11/61	Pri Pmt	OK - Post	601.00	480.80	586.00
02/18/11	Ingles, Jeremiah	000-00-0013	Ingles, Hugh	11/11/03	Pri Pmt	OK - Post	214.00	171.20	160.00
02/18/11	Mossaded, Niki	000-00-0021	Mossaded, Niki	11/11/86	Pri Pmt	OK - Post	345.00	276.00	741.00
02/18/11	Orme, Paul	000-00-0076	Orme, Paul	11/11/43	Pri Pmt	OK - Post	460.00	368.00	486.00
02/18/11	Orme, Paul	000-00-0076	Orme, Came	11/11/46	Pri Pmt	OK - Post	246.00	196.80	121.00
02/18/11	Rapisarda, Cheryl	000-00-0060	Rapisarda, Cheryl	11/11/72	Pri Pmt	OK - Post	100.00	80.00	439.00
02/18/11	Xu, Yann	000-00-0021	Xu, Yann	11/11/73	Pri Pmt	OK - Post	100.00	80.00	292.00

Enter Payment: Show Enter Payment Post Claim

Posted Claims: Hide Posted Claims Totals: # Posted: 3 Adj Amt Posted: -60.00 Paid Amt Posted: 660.80 Generate Statements Edit Claim... Pend Skipped Claim

Date	Subscriber Name	Subscriber ID	Patient Name	Birth	Pri/Sec	eStatus	Billed Amt	Est Ins	Adj Amt	Paid Amt
03/30/10	Mossaded, Niki		Mossaded, Niki	11/11/86	Pri Rec'd		133.00	83.00	0.00	133.00
03/22/10	Norton, Gary		Norton, Gary	11/11/43	Pri Rec'd		366.00	292.80	0.00	292.80
04/16/10	Schow, Lawrence P	000-00-0024	Schow, Lawrence P	11/11/45	Pri Rec'd		300.00	240.00	-60.00	240.00

Figure 1. With Dentrrix G5 you can accept electronic Explanation of Benefits directly into the Ledger.

This new data architecture also improves product stability. During our entire seven-month beta testing process involving over 100 customers, not a single tester reported having to rebuild their database. As Dr. Walls of Walls Family Dentristry reported, "New features are nice, but performance improvements deliver real benefits, keeping me and my team productive." His advice to Dentrrix customers is "don't leave this on the shelf."

With a new database, customers will naturally want to know if they will have to buy a server or if they can run Dentrrix G5 in a peer-to-peer configuration. As with previous releases, we recommend using a dedicated server. But we have tested and will continue to support Dentrrix running on a computer that is also configured to be a workstation. Customers who opt for this configuration should pay particular attention to the hardware recommendations, as this configuration will put a greater processing burden on the server/workstation computer.

The SQL database also employs a data-masking technique using cryptographic technologies for improved data protection. With medical professionals under strict regulatory obligations to protect their patients' personal health

information, this is a proactive step that Henry Schein has taken to augment, not replace, your security systems.

New Dentrrix Developer Program

Unauthorized applications that attempt to directly access the Dentrrix database will be denied access, further protecting personal health information from malicious programs. For this reason, Henry Schein has launched a developer program, which includes an application programming interface (API) to facilitate and encourage the development of Dentrrix-compatible software programs. With the integration technology that we are making available to developers, they will be able to more easily create software to read from and, in some cases, write to the Dentrrix database. As developers take advantage of these capabilities, Dentrrix users will enjoy access to a growing collection of authorized, integrated applications that improve practice efficiency and productivity.

"The new API has been a great benefit for our team," reports Brian Porter, director of integrations for Demandforce. "There is so much information available today that it can be overwhelming. The real value is getting

the right information to the person who can best make use of it, when and where they need it. The new Dentrrix API will let us do just that, collecting information from inactive or prospective patients and presenting it to office staff in the application they use to manage their day-to-day work at the point of decision where it will be most useful to them."

The Dentrrix Developer Program is reaching out to a broad array of application providers in the dental market to take care of our mutual customers. "This new API is a great opportunity to increase the level of integration between TeleVox solutions and Dentrrix G5," says Scott Zimmerman, president of TeleVox Software. "Our ability to deliver faster and stronger integrations will make a huge impact on improving the end-user experience."

The API is also helping our development teams improve our own eServices integration. For example, with Dentrrix G5, you can now accept electronic Explanation Of Benefits forms (eEOBs) directly into the Dentrrix Ledger from eCentral's Insurance Manager. You will be able to inspect remittance advice, and when you click to accept the EOB it will automatically record it in the Ledger,

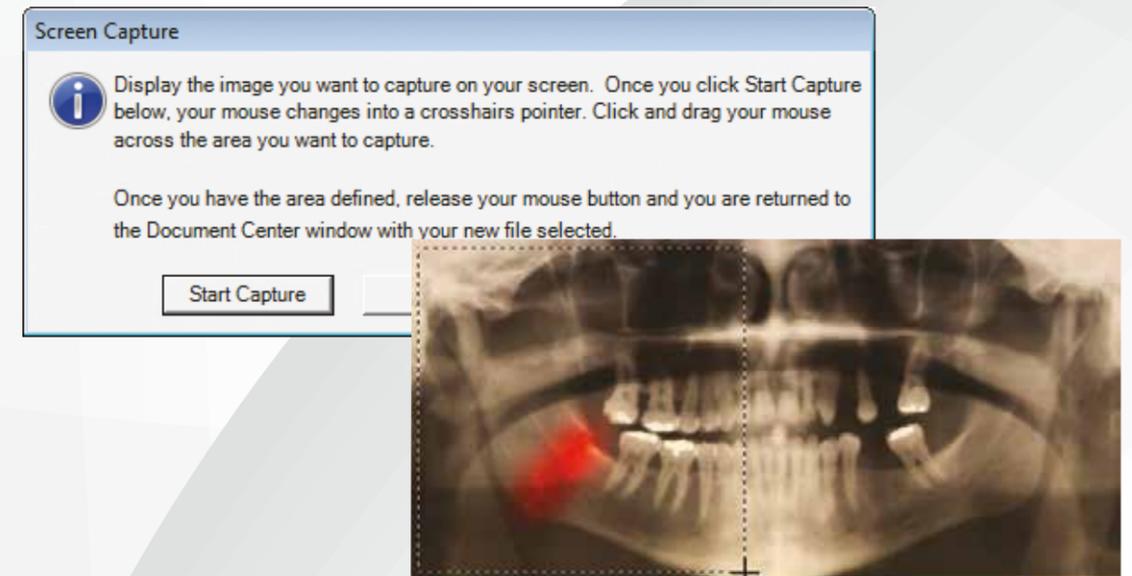


Figure 2. Dentrrix G5 includes a new screen capture utility.

reducing manual data entry and mistakes (Figure 1).

One of the advantages of our new integration technology is the opportunity it creates for motivated and enterprising dentists who want to get involved in software development. Some dentists have expressed a desire to be able to modify their system to work just the way they want. Dentrrix G5 empowers these dentists with access to our API that lets them easily integrate custom code with Dentrrix.

