

# dentrix

MAGAZINE

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## The Year in Review

### FROM THE EDITOR

It's hard to believe the holiday season is here again. Where did the year go? Sometimes life moves so fast that I fail to recognize important events when they occur, and at the end of the year I find it helpful to glance back and remember the highlights.

To help you remember the important Dentrix highlights of the past year, we compiled a "2012 Year in Review" that summarizes the most significant enhancements we introduced. They include a faster and more secure SQL database, a version of Dentrix Mobile optimized for the iPad, an electronic EOB feature, the ability to receive and respond to patient text messages from your computer, and more. Read the article (pp. 16–20) to see the full list of enhancements and learn how they will improve your practice.

2013 promises to be an even more exciting year for Dentrix users. In "Extend the Power of Dentrix G5," we introduce the Dentrix MarketPlace, a new online store where you can explore, purchase, and download Dentrix Connected solutions with a few clicks of your mouse—your own app store for everything Dentrix. With access to a growing list of Dentrix developers and trusted, fully integrated applications, you'll be able to turn Dentrix G5 into an even more powerful practice management solution.

I hope you enjoy reading this issue of *Dentrix Magazine*. Please consult the reading guide on page 2 to find the articles that correspond to your responsibilities in the practice. And remember, every issue of *Dentrix Magazine* is available online at [www.dentrix.com/magazine](http://www.dentrix.com/magazine). Download yours today.

Regards,

Matt Singerman  
Editor

**Editor:**

Matt Singerman

**Senior Editor:**

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**Contributing Editors:**

Sean Eyring, Gary Frazier, Damon Graves,  
May Wescott, Gentry Winn

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Eric Wyatt

**Production Designers:**

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To contact *Dentrix Magazine*, send correspondence to Dentrix Magazine, 727 East Utah Valley Drive, American Fork, UT 84003; call (801) 763-9300; or send email to [dentrixmagazine@henryschein.com](mailto:dentrixmagazine@henryschein.com).

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#### **COVER STORY: EXTEND THE POWER OF DENTRIX G5**

Make Dentrix G5 the foundation of your digital dental office by adding integrated tools, equipment, and capabilities



#### **2012 YEAR IN REVIEW**

Read our list of the top features released for Dentrix in 2012. Start using them today to simplify your work and improve your practice.



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## Read These Articles and Tips

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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 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 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](http://www.dentrix.com/resource-center).

# Get Dentrrix News, Tips and Information

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The Dentrrix eNewsletter will help you stay up to date on the latest Dentrrix product information, education opportunities, industry news, tips and tricks, promotional offers and more!

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## ▼ 2012 ADA Dental Claim Form Coming Soon to Dentrix



The new 2012 ADA Dental Claim Form (J430) will soon be available inside Dentrix for customers running Dentrix G4 Productivity Pack 8 or later.

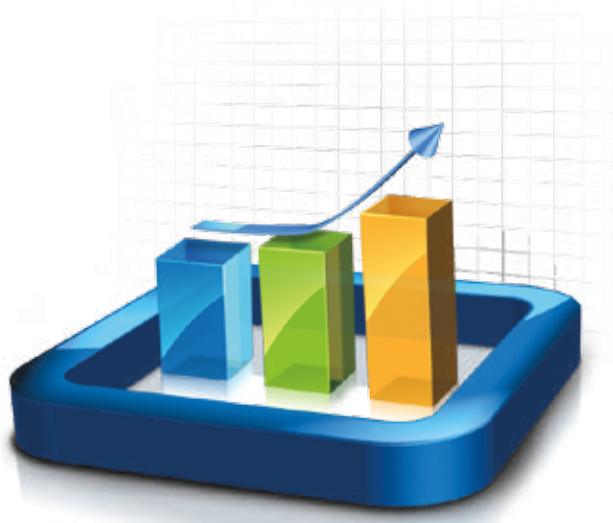
ADA Claim Form J430 supports reporting up to four diagnosis codes per claim. The new form includes box 34 for the diagnosis code list qualifier that indicates which diagnostic coding system was used (for example, ICD-9), box 34a for listing diagnosis codes, and box 29a for the diagnosis code pointer that associates procedures on the claim form with their corresponding diagnosis code(s). The claim form also

provides a new "Qty" field for each procedure (box 29b) to specify procedures that were performed multiple times and have the same procedure code, treatment area, and fee.

Dental offices using Dentrix G4 Productivity Pack 8 or Dentrix G5 can use the Check for Updates tool to download the updated claim form when it becomes available. To find the Check for Updates tool, right-click the Dentrix Quick Launch icon in the notification area of the Windows taskbar to open the Quick Launch menu. Next, click **Updates** and then click **Check for Updates**.

If the Dentrix Quick Launch icon is not displayed in the notification area of the Windows taskbar, you can check for updates by clicking **About Dentrix** from the **Help** menu of any Dentrix module and then clicking **Check for Updates**.

## ▼ Dentrix Profitability Coaching Adds Coding Tips from Dr. Charles Blair



Working closely with renowned coding expert Dr. Charles Blair, Henry Schein Practice Solutions has added new coding tips to the popular Dentrix Profitability Coaching program. These tips target many of the routine services dental practices are already providing, making them easy to implement.

"Following Dr. Blair's tips can have an immediate, positive impact on a practice's production and collections," said Tammy McHood, profitability coaching program manager. "Given the rising influence of PPOs, and the decrease in patient visits and case acceptance because of the economy, it's more important than ever to ensure coding reflects the actual work being completed. With Dr. Blair's help, the Dentrix Profitability Coaching program has expanded to meet this need."

Dentrix profitability coaching helps dental practices strengthen efficiencies and profits. Through a series of seven, one-hour coaching sessions, practices learn how to use reports and tools in Dentrix to improve continuing care, schedule optimization, insurance and collections, production and case acceptance, patient and referral management, and paperless processes.

Visit [www.dentrix.com/profitabilitycoaching](http://www.dentrix.com/profitabilitycoaching) to learn more about Dentrix profitability coaching. To learn more about Dr. Blair's Practice Booster program, visit the Dentrix MarketPlace at [www.dentrixmarketplace.com](http://www.dentrixmarketplace.com).



## ▼ New Payors for eClaims, Attachments, and eEOBs

### **DENTRIX®** eClaims

Adding to one of the largest payor lists in the industry continues to be a priority—especially since we’ve provided customers with the tools to inform us of their payor needs. Thanks in part to valuable customer feedback, we’ve added new payors for eClaims, Attachments, and Electronic Explanation of Benefits (eEOB).

Electronic claims can now be sent through Dentrix to the following payors:

| PAYOR ID | PAYOR NAME                          |
|----------|-------------------------------------|
| 77078    | Banner Medisun                      |
| 86083    | Summit Administration Services Inc. |
| WT073    | UFCW Local 711                      |
| 56213    | Crescent Health Solution            |

### **DENTRIX®** Attachments

Digital attachments can now be added to electronic claims sent to the following payors:

| PAYER ID | PAYER NAME                              |
|----------|---|
| HMSA1    | Hawaii Medical Service Association HMSA |
| HMSA1    | Blue Cross Blue Shield of Hawaii        |
| HMSA1    | Life and Specialty Ventures (LSV)       |

eEOBs can now be received from the claims sent to the following payors:

| PAYER ID | PAYER NAME                 |
|----------|----------------------------|
| 59226    | Health Markets             |
| 85022    | Delta Dental of New Mexico |

Visit the payor search tool at [www.dentrix.com/products/eservices/eclaims/payor-search.aspx](http://www.dentrix.com/products/eservices/eclaims/payor-search.aspx) to see specific payors or to download the complete list of available payors.

### **DENTRIX®** eEOB

## ▼ 2013 ADA-CDT Dental Codes Update

### **DENTRIX®**

The 2013 ADA-CDT Dental Codes Update will soon be available for Dentrix customers running Dentrix G4 Productivity Pack 8 or later. The update includes 35 new ADA-CDT procedure codes and changes to some existing procedure codes.

Dental offices using Dentrix G4 Productivity Pack 8 or Dentrix G5 can use the Check for Updates tool to download

and install the 2013 CDT Update when it becomes available. To find the Check for Updates tool, right-click the Dentrix Quick Launch icon in the notification area of the Windows taskbar to open the Quick Launch menu. Next, click **Updates** and then click **Check for Updates**. The **CDT 2013 Update** should appear as an optional update. Select the **CDT 2013 Update** and click **Yes** to install the update.

If the Dentrix Quick Launch icon is not displayed in the notification area of the Windows taskbar, you can check for updates by clicking **About Dentrix** from the **Help** menu of any Dentrix module and then clicking **Check for Updates**.

