



dentrix

MAGAZINE

Stay on Top of Your Clinical Notes

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to simplify record keeping and
save time, page 12

What's Coming in Dentrix G6

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Bundle and Save with Dentrix Suites

page 18

5 Dentrix Reports Every Office Should Use

page 20

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So Much to Share

FROM THE EDITOR

This issue of *Dentrix Magazine* is packed with Dentrix news, information about integrated products and services, and tips for using Dentrix to improve efficiency, profitability, and patient care.

In "What's Coming in Dentrix G6," (page 6), Dentrix Product Manager Brad Royer describes some of the exciting new features you can expect in the next release of Dentrix. Brad also explains how you can join the Dentrix beta program and begin using Dentrix G6 today.

Several contributors share information about integrated products and services that extend the power of Dentrix. Consumer credit expert Scott Friss explains how integrated patient financing tools can save you time and money and also help increase treatment acceptance (page 24). Travis Rodgers describes how you can send encrypted, HIPAA-compliant email to dentists, labs, and patients from within Dentrix (page 26). And, Dentrix Magazine editors provide a list of insurance payors who recently added connections to Dentrix for electronic claims, attachments, and EOBs (page 4).

As always, you'll find many helpful tips for using Dentrix, including "Stay on Top of Your Clinical Notes" (page 12), "5 Dentrix Reports Every Office Should Use" (page 20), and "Help! I Need to Contact Patients But I Can't Access Dentrix!" (page 22).

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 dental practice. And remember, every issue of *Dentrix Magazine* is available online at www.Dentrix.com/Magazine. Download yours today.

Regards,

Matt Singerman
Editor

dentrix
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Editor:

Matt Singerman

Senior Editors:

Roger Gagon

Contributing Editors:

Erin Brisk, Sean Eyring, Gary Frazier,
Damon Graves, Brad Royer, Gentry Winn

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Advertising Director:

Michael Astle

Advertising Editors:

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To contact *Dentrix Magazine*, send correspondence to Dentrix Magazine, 1220 South 630 East, Suite 100, American Fork, UT 84003; call (801) 763-9300; or send email to DentrixMagazine@HenrySchein.com.

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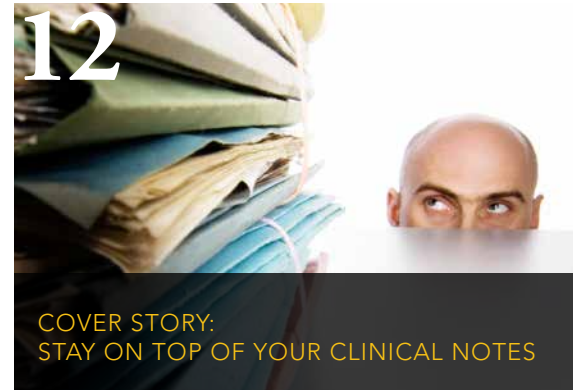
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Use Dentrix clinical note templates to simplify record keeping and save time.



BUNDLE AND SAVE WITH DENTRIX SUITES

Save money and streamline your workflow by bundling your Dentrix Customer Service Plan with Dentrix eServices.

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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.



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From the Front Office to the Treatment Room and every touch-point in between, Henry Schein has the solutions you need to connect your practice technologies. The size of your practice, your budget, and your patients' needs are all important to the solutions required to increase workflow and enhance efficiency.

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▼ Announcing New Insurance Payor Connections

DENTRIX[®] eClaims

Dentrix now has an eClaims connection with several new payors. If any of your patients are using the following insurance carriers, you can reduce paper claims by submitting electronic claims through Dentrix instead:

PAYOR ID	PAYOR NAME
CXALC	AllCare CCO Dental
CXARC	ARC Administrators
BRIDG	BridgeSpan Health (Regence Group)
TLU53	Combined Insurance Claims (FL)
42141	CTI Administrators
DRAD1	DR Administrative Services (Primary Claims ONLY)
35605	Everence
CXFMC	FamilyCare CCO
CXHSC	HealthShare CCO
CXPSC	PacificSource Community
CXWVC	Willamette Valley

For more information about Dentrix eClaims, visit www.dentrix.com/products/eservices/eclaims. Call 800-734-5561 to enroll for eClaims or for help setting up the service.

DENTRIX[®] eEOB

After you have sent claims and attachments to payors electronically, complete the electronic claim round trip by accepting electronic EOBs (eEOBs) that the insurance carrier sends back to you. The following payors now send eEOBs:

PAYOR ID	PAYOR NAME
37284	TransChoice Key Benefit Administrators
33628	Mercy Maricopa Integrated Care

For more information about eEOBs or to register, visit www.dentrix.com/products/eservices/eeob. Call 800-734-5561 to enroll or for help setting up this service.

DENTRIX[®] Attachments

The following payors now accept electronic claim attachments. With electronic attachments, you can add digital X-rays, EOBs, photos, and perio charts to the electronic claims you send:

PAYOR ID	PAYOR NAME
ARGUS	Argus- Adult Medicaid
ARGUS	Argus- Child Medicaid
ARGUS	Argus- Heritage Plan
ARGUS	Argus- Master Plan 100
ARGUS	Argus- Master Plan 200
ARGUS	Argus- Master Plan 500
ARGUS	Argus-Patriot Plan 100
ARGUS	Argus- Platinum Plan
TLU44	Blue Shield of California
FX136	Care First Blue Choice- DC
CMS01	Claims Management Services- WI
CDIAM	Delta Dental of IA- Wellness Plan
DDA10	Direct Dental Administrators
FCABD	FEP Blue Dental
CX092	Security Life Insurance of America

For more information about electronic claim attachments, visit www.dentrix.com/products/eservices/eclaims/attachments. Call 800-734-5561 to enroll for eClaims attachments or for help setting up the service.

View the entire list of electronic payor connections using the Payor Search Tool at www.dentrix.com/products/eservices/eclaims/payor-search.aspx. You can search for specific payors or download the complete payor list.



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What's Coming in Dentrix G6

Find out what the Dentrix development team is working on for Dentrix G6 beta and how you can participate in the beta program.

■ **Brad Royer** | Dentrix Product Manager

Over the past several months, the Dentrix team has continued to look for ways to work closer with you and keep you up to date on what we are doing. The Dentrix MyVoice site (myvoice.dentrix.com) provides the latest information about requests that are currently in development and features we are exploring for future projects. In addition to what we have already stated on our MyVoice site, I would like to take this opportunity to describe the features we are finalizing for our next release: Dentrix G6. I would also like to tell you how you can join our software beta program and begin using the Dentrix G6 beta software in your practice.

changes we're making to medical alerts will allow you to save a new medical alert note for a given patient, expanding the ability to accurately track any medical conditions your patients may have. You will also have the ability to copy a patient's medical alerts to that patient's clinical notes. For those who are using Questionnaires, you will have the ability to copy a note from a questionnaire to the patient's medical alert note. Additionally, a new option lets you include the patient medical alert notes in the Patient Notes Report.

We have also made it possible for multiple providers to be associated with one appointment. This was the

rolodex. With this functionality, you will be able to quickly find and view information for patients, referral sources, and insurance carriers. It also lets you add contact information for the office cleaning company and any other contact type.

The list of new enhancements and changes certainly doesn't stop here. We have also improved the Document Center so it supports any scanner, allowing you to scan to a centralized folder that will upload supported documents directly into the Document Center. The Merge Letters feature also received a facelift and now has the ability to display your merge results in Microsoft Excel or in a new List Manager (similar to the Collections Manager and Treatment Manager). You will also notice a new and improved list box in the Ledger, giving you the ability to sort and filter information much more dynamically.

As you can see, Dentrix G6 will be an amazing release! If you are interested in being a beta customer based on the features you've read about, please send an email message to our beta coordinator at beta.dentrix@henryschein.com. We would love to get as much feedback on the new software features as possible before we release. We greatly appreciate all of your feedback and ideas as we work to improve Dentrix. We are excited about the future and look forward to reviewing and implementing your requests and other enhancements to help you run a better, more efficient dental business. **DM**

Brad Royer, the Dentrix product manager, has eight years of experience working with Dentrix and other practice management products from Henry Schein. Brad can be reached at brad.royer@henryschein.com.

**Dentrix G6 will be an amazing release!
We greatly appreciate all of your feedback
and ideas as we work to improve Dentrix.**

Dentrix G6 Features

By far the most exciting enhancement in our next release is the ability to split payments by family member. With over 2,300 votes on Dentrix MyVoice, this is the #1 customer requested enhancement for Dentrix. This new functionality will allow you to post payments for multiple family members and providers from the same screen, eliminating the need to post multiple payments for the same family visit.

With 1,700 votes, enhancements to medical alerts ranked fifth on the list of most requested feature on MyVoice. The

eleventh most popular request on MyVoice, with over 1,200 votes. In order to accomplish this, we added a new field to the **Appointment** dialog box where you can specify an additional provider. When setting the appointment complete, Dentrix will allow you to select which provider is associated with each procedure (so you and your staff don't have to remember to change it in the Ledger or Chart afterwards).