Some dentists have enthusiastically embraced this new opportunity. When he heard about it, Dr. Busch remarked, "This is fantastic! Henry Schein has delivered to their users what no other dental software developer has offered. If a feature is really important to me, I can have it developed and integrated into the software I'm already using. I can make my software be exactly what I want it to be."

Rigorous Beta Testing Process

Upgrading customers can take comfort from knowing that Dentrrix G5 has gone through a longer and more rigorous beta testing process than any previous versions. When we asked some of our more than 100 beta testers what they thought of the software, here is what we heard:

"We've been Dentrrix customers for a long time. Dentrrix G5 is noticeably faster than older versions. Modules open faster

than they did before. The **Select Patient** dialog box opens much faster. Not a lot seems to have changed in the way you do things, which suits me fine. All in all I'm very pleased with version G5." (Dr. Imel, Goodland Dental Arts - Goodland, KS)

"The upgrade was very smooth; we didn't have any problems. The best thing about Dentrrix G5 is how much faster it is. It is definitely worth the time to upgrade." (Dr. Medici, North Belmore, NY)

"With 48 computers, Tidewater Dental Associates is a large dental office. As soon as we installed Dentrrix G5 we saw improvements to how well the application performed. The installation went very smoothly. Now our customers can run reports much faster than they could before, and the computer isn't tied up, so they can keep working while the report is being generated." (Tom Blandford, president & CEO, eTrepid)

We at Henry Schein are gratified by the overwhelmingly positive response that we have received from our beta testers. To those who have volunteered their offices and time, we say "thank you."

New Screen Capture Feature

Dentrrix G5 also offers a variety of new and enhanced features. In particular, it improves electronic claims management. The new Screen Capture Feature lets users drag a box around any portion of their screen to capture

an image. This image is then automatically saved to the Document Center. The Screen Capture feature even lets you capture images from third-party software that you use for imaging. This is especially useful for creating digital X-ray attachments for eClaims.

To use the new Screen Capture feature, from the **Acquire** menu in the Document Center, click **Screen Capture** to display the **Screen Capture** dialog box (Figure 2). If you want to set up the default settings for screen captures, click **Setup Defaults** to display the **Setup**

Setup Acquisition Method Defaults

Select Acquisition Method: Screen Capture

The settings in this screen will be used for any Document acquired using the selected method

Document Type: X-rays

Description: Screen Capture

Orientation: Entire Mouth

Acquire without displaying Document Information

Save and Close

Figure 3. You can set default settings for screen captures.

Get More Done in Less Time with Automated Postcard Reminders

Dentrix Communication Manager



Odds are, you're probably sending recall cards to your patients when it's time for them to schedule an appointment. With Communication Manager, you can have them sent automatically for about the same price – freeing up your time to focus on other tasks.



Postcard Reminders are now interactive!

Patients using a mobile device can scan a QR code to confirm appointments, update their calendars or view a map and directions.

Scan here for a special offer!

Communication Manager will:

- Reduce open chair time
- Eliminate costly inventory
- Improve front office efficiency

To learn more call **1-800-DENTRIX** or visit www.Dentrix.com/AppointmentBliss

HENRY SCHEIN®

DENTRIX® Communication Manager

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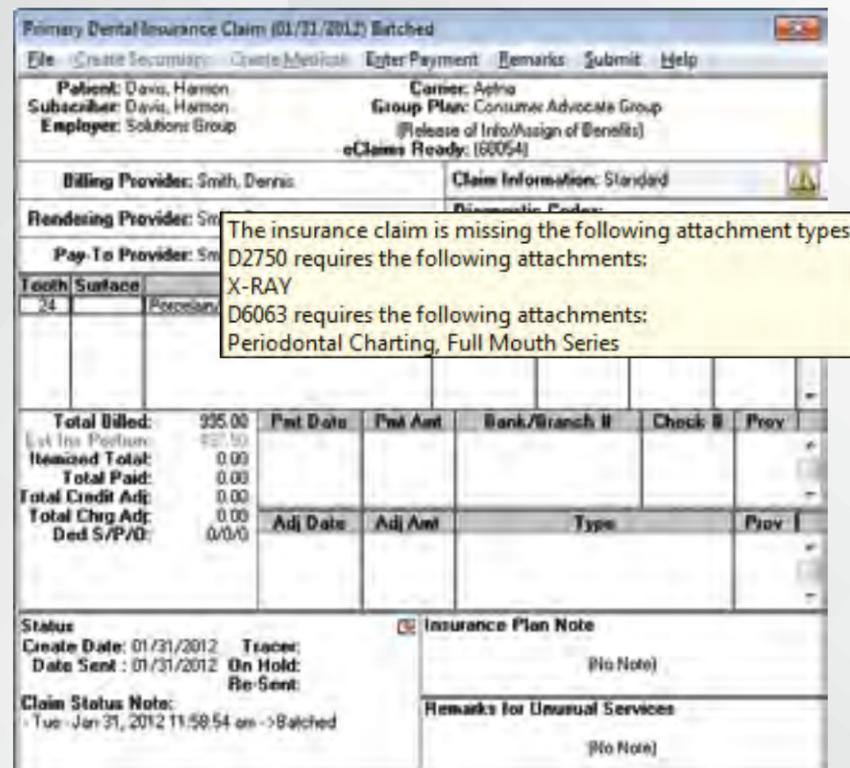


Figure 4. Dentrix G5 displays a message when electronic claims are missing attachments.

Strengthened Fraud Detection

Fraud detection and prevention has also been strengthened in Dentrix G5 with the addition of sequentially numbered daysheets. Any time the daysheet is previewed or printed, a number is affixed to it so managers and auditors will know exactly how many times the daysheet has been accessed. When combined with password-protected login credentials, they will know exactly who has been accessing the daysheets and when, without gaps in the record.

Receiving the Upgrade

At this point you may be wondering, "When will my office receive the upgrade?" We have already begun shipping Dentrix G5 to current customers who are on a Dentrix Customer Service Plan, and we expect to ship it to all of our customers on a current customer service plan through the coming months. If your office is not on a customer service plan, now is a great time to re-enroll by calling 1-800-DENTRIX. **DM**

Acquisition Method Defaults dialog box (Figure 3). After setting the defaults, click **Save and Close**. To capture a screen, click **Start Capture**.

Position your mouse pointer where you want to start the capture and drag to capture the image.

When you release the mouse button, the Document Center opens, and the image you captured appears in it.

Improved eClaims Submission Validation

For offices that use eClaims, Dentrix improves submission validation. If users attempt to submit claims to carriers that

require attachments and there is no attachment for the claim, the system will present an alert to warn the user of the omission (Figure 4). With more complete validation, fewer claims will be rejected and delayed.

Insurance claim submission in Dentrix G5 is HIPAA 5010 compliant. The software collects and sends the additional information required by updated regulations as part of the normal workflow design.



LEARN MORE

To learn more about Dentrix G5, visit the Dentrix G5 page at www.dentrix.com/g5 to see installation help and new feature training. You can also log in to the Dentrix Resource Center to find these same G5 topics on the On-Demand tab. See "How to Learn More" on page 2 for instructions on accessing these resources.