# 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 role in the practice and try them out today. Start making your job easier and your practice more profitable.

## Creating Customized Continuing Care Types

Do you use continuing care types to set the intervals you use to schedule patients for routine and follow-up treatment? In addition to the default continuing care types, you can create your own continuing care types for procedures that are not included in the defaults, such as orthodontic work or nutrition/tobacco counseling. You can also modify the default types by adding procedures or changing their time intervals. For more information about setting up new continuing care types or adding procedure codes to existing types, see the Continuing Care Management webinar recording in the Dentrix Resource Center.

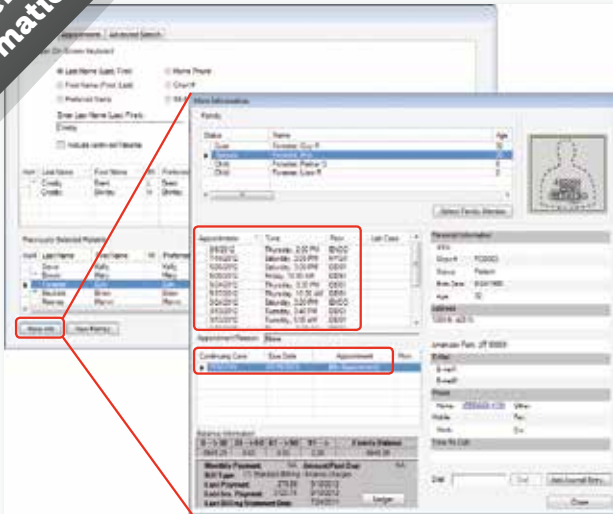
Continuing Care

## Creating Billing/Payment Agreements

Often patients may not be able to pay the full amount for procedures at the time of service. In the Ledger, click the **Billing/Payment Agreement Information** button from which you can set up payment agreements with patients to collect a portion of the payment up front and work out a plan for the patient to make the remaining balance of payments over time. For more information, see article #15008 in the Dentrix Resource Center knowledgebase.

Billing/Payments

## Patient Information

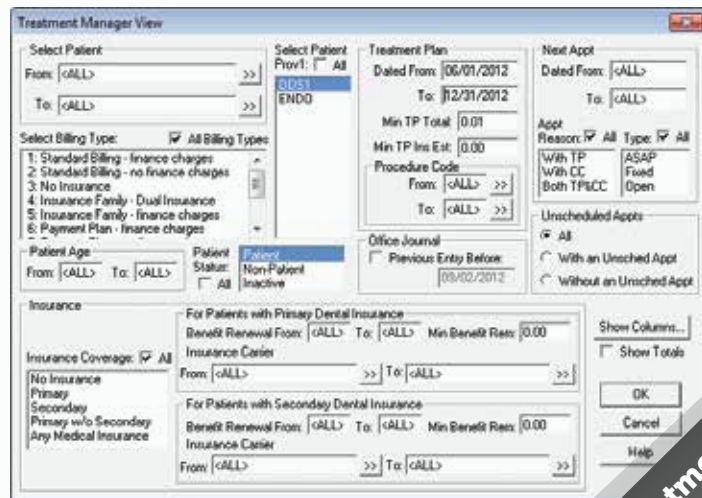


## Viewing Additional Information about Patients

Did you know that you can use the **More Info** button in the **Select Patient** dialog box to see at a glance if any of a patient's family members have an appointment or continuing care scheduled? You don't need to open the Family File or Appointment Book to see this information. During a patient's appointment, click the **More Info** button, located in either the **Select Patient** dialog box (as seen here) or the **Appointment Information** dialog box to see if each family member has scheduled or is due for their continuing care appointments.

## Filling Appointment Book Holes

You can easily generate a list of patients who have treatment-planned procedures that still need to be completed. Using the Treatment Manager (in the Appointment Book, click **Options > Treatment Manager**), you can create a customized list of patients that meet the criteria you specify, such as provider, appointment date, whether they have appointments scheduled or not, and insurance benefits remaining for the year. Once you have generated the list, use it as a guide to fill holes in your schedule. For more information about using the Treatment Manager, see the Treatment Manager Overview topic in the Dentrix Help.



## Treatment Manager

## Reducing Rejected Claims

Have you ever had an insurance claim rejected because you didn't send an attachment? The Dentrix eClaims Validation Report warns you when carriers require attachments before the claim is sent. For more information about electronic claims, watch the eClaims tutorial in the Dentrix Resource Center. To find out how you can begin sending claims electronically, visit [www.dentrix.com/eclaims](http://www.dentrix.com/eclaims).

## Electronic Claims

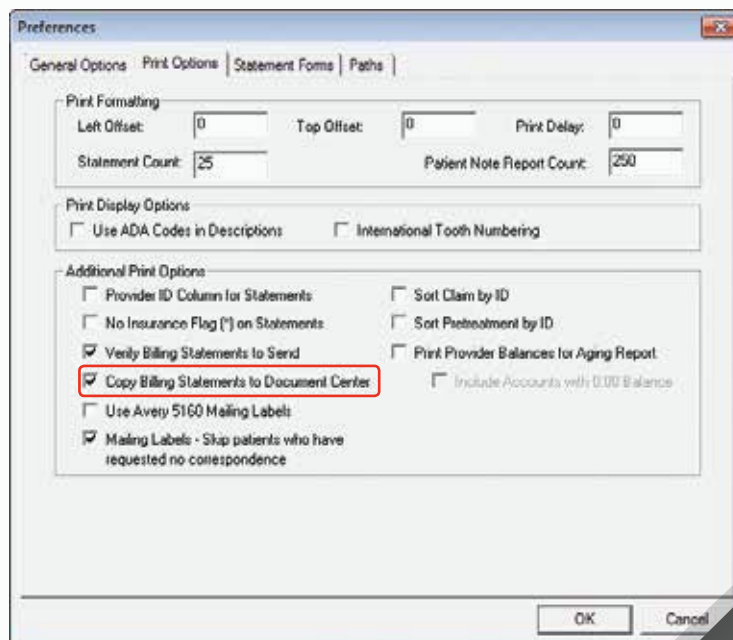
## Monitoring Provider Production Totals

The Provider A/R Totals Report displays accurate production totals by provider, taking into account production adjustments that increase revenue, such as finance charges and late fees, as well as those that reduce revenue, such as charity care and professional courtesies. For example, procedures posted for \$1000 but with \$800 charity care credit are shown as \$200 in revenue rather than \$1000. For more information about this report, see the Dentrix Reports Reference, which can be found on the **Manuals** tab in the Dentrix Resource Center.

## Reporting

## Viewing Copies of Patient Billing Statements

Do patients call your office with questions about their billing statement, and you wish you could see the same piece of paper that they have in their hands? With Dentrix G4 Productivity Pack 6 and higher, you can have a copy of the billing statement sent to the guarantor's Document Center automatically whenever statements are printed or sent electronically through QuickBill. That way when they call your office with questions, you can quickly pull up the exact document they are referring to. To activate this feature, in the Office Manager, click **Maintenance > Practice Setup > Preferences**, and select the **Print Options** tab. Select the **Copy Billing Statements to Document Center** option. It's that easy!



Document Center

## Using the Unscheduled List to Manage Appointments

Did you know that when you break a scheduled appointment, it is moved to the Unscheduled List? You can use the Unscheduled List to manage your broken appointments and fill your schedule. To open the Unscheduled List, in the Appointment Book, click **Appt Lists > Unscheduled List**. You can even click and drag an appointment from the Unscheduled List directly into the Appointment Book. For more information, see the Breaking Appointments or Working with the Unscheduled List topics in the Dentrix Help.

| Tue - Oct 2, 2012 |        |      |                   |      |                  |     |               |
|-------------------|--------|------|-------------------|------|------------------|-----|---------------|
| Date              | Status | Elig | Name              | Prov | Reason           | Ln  | Phone         |
| 03/16/2012        | Broken |      | Zemp, Alan        | DDS1 | CustomAbt#6      | 50  | (801)963-5895 |
| 04/27/2012        | Broken |      | Obney, Albert     | DDS1 | PrFbSSCP#A       | 30  | (801)796-4581 |
| 05/04/2012        | Broken |      | Reyes, Javier     | DDS1 | Sealant#E, Seala | 100 | (801)786-2236 |
| 05/18/2012        | Broken |      | Oseransky, Vaughn | DDS1 | ResCmP3s#3       | 70  | (801)798-1726 |
| 06/01/2012        | Broken |      | Comoletti, Darryl | DDS1 | ResCmP3s#3       | 70  | (801)489-2356 |

Scheduling



# PRACTICE SOLUTIONS

## CONNECTING PATIENTS TO PRACTICES

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PRACTICE MANAGEMENT



DIAGNOSTICS



TREATMENT



RE-APPOINT  
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# EXTEND THE POWER OF DENTRIX G5

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Make Dentrix G5 the foundation of your complete digital dental office—by adding Dentrix-integrated tools, equipment, and capabilities quickly and confidently.