Many of you have also expressed a desire to get rid of your paper rolodex. I am happy to say that with Dentrix G6, you can. Dentrix G6 will include an electronic

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Tips & Tricks

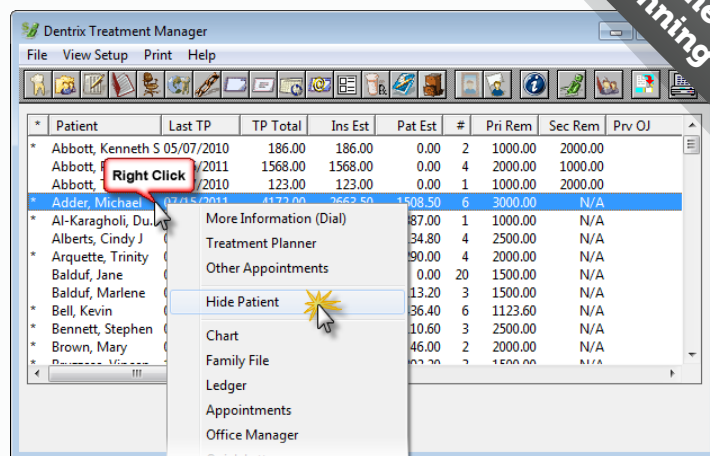
The tips in this section describe valuable but easily overlooked Dentrix features that simplify workflow and increase efficiency. Find the tips that correspond to your role in the practice and try them out today. Start making your job easier and your practice more profitable.

Hiding a Patient on the Treatment Manager List

The Dentrix Treatment Manager is an interactive tool that allows you to generate a list of patients with outstanding treatment plans. You can use this list to contact patients and encourage them to schedule an appointment. As you are contacting patients using the Treatment Manager List, you may want to temporarily remove a patient from the list because you have already made contact with them, or because you don't want to contact them for a specific reason (such as an outstanding balance). You can temporarily hide patients from the list as you continue working from the list to contact other patients.

To hide a patient from the Treatment Manager List:

1. Right-click on the name of the patient you want to remove from the list.
2. Click **Hide Patient**. The patient is removed from the list until the next time the list is generated.



Treatment Planning

Designating Head-of-Household Status

When you add new patients to Dentrix, you need to designate someone in the family as the "responsible party." Dentrix refers to that person as the Head-of-Household (or Guarantor). As you are designating head-of-household, keep the following in mind:

- The first patient added to a family is automatically designated as the head-of-household.
- Dentrix addresses all account correspondence (billing statements, letters, etc.) to the head-of-household.
- Dentrix attaches any financial transactions (payments, finance charges, etc.) not attached to a specific patient, to the head-of-household.
- The head-of-household can be a non-patient.
- The insurance subscriber for a family does not have to be the head-of-household.

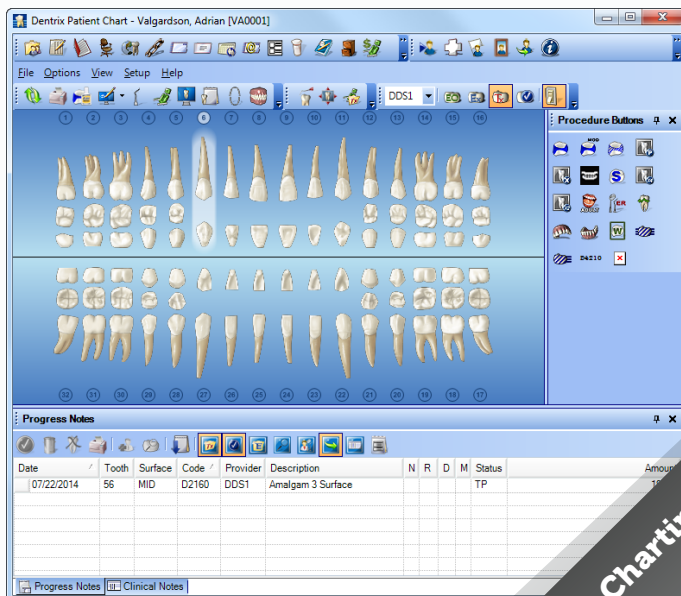
For more information about adding a new family account or how to change the head-of-household in Dentrix, see the "Adding new family accounts" or "Changing a head of household" topics in the Dentrix Help.

Patient Information

Charting Supernumerary Teeth

You can easily chart work on supernumerary teeth in Dentrix by following these steps:

1. In the Chart, select the tooth closest to the supernumerary tooth.
2. Select the procedure code for the tooth.
3. Enter a status (such as Completed or Treatment Planned).
4. In the Progress Notes, double-click the posted procedure. The **Edit or Delete Procedure** dialog box appears.
5. Edit the tooth number:
 - For permanent teeth: Add 50 to the closest standard tooth number (for example: a supernumerary tooth adjacent to tooth 12, would be entered as 62)
 - For primary teeth: Add the letter "S" following the closest standard tooth number (for example: AS)
6. Click **OK**.



Charting

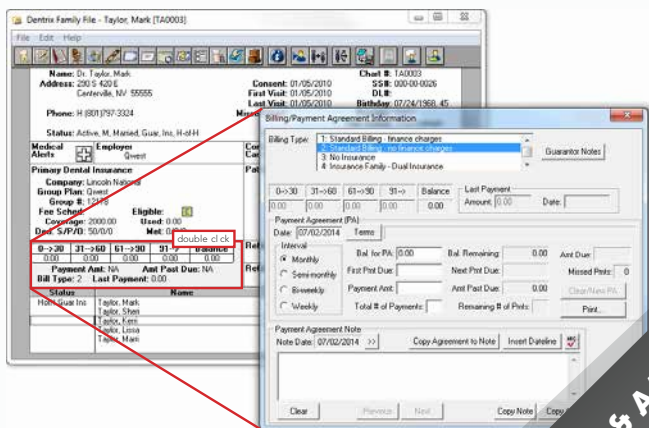
Assigning Billing Types to Patients

If you want a convenient way to filter accounts for reports, correspondence, and other office tasks (such as applying billing or late charges) then you should be using billing types. Nearly every report and list you can generate in Dentrix can be filtered by billing type.

To assign a billing type to a family:

1. From the Family File, select the head-of-household for the family.
2. Double-click on the **Balance/Billing Type** block to open the **Billing/Payment Agreement Information** dialog box.
3. In the **Billing Type** section, select the billing type you want to assign to the family.
4. Click **OK**.

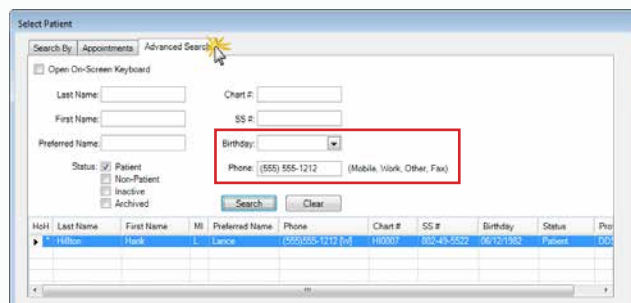
For more information about how to customize billing types, as well as a list of the 10 default billing types that come standard with Dentrix see the "Customizing billing types" topic in the Dentrix Help.



Billing & A/R

Finding a Patient by Phone Number*

Imagine coming in after a long holiday weekend to a full schedule of patients for the week. As you begin going through your voicemail you hear a message from a patient saying that she won't be able to make her appointment. Her name was garbled, so you don't know who made the call, but she did leave her phone number. What to do? You can use the **Advanced Search** tab of the new **Select Patient** dialog box to find this patient.



To search for a patient by phone number:

1. From any Dentrix module, click the **Select Patient** button. Click the **Advanced Search** tab.
2. Enter the phone number in the **Phone** field.
3. Click the **Search** button. Dentrix will search through all phone number fields without you having to specify which kind of phone number it is--home, work, mobile, etc.

Just remember, Dentrix can only find phone numbers if you are entering them in to the Family File, so be sure to enter a patient's home, work, and cell numbers for this advanced search to work best for you. For more information see the "Searching for patients" topic in the Dentrix Help.

*This search function is only available if you are using the advanced version of the **Select Patient** dialog box, available in Dentrix G4 Productivity Pack 6 or higher. In previous versions of Dentrix you can search by home phone only.

Patient Information

Creating and Sending a Pre-Treatment Claim

For most offices, handling insurance claims is a big part of the practice management routine. Dentrix includes several features to simplify claim processing. Did you know you can use the Dentrix Ledger to not only add procedures to a patient's treatment plan, but also generate a pre-treatment estimate for treatment-planned work?

To create and send a pre-treatment estimate from the patient's Ledger:

1. With a patient selected in the Ledger, from the **Options** menu, click **Treatment Plan**. Treatment-planned procedures appear in the Ledger-Treatment Plan view. (If there are no treatment-planned procedures, you can add them from this page by clicking **Transaction > Enter Procedure**.)
2. Select the line item(s) to create the pre-treatment estimate for, and click **Insurance** from the **Ledger** menu and click **Selected Procedures**. The pre-treatment estimate will be created, and the **Primary Dental Pre-Treatment Estimate** dialog box appears so you can edit the pre-treatment estimate information.
3. In the **Primary Dental Pre-Treatment Estimate** dialog box, you can add attachments to the claim, such as X-rays and images by double-clicking the **Claim Information** block, and/or document the clinical narrative in the **Remarks for Unusual Services** box.
4. Once you have modified the claim as needed, click **Submit** and choose to send the claim electronically, print it, or send it to the Batch Processor.

For additional tips for managing pre-treatment estimates, see the October 17, 2013 post titled, "Don't Just Send It and Forget It" in Dayna Johnson's blog, *The Dentrix Office Manager*, <http://thedentrixofficemanager.blogspot.com>.

Date	Name	Tooth Code	Description	Amount	Prov	Ins	Balance
07/22/2014	Mark Taylor	22	Porcelain/HNM Crown	995.00	DDS1	No	995.00
07/22/2014	Mark Taylor	22	Core Buildup w/ Any Pins	252.00	DDS1	No	1247.00

0->30	31->60	61->90	91->	Family Balance	Treatment Plan Total	1247.00
0.00	0.00	0.00	0.00	0.00		

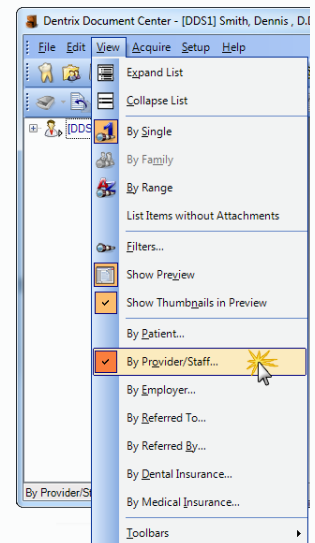
Viewing the Dentrix Document Center by Provider

In addition to managing documents for patients, you can use the Document Center to manage documents for providers and staff members in your office. You can attach documents and reports to providers the same way you would attach them to patients. You can also attach W2 forms and other human resources forms to providers and staff. You can view the Document Center for each provider or staff member just as you would for a patient.