Launch Dentrrix Labwork into the Cloud with Henry Schein DDX



The term “cloud computing” has been used to refer to a variety of capabilities, like data storage, instantaneous file sharing across multiple users and wide geographies, and universal access to information that keeps businesses running. It’s important to note that many cloud services have been around for a while, including now-ubiquitous products like iTunes™ and Gmail™. Newer companies like Dropbox® are distilling the power of the Internet down to amazingly simple, low-cost offerings that speed up the basic ways we share information. With today’s stable ISP bandwidth and operating platforms, it’s easier than ever to work “in the cloud.”

So, while not a new concept, running a business in the cloud is an exciting concept that has many implications for the dental industry that are just now being realized.

For example, according to Noah Levine, senior editor at www.dlpmagazine.com, “The advantages of universal access and easier file sharing fit naturally into what dental labs [and practices] do every day. Simple, direct communication with a clinician can help labs avoid frustrations, and with the cloud in

play, collaborating with outsource partners, dentists, surgeons, and suppliers can be accomplished in a variety of simple ways.”

The Henry Schein Cloud and DDX

Many dentists view the cloud as an elusive goal—a distant, utopian future that some may think requires sizeable investments in software and equipment to implement. For many doctors, distrust of security, questions about security, and perceived productivity loss while staff trains will slow adoption of cloud technologies in the short term.

Fortunately for Dentrrix users, they are already using cloud-ready Henry Schein products and services. Services like eClaims are long-established, but newer capabilities including Dentrrix Mobile and Henry Schein DDX extend the possibilities to every dentist and dental lab.

In particular, Henry Schein DDX is an extremely powerful tool dentists can use to submit new prescriptions to their labs right from Dentrrix. They can share lab case information, collaborate on case design, and manage account details like payments and

HOLLY HOLM

Campaign Marketing Manager

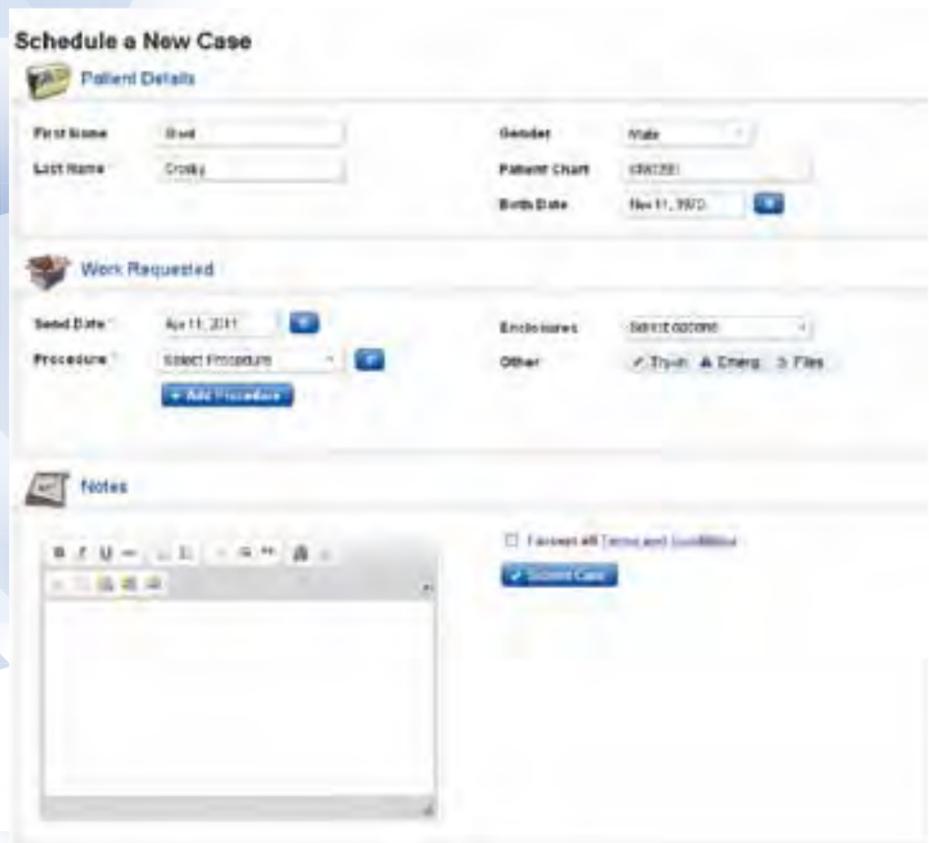


Figure 1 Practices can create a lab prescription with just one click in the Patient Chart.

statements. Even better, all this detail is integrated with digital restoration technologies dentists use every day, like Dental Wings and E4D. DDX makes it possible to pull images and files from several disparate networks that dentists and labs use and create one single, web-accessible case—with just a few clicks by either team.

DDX is primarily built and delivered online with no software installation necessary. Dentrax users can start their first case with a DDX-enabled lab in seconds. All they have to do is click the DDX button in the Patient Chart and select **New DDX Lab Case Prescription**, and a lab prescription is pre-populated with that patient's information (Figure 1). The digital lab prescription can be sent to any lab, anywhere, with imaging files of any size attached, and from any web browser. The best part? DDX is completely, 100% free for dentists.

DDX and the Cloud

In the cloud, the lab prescription is just the beginning. Once a dentist takes a few seconds to submit the prescription, the DDX-enabled lab receives an automatic alert that the case is coming (or, if the practice chooses, the lab receives an automatic pickup request). Practices can even schedule the patient's follow-up appointment right in the chair, since DDX instantly generates an accurate turn-around date based on the lab's real-time production calendar (Figure 2).

With just a few clicks, the lab case and all its related information are in the cloud—trackable, transparent, with any needed files attached—and viewable by dentist and lab anytime, anywhere, forever.

Digital Lab Case Management with DDX: How is it working?

There were over 35 million lab cases in the US in 2009. Given a total caseload of 20-50 cases per month per dentist and hundreds or thousands of cases per month per lab, DDX brings a critical aspect of the patient experience under better supervision. DDX provides an atmosphere of easy case collaboration for both dentist and lab, while significantly reducing phone calls, lost staff time, and costly rebookings that slow patient flow for dentists and production

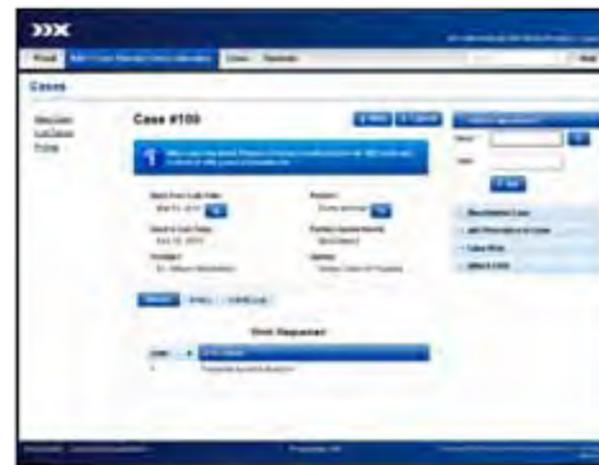


Figure 2 Prescription information like return date and status is automatically updated online and viewable by the practice and the lab.

for labs. Since many dentists work with multiple labs, and most labs work with many dentists, these teams can now log in and view a centralized case record, with no lost reporting time to patients, lab managers, or doctors.