If you read Dentrix Magazine, you're likely already familiar with the advantages of using Dentrix as your complete practice management solution, because you experience the benefits first-hand every day. But what may surprise you is that the core Dentrix capabilities you've come to depend on are really just the beginning of what's possible. Because with Dentrix G5, you can make your practice management solution an even more complete platform for your entire digital dental office—by adding a surprising (and growing) range of fully integrated new applications and capabilities to your Dentrix environment.

## **Making Dentrix G5 the Center of Your Technology World**

Using Dentrix G5 as the central, unifying technology foundation for your practice makes sense. You already use the integrated clinical, patient management, and business management tools in Dentrix to manage your workflows and bring your operatories, front office and other parts of your practice together. So why would you use separate programs—and interrupt your normal workflow processes—for things like X-rays and digital imaging,

fraud monitoring, and demand generation? Why not make all of these other technology tools a more integral part of the same unified Dentrix experience? To make this possible, Henry Schein has developed and implemented three new programs designed specifically to give you more technology choices and help you integrate those choices into a single, cohesive experience.

## **Three Ambitious Programs. One Simple Goal.**

Exactly what are these programs and what do they accomplish? According to Senior Dentrix Program Manager Jeff Walpole, they focus on three key areas: "First, a robust new developer program makes it easier for our partners to create products that integrate and work seamlessly with Dentrix. Next, our Dentrix Connected program allows us to properly test and certify those products, so Dentrix practices can deploy them with confidence. And finally, as more of these tested and certified products become available, the new Dentrix MarketPlace online store gives practices safe, convenient access to everything Dentrix."



### More Apps Mean More Choices

Discussing a developer program in a magazine for dental professionals may seem a bit unusual, but it actually has a direct, relevant impact on your practice. The Dentrrix Developer Program opens up the Dentrrix platform and gives dental technology providers the tools they need to develop and test products that work better with Dentrrix. This translates directly into a larger, ever-growing family of new solutions that are designed to share information with Dentrrix. It leads to higher quality products that are easier to install and use. And it unlocks new possibilities for using Dentrrix as your central, unifying technology foundation, so you can simplify your digital dental office and increase the value of your IT investment.

### Connecting with Confidence

In the simplest terms, Dentrrix Connected is all about quality and confidence. When you see the Dentrrix Connected logo on any product, you know it has been carefully tested and certified to work flawlessly with your Dentrrix G5 platform. This makes it



#### LOOK FOR THE LOGO

The Dentrrix Connected logo means a product has been carefully developed, tested and certified to work with your Dentrrix G5 platform, so you can add new capabilities with complete confidence.

easier to choose new hardware and software systems that work properly together and complement your Dentrrix environment. "When I see the Dentrrix Connected logo, I stop worrying. It's a big advantage knowing I can invest in new software and equipment without the usual concerns about integration issues and installation problems. Dentrrix does your background check automatically. You can rest assured that with the Dentrrix Certified logo, you can use the product right out of the box and know it will work. That's awesome!" — Dr. Bill Busch, DMD, MAGD

### Finally, an App Store for Dentists

The Dentrrix Developer Program and Dentrrix Connected exist to create more hardware and software options for your Dentrrix platform. The Dentrrix MarketPlace brings all those options together into a safe, convenient online experience at [www.DentrrixMarketPlace.com](http://www.DentrrixMarketPlace.com). With Dentrrix MarketPlace, you can explore, purchase, and download Dentrrix Connected solutions with a few clicks of your mouse. Think of it as your own app store for everything Dentrrix. "I'm definitely not a technology expert, so I love having one simple, convenient place where I can shop for apps that are easy to install and that I know will work well with our Dentrrix system." — Donald P. Lewis Jr., DDS, CFE

### The Bottom Line for Your Practice

These three programs—the Dentrrix Developer Program, Dentrrix Connected, and Dentrrix MarketPlace—all work together to accomplish a very simple goal: To extend the power of Dentrrix G5 and create a more complete technology platform that unifies all the technology your practice depends on. "These programs are ultimately about providing more choices and better experiences for our customers," said Kevin Bunker, Henry Schein's president of North American dental practice solutions. "Dentrrix MarketPlace has a lot to offer our customers today. And as more of our partners create more Dentrrix Connected solutions, the possibilities get even more interesting and exciting."

### Start Expanding Your Dentrrix Universe Today

The Dentrrix Developer Program, Dentrrix Connected, and Dentrrix MarketPlace are ready to open new doors and turn Dentrrix G5 into an even more capable technology foundation for your digital dental office. Visit [www.Dentrrix.MarketPlace.com](http://www.Dentrrix.MarketPlace.com) today to explore your options and see what's possible. **DM**

### SAMPLE OF DENTRIX CONNECTED SOLUTIONS

The Dentrrix Developer Program, Dentrrix Connected, and Dentrrix MarketPlace all exist for one simple reason—to give you more options for enhancing and expanding your Dentrrix platform. Here are five great examples of Dentrrix-Connected apps you can take advantage of today:

1. **DEXIS**—Dexis has been making proven, award-winning digital imaging solutions for more than a decade. Now, you can integrate DEXIS imaging solutions into your Dentrrix G5 system quickly and easily.
2. **Demandforce**—Beef up your practice's email communications, text messaging, and online services with this powerful Internet marketing and communications solution.
3. **Practice Safeguard**—Protect your practice against fraud with this unique web-based financial monitoring platform.
4. **Broadview Networks**—With a range of Dentrrix Connected VoIP systems, data services, and cloud computing solutions, Broadview can help you create the ideal communication solutions for your practice.
5. **Apteryx Custom Software**—Expand your imaging capabilities with a variety of Dentrrix Connected imaging suites and utilities.

“When I see the Dentrrix Connected logo, I stop worrying. It's a big advantage knowing I can invest in new software and equipment without the usual concerns about integration issues and installation problems. Dentrrix does your background check automatically. You can rest assured that with the Dentrrix Certified logo, you can use the product right out of the box and know it will work. That's awesome!”