To view the Document Center by provider or staff member:

1. From the Document Center, click **View > By Provider/Staff** or click the **By Provider/Staff** button. The **Select Provider/Staff** dialog box appears.
2. Select the staff member whose document center you want to view and click **OK**.

Bonus Tip: If you open the Document Center from the Office Manager, you are prompted to select a provider/staff member and the Document Center opens for that provider/staff member.





Unlock Your Full Digital Potential

Give Your Practice the Edge with Bundled eServices

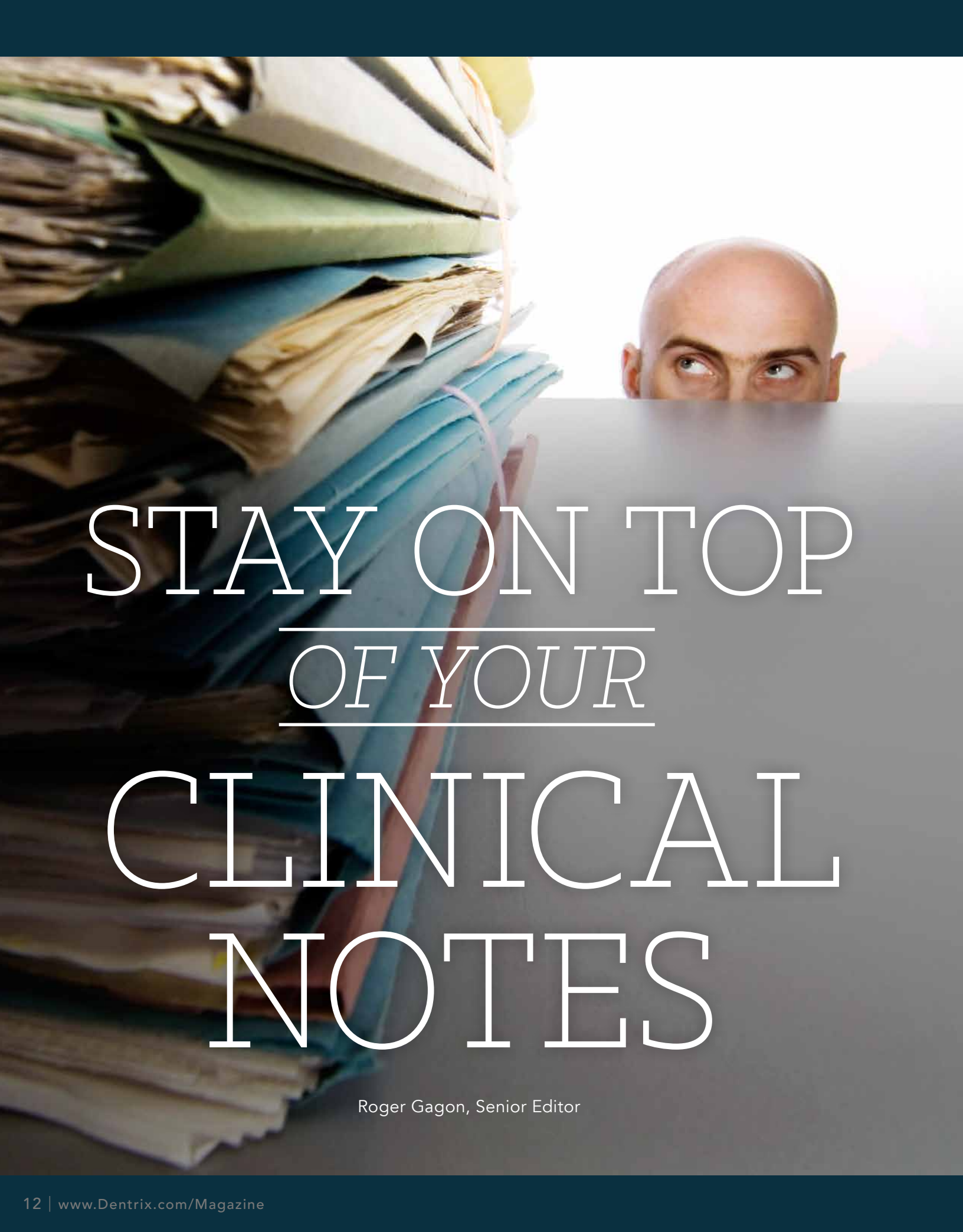
Today's digital technology has made it easier than ever to manage your practice efficiently and profitably. Now Dentrrix offers bundled solution suites that pair the resources and support of traditional customer service plans with the digital convenience and time-saving features of Dentrrix eServices.

Engage patients, boost profits and enhance quality of care with the Dentrrix Suite that empowers you to make the most of your digital technology. The Optimum Suite delivers our highest level of resources, support and technology tools to help you work more efficiently and better manage patient relationships.

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STAY ON TOP
OF YOUR
CLINICAL
NOTES

Roger Gagon, Senior Editor

Use Dentrax clinical
note templates to

SIMPLIFY

record keeping
and save time.

Do you love software shortcuts that simplify your routine tasks? If you do, this article is for you. The Dentrax clinical note templates can save you time and simplify the work needed to record clinical notes for your patients. What's more, you can easily customize this feature to quickly access and insert the clinical note phrases you use most often.

For example, how many times a week do your hygienists record something like the following in your patients' clinical notes: "Performed general scaling with hand instruments. Flossed all contacts." With Dentrax clinical note templates, you can easily insert standard phrases such as this with just a few mouse clicks.

And here's an added benefit: inserting pre-written notes instead of typing them each time ensures consistent phrasing and prevents typing errors. It also eliminates the necessity to abbreviate phrases and dental terms for faster note taking. Often, we encounter clinicians whose notes have become very abbreviated over time. With clinical note templates, you can maintain a comprehensive, detailed clinical record with a couple clicks of the mouse.

Of course, not all clinical notes are as simple as a standard phrase. Some require specific information, such as a tooth number, surface, or treatment plan, as in the following: "The distolingual surface of the crown on tooth 15 is fractured. Patient has agreed to a crown to repair the tooth."

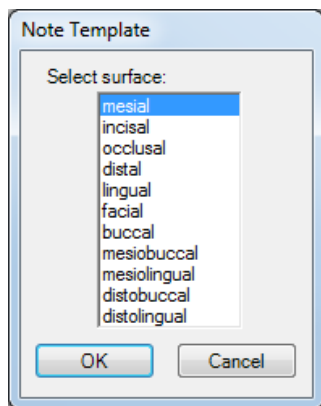


Figure 1 A prompt lets you select the tooth surface.

This isn't a problem for Dentrax. Many of the clinical note templates include note prompts where you can select or specify the variable information, such as tooth surface, before the clinical note is created (Figure 1).

Dentrax provides 70 default clinical note templates that are ready for you to use. These templates are organized into 17 categories, such as Administrative, Anesthetics, Clinical Exams, and so forth (Figure 2). You can also set up your own clinical note templates for the notes you create the most.

Using the Default Clinical Note Templates

To use a clinical note template, begin with a patient selected in the Patient Chart. In the bottom left of the Patient Chart, click the **Clinical Notes** tab. Click the category containing the clinical note you want to use, such as **Administrative**, and then double-click the desired clinical note, such as **Return Appointment**. If the template includes prompts, select the desired option(s) from each prompt. When finished, the clinical note text is added to the patient's record with the current date and time (Figure 3).

If you haven't used the Dentrax clinical note templates, take a few minutes to explore

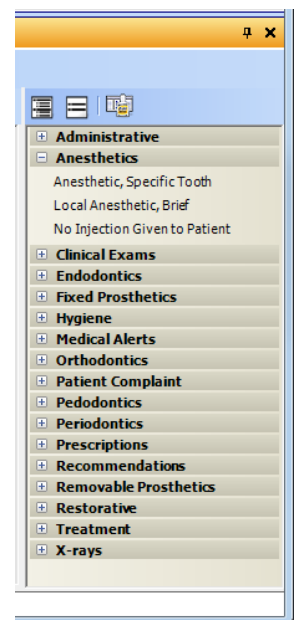


Figure 2 Dentrax provides 70 default clinical note templates in these 17 categories.

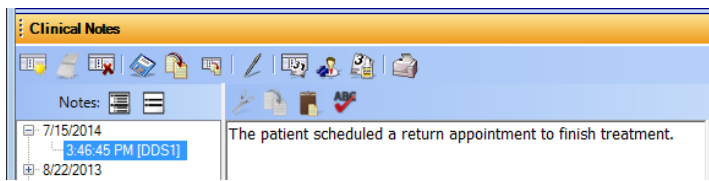


Figure 3 A clinical note in the Patient Chart.

the 70 default templates that Dentrax provides. You may not end up using all of them, but chances are you'll find some that are useful to you.

Creating a Favorites Category

You may be wondering if having 70 templates in 17 categories will make it difficult for you to access your favorite templates quickly. After all, the whole point of using templates is to save you time. Consider creating a "Favorites" category at the top of the categories list and

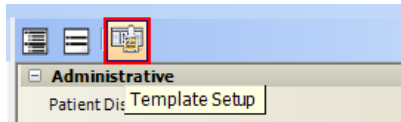


Figure 4 The Template Setup icon.

move a handful of the templates you use most frequently into that category. Keep in mind, however, that any changes you make will affect other

Dentrax users in your office. It's a good idea to meet with other employees first to discuss your proposed changes before making them.