In the short time DDX has been available, DDX-enabled practices say that DDX helps them improve their efficiency, competitive edge, and profitability. In March 2011, a survey of DDX-enabled practices found that 67 percent of practices saw around a 30 percent reduction in phone time for their staff after implementing DDX. That's time those employees can now dedicate to

and maintaining software and hardware and, allows them to focus instead on exploiting anywhere, anytime access to one's programs and data—and the time savings that immediately result."

With DDX's responsive, flexible customization platform, practices and labs can agree on the criteria required for a case and then standardize that criteria so no incomplete prescription can ever be submitted. This partnership has led to a better service for both dental practices and labs.

In the words of Susan Huff, general manager of DentalOne Partners, a large dental practice management service

EFFICIENCY
67% of DDX-enabled practices say DDX makes their practice more efficient.

COMPETITIVE EDGE
58% of practices increased the volume of cases they submit to their DDX-enabled lab.

PROFITABILITY
35% of practices credit DDX for reducing patient rescheduling.

managing their current job responsibilities, improving production and customer service, or even to making outbound marketing efforts to generate new business.

According to Bruce Lieberthal, Henry Schein vice president of emerging technologies, "This revolution has resulted in true increases in efficiency, security, accessibility, immediacy, and simplicity. Running software in the cloud frees the user from concerns about the complexities of obtaining, installing,

managing their current job responsibilities, improving production and customer service, or even to making outbound marketing efforts to generate new business.

Put DDX and the Cloud to Work for You Today

For practices wanting to move toward totally paperless practice management, using DDX is a small step that harnesses the power of cloud computing and delivers necessary changes fast, inexpensively, and with measurable results. DDX provides dentists and labs with a universal network to communicate using technologies they already have, which will help practices prepare for other changes in the future as they move toward paperless practice management.

It's important to realize that, as with any new service, labs and dentists will need to work together to implement digital processes that enhance, not impede, their current workflow. If your lab doesn't yet use DDX, it's very easy to get them on board. Simply send their info to the DDX team at www.DDXDental.com/Suggest_a_Lab, and the DDX team will follow up. Or, you can search for and send cases to labs in your area that are already DDX-enabled at www.DDXDental.com/Find_a_Lab. To get started today or to suggest that your lab become DDX-enabled, visit www.DDXDental.com/Dentists. **DM**

Stay **IN TOUCH** with Your Practice. Anytime, Anywhere.

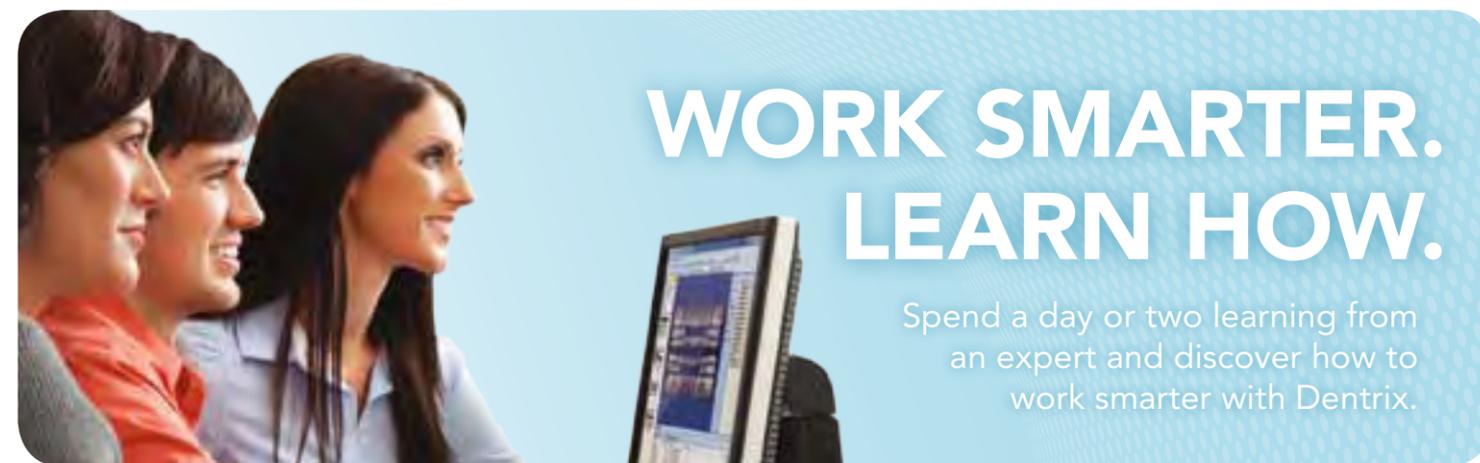
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1-day class for experienced Dentrix users, 9am–5pm

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Saving Time With Multi-Codes

Multi-codes make scheduling, charting, and treatment planning faster and easier.

■ Gary Frazier | Contributing Editor

Did you know that Dentrax multi-codes can help you maximize your efficiency as you schedule, chart, plan, and post treatment?

Some treatments, even common ones such as an adult's periodic exam, consist of several procedures. Multi-codes save you time by letting you group up to eight procedure codes in a single multi-code. So, rather than entering all the procedure codes for a periodic exam separately, you can enter the codes simultaneously using a single multi-code. For your convenience, Dentrax includes several pre-defined

multi-codes, but you can easily edit these multi-codes or create your own.

To create a multi-code, from the **Maintenance** menu in the Office Manager, point to **Practice Setup**, and then click **Multi-Code Setup**. Click **New** in the **Multi-Code Setup** dialog box (Figure 1). From the **Multi-Code Editor** dialog box, type a description of the multi-code that you are creating, the code number you want to use for your custom multi-code, and an abbreviated description. Next, select an appointment type and a procedure type. Dentrax

inserts a procedure time automatically as you add procedure codes. Click **Add** and type or select the procedure codes that you want to include in your multi-code. Depending on the procedure codes that you select, Dentrax requires you to specify the surface, quadrant, and/or sextant. If the procedure requires a tooth number or range, you can supply this information when you post the procedure in the Patient Chart or the Ledger.

Once you've set up a multi-code, you can use it just as you would a procedure code.

Scheduling

You can speed up your scheduling using multi-codes. In the Appointment Book, for example, if you were scheduling an adult patient's periodic exam that included a prophy, four bitewings, and an evaluation, you could post three procedure codes or just use the one predefined multi-code for an adult prophy. To use this multi-code when scheduling an appointment, from the **Appointment Information** dialog box, click **Misc.** Under **Category**, select **Multi-Codes**. Select **xxCCA** and click **OK**.

Tip: You may want to edit the CCA multi-code in the Office Manager to include D1204 Fluoride – Adult and D1330 Oral Hygiene Instructions. For a procedure requiring additional information, such as a tooth number or range, you must specify this information in the Patient Chart or the Ledger and then treatment plan the procedure before scheduling the appointment; otherwise, you cannot set the procedure complete.

Charting

After creating a multi-code, you could create a procedure button in the Patient Chart and assign the multi-code to it. To do this, from the **Setup** menu, click **Procedure Buttons Setup**. Click **New**. Under **Procedure**, expand **Multi-Codes**



Figure 1. The Multi-Code Setup dialog box.