— Dr. Bill Busch, DMD, MAGD



## MULTIPLE SOFTWARE DEVELOPERS EQUALS MULTIPLE CHOICES AND OPTIONS

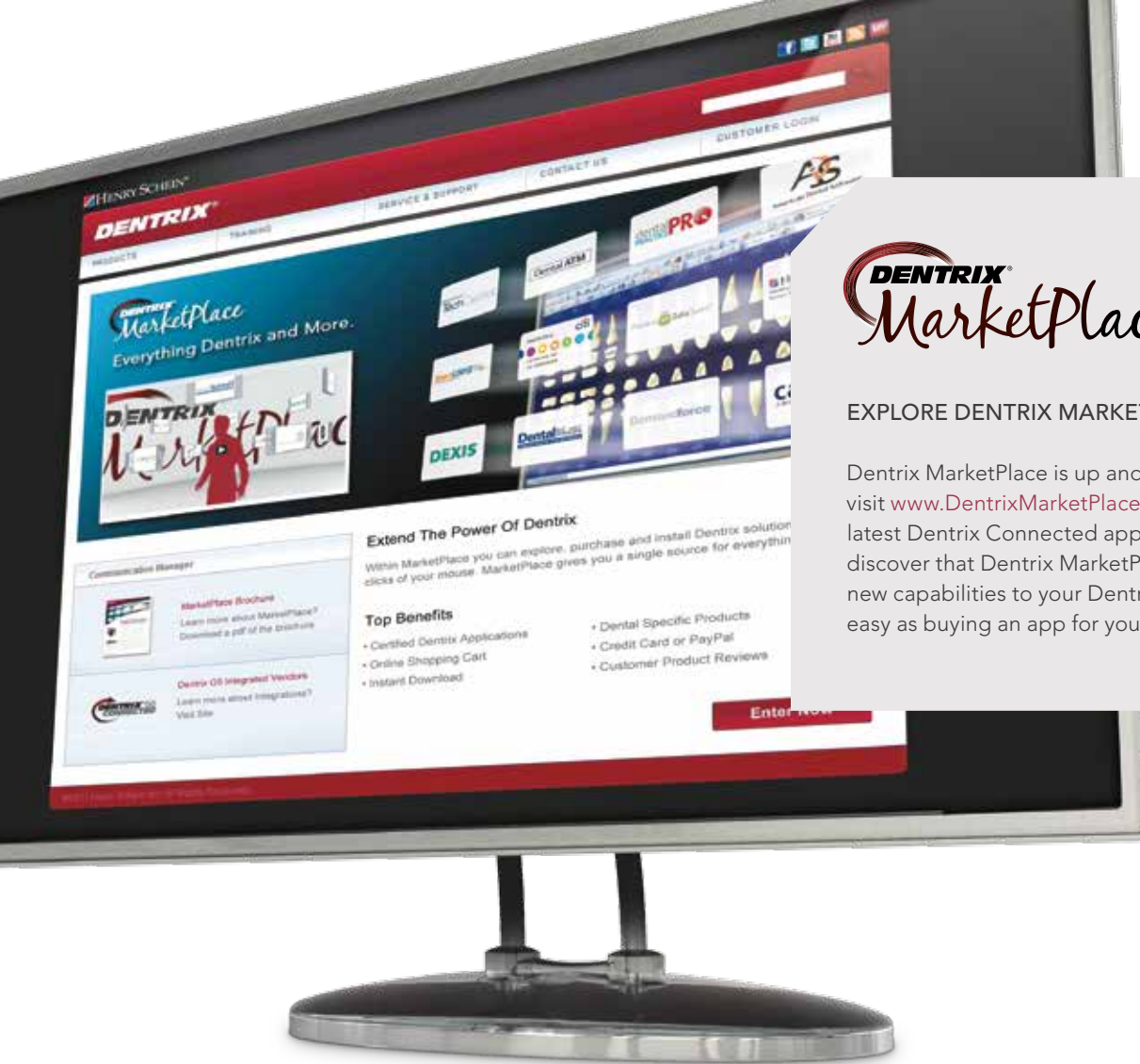
The Dentrix Developer Program opens up the Dentrix platform and gives dental technology providers the tools they need to develop and test products that work better with Dentrix. This translates directly into a larger, ever-growing family of new solutions that are designed to share information with Dentrix. To see the growing listings of Dentrix developers, visit [www.dentrix.com/integrated-products](http://www.dentrix.com/integrated-products) to explore the companies and products developing Dentrix apps and solutions. For a quick reference guide to these listings, you can download the Connected Product Directory.



“I’m definitely not a technology expert, so I love having one simple, convenient place where I can shop for apps that are easy to install and that I know will work well with our Dentrix system.”

— Donald P. Lewis Jr., DDS, CFE





## DENTRIX<sup>®</sup> MarketPlace

EXPLORE DENTRIX MARKETPLACE TODAY!

Dentrix MarketPlace is up and running right now, so visit [www.DentrixMarketPlace.com](http://www.DentrixMarketPlace.com) to explore the latest Dentrix Connected apps and solutions. You'll discover that Dentrix MarketPlace makes adding new capabilities to your Dentrix platform almost as easy as buying an app for your smartphone.



CHOICE

CONFIDENCE

CONVENIENCE

[WWW.DENTRIXMARKETPLACE.COM](http://WWW.DENTRIXMARKETPLACE.COM)



# Get Expert Advice with a Personal Touch



Let our experts show you how to put all the features of Dentrrix to work for your practice, and help you identify the reports and performance metrics you should focus on to gain greater profitability.

## With Dentrrix Profitability Coaching you'll learn ways to:

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- Keep patients coming back
- Collect what you produce
- Increase treatment acceptance rates
- Give more accurate patient estimates
- Get timely insurance payments
- Keep your schedules filled
- Go paperless

Visit **[www.Dentrrix.com/ProfitabilityCoaching](http://www.Dentrrix.com/ProfitabilityCoaching)**

Or Call **866.609.5510**



**Roger Gagon**

Senior Editor



2012

YEAR IN REVIEW

## READ OUR LIST OF THE TOP FEATURES RELEASED FOR DENTRIX IN 2012. START USING THEM TODAY TO SIMPLIFY YOUR WORK AND IMPROVE YOUR PRACTICE.

As 2012 draws to a close, news organizations will review the year's top stories and events before we collectively archive 2012 in our history books and personal memories. At Henry Schein Practice Solutions, we have been reviewing our top stories and events for the year and want to share our own "2012 Year in Review" with you.

2012 has been a great year, and we've worked hard to deliver a host of new software solutions to benefit your practice. In case you missed a few of them, this article reviews the most significant features we introduced and explains how they can simplify your work and improve your practice. If you aren't yet taking full advantage of these new tools and enhancements, we invite you to learn more about them using the information resources referenced in this article.

### Dentrix Mobile Optimized for the iPad

Early this year, Dentrix Mobile released an enhanced user interface for the iPad and Xoom devices. 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 you improved recognition and consistency. You can change the display to view by operator or provider. Plus, you can toggle operatories and providers on and off to improve usability. This latest update also allows Dentrix Mobile users on an iPad or Xoom to add notes to the Appointment Book remotely. For more information about Dentrix Mobile, visit [www.dentrix.com/mobile](http://www.dentrix.com/mobile) or call 1-800-DENTRIX.



### New Database Architecture

With the release of Dentrix G5, Dentrix now stores information in an SQL database, which delivers several distinct benefits for your practice, including improved data access speed and a data-masking technique using cryptographic technologies for improved improved data protection. With medical professionals under strict regulatory obligations to protect their patients' personal health information, the new Dentrix G5 database provides an important line of defense for both patient and practitioner. For more information about Dentrix G5, refer to the article "Announcing Dentrix G5" in the Spring 2012 issue of Dentrix Magazine or the *Dentrix G5 Release Guide* available in the Dentrix Resource Center.

## eSync and the Plug-in Manager

The eSync updates released this year provide several time-saving eServices tools that you can integrate with your Dentrix system as plug-ins. Using these eSync plug-ins, you can now do the following:

- Send and receive intra-office communications, also known as instant messaging, using Dentalink.
- View electronic EOB notifications when they arrive and double-click them to go directly to the Ledger's **Batch Insurance Payment Entry** dialog box where you can process your electronic EOBs.
- Submit insurance eligibility requests for patients from the Appointment Book and Family File.
- Use PowerPay LE to process credit card charges and credits by swiping a credit card or by entering the credit card information.
- Expedite the patient check-in process by automatically downloading new or updated patient forms from eCentral to Dentrix immediately after they are submitted.
- Check patient addresses against the National Change of Address service (NCOA) whenever you send billing statements with QuickBill to verify that you have the patient's most current address in your practice management database.
- Update the status of appointments in the Dentrix Appointment Book when appointments are confirmed by e-mail, text message, eCentral Appointment Manager, or eCentral Kiosk.

For more information about eSync and the plug-ins, refer to the article "Dentrix Does More with eSync Plug-ins" in the Summer 2012 issue of Dentrix Magazine.



## Missing Attachments Notification on Insurance Claims

As of Dentrix G5, Dentrix now notifies you when an attachment is missing from an insurance claim. When you use Dentrix eClaims, you will be notified when you submit a claim if the payor requires a claim attachment for specific procedures and the attachment is missing. This will help you reduce the number of rejected claims. For more information, see "Providing missing attachments and documentation" in the Dentrix Help or "Claim Attachment Enhancements" in the *Dentrix G5 Release Guide*.

## Electronic Explanation of Benefits (eEOB)

As of Dentrix G5, you can now receive and post electronic insurance payment information to the Dentrix database using an electronic Explanation of Benefits (eEOB) feature. The **Batch Insurance Payment Entry** dialog box has been modified so you can easily enter check insurance payments and review, edit, and post electronic insurance payments from the same location. The new **Batch Insurance Payment Entry** dialog box makes it easy to view all outstanding claims in the Ledger for a particular family. When you receive electronic EOBs (eEOBs) via Dentrix Claims Manager, Dentrix saves a copy of the EOB to the Document Center and automatically attaches it to each patient and insurance plan on the eEOB. For more information on registering to receive eEOBs, contact Dentrix eServices Enrollment at 800-734-5561 option 4.



## PowerPay 5

PowerPay 5 lowers transaction fees by automatically posting credit card verification information. And, unlike previous versions, PowerPay 5 automatically settles accounts at the end of each day. By eliminating this manual step, practices save time and are able to collect funds consistently on a daily basis. For more information, visit [www.dentrix.com/powerpay](http://www.dentrix.com/powerpay) or call 1-800-734-5561.