To create a Favorites category, click the **Template Setup** icon on the Clinical Notes toolbar (Figure 4). In the **Template Setup** dialog box, click **Category Setup**. In the **Category Setup** dialog box, click **New Category**. Type **Favorites**, and then click **Move Up** until the new Favorites category is at the top of the list. Then click **Close**.

Now select a favorite template you will use on a regular basis (such as **Return Appointment** in the **Administrative** category) and drag it to the **Favorites** category. Move any other templates you'll use regularly into the **Favorites** category. When finished, click **Close**.

Creating New Clinical Note Templates

You're not limited to the 70 default templates that Dentrax provides. If you find yourself typing certain phrases repeatedly, create your own templates to insert those phrases, and create your own categories to organize them in. You may want to keep some of your note phrases short and use them as building blocks in your

clinical notes. For example, you could create a template to insert the phrase "Risks, benefits, and alternatives were discussed," and include the phrase in various treatment plan notes.

To create a new template, from the **Template Setup** dialog box, click **New Template** to display the **New Clinical Note Template** dialog box (Figure 5). In the **Category** field, select the category you want your new template to be created in, such as **Favorites** or **Treatment**. In the **Template Name** field, type a name for your template, such as "Risks discussed." Under **Clinical Note Text**, type the text for the template, such as "Risks, benefits, and alternatives were discussed." Click **OK**.

Using Prompts in Clinical Note Templates

You can also create custom templates that include your own custom prompts. For example, you could create a template to insert any patient advice given to the patient during the exam, such as "brush and floss regularly" and "use only a soft toothbrush" (Figure 6).

To create a template that uses this type of prompt, from the **Template Setup** dialog box, click **New Template** to display the **New Clinical Note Template** dialog box (Figure 5). In the **Category** field, select the category you want your new template to be created in, such as **Favorites**. In the **Template Name** field, type a name for your template, such as "Patient Advice." Under **Clinical Note Text**, type "Patient was advised to ". Make sure you leave one space after the word "to" so that when you insert the prompt, the words will have a space between them.

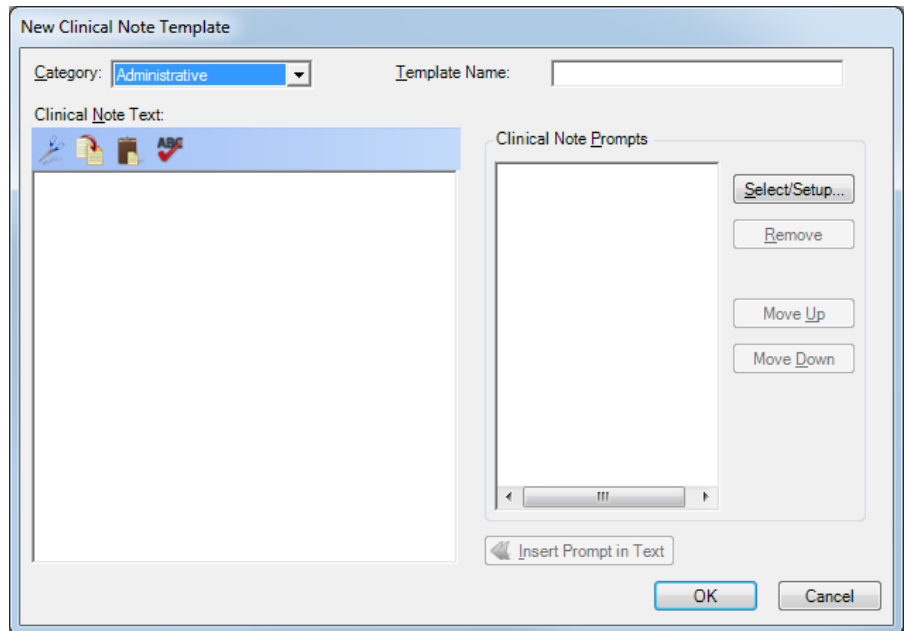


Figure 5 The New Clinical Note Template dialog box.

With clinical note templates, you can maintain a comprehensive, detailed clinical record with a couple of clicks of the mouse.

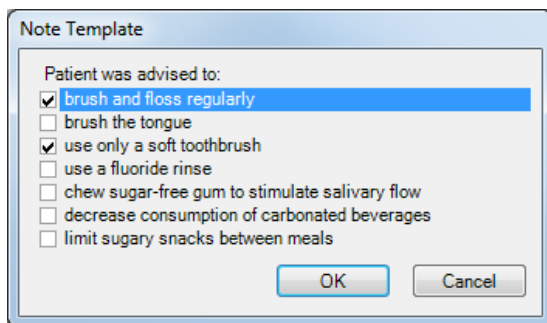


Figure 6 A custom prompt lets you select advice given to the patient.

Now click under Clinical Note Prompts and type "Patient advice". Click Select/Setup and then click New. Set up your prompt as shown in Figure 7. Under Enter the list of checkbox items, you can customize the list to include as many items as you want in the list, in any order. (If the list gets long, a vertical scroll bar will be added to the prompt when you use the template.) Include one item per line. Because these will be inserted at the end of a sentence, make sure to begin each item with a lowercase letter.

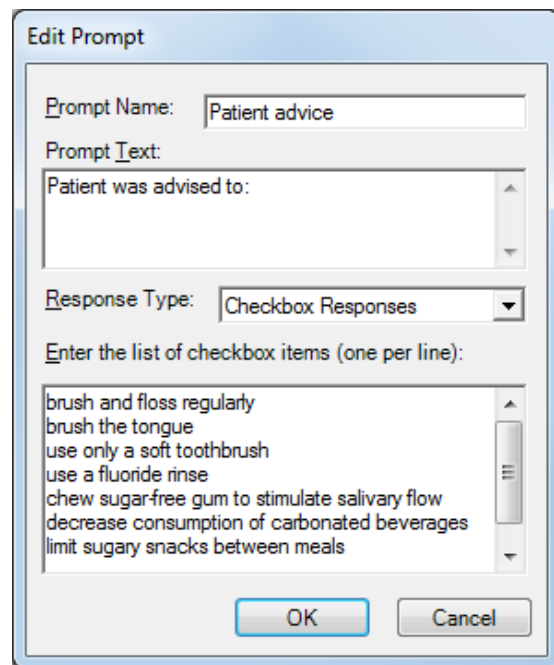


Figure 7 You can list each option on a separate line.

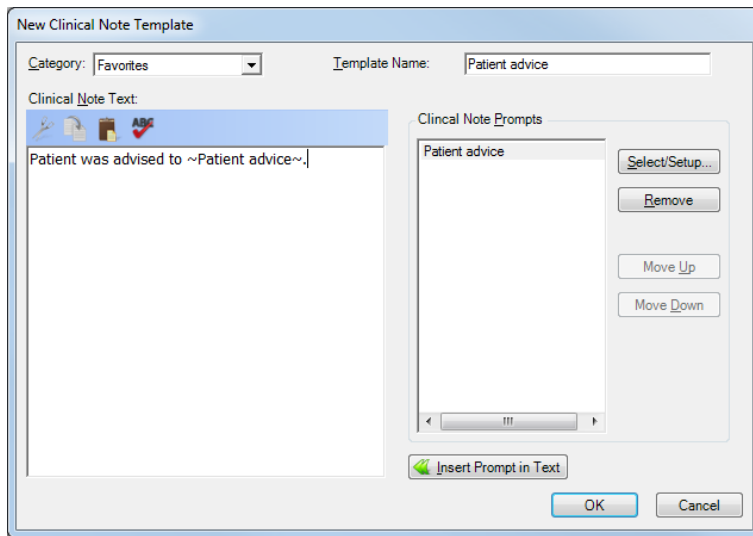


Figure 8 A custom clinical note template after it is defined.

When finished, click **OK** twice. With your insertion point at the end of the Clinical Note Text you typed earlier ("Patient was advised to "), select **Patient advice** under **Clinical Note Prompts** and click **Insert Prompt in Text**. Type a period (.) after the prompt ~Patient advice~ so the dialog box appears as shown in Figure 8. Click **OK** and then **Close**.

To use the new template, double-click **Patient Advice** in the **Favorites** category. Select the options you want included in the clinical note, such as "brush and floss regularly" and "use only a soft toothbrush." Click **OK**. The following clinical note is inserted: "Patient was advised to brush and floss regularly and use only a soft toothbrush."