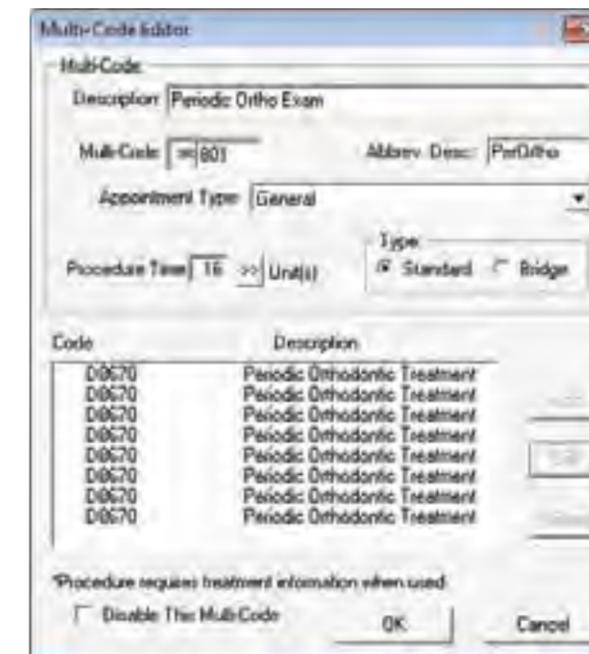


Figure 2. The Multi-Code Editor dialog box.

and select the multi-code that you want to use, such as xxCCA. Under **Select Button Face**, select **Use Image** or **Use Code Text** and then select an image or a font, respectively. Click **OK**, and then click **Close**. Now charting a patient's treatment is as simple as a mouse click, and since there is no limit to the number of procedure buttons you can create, with a little time and thought, you can create any number of multi-codes and assign them to procedure buttons to make your charting fast, efficient, and consistent. Once you click the **Completed** button in the Patient Chart, Dentrax automatically posts the completed work to the Ledger, and you're ready to bill.

Treatment Planning

Treatment planning is easier using multi-codes too, especially since you can "bundle" several multi-codes to create other even more comprehensive multi-codes.

For example, since some treatments, such as partials or orthodontia, require several follow-up visits over an extended period, you can create and use bundled multi-codes to create treatment plans for them. To treatment plan monthly

orthodontia visits, first, create a periodic ortho exam multi-code named xx801 using PerOrtho as the abbreviated description. Add the D8670

retainers. Once the full case multi-code is complete, you can use it to treatment plan two years of orthodontia with a single code.

Multi-codes save you time by letting you group up to eight procedure codes in a single multi-code.

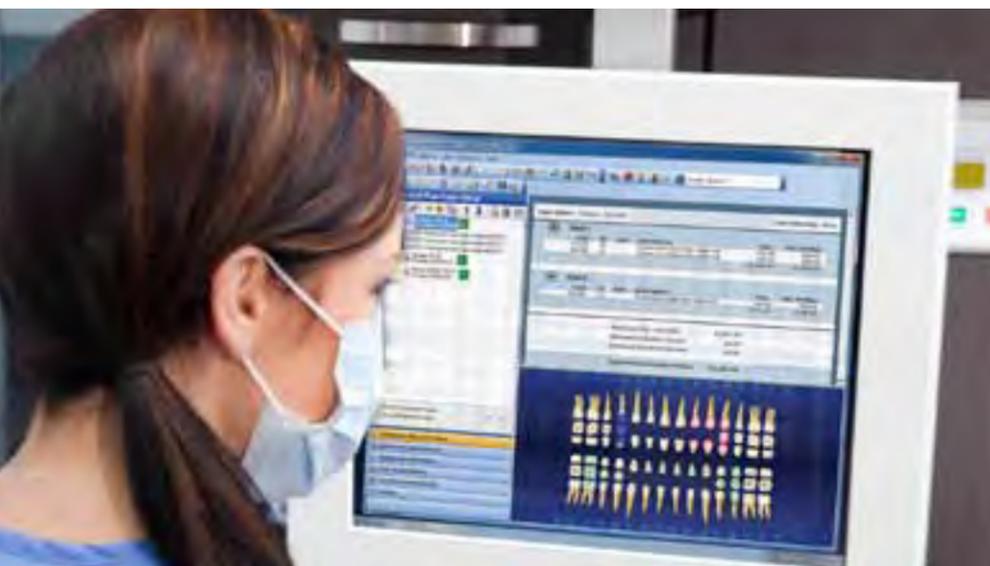
Periodic Orthodontic Treatment procedure code eight times to this multi-code (Figure 2). Set up two more multi-codes following the same pattern as the first, but naming these multi-codes xx802 and xx803 and using PerOrtho2 and PerOrtho3 for the abbreviated descriptions, respectively.

Next, set up a fourth multi-code for the full case and name it xx800. Add the xx801, xx802, and xx803 multi-codes to the full case multi-code. The full case orthodontia multi-code now contains 24 monthly visits to which you can add up to five other procedures, such as records appointments and

Multi-codes are very versatile and allow you to get as creative as you like. Because the Dentrax modules are so highly integrated, you can use multi-codes wherever procedure codes are used in Dentrax. Simplify the task of scheduling, charting, billing, and treatment planning using multi-codes—you may be surprised at how much time you'll save. **DM**

Learn More

To learn more about creating multi-codes, see the *Multi-code Setup* topic in the Dentrax Help. See "How to Learn More" on page 2 for instructions on accessing these resources.



Simplify the task of scheduling, charting, billing, and treatment planning using multi-codes—you may be surprised at how much time you'll save.



Write Offs and Fee Schedules

Learn the difference between write-off adjustments and fee schedules and the advantages and disadvantages of each.

■ **Dayna Johnson** | Dentrrix Certified Trainer

In my home state of Washington, a large dental insurance company slashed our filed fees by 15 percent last year. Several offices I work with have called me asking for advice on how to deal with it now that even the non-PPO plans are working under a much lower fee schedule. This article explains two approaches you can take when faced with this scenario. You can either apply adjustments (write-offs) or update your fee schedules in Dentrrix. Both methods work well, but there are pros and cons to each, so you should choose carefully.

Using Adjustments (Write-offs)

Offices using the write-off system bill out the full fee for the procedure and then perform an adjustment (write-off) in the **Total Insurance Payment** dialog box of Dentrrix Ledger to account for the difference between the office fee and what the contracted fee is with the insurance company. On their billing statements, patients see the full fee and also an adjustment showing how much money their dentist is losing by being a member of their PPO dental plan. Also, in the write-off system, the dental

much of an increase should be made to the fee schedule.

I love this method! However, there is a disadvantage that you should consider. The Dentrrix Treatment Planner is not able to account for that difference when you present the treatment plan. Your office team will be required to make hand-written adjustments to the treatment plan estimate, which may not look professional. Also, it may be challenging to collect on the day of service since the Ledger cannot accurately calculate the patient's portion if the full fee is being posted to the Ledger. Even though this method requires some tricky work on the calculator, some offices still prefer to use this method.

Using Fee Schedules

Offices that work with multiple PPO plans should use fee schedules. With this method, the office team must keep the fee schedules current, update the coverage table accurately, and attach the fee schedule to the insurance plan properly.