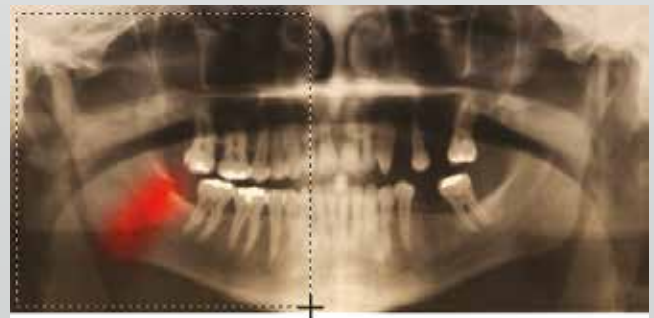
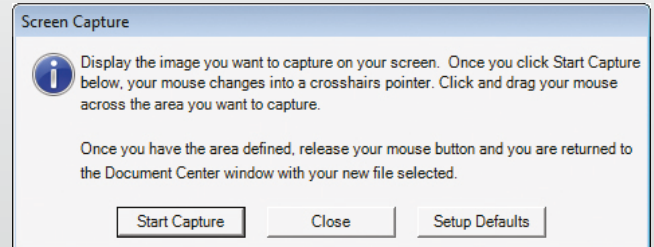
## 2-way SMS Text Messaging

Front office personnel can now use Dentrix Communication Manager to conduct two-way chat sessions with patients via SMS text messaging. When a patient replies to a text message appointment reminder with something other than the "1" to confirm (such as "I'm running late"), the front office receives a pop-up message alert on the desktop. The front office can click to view the message and respond in a chat window. The conversation can continue as messages are exchanged back and forth between the front office and the patient. For more information, see the "Text Message Chat overview" topic in the eCentral Help or the Dentrix News in the Fall 2012 issue of Dentrix Magazine.



## Screen Capture Utility

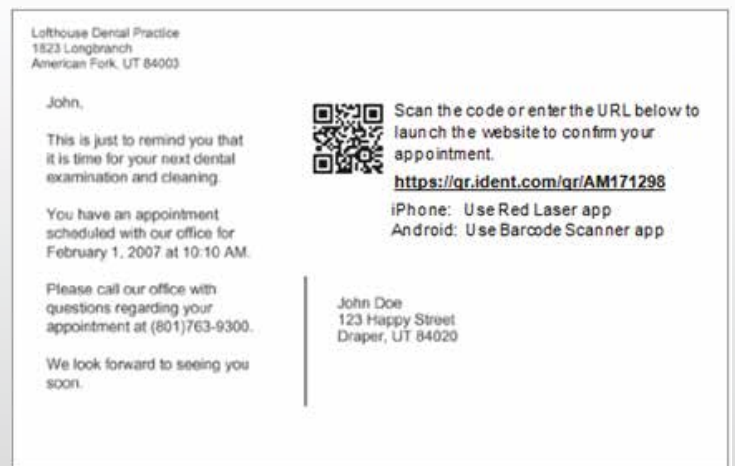
Dentrix G5 includes a new Screen Capture feature with which you can select an area of the screen, capture it, and automatically attach the image to an insurance claim. You can also save the image in the Document Center. For more information, see "Acquiring screen captures" and "Attaching screen captures" in the Dentrix Help, or "Document Center" in the *Dentrix G5 Release Guide*.





## Postcard and Email Reminder Enhancements

The latest release of Dentrix Communication Manager allows patients to confirm appointments from printed postcards. Patients simply scan a quick response code (QR code) with their smartphones to open a window containing appointment details and other options. One of the options is to confirm the appointment, which updates Dentrix automatically (if your office is running the latest version of eSync). Other options allow patients to update their personal calendars, view a map and directions, and click to call your practice on their smartphone. New Confirmation and Contact Provider buttons were also added to the top of appointment email messages 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. For more information, see the "Scanning postcard QR codes using a smart phone" topic in the eCentral Help.



## New eCentral Website Editor

A new website editor in eCentral simplifies do-it-yourself website building and editing. It also provides a more accurate preview of how any changes will look once posted. New templates that include Flash-based animation were also added to the library. For more information, see the "Editing web pages" and "Webpage editor toolbar" topics in the eCentral Help.



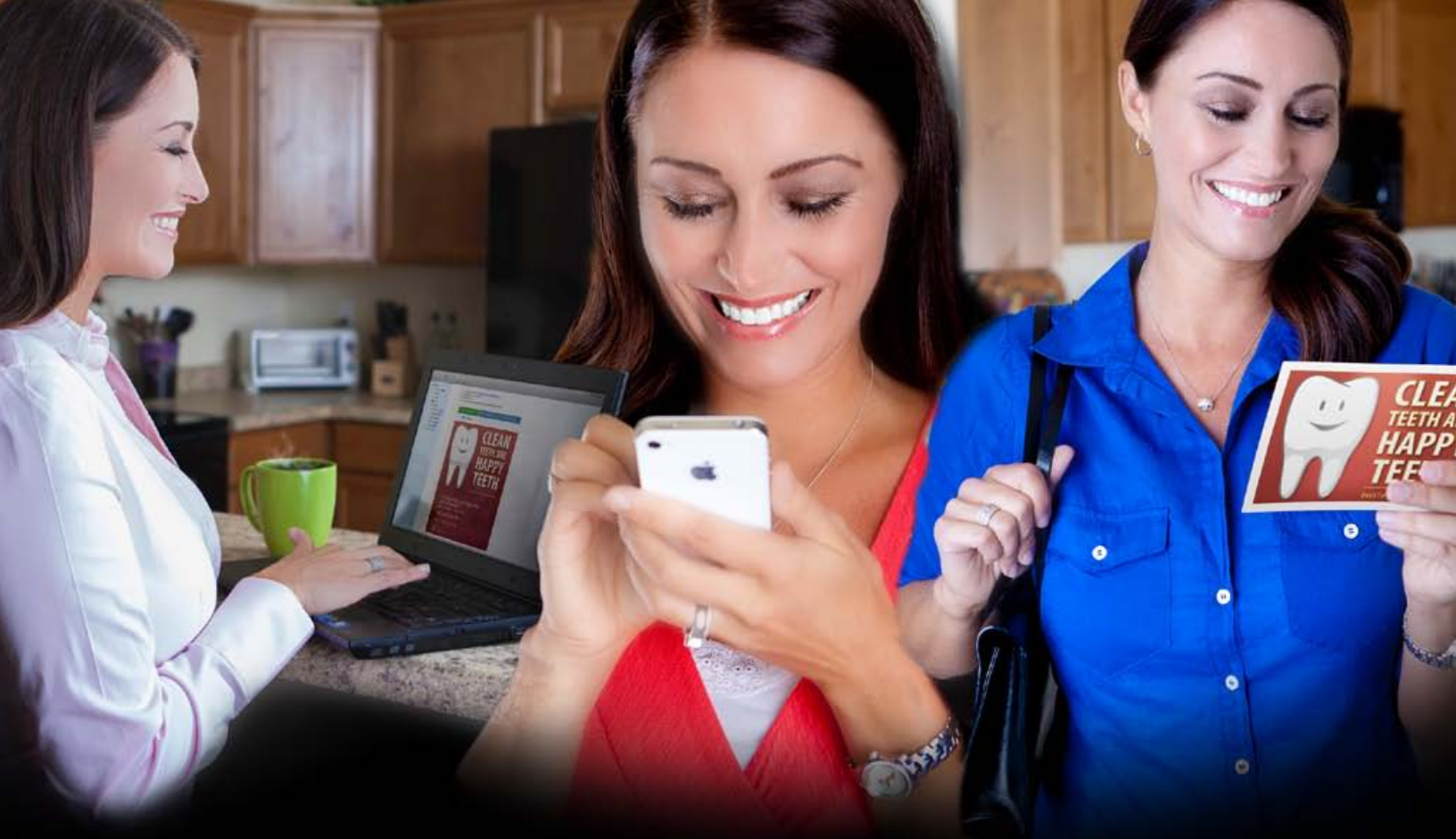
## New Dentrix MarketPlace

The Dentrix MarketPlace is a new online store where you can find trusted, fully integrated applications and capabilities to use in your digital dental office. With Dentrix MarketPlace, you can explore, purchase, and download Dentrix Connected solutions with a few clicks of your mouse. To visit the Dentrix MarketPlace, go to [www.dentrixmarketplace.com](http://www.dentrixmarketplace.com). If you want to learn which vendors are building applications that integrate with Dentrix, you can visit [www.dentrix.com/G5](http://www.dentrix.com/G5) and click the Integrated Products tab.