After you create one or two of these templates and begin using them, you'll discover what a time saver clinical note templates can be in your practice. Before long, you will find yourself creating and using dozens of these time-saving templates to help you enter your clinical notes. **DM**

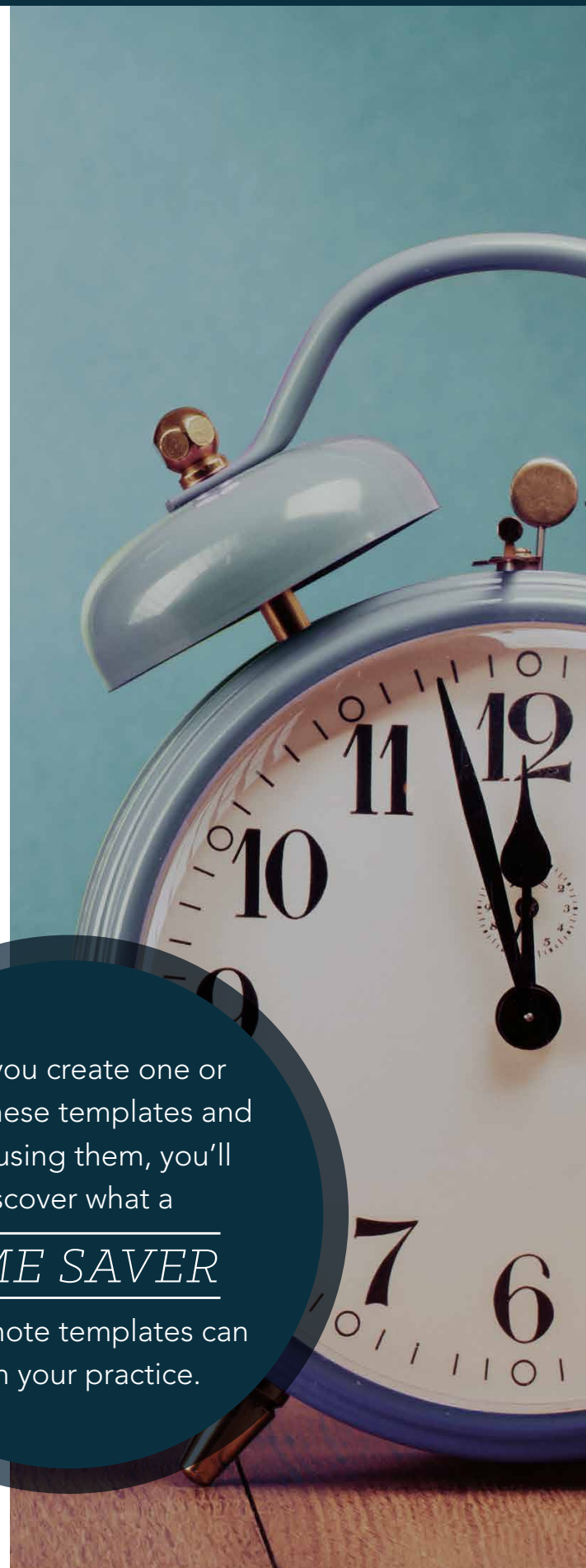
LEARN MORE

To learn more about the default clinical note templates, see the "Default clinical note templates" topic that was added to the *Dentrix Help* in *Dentrix G5.2* (or visit dentrix.com/help and search for "Default clinical note templates"). See "How to Learn More" on page 2 for instructions on accessing these resources.

After you create one or two of these templates and begin using them, you'll discover what a

TIME SAVER

clinical note templates can be in your practice.





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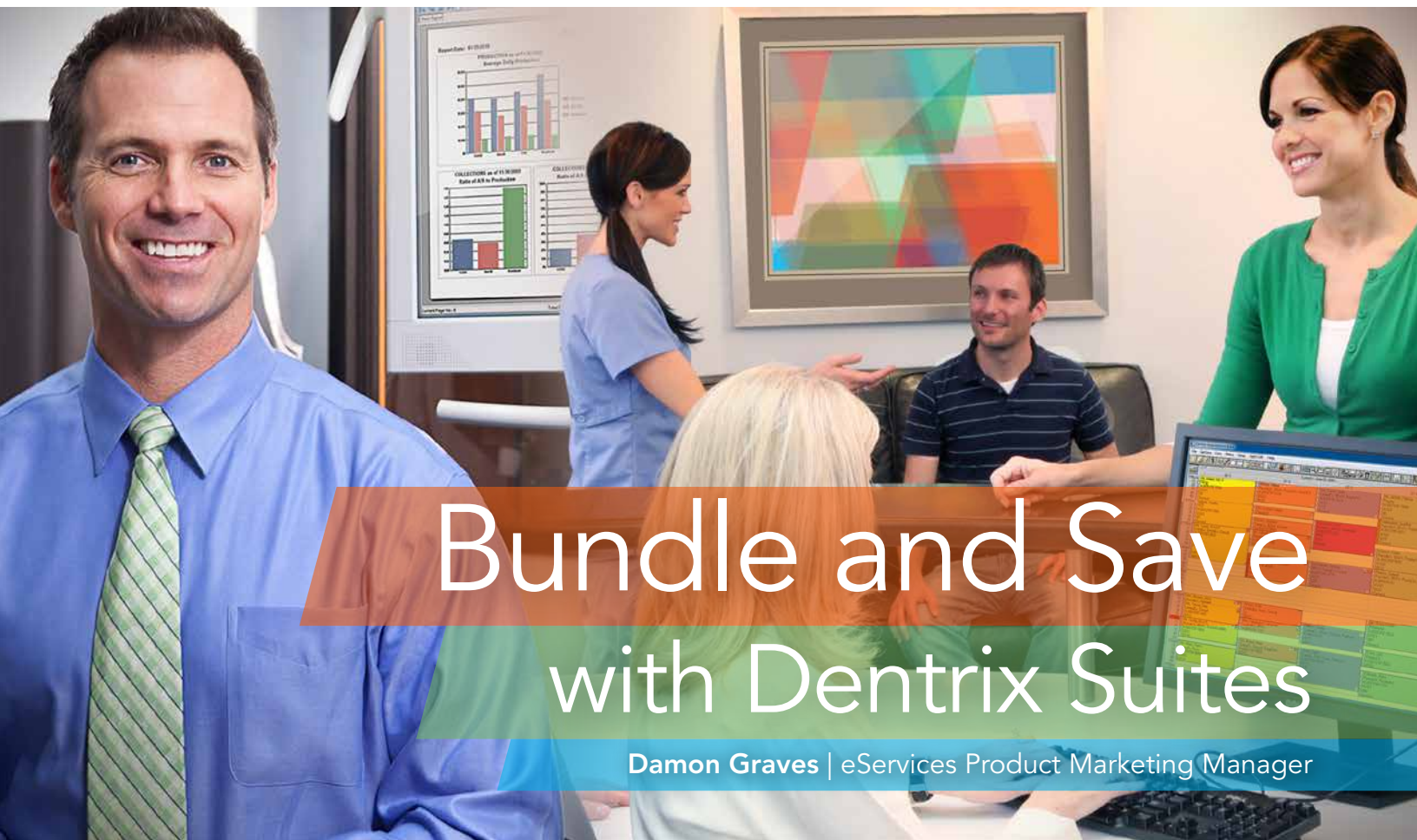
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Bundle and Save with Dentrix Suites

Damon Graves | eServices Product Marketing Manager



Save money and streamline your workflow by bundling your Dentrix Customer Service Plan with Dentrix eServices.

It's no secret that consumers like to bundle products or services as a way to save money. We see it with fast food, cable TV, and even more recently, with healthcare payments. Our Dentrix customers are no different. Many of you have been asking for bundled eServices as a way to simplify the purchase decision, save money, and consolidate billing.

That request has been answered with the new Dentrix Suites. The Dentrix Suites bundle eServices with the Dentrix Customer Service Plan in tiers. These tiers align with the typical pattern of eServices adoption we see from our customers as they move along the path to become a digital dental office.

The Dentrix Suites are designed to lower your costs and give you the practice management system you need

to streamline workflow, deliver quality patient care, and boost your bottom line. No matter what the needs of your practice are, we have a Dentrix Suite that's right for you and can help strengthen your performance and profits.

Dentrix Essentials Suite

With the release of the Dentrix Suites, we renamed our basic customer service plan to create the Essentials Suite. We feel this is appropriate because of the essential nature of this plan in forming a foundation for technological advancement in your practice. This suite provides you with the tools to protect your Dentrix investment with regular upgrades and the resources to use the product to its fullest. Most Dentrix offices already have this suite if they have a current customer service plan.

Dentrix Momentum Suite

In addition to the features included in the Essentials Suite, the next suite, Momentum, provides your office with the tools to accelerate collections from both insurance carriers and patients. This bundle includes unlimited digital insurance claim attachments, insurance eligibility verification, and advanced claim tracking, along with a 10% discount on electronic claims. Together, these services speed up claim reimbursement and reduce slow or rejected claims.

The patient billing tools in the Momentum Suite include advanced credit card processing (and debit card processing if you purchase a separate pin-pad terminal) and a 10% discount on billing statement mailing. The advanced credit card processing allows you to process

payments or collect consents for after-insurance payments or recurring payments while the patient is still in the office.

Dentrix Optimum Suite

The third tier is the Optimum Suite. It offers everything in the Momentum Suite plus the tools you need to effectively engage your patients. The end result is fewer manual processes, fewer missed appointments, and an improved practice image. Its features include automated reminders for scheduled appointments

and recare, an online patient portal where patients can check balances, make payments, and update forms, and kiosk software that allows patients to complete or update forms electronically. Additionally, with this suite, a 20% discount applies to electronic claims, billing statement printing, and postcard printing.

While the Momentum Suite provides an additional bundling discount over the Essentials Suite, the Optimum bundle provides the greatest value. Customers who subscribe to the Optimum Suite

receive the full breadth of the Dentrix eServices offering.

The Dentrix Suites combine traditional customer service plans with the latest Dentrix eServices. The Suites contain the products and services you need to build and maintain the kind of digital practice that will boost profits, enhance patient care, and set your practice apart from the crowd. Learn more about the Dentrix Suites and choose the suite that's right for you by visiting www.Dentrix.com/suites or by calling 800-734-5561, option 2. **DM**

DENTRIX SUITES COMPARISON	ESSENTIALS \$133/MONTH*	MOMENTUM \$193/MONTH*	OPTIMUM \$353/MONTH*
Unlimited technical assistance	X	X	X
Dentrix upgrades	X	X	X
Dentrix Mobile	X	X	X
Integrated credit card processing	X	X	X
Standard website and hosting	X	X	X
Online data backup (5GB)	X	X	X
On-demand training	X	X	X
Online knowledgebase	X	X	X
Live webinars	X	X	X
Dentrix Magazine	X	X	X
Unlimited digital claim attachments		X	X
Online claim tracking		X	X
Electronic insurance eligibility		X	X
Credit card payment consents		X	X
Change of address notification		X	X
Automated email appointment and recall reminders			X
Automated text message appointment reminders			X
Automated appointment and recall postcard reminders			X
Automated confirmation for all reminders			X
Integrated website with hosting			X
Online patient account access			X
Online bill payment and posting			X
Integrated online patient forms			X
In-office patient kiosk software			X
Remote appointment management			X
TRANSACTION DISCOUNTS		10%	20%
eClaims		\$.45/claim	\$.40/claim
eCentral postcards			\$.16/card
QuickBill statements		\$.23/statement	\$.21/statement

*Discounts are offered for annual payment of your Dentrix Suites. Prices are subject to change.