When I discuss this method with team members, the most frequent comment I get is, "I want to bill my full



Figure 1 You copy a fee schedule using the Automatic Fee Schedule Changes dialog box.

insurance company. All you have to do is change the claim format to the DX2007F when you are attaching the fee schedule to the insurance plan. I'll show you how to do this in a moment.

There are three significant advantages of using fee schedules: (1) Collecting at time of service is accurate on the Ledger; (2) The treatment plan estimates are accurate, so you don't have to do any manual calculating; (3) The production for the day will reflect the PPO adjusted production amount on your daysheet. These are huge advantages for your team!

Let's walk through it together so that you can start seeing those benefits sooner rather than later. After obtaining a copy of your fee schedule from the insurance company, in the Dentrrix Office

Procedure Code	Fee #1 Office	New Fee #1 Office	Difference
00140	70.00	70.00	0.00
00145	65.00	65.00	0.00
00150	80.00	80.00	0.00
00160	150.00	150.00	0.00
00170	65.00	65.00	0.00
00180	89.00	89.00	0.00
00210	119.00	119.00	0.00
00220	26.00	26.00	0.00
00230	22.00	22.00	0.00
00240	40.00	40.00	0.00
00250	61.00	61.00	0.00
00260	51.00	51.00	0.00
00270	26.00	26.00	0.00
00272	42.00	42.00	0.00
00273	50.00	50.00	0.00
00274	59.00	59.00	0.00
00277	90.00	90.00	0.00
00290	128.00	128.00	0.00
00710	330.00	330.00	0.00

Figure 2 Update the fee schedule in the Automatic Fee Schedule Change Results dialog box.

Manager, from the **Maintenance** menu, point to **Practice Setup**, and then click **Auto Fee Schedule Changes** to display the **Automatic Fee Schedule Changes** dialog box (Figure 1). Next to **Select Fee Schedule**, use the selection button to select the fee schedule you want to update.

In the **Automatic Fee Schedule Changes** dialog box, under **Select Operation**, select **Copy Fee Schedule To**, then click the selection button and select the same fee schedule (you will copy it to itself). Click **Copy**.

In the **Automatic Fee Schedule Change Results** dialog box (Figure 2), find the first procedure code in the list where you need to make a fee schedule change, double-click the value under **New Fee**, change the amount, and click the green checkmark. Make other fee changes as needed. When you've finished, click **Accept** to update your fee schedule.

Now that your fee schedule is set up, you can attach it to the dental insurance plan using the Family File. To do this, after selecting a patient in the Family File, double-click the **Primary Dental Insurance** block. On the **Dental Insurance** tab, click **Insurance Data** to

display the **Primary Dental Insurance Plan Information** dialog box (Figure 3). Next to **Fee Schedule**, click the selection button and select the appropriate fee schedule for the plan (the fee schedule you just updated). Next to **Last Update**, you should also enter the current date so you have a record of the latest changes.

While you're in this dialog box, if you want to bill your full fee to the insurance company, set the **Claim Format** to DX2007F. The F tells the Dentrrix software to bill the fee schedule fee amount to the patient's Ledger and the full fee to the insurance company.

When you use the DX2007F claim format, remember that you will be billing out full fees to the insurance companies. When you receive your EOB from the insurance company, it may look like you need

to do an adjustment because the submitted amount will be greater than the allowed amount; but remember, the patient's Ledger already has the correct PPO fees, so no adjustment should be necessary.

The final step in the setup is making sure the Coverage Table is accurate. When using fee schedules, do not use the Payment Table unless there is a specific procedure code that falls outside the fee schedule coverage percentage. (A good example of this exception would be the downgrade for posterior composites.) Using the Payment Table does cause the estimate calculations to be different.

If you are just switching over to using fee schedules and your patient has an existing treatment plan, you will need to use the Update Fees feature in the Treatment Planner in order for the treatment plan estimate to reflect the new fee structure. Once you've used the Update Fees feature, you can print the patient estimate just as you did before, but now it will reflect an accurate estimate without any manual calculations.

Using fee schedules when you are contracted with an insurance company

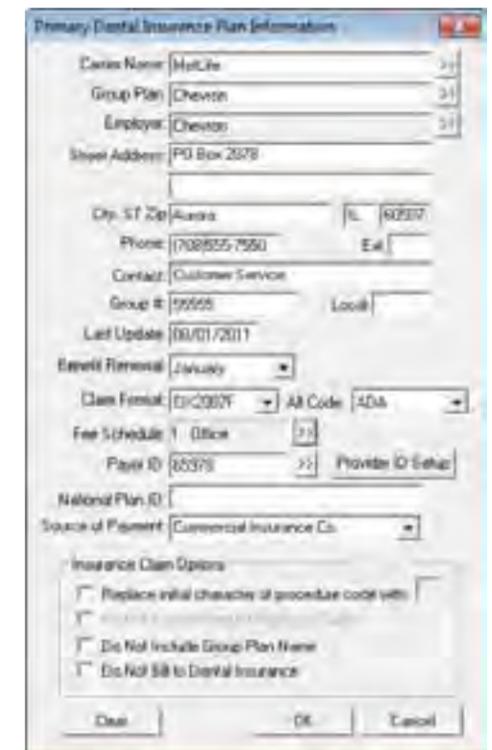


Figure 3 Attach the fee schedule to an insurance plan in the Primary Dental Insurance Plan Information dialog box.

will give you more accurate accounting of production, help your front office team collect more accurately on the day of service, and help give your patients an accurate treatment estimate when accepting treatment. This is a win-win for everyone! **DM**

Learn More

To learn more about adjustments, see the *Adjusting Insurance Payments Automatically* topic in the Dentrrix Help. See "How to Learn More" on page 2 for instructions on accessing these resources.

Dayna Johnson, founder and principal consultant of Rae Dental Management, helps dental offices improve patient care, increase collections, and reduce staff headaches by implementing efficient management systems. With 18 years experience in the business and technical side of dental offices, Dayna's passion for efficient systems is grounded in both personal understanding and professional expertise. Dayna can be reached at dayna@raedentalmanagement.com or visit her website at www.raedentalmanagement.com.

Using fee schedules when you are contracted with an insurance company will give you more accurate accounting of production, help your front office team collect more accurately on the day of service, and help give your patients an accurate treatment estimate when accepting treatment.

insurance companies are automatically billed the office's higher fee, rather than the PPO fee, which can help when the insurance company later looks at how

fee to the insurance company, and that is why I have never switched to using fee schedules." The good news is, with fee schedules, you can still bill full fees to the



The Forgotten Patients

If you want to see how well your practice is doing, take a look at your patient retention and you will get an accurate account.

■ **Sandy Pardue** | Director of Consulting, Classic Practice Resources Inc.

I don't know of one practice that has patients lined up outside the front door waiting to come in to get dentistry. Our public is not as excited about dentistry as we may want to believe. Practices are focusing on getting patients in the front door with little attention on the best patients: the ones that have benefited from their services in the past.

Patients are falling through the cracks in the majority of practices. Patient retention is averaging 55% or less. If you want to see how well your practice is doing, take a look at your patient retention and you will get an accurate account. Are more patients leaving through the back door than coming in through the front?