## New Payor Connections

Dentrix now has an electronic claim connection with several additional payors. If any of your patients are using these insurance carriers, you can reduce paper claims and submit claims through Dentrix instead.

For more information, visit [www.dentrix.com/articles/content.aspx?id=402](http://www.dentrix.com/articles/content.aspx?id=402). Use the payor search tool at [www.dentrix.com/products/eservices/eclaims/payor-search.aspx](http://www.dentrix.com/products/eservices/eclaims/payor-search.aspx) to see specific payors or to download the complete list of participating payors.



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Build your success — one personal connection at a time.

Dentrix Communication Manager makes it easy to expand, strengthen and personalize all your patient interactions—with a patient communication solution that takes full advantage of the tools and technologies your patients depend on most.

With Communication Manager, automated text messages, email and even traditional postcards all work together to keep your patients totally informed and connected to your practice before, during and after their appointments.

And of course, this kind of automated two-way communication leads directly to a more satisfying patient experience, less work for your front office staff and a healthier bottom line.

Learn how Communication Manager can transform the way you communicate and interact with your patients.

[www.dentrix.com/communicate](http://www.dentrix.com/communicate)  
**1-800-734-5561**

# The Dentrix Office Manager



## Printing to the Dentrix Document Center

Learn this little-known tip to send electronic documents directly to the Dentrix Document Center.

■ **Dayna Johnson** | Dentrix Certified Trainer

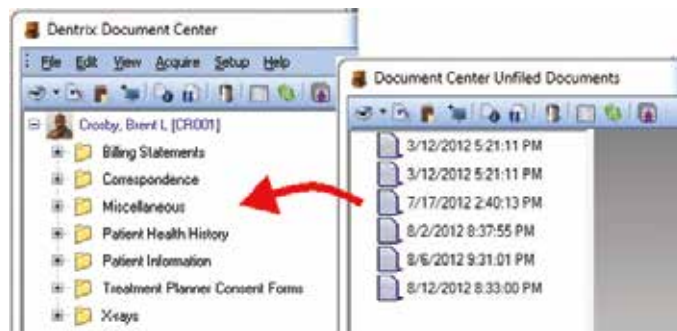
If your office is transitioning from paper to paperless, do you find yourself scanning paper all the time? Does the paper keep piling up in the “to be scanned” box and sit there, waiting for someone with free time to take care of it? When I work with offices on their paper storage management, I am surprised by how many offices don’t know about the Send to Dentrix Document Center feature, which was added in Dentrix G3. This feature acts as a printer driver that is installed automatically with the Dentrix software and appears in your list of printers (Figure 1). You select it just as if you were going to print to your office printer, but your document is instead saved electronically in the Dentrix Document Center.

### Using the Send to Dentrix Document Center Feature

Let’s say you receive an email message from one of your referring

dentists informing you that your patient has had the implant placed and it is ready for restoration. To save this message in the Dentrix Document Center, open the message in your preferred email application or in your web browser, and then from the **File** menu click **Print** to display the **Print** dialog box (Figure 1). Select the **Send to Dentrix Document Center** option, and then click **Print**. (The location of the Print function may vary slightly from application to application and from browser to browser.)

Next, open the patient’s record in the Dentrix Document Center. From the Document Center’s **Acquire** menu, click **Unfiled Documents**. This opens a new window and displays the email message you just sent to the Document Center, along with any other unfiled documents (Figure 2). Click the email message, drag it over to the Document Center window, and release your mouse button when the document is over the name of the patient (or desired patient folder) on the left side of the window. The **Document Information** dialog box appears, where you can then specify a document type, a brief description, and a note. When finished, click **OK**.



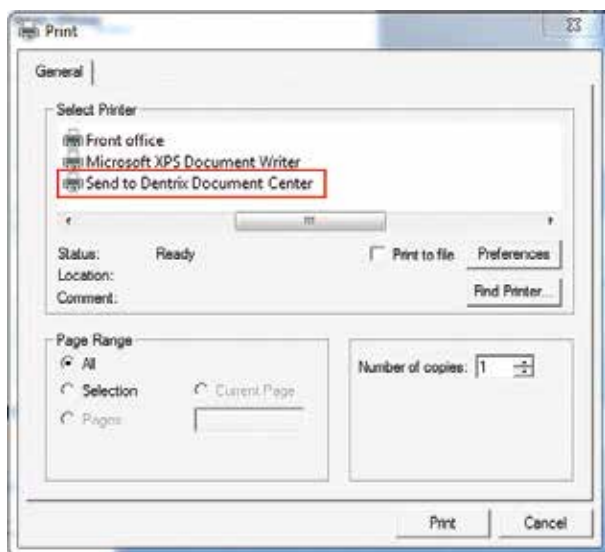
**Figure 2** You can drag unfiled documents to the desired patient folder.

That’s all there is to it—no printing, no scanning, and no shredding! This technique works well with email messages, electronic EOBs, treatment plan estimates, and anything else you can print. **DM**

### Learn More

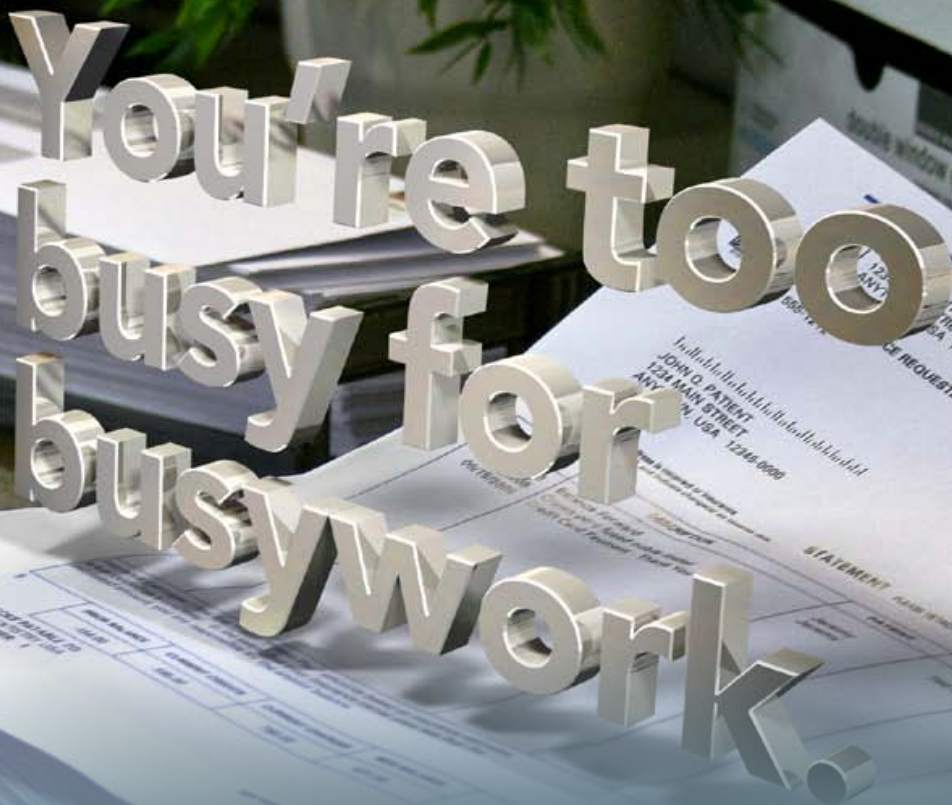
To learn more about the Dentrix Document Center, see the Document Center topics in the Dentrix Help or view the Document Center on-demand training videos in the Dentrix Resource Center. See “How to Learn More” on page 2 for instructions on accessing these resources.

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](mailto:dayna@raedentalmanagement.com) or visit her website at [www.raedentalmanagement.com](http://www.raedentalmanagement.com).



**Figure 1** Dentrix adds the Send to Dentrix Document Center printer driver.





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## Improve the Accuracy of Patient Fee Estimates

Creating accurate insurance estimates can be a challenge. The Dentrix Payment and Coverage Tables can help.

■ **Jennifer E. Blaser** | Dentrix Profitability Coach

**A**ccurate insurance estimates help patients understand what their out-of-pocket expenses will be. In Dentrix, most insurance estimates are fairly accurate right out of the gate. However, some procedures, such as posterior composites, often cause problems with insurance estimates. There are two tools in Dentrix that can help you improve the accuracy of your estimates for posterior composites and other procedures downgraded by insurance carriers: the payment table and the coverage table.