The Dentrrix Office Manager



5 Dentrrix Reports Every Office Should Use

Run these reports regularly to catch errors before they cost you time and money.

■ **Dayna Johnson** | Certified Dentrrix Trainer

The other day a doctor e-mailed me about a situation that needed some attention. Her clinical team had started posting procedures in the Patient Chart and had accidentally posted a root canal as “complete” rather than “existing.” The root canal was not only posted to the patient’s Ledger, it was also sent electronically to the insurance company and paid. The patient called the practice, concerned about the EOB that he received and wondering why the office had billed his insurance company for a root canal that they hadn’t performed. When the doctor asked me what kind of safeguards she could put into place for her clinical team, my first response was to remind her that this was an administrative error, not a clinical one.

As the doctor in your practice, you went to dental school to create beautiful smiles and improve the health of your patients. However, you are still a business owner, and knowing what is going on in your business is certainly worth your time.

Dentrrix reports give you the visibility into your practice that you need as a business owner. With that in mind, let me share with you five critical Dentrrix reports that every doctor should be using regularly.

Day Sheet

You should run the Day Sheet at the end of each business day to review the Ledger transactions and production totals for that day. If the doctor in the

DAY SHEET (CHRONOLOGICAL)

PMTS - DENTRIX DENTAL SYSTEMS
08/08/2014

ENTRY DATE	PROCEDURE DATE	PATIENT NAME	TH	CODE	DESCRIPTION	CHARGES	PAYMENTS	BT	PROV PHONE #
08/08/2014	08/08/2014	Crosby, Brent J			+Debit Adjustment	15.00	1	DR10	(919)555-2554
08/08/2014	08/08/2014	Crosby Shirley J		D1110	Prophylaxis Adult	65.00	1	DR10	(919)555-2554
08/08/2014	08/08/2014	Davis, Harmon S			-Professional Courtesy	-25.00	3	DR10	(919)555-2407
08/08/2014	08/08/2014	Davis, Karen S			VISA/MC Payment -Thank You	-79.17	3	DR10	(919)555-2407
08/08/2014	08/08/2014	Davis, Kelly S	15	D6010	Surg place implant: endosteal	1250.00	3	DR10	(919)555-2407
08/08/2014	08/08/2014	Davis Lyle S	15	D7140	Extract,erupted th/exposed rt	175.00	3	DR10	(919)555-2407
08/08/2014	08/08/2014	Farrer, Lisa	14	D7140	Extract,erupted th/exposed rt	175.00	1	DR10	(743)555-9042
08/08/2014	08/08/2014	Gleason, Gary		D1110	Prophylaxis Adult	65.00	1	DR10	(743)555-7248
08/08/2014	08/08/2014	Hansen, Corey O.		D1110	Prophylaxis Adult	65.00	1	DR10	(743)555-1406
08/08/2014	08/08/2014	Johnson, Adria			Check Payment - Thank You	-65.00	1	DR10	(781)555-6250
08/08/2014	08/08/2014	Johnson, Rachelle		D1110	Prophylaxis Adult	65.00	1	DR10	(781)555-8193
08/08/2014	08/08/2014	Keller, Nina			VISA/MC Payment -Thank You	-1050.00	1	DR10	(743)555-1088
08/08/2014	08/08/2014	Little, Brian			Dental Ins. Check Payment	-1050.00	1	DR10	(743)555-3382
08/08/2014	08/08/2014	Myers, Henry L		D1110	Prophylaxis Adult	65.00	1	DR10	(343)555-8231
08/08/2014	08/08/2014	Nelson, Chris	31	D2750	Crown-porc fuse high noble (1)	1050.00	1	DR10	(743)555-3382
08/08/2014	08/08/2014	Nelson, Shawna	30	D2750	Crown-porc fuse high noble (1)	1050.00	1	DR10	(743)555-3382
08/08/2014	08/08/2014	Perkins, Samuel	2	2003	Ceramic Crown Insert	325.00	1	DR10	(743)555-7579
08/08/2014	08/08/2014	Perkins, Shelly L		D1110	Prophylaxis Adult	65.00	3	DR10	()555-5969

	CURRENT	MONTH-TO-DATE	YEAR-TO-DATE	PREVIOUS MONTH
GRAND TOTALS:				
CHARGES:	4415.00	4415.00	4415.00	0.00
COMPARED TO OFFICE:	4090.00			
NET DIFFERENCE:	-325.00			
PAYMENTS:	-2244.17	-2244.17	-2244.17	0.00
CREDIT ADJUSTMENTS:	-25.00	-25.00	-25.00	0.00
CHARGE ADJUSTMENTS:	15.00	15.00	15.00	0.00
FINANCE CHARGES:	7.50	7.50	7.50	0.00
LATE CHARGES:	40.00	40.00	40.00	0.00
CHARGES BILLED TO INSURANCE:	2470.00	2470.00	2470.00	0.00
NEW PATIENTS OF RECORD:	0	0	0	0
PATIENTS SEEN:	10	10		
AVG PROD PER PATIENT:	441.50	441.50		
AVG CHG PER PROCEDURE:	367.92	367.92		

Figure 1 Dentrrix Day Sheet.

above story had looked at the Day Sheet in Dentrrix, she would have noticed that the root canal was incorrectly billed out, and it never would have been sent to the insurance company. The clinical team can also use the Day Sheet to see if something was missed, such as X-rays, pulp caps, or build-ups.

To run the Day Sheet, from the Reports menu in the Office Manager, point to Management, and then click Day Sheet (Charges and Receipts). Specify the desired options for your report and click

OK. To view the Day Sheet (Figure 1), double-click it in the Batch Processor.

Audit Trail Report

This report is for the doctor’s eyes only. You should have user IDs and passwords enabled in your practice. (For more information about Dentrrix passwords, read the article “Secure Your Data with Dentrrix Passwords” in the Summer 2014 issue of Dentrrix Magazine.) In specifying security rights, make sure you are the only person on your team who can access this report. My recommendation would be to look at this report on a monthly basis for any red flags, such as <Deleted Items> or <Initial Entry, Date Changed>. For each of these entries, you’ll need to do a little more research or ask the team member who made these entries why these changes were made.

Dentrrix reports give you the visibility into your practice that you need as a business owner.

To help prevent fraud, both the Day Sheet and Audit Trail Report are sequentially numbered. Each time these reports are run, the audit number increases by 1. This makes it easier for you to monitor when these reports are being used, possibly for purposes of committing fraud. To run the Audit Trail Report, from the **Maintenance** menu in the Office Manager, click **Audit Trail Reports**. Specify the desired options for your report and click **OK**.

Adjustment Summary Report

If your cash flow is not as it should be, the Adjustment Summary Report is one of the first places I would look to see where the adjustments are being made. There are two adjustment summary reports you can run: one is sorted by category and one is sorted by patient names. To run the report by category, from the **Reports** menu in the Office Manager, point to **Management**, and then click **Practice Analysis Reports**. Specify the desired **Date Range** for the report, and then under **Select Summary Reports**, select only **Adjustment Summary** and click **OK**.

To run an adjustment report with patient names, from the **Reports** menu in the Office Manager, point to **Management**, and then click **Day Sheet**. Under **Select Date**, specify the desired date range for the report. Then under **Select Report Types**, select only **Adjustment Only Day Sheet**, and then click **OK**.

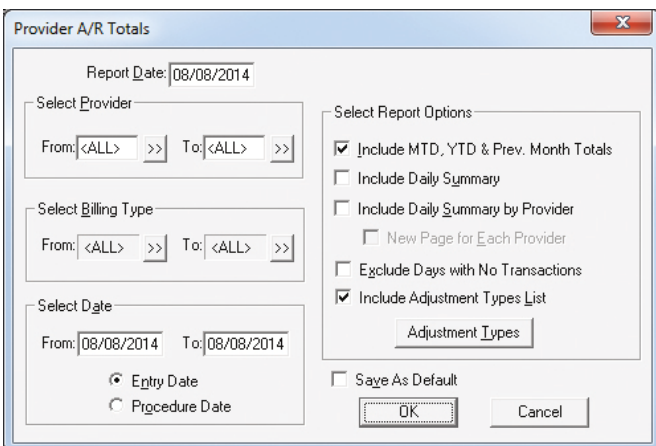


Figure 2 The **Provider A/R Totals** dialog box.

Provider A/R Totals Report

As a business owner, I want to know what is owed to me and what my net numbers are. The **Provider A/R Totals Report** will show you your gross production, adjustments to production, net production, gross collection, adjustments to collection, net collection, and accounts receivable. You should run this report on a regular basis, perhaps monthly or even weekly. To run this report, from the **Reports** menu in the Office Manager, point to **Management**, and then click **Provider A/R Totals** to display the **Provider A/R Totals** dialog box (Figure 2). Specify the desired options for your report and click **OK**.

Collection Manager List

I received an e-mail from a doctor in a state of panic because a front office team member had left abruptly. The office was receiving calls and complaints from patients about their balances and statements, so I took the opportunity to teach them about the **Collection Manager List** in Dentrix. The **Collection Manager List** is my favorite Dentrix report to learn what is going on with accounts receivable. It lets you generate a list of guarantors with outstanding balances so

you can target them for collections. You should run this report monthly or whenever you are working on billing statements and accounts receivable.