When I ask dentists how they would like to improve their practice, a common response is, "I need more patients." They are usually concerned about patient flow, but they skip key practice management protocols to keep patients coming back. These forgotten patients know you, they know your team, they know where you are located, and they consider YOU their dentist. It is not unusual to find another practice hidden in a single practice. I am referring to patients in need of a recall appointment or other treatment that has been diagnosed.

Every practice must know that retaining patients is vital to practice expansion and viability. Every person on the team must know that the existing patients are the most important part of the practice. Work on adding value to visits and building stronger relationships with your current patients. My experience has been that the longer the patient stays away, the less likely it is that they will return to your practice. Many are already embarrassed about their mouth. The more time goes by, the more embarrassed they become about putting it off, so they go somewhere else.

There are 3 common ways patients can fall through the cracks.

1) **Lack of a solid Recall and Reactivation System**—Most practices believe they have a recall system that is working. It is rare that I find this to be the case. You need to have a written plan that states who is responsible for what and has an exact schedule for cards and emails to be sent. This is so that staff members can follow the system exactly, month after month. Employees come and go; you need to have the system established so it can be easily duplicated by the next person.

Even if you are utilizing Dentrrix services like automatic appointment reminders with the Communication Manager, you should be aware of the timelines and templates you have set up so you can follow up with patients. Practices that have these systems in place continue to grow despite the economy.

2) **Staff not familiar with dental software**—Every team member must be trained on the software. The knowledge they gain will greatly benefit the practice. This is an area where you cannot afford

to cut corners. Your software allows you to do many things to help prevent patients from falling through the cracks. For example, you can use the Continuing Care module to find patients who are overdue for recall appointments or the Treatment Manager to track patients with outstanding treatment plans. You and your team need to know how to take advantage of these resources you already have within Dentrrix.

3) **Little or no communication from the practice**—It is important that you communicate with your patients using recall cards, recall emails, reactivation projects, birthday cards, holiday cards, etc. Some type of communication is better than none at all. The more you send out, the more appointments you will get.

Dental teams are constantly looking to fill their schedules and improve new patient numbers. These actions are important, but the one thing that seems to be missing is a solid recall and reactivation program to close the back door and retain more patients. When these patients

stay with your practice and are happy, they will refer more people like them.

Most practices are not doing enough on a consistent basis to keep patients coming back. Often times, patients are inactivated too soon. This is a huge mistake. They still have teeth and they still need a dentist. They are either going to see you or go somewhere else. Six months goes by fast, and people get busy with life. Don't write them off. Use automatic continuing care due reminders in the Communication Manager to keep the communication flowing to them.

One of the most important things you can do to build a practice is to put your attention on your current patient base. I recommend that you do a reactivation project similar to the one below every year.

Learn How Many Patients in Your Practice are Overdue

The average practice has 750 to 1000 patients overdue for their recall appointments. This is largely due to weak or lacking recall and reactivation systems. Patients get left behind because no one goes back and works the Continuing Care list and the practice stops sending cards and letters. Most practices are surprised to learn how many people need to come in, especially when they have open time on their schedule most every day.

To learn how many overdue patients you have in your practice, you can generate a list in the Continuing Care module. You want to find out how many patients haven't been in for six months or longer, going back three to five years. Open the Appointment Book and click **File > Continuing Care**. Select **View > All** so that all patients who are overdue for recall appear on the list. From there you can set up a temporary view to narrow your search. Click **Views > Temporary View**. In the **Last Visit Date Span** group box, change the dates from 5 years to 6 months and click **OK**. You will be surprised at what you find (Figure 1).

Note: In order for patients to appear on the Continuing Care list, you must be attaching continuing care to patients in the Family File. If you are not attaching continuing care to patients, you can run the Inactive Patient list in the Office Manager to find patients with a last visit date that was at least six months ago.

Reactivation Project

Typically, a practice will start thinking about doing a reactivation project when they are desperate for patients. The reactivation attempts should be ongoing

for a consistent flow of patients rather than a desperate move.

Step 1: Generate and print a list of patients that have not been in for at least six months and go back at least 3 to 5 years (See the steps above to generate the list).

Step 2: Choose a recall card to be mailed to them. You may also consider combining this with emails to the patients. The recall cards and emails should look different than what you have been sending in the past.

Step 3: Customize your recall email message. Our surveys show the following message gets the best response.

Dear [insert patient name],
We miss seeing you in our office. As you know, when dental decay, gingivitis, periodontal disease or other complications are discovered in early stages, treatment is not complicated and costs are less. Please phone the office at [insert your phone number including area code] for a convenient appointment.

Step 4: Send the same card and/or email message to the same group of patients two to three months in a row.

Work to implement a patient retention system to help close the back door and keep more patients. Focusing on patient retention will not only fill your schedule, it will provide a steady flow of patients, and you'll have a much healthier practice. **DM**

Learn More

To learn more about generating the Continuing Care list, see the Continuing Care List View Options topic in the Dentrrix Help or visit the Dentrrix Resource Center to view the Managing Your Continuing Care System webinar recording. See "How to Learn More" on page 2 for instructions on accessing these resources.

Sandy Pardue is an internationally recognized lecturer, author and practice management consultant. She has assisted hundreds of doctors with practice expansion and staff development over the past 25 years. She is known for her comprehensive and interesting approach to dental office systems, and offers a refreshing point of view on how to become more efficient and productive in a dental practice. Sandy is Director of Consulting with Classic Practice Resources and was named a "Leader in Consulting" by Dentistry Today magazine for the past 10 years. She is also a consultant to leading dental companies for product evaluation and design.

Date	Type	Appt?	Status	Prior Treat.	Name	Age	Prov	Phone
01/01/2011	HYGIENE			01/01/2011	Abbot, Kim S.	38	Prov1	(800)555-5555
01/01/2011	HYGIENE			01/01/2011	Abbot, Timothy	34	Prov1	(800)555-5555
01/01/2011	HYGIENE			01/01/2011	Abbot, Patricia	34	Prov1	(800)555-5555
01/01/2011	PROPHY			01/01/2011	Abbot, Timothy	34	Prov1	(800)555-5555
01/01/2011	PROPHY			01/01/2011	Abbot, Patricia	34	Prov1	(800)555-5555
01/01/2011	HYGIENE			01/01/2011	Abbot, Kim S.	38	Prov1	(800)555-5555
01/01/2011	HYGIENE			01/01/2011	Abbot, Timothy	34	Prov1	(800)555-5555
01/01/2011	HYGIENE			01/01/2011	Abbot, Patricia	34	Prov1	(800)555-5555
01/01/2011	PROPHY			01/01/2011	Abbot, Timothy	34	Prov1	(800)555-5555
01/01/2011	PROPHY			01/01/2011	Abbot, Patricia	34	Prov1	(800)555-5555
01/01/2011	HYGIENE			01/01/2011	Abbot, Kim S.	38	Prov1	(800)555-5555
01/01/2011	HYGIENE			01/01/2011	Abbot, Timothy	34	Prov1	(800)555-5555
01/01/2011	HYGIENE			01/01/2011	Abbot, Patricia	34	Prov1	(800)555-5555
01/01/2011	PROPHY			01/01/2011	Abbot, Timothy	34	Prov1	(800)555-5555
01/01/2011	PROPHY			01/01/2011	Abbot, Patricia	34	Prov1	(800)555-5555

Figure 1. You can use the Continuing Care module to get a list of patients who are overdue for their routine cleanings and exams.