### Using a Payment Table to Estimate Insurance Payment Amounts

The payment table is used to store the exact amount an insurance plan will pay for specific procedures. When you record insurance payment amounts in the payment table, those amounts will override any percentages you may have entered in the coverage table for the insurance plan, making the estimates more accurate.

To enter a procedure with its corresponding insurance payment amount into the payment table:

1. In the Office Manager, select **Maintenance > Reference > Insurance Maintenance**.
2. Select the plan you need to update the insurance estimate for and click **Pmt Table**.
3. Enter the procedure code (for example, D2393) in the **Code** field (Figure 1).
4. Enter the amount the insurance pays for the procedure in the **Amount** field (for example, \$96 for a 200-composite downgraded to a \$120-amalgam).
5. Click **Add**.
6. Click **OK** to return to the **Insurance Maintenance** dialog box.

7. Click **Close** to return to the Office Manager.

**Note:** If you use the payment table to estimate what an insurance plan will pay for a procedure, because the estimate is based on a fixed dollar amount, you will have to manually update the payment table if the insurance plan increases or decreases the allowable fee for the procedure.

### Using a Coverage Table to Estimate Insurance Payment Percentages

The coverage table is used to enter the percentage of your office fees an insurance plan will cover for a particular procedure or group of procedures. For example, the default coverage table for an insurance plan in Dentrix is set up with composites included in the **Basic Restor** category. All procedures within this group are usually covered at 80 percent and are based on the fee that posts to the Ledger.

You can customize a coverage table so that groups of procedures, such as posterior composites, are in their own category and covered at their

own percentage. This allows Dentrix to estimate the insurance payment amount more accurately.

To separate posterior composites into their own coverage group:

1. In the Office Manager, select **Maintenance > Reference > Insurance Maintenance**.
2. Select the plan you need to update the insurance estimate for and click **Cov Table**.
3. Select the **Basic Restor** group and change the **End Proc** to D2390, the code just before the posterior composites begin (Figure 2).
4. Click **Change**.
5. Enter D2391 in the **Beg Proc** field and D2394 in the **End Proc** field. Enter "Posterior Comps" in the **Category** field. Change the **Cov%** to the percentage that the insurance plan usually pays for those procedures. (To calculate the percentage, divide the amount the insurance pays for the procedure by the amount you charge for the posterior composite.)
6. Click **Add**.
7. Enter D2395 in the **Beg Proc** field and D2699 in the **End Proc** field. Enter "Restorative" in the **Category** field. Enter 80 in the **Cov%** field.
8. Click **Add**.
9. Click **OK** to return to the **Insurance Maintenance** dialog box.
10. Click **Close** to return to the Office Manager.

**Note:** If you use the coverage table to estimate what an insurance plan will pay for a procedure, because coverage is based on a percentage of your fee, not on a fixed dollar amount, you won't have to update the coverage table if you ever increase your fees.

Whether you choose to use a payment table to estimate the fixed

**Figure 1** You can enter estimated amounts for procedures in the payment table.



dollar amount an insurance plan will pay for a procedure or a coverage table to estimate what percentage of your fee the insurance plan will pay, it is important to have the information stored in Dentrix correctly so your insurance estimates are accurate. By using payment and coverage tables correctly, you will help your patients better know the amounts they are responsible for paying. **DM**

## LEARN MORE

To learn more about editing coverage tables or adding procedures to payment tables, see the *Modifying Coverage Table Entries or Adding Procedures to the Payment Table* topics in the Dentrix Help. You can also view the *Insurance Estimates or Managing Insurance Plans* webinar recordings in the Dentrix Resource Center. See "How to Learn More" on page 2 for instructions on accessing these resources. To learn more about Dentrix profitability coaching, visit [www.Dentrix.com/ProfitabilityCoaching](http://www.Dentrix.com/ProfitabilityCoaching).

**Insurance Coverage - (Metlife)**

**Deductible**

|            | Lifetime Individual | Annual Individual | Annual Family |
|------------|---------------------|-------------------|---------------|
| Standard   | 0                   | 50                | 0             |
| Preventive | 0                   | 0                 | 0             |
| Other      | 0                   | 0                 | 0             |

**Annual Maximum Benefit**

| Individual | Family |
|------------|--------|
| 1500       | 0      |

Claim Deadline: >>

**Coverage Table**

| Beg Proc | End Proc | Category        | Cov% Deductible | Co Pay | Pre-Est |
|----------|----------|-----------------|-----------------|--------|---------|
| D2391    | D2394    | Posterior Comp  | 48 Standard     | 0.00   | N       |
| D0100    | D1999    | Diag/Preventive | 100 Preventive  | 0.00   | N       |
| D2000    | D2390    | Basic Restor    | 80 Standard     | 0.00   | N       |
| D2391    | D2394    | Posterior Comp  | 48 Standard     | 0.00   | N       |
| D2395    | D2699    | Restorative     | 80 Standard     | 0.00   | N       |
| D2700    | D2899    | Crowns          | 50 Standard     | 0.00   | N       |
| D2900    | D2999    | Other Restor.   | 80 Standard     | 0.00   | N       |
| D3000    | D3999    | Endodontics     | 80 Standard     | 0.00   | N       |

**Select Category**

☐ Co-Payment Calculations for Ins Portion:

- ☐ Total Fee x Coverage %
- ☐ (Total Fee - Co-Pay) x Cov %
- ☐ (Total Fee x Cov %) - Co-Pay

**Select Table:** >>

Buttons: Notes, OK, Cancel

**Figure 2** You can modify the coverage table to exclude individual procedures, or a group of procedures, from their default groups and change their coverage percentage so that Dentrix estimates coverage more accurately.

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## The Next Magic 50 Feet

TechCentral director Robert Staub looks forward, and back, at dental practice business technology. What will the next five years bring?

■ **Robert Staub** | Henry Schein TechCentral

About 20 years ago, I was demonstrating the remarkable ability of a new practice management system to a prospective customer. At that time, few practices used computers chairside. I posted completed procedures to a digital chart that was immediately accessible to the front desk for patient checkout and future appointment scheduling. When the demo was over, the doctor proclaimed, "You just fixed the magic 50 feet in my practice!"

Seeing my blank stare, he explained, "You know, the magic 50 feet between the operatory and the front desk. When patients reach the front desk, the follow-up appointment doesn't get scheduled or they get charged incorrectly because some procedures changed chairside."

The doctor realized this new technology could help him retain patients and improve their overall office experience in the 50 feet between the chair and the front door—that crucial distance where, in the past, things went wrong, patients became frustrated, and the practice lost business.

In the years since, a lot of "magic" technology has been introduced to improve patient care, attract quality team members, make practices more productive, and improve the professional image of the office. Advancements in dental practice technology in just the past five years have made life easier for patients, providers, staff, and the supporting dental community as well.

Imagine the advancements the next five years will bring! As we move to pervasive technology in the dental practice ecosystem, we can look forward to fewer, if any, cables; smaller computer devices; easier-to-use interfaces to software and hardware; and more accessible data and communications.

While these changes are exciting to imagine, you might be wondering, "Which new technologies will really make a difference to my practice? Where

should I make my technology investments?" In other words, what's the next "magic 50 feet" you should focus on?

As Internet, wireless, and cloud technologies continue to evolve, physical location will matter less. The distance from the chair to the front desk will shrink from 50 feet to the size of a smartphone. The magic won't be in feet, it will be in hands—on the devices your patients are holding.

The popularity of laptops, tablets, and ultrabooks will continue to grow as mobile devices get faster, smaller, and more reliable. Smartphones will get smarter, and data will be untethered from the office.

What's the best way to take advantage of this rapid technology change? To continue to be successful five years from now, I recommend three technology strategies for your dental practice.

1. **Invest in a solid network.** Expect a lot more interconnectedness in your dental practice. Computers and mobile devices will be ubiquitous. Any device that can gather patient data will be networked and able to communicate with other devices that have input to the patient's file. Your practice will be the network. This will revolutionize the way you select your equipment.
2. **Lease any technology equipment that might quickly become obsolete.** Computer hardware, monitors, phones, and other equipment will change faster than you can research them, so lease this technology. You don't want your practice productivity hampered by antiquated technology. The cost of leasing is significantly lower than the cost of owning this equipment, and you'll gain both business and technical agility by leasing it. Invest your ownership dollars instead in practice management software and

digital X-ray and camera equipment—technology with long life cycles. Lease the rest.

3. **Update your practice management processes, website, and messaging tools to facilitate 24/7 patient communication.**

Instantaneous communication, 24/7 data availability, and mobile devices will revolutionize the way every business, dentistry included, communicates with customers. Your patients will expect quick responses and timely information. They will want to instantly schedule appointments by clicking a button or tapping a screen, not by picking up a phone and waiting on hold. The practice that can deliver faster and more patient-friendly responses will be more successful.