To run this report, from the **Analysis** menu in the Office Manager, click **Collection Manager** to display the **Collections Manager View** dialog box (Figure 3). Specify the desired report

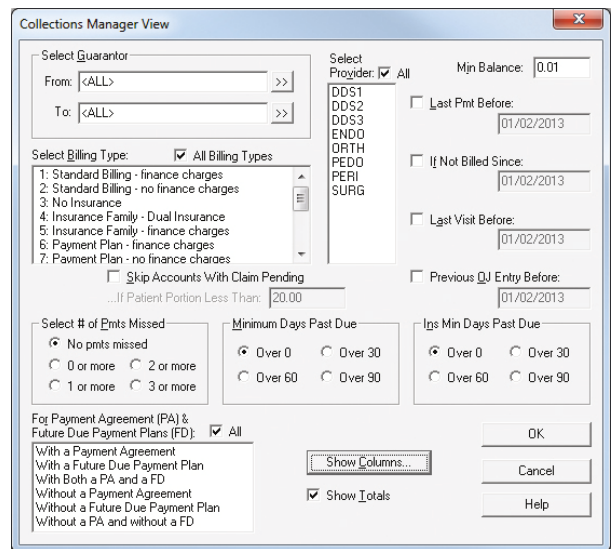


Figure 3 The **Collections Manager View** dialog box.

options and then click **Show Columns**. Under **Available Columns**, select **Last Statement Date**, click **Add**, and then **OK** to add that column to your **Collection Manager List**. This enables you to see if your patients are receiving billing statements in a timely manner.

It is so important for you to stay informed about what is going on in your business. After all, this is your livelihood. **DM**

LEARN MORE

To learn more about the Dentrix reports, refer to the *Dentrix G5 Reports Reference*. You can access an electronic copy of the *Dentrix G5 Reports Reference* in the *Dentrix Resource Center* or purchase a printed copy at marketplace.mimeo.com/Dentrix. 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 20 years of 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.



Help! I Need to Contact Patients But I Can't Access Dentrix!

The eCentral Appointment Manager gives you access to patient contact information when you don't have access to Dentrix.

■ **Cindy Sipe** | Dentrix Profitability Coach

Sandra, the office manager at a busy urban dental office, gets a phone call at 8 am. It's one of her doctors calling to say that he's been in a minor car accident and Sandra's going to need to reschedule the morning's appointments. The doctor wants her to call each patient before they arrive for his or her appointment. There is less than an hour before the first appointment, and Sandra lives 30 minutes away from the office where all the patient information is sitting in the Dentrix database.

A similar scenario happening to you could be a real problem. How would you go about trying to contact patients if you couldn't access Dentrix? With the eCentral Appointment Manager you can access your appointment information from anywhere you have Internet access and use it to contact patients in cases of last-minute emergencies that occur outside of business hours.

The Appointment Manager gives you access to patients' appointments scheduled in the Dentrix Appointment

Book and is as up-to-date as your last WebSync. The Appointment Manager contains patient contact information including phone number(s) and email address, as well as appointment information including time of the appointment, provider, and procedures. Using the Appointment Manager, Sandra could easily begin to call the first appointments of the day using the contact information available online, and then finish calling the later appointments when she gets to the office.

Another useful feature of the eCentral Appointment Manager is the ability to send a group email message to scheduled patients, letting them know of changes to your schedule. To send a group email message to scheduled patients, log in to eCentral and select the **Appointments** tab to open the Appointment Manager. The Appointment Manager, by default, opens to the list of patients that are scheduled today (Figure 1). You can change the appointments you want to view by clicking a date in the calendar on the left side of the screen, as well as selecting which provider's appointments you want to view. You can either send a group email message to all patients notifying them of the situation by using the **Select All** icon, or individually

The screenshot shows the eCentral Appointment Manager interface. At the top, there's a navigation bar with tabs for Home, Appointments, Communications, Insurance, and Web Site. Below the navigation bar is a calendar for February 2014, with the 4th of February highlighted. To the right of the calendar is a list of appointments for Friday, February 4, 2014. Each appointment entry includes a time slot (e.g., 08:00 AM), patient name (e.g., Glaubman, Theodore R), provider name (e.g., Vitis, Ginger), and contact information (e.g., phone numbers and email address). There are also icons for actions like 'Resubmit Eligibility' and 'Submit Eligibility'. At the bottom of the interface, there's a footer with 'Customer Support', 'Feedback', 'Privacy Policy', 'Terms & Conditions', and the 'HENRY SCHEIN PRACTICE SOLUTIONS' logo.

Figure 1 You can select whether you want to send an email message to all patients scheduled today, or select individual patients to send a message to.

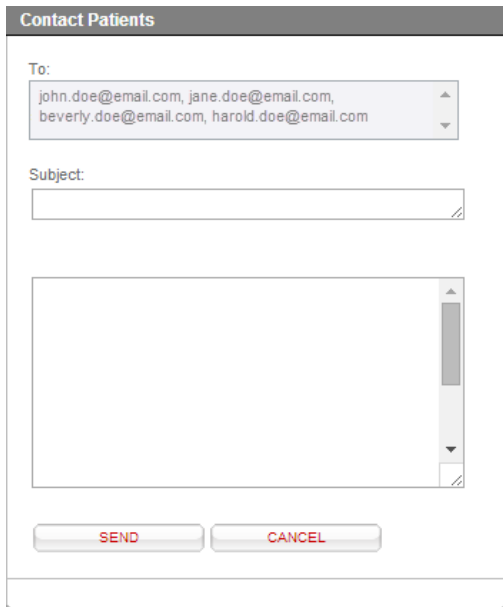


Figure 2 The ability to send a group email to patients saves you time by not having to retype the same message to multiple recipients.

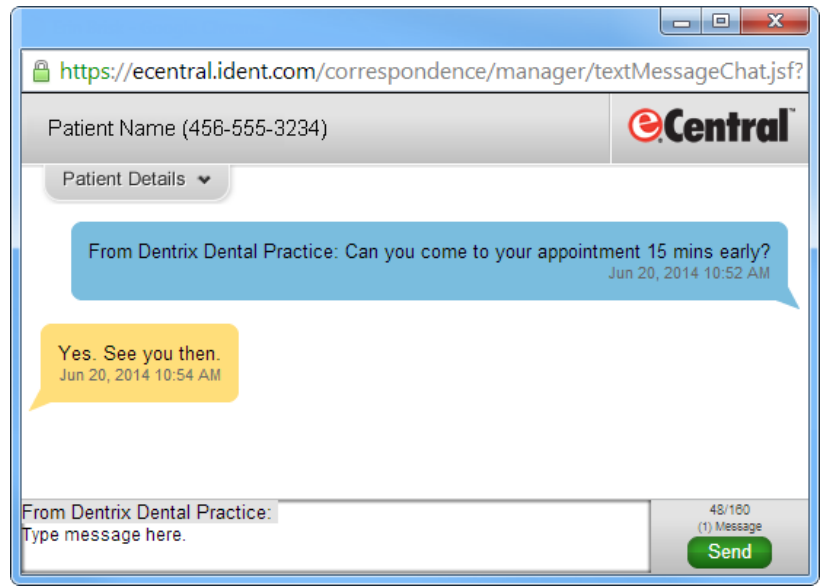


Figure 3 By sending a text message, you can get a quick response from patients, and pass on important appointment information easily.

select patients by checking the box next to their name.

Once you have selected the patients you want to receive the email message, click the **Contact Selected** icon to open a window from which you can type an email message to your patients (Figure 2). Click the **Send** button to send the message. (Note: Email addresses are masked so that no patient will see another patient’s email address.)

Sending email messages to scheduled patients doesn’t have to be limited to last-minute office emergencies. For example, you could use the eCentral Appointment Manager to send email messages to remind patients you are seeing this afternoon to take their pre-medications two hours before their appointment.

If you don’t have a good email address for a patient, but you have a mobile number entered in the Dentrix Family File, you can use the Appointment Manager to send the patient a text message. To send a text message, click the mobile number (which appears as a blue text link) in the Appointment Manager. A new window opens, allowing you to create a text message to the patient. Type your message and click the **Send** button to

send it to the patient (Figure 3). (Note: A group text option is not available for the text messaging feature.)

Because you can access your eCentral account from anywhere you have Internet access, this can be a valuable tool to use to contact patients in cases of last-minute emergencies that occur outside of business hours, or that occur due to weather or doctor/staff illness. As long as you have Internet access, you can log into your eCentral account and access patient contact information through the Appointment Manager. Remember, though, that the information in the eCentral Appointment Manager is only as current as your latest Websync.

Having the ability to access patient information outside of Dentrix through the eCentral Appointment Manager, and using it to contact patients in last-minute, emergency situations, is just one more way your office can demonstrate your concern for your patients and your awareness that their time is valuable. **DM**

LEARN MORE

For more information on using the eCentral Appointment Manager, see the “Appointment Manager Overview” topic in the eCentral Help.

Appointment Manager Icons

Use the various icons found in the Appointment Manager to view/hide patient information and select those you want to contact.

Expand/Collapse All
Displays or hides the extra information below each appointment listed in the Appointment Manager.

Select All and Select None
Adds a check mark or removes the check mark next to each appointment.

Contact Selected
Opens an email window you can use to contact all the selected patients at once.

Resubmit Selected
Resubmits the insurance eligibility requests for all the selected patients at once.



The Growing Demand for Dental Care Financing

An exclusive relationship between Dentrrix and the Citi Health Card Program can help you stay ahead of the curve.