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10 Security Safeguards You Can't Risk Ignoring

These 10 tips will help you safeguard your practice information.

■ **Jason Werner** | Marketing Manager, Henry Schein TechCentral

You probably lock your practice's front door at night. I bet you lock the back door, windows, and employee entrance as well. But locking doors and windows alone doesn't protect your practice entirely from intrusion or threats. If you have an Internet connection, you need to safeguard that entrance into your practice as well. In today's ultra-connected world with Internet access on everything from PCs to phones, you must take computer security precautions seriously so you don't leave your practice at risk.

Protecting your practice requires you to make network and data security a priority, especially now that more of your records, business transactions, and data are digitized and accessible over the Internet.

Here are ten things you can do to reduce your risk and better protect your

practice. Much has been written on computer security, and this list is certainly not a complete list of all the security safeguards available to you. However, if you follow these simple tips, your practice information will be much safer than if you don't.

1. Require passwords.

I'm amazed at the number of offices I come across that don't require passwords for their Dentrix systems. You should require a password on every computer, all the time. Don't let users share their passwords. Don't write them down on a little yellow slip of paper and tape them to your computers for all to see.

To set up passwords in Dentrix, from the **Maintenance** menu in the Office Manager, point to **Practice Setup > Passwords**, and then click **Practice Passwords Setup**. In the **Practice Passwords Setup** dialog box (Figure 1), select **Enable Passwords**. Once you enable passwords, Dentrix protects all the tasks appearing in the **Security Options** list. In order for users to perform any of these tasks, you must assign them rights to the security option. (Note: Do not click OK until you follow all the instructions in the next two paragraphs).

First, however, you need to assign a password administrator. Select **Require Secure User Passwords** to require passwords to be at least seven characters long and to contain alphanumeric and special characters. Then, from the **Security Options** list, select **Password Administration** (at the top) and **Office**



Figure 2 Specify user security rights in the Password Administration – User Passwords Setup dialog box.

Manager Open (farther down the list) and click OK.

Use the **Password Administration – User Passwords Setup** dialog box (Figure 2) to specify a password administrator. You can then use this same dialog box to set up user security rights for the password administrator. Repeat this procedure to set up user security rights for all your Dentrix users.

2. Use strong passwords that can't be guessed. Your name is a bad password. As a rule, mix numbers, words, symbols and capitalization in your passwords. A good example is "Gr8D3nti5t!" (think "Great Dentist!"). However, you can't use that one now that I've told the

whole world. (See Rule #1 above.) Create a variation of an easy-to-remember word or words, like your first car, pet's name, or favorite hobby. Many Internet sites today already require passwords containing a mix of characters, and this is a good practice for you to follow with passwords in your office as well.

Can't remember all your passwords? Neither can I. Get a reputable password manager for your smartphone. They keep all your passwords close at hand, security encrypted, and you can back them up somewhere safe in case you lose your device. It is worth the \$.99 to \$5.99 investment. And yes, you'll need a password for your password manager as well.

3. Keep your software up to date.

Operating systems and programs, especially browsers, must be patched continually to protect against new threats. Keep all your software, especially the software you rely on most, up to date. This goes for your Dentrix software as well.

4. Protect yourself from viruses.

Running antivirus software on every computer is a must, and each computer must have regular updates to its antivirus software. Check your antivirus software periodically to determine when the last time your protection was updated and when the last full scan was completed. If it's been a while for either one, turn on your software's automatic update feature and adjust the automatic scan schedule.

5. Never use an unsecured wireless network. We all love free Internet access while we wait for coffee, our dinner, an oil change, or our dental appointment. And yes, your patients will love you for it too. However, leaving your Wi-Fi open for all to use puts you at risk. You'll want to configure your wireless router so it doesn't openly broadcast your Wi-Fi network for all to see. You will also need to provide patients with the exact Wi-Fi network name and password you've chosen. That, however, is a small price to pay to keep lurkers in the parking lot from stealing access to your wireless network and slowing your Internet access speed.

6. Separate your Wi-Fi networks.

If your practice is thinking of deploying wireless networking for your patients and your business use, the best option is to set up one Wi-Fi for your patients' use and a separate, isolated, and secured

Wi-Fi network for your business data. Don't mix them, or you could open the door to unauthorized access of your business systems. You can configure most quality wireless routers to create two networks to keep business and patient wireless traffic completely separated.

7. Use an Internet firewall. A properly configured firewall helps you protect the sensitive information your patients have entrusted you with. It acts as a barrier to your practice's network, letting the good traffic in and keeping your network out of reach from Internet hackers. Don't have a firewall? Get one ASAP.

8. Filter your Internet content. Most firewalls provide some level of Internet content filtering. That puts you in control of what your patients and staff can access while on the Net. X-rated photos and videos are not the sort of things you want your network used for. There have been cases where unsecured networks have been used to access illegal content, and the networks' owners were blamed. Internet filtering will also block malware (malicious software that invades your network and creates problems) and questionable websites that are known to contain dangerous software. Internet filtering, just like antivirus software, is continually updated to protect your network from ever-evolving threats.

9. Scrutinize incoming email. Email also exposes your practice to risk. Be suspicious of email messages from any senders you don't recognize, and only open emails from sources you trust. Don't open emails, click on links, or open attachments from sources you're not comfortable with. One simple click can open your PC and network up to malware attacks.

10. Remove all data from old computers and hard drives. Are you ready to donate that old PC or sell it on eBay? Are you sure you aren't handing a stranger your patients' sensitive data, credit card information, and your financials? It's amazing what can be recovered

from a hard drive because (newsflash!) deleting a file does not make the data vanish completely. With a little know-how, files and data can be recovered from discarded or repurposed drives. Use a reputable disposal and recycling service that will electronically, or physically, shred your hard drives.

In Conclusion

The 10 tips discussed in this article will provide your practice with a good defense against the common security threats to your practice data. To learn more about implementing any of these solutions contact Henry Schein TechCentral (877) 483-0382) or other qualified integration specialists who offer help with installation and ongoing service and support. Henry Schein TechCentral has been providing and supporting secure computer systems



Follow these simple tips, and your practice information will be much safer than if you don't.

and networks for dentists nationwide for more than 15 years. TechCentral also offers secure computer equipment recycling and environmentally friendly disposal to keep our customers safe and green. You can learn more about TechCentral by visiting their website at www.henryscheintechcentral.com. **DM**

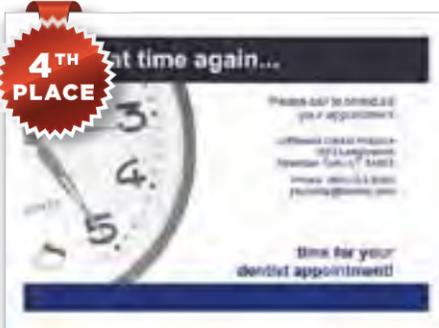
Learn More

To learn more about using passwords in Dentrix, see the password setup topic in the *Dentrix Help*. You can also visit the *Dentrix Resource Center* and view the *Passwords and the Audit Trail Report* webinar recording. See "How to Learn More" on page 2 for instructions on accessing these resources.

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