In the near future, it will become easier for practices to manage their technology infrastructure from an investment, deployment, support, and training perspective. With the right technology partner, changes and upgrades to software systems will be seamless, and hardware problems will be replaced by plug-and-play technology. The right technology partner can shrink the magic 50 feet down to a very manageable size, indeed.

### Henry Schein Can Help

TechCentral's integrated technology solutions are designed, tested, and certified for reliability, so you can take full advantage of the latest in technology, such as wireless computing, Internet security, and new devices, while staying within your budget. Contact your Henry Schein sales specialist today to find out how TechCentral solutions can help you with all your technology and computer hardware needs. Visit [www.henryschein-techcentral.com](http://www.henryschein-techcentral.com) or call us at 877-483.0832 for more information. **DM**

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# SOLUTION SPOTLIGHT

## DEXIS and Dentrix: The Beauty of Seamless Integration

Gerald Bittner, Jr., DDS

Learn how one dentist leverages the seamless integration between Dentrix and DEXIS to save time and money, simplify tasks, and improve patient communication.

I'm a Dentrix dentist. In fact, my staff and I were among the early beta testers and have valued the program ever since. We originally chose Dentrix because we believed in the software and thought it would be a great help in making us more efficient in our daily routine, tending to patients more quickly, and keeping better track of their dental needs. It has exceeded our expectations.



**Figure 1** I can click on an image thumbnail to open an image in the Dentrix Patient Chart; then, enhance X-rays, apply ClearVu, or scroll through visible images.

I also implemented DEXIS Platinum a few years ago and have since moved to the newest generation of DEXIS software, DEXIS Imaging Suite. So, I have great image quality, a comfortable sensor, user-friendly imaging software, and I opted for

DEXcosmetic, the new, easy-to-use cosmetic module—and it all integrates with my Dentrix software.

We're enjoying the many benefits of DEXIS, but what really wowed us from the beginning is its full integration with Dentrix. We had challenges in the past with another digital system that did not integrate with Dentrix. I spent a lot of time and money on tech guys making and maintaining bridges that ultimately were more trouble than they were worth. My team and I were frustrated, but not anymore.

Here's the real beauty of DEXIS Imaging Suite's seamless integration with Dentrix. Typically, when I treat a patient, I have



**Figure 2** I can open DEXIS with one click to use all the DEXIS imaging tools and modules.



I have great image quality, a comfortable sensor, user-friendly imaging software . . . and it all integrates with my Dentrix software.

his or her chart open in Dentrix. I can see the patient's X-rays and camera images at the bottom of the chart, and I have the ability to see and work with all these images with one click of a button (Figure 1).



**Figure 3** With the new DEXcosmetic module, I can take an image from the Dentrix Patient Chart and rapidly show the patient a variety of cosmetic options.

Full integration is a real time saver. I can immediately acquire a new camera image or select an image already in the patient's Dentrix chart and open DEXIS (Figure 2). There, for example in DEXcosmetic, I can then go ahead and change the smile very rapidly (Figure 3). Whether using our clear Platinum X-ray images or before-and-after cosmetic camera images, I have the ability to better communicate with my patients (Figure 4). It's another tool that shows patients that I'm doing the very best for them.

DEXIS images are at my team's fingertips and available for use in seconds, and they value that convenience. They can go about their day without having to wait for images to appear. And, my administrative staff now has an easy way to send images with insurance claims. They are very happy that they don't have to go through 15 steps to get the chart and images bridged together only to have two different screens open when

they prepare the claim. It's all right there in the Dentrix Patient Chart—and that's a beautiful thing.

To all those Dentrix dentists out there who are still using film or struggling with a digital system that is inefficient, I'd highly recommend DEXIS. To learn more about DEXIS Imaging Suite and its integration with Dentrix G5, visit the Dentrix MarketPlace at [www.dentrixmarketplace.com](http://www.dentrixmarketplace.com). **DM**

*Note: Although Dentrix provides integration with third-party imaging solutions for documentation and patient education purposes, Dentrix is not a tool for diagnosis or treatment.*



**Figure 4** In my consultation room, I can see the Dentrix Patient Chart with images (lower monitor) while I show the integrated DEXIS screens on a larger screen (upper monitor) for better patient visualization.

*Dr. Gerald Bittner, Jr., maintains a private practice in San Jose, CA, that offers a wide range of comprehensive dentistry and spa services, with an emphasis on leading edge cosmetic and restorative dentistry. He is a clinical instructor with Rosenthal Group teaching other dentists the art of cosmetic dentistry. Dr. Bittner lectures extensively nationwide, sharing his experience and expertise.*

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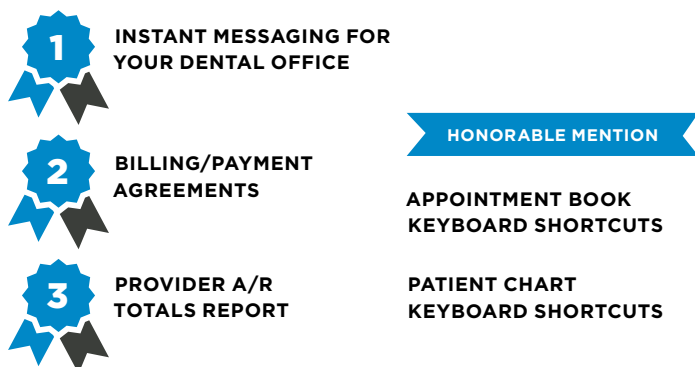


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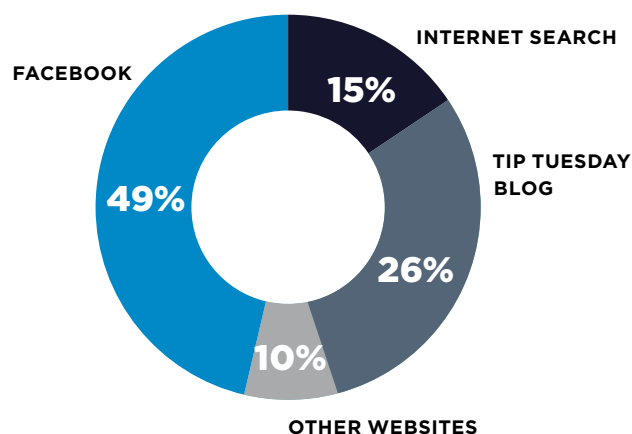
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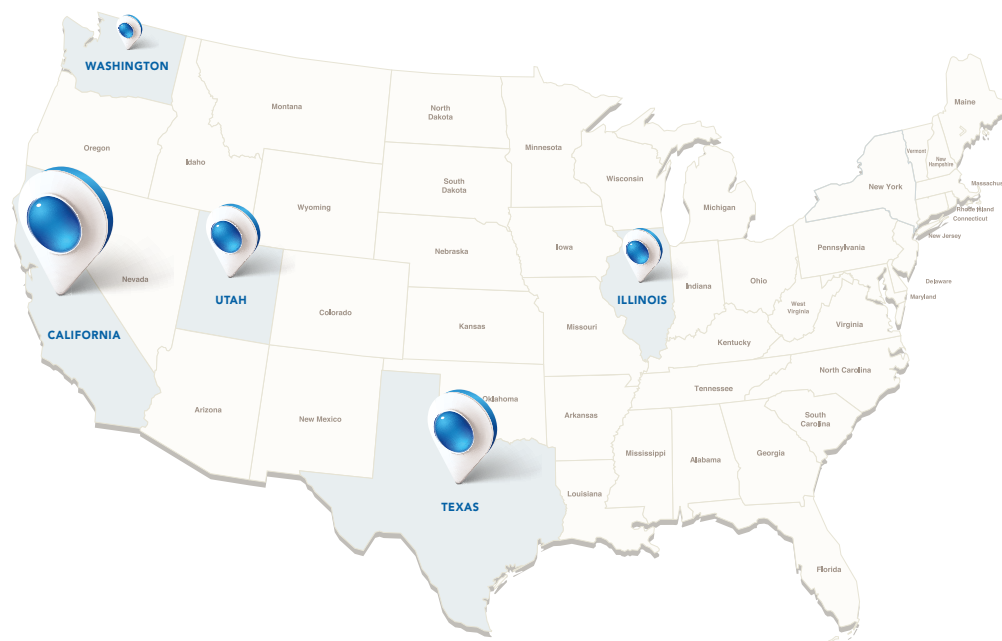


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