■ **Scott Friss** | Senior Vice President Client Management, Citi Retail Services

Dentistry in the United States is at a crossroads. On one hand, the implementation of the Affordable Care Act is making dental care available to millions of people, the majority of them being children. On the other hand, our population is aging and growing more diverse, which significantly affects the types of treatments being sought, as well as patients' ability to pay. While employer-supplied dental insurance holds relatively steady, retirees face less coverage and higher out-of-pocket payments.

Also, because of advances in dentistry, today's young adults have fewer decayed teeth and will need less complex restorative dental care as they age. With the changing patterns of dental decay comes a shift in services from traditional restorative care to cosmetic and preventive services—services often paid out of pocket.

Out of pocket payments are a crucial component of dental care today. According to the report "Critical Trends Affecting the Future of Dentistry" by Diringer and Associates for the ADA,

out-of-pocket payments constitute 42 percent of dental expenditures, compared to only 11 percent of health expenditures¹.

There's also a shift in consumer behavior and attitudes. Americans increasingly view themselves as consumers of healthcare, rather than patients. This means they're willing to shop around for care, do research to make more informed decisions, and seek more value for their dollar. A 2012 Deloitte Survey of Health Care Consumers finds "consumers are ready to become more active, informed decision-makers."²

Providing patients with payment alternatives at the time of diagnosis can greatly enhance treatment acceptance and patient outcomes.

What It Means for You

This combination of increased demand for dental care, growth opportunities in cosmetic services, a shift toward public coverage and out-of-pocket payments, and more savvy consumers means your practice needs to be more efficient and more responsive to a diverse set of patient and payment needs. It also means you need to be forward-thinking when it comes to patient financing. It's widely understood that cost factors directly impact patient utilization of care, and delayed care is widespread among consumers.³ Providing patients with payment alternatives at the time of diagnosis can greatly enhance treatment acceptance and patient outcomes. Going a step further, providing patient financing that is truly flexible and affordable means your practice can offer more to your patients.

How Do You Get There?

You've already taken a significant step as a Dentrrix user. But, there are some unique features integrated in your Dentrrix software that you may not

¹ www.ada.org/~media/ADA/Member%20Center/Files/Escaan2013_Diringer_Full.ashx

² www.deloitte.com/view/en_US/us/Insights/

³ Ibid

be taking advantage of. For example, Henry Schein Practice Solutions and the Citi Health Card program have formed an exclusive relationship that seamlessly integrates patient financing into the Dentrix practice management software you rely on every day. The Citi Health Card is the only patient financing program that offers this level of integration for Dentrix and Henry Schein Practice Solutions customers.

Integration of the Citi Health Card program within Dentrix simplifies the patient financing process. Now you can offer your patients a range of flexible financing options designed to work with nearly any budget, submit an application with a couple of clicks from inside Dentrix, and receive a quick response. Your patients can get the care they need when they need it—and you may see an increase in patient acceptance and satisfaction. Plus, you'll receive payment at time of treatment. One of the largest benefits is the pre-populated patient application which allows more time for patient care and less time administering patient financing.

More Benefits for Your Practice and Your Patients

"The focus with the Citi Health Card is to provide you with the best products and programs available. That's why we chose the Citi Health Card for this exclusive relationship," said Damon Graves, Practice Services Product Marketing Manager at Henry Schein Practice Solutions. "Together we can bring unprecedented benefits to your practice and your patients."

The Citi Health Card provides these benefits for your practice:

- Saves time and effort with fast, easy electronic patient applications
- Lower merchant fees than the leading competitor, which translates into potential savings for your practice
- Competitive approval rates
- No enrollment fees or special equipment required
- Reduced time, cost, and risks compared to funding patient payments yourself
- Integrated account processing with Dentrix
- Receive payment in 2–3 business days
- Allows patients to pay for services

over time, so they can choose to get the care they need

- Assures your total fee is paid upfront

The Citi Health Card also provides these benefits for your patients:

- Deferred interest for up to 24 months and no down payment required
- Low monthly payments and no pre-payment penalties
- Credit decision in minutes
- No need to re-apply for additional treatments
- Credit line can be used for additional procedures and family members
- Decisions can be based more on health care concerns and less on financial concerns
- Patients can afford more comprehensive treatments or additional procedures
- No application fee

Keep More Money in Your Practice

This relationship gives you an outstanding opportunity to save money by offering your patients financing with the Citi Health Card. Based on a comparison of competitive merchant fees as of December 2013, the Citi Health Card merchant fees are generally lower than the industry average. In fact, preferred Henry Schein Merchant Discount Rates start as low as 3.99 percent. That means you can save as much as 42 percent over other standard published rates for other patient financing programs (published rates as of December 2013).

Time is money for everyone in our industry. So while you're saving money upfront with your preferred Merchant Discount Rates, you're also saving on the back end with a streamlined payment process. Since Dentrix hosts and populates most of the patient data seamlessly, your office can spend less time administering financing and payment programs. Even better, with the Citi Health Card program, Citi handles the collection process, not your staff.

Get Started

Ready to get started? Here's how to access the Citi Health Card in a few easy steps.

1. You need to be on an active Dentrix Customer Service Plan or using one

of the paid eCentral modules (such as Communication Manager, Web Site Manager, or Insurance Manager).

2. From the Dentrix DXWeb Toolbar, click **Patient Financing**.
3. Log in to eCentral (if you're a first-time user, click the link to create a user account).
4. From the **Home** menu, click **Patient Financing – Citi Health**.
5. Click the **Getting Started** tab and then do one of the following:
 - If your practice is not registered to offer the Citi Health Card, click **Enroll Now**.
 - If your practice is registered to offer the Citi Health Card, click **Citi Setup** and complete the setup process.
6. Once set up, Dentrix will automatically populate the patient application fields.
7. After a patient application is submitted, you will receive a response within minutes.

By offering your patients simple and affordable financing options, you have the ability to increase treatment acceptance and put your practice in a position of strength when facing growing out-of-pocket patient expenses and changing patient demographics. The integration of Dentrix and the Citi Health Card gives you a seamless, elegant solution that brings more value, efficiency, and flexibility to your practice and your patients. For more information, visit Dentrix.com/CitiHealthCard. **DM**

Scott Friss is Senior Vice President Client Management, Citi Retail Services. With 30 years of experience in the consumer credit industry, Scott has held various senior level positions within Business Development and Client Management for Citi. Scott currently manages business development, partner relationships, and the overall strategy for the Citi Health Card Program.



SOLUTION SPOTLIGHT

RecordLinc and Dentrix: Send Emails Securely and Easily

■ **Travis Rodgers** | Founder and CEO of RecordLinc Inc.

RecordLinc integrates with Dentrix to provide an email solution that helps you meet HIPAA requirements and grow your practice with its extensive system of dental professionals.

It may seem challenging to meet HIPAA requirements when communicating by email with your patients and colleagues, but it doesn't have to be. Many healthcare professionals are already aware that sending patient information through unencrypted email doesn't meet HIPAA requirements, and many dentists are looking for solutions that help them meet those requirements. RecordLinc can help.

RecordLinc is the industry leader in encrypted email, but it is designed to be much more than that. Using RecordLinc, all types of dental professionals can send secure email messages to other dentists, labs, and patients securely and easily. But RecordLinc does even more. RecordLinc also maintains the largest network of dental professionals, so you can use RecordLinc to grow your referral network. Labs use our RecordLinc system to easily receive information electronically from dentists. Patients can fill out basic information prior to visiting a new dentist and then securely send that information through our patient portal called MyDentalFiles. The MyDentalFiles portal is also available in the iTunes App Store. RecordLinc also partners with non-profits such as CDA Cares, AZ Mother of Mercy, and TeamSmile through their philanthropic organization www.DonateDentist.org.

RecordLinc integrates with your Dentrix system, works on multiple devices and operating systems, and is easy to use.

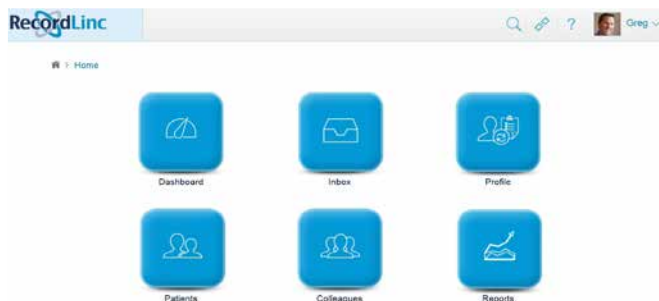


Figure 1 The RecordLinc opening screen includes six main tools.

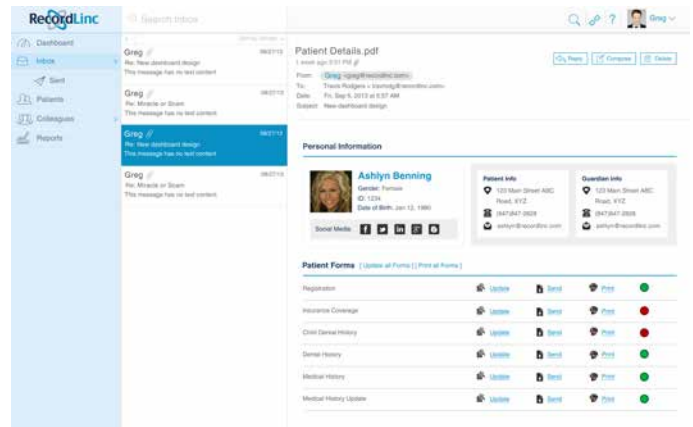


Figure 2 You can securely view email messages and notifications in RecordLinc.

What's more, creating a RecordLinc account is free and easy to do when you go to www.RecordLinc.com.

History of RecordLinc

In 2005, Dr. Gregory Burnett was watching the team at his Orthodontist practice get frustrated with sending messages through other encrypted email programs that were not built for the dental industry. After sharing this frustration with me, we decided to work together to solve this communication problem. We started by building RecordLinc to simply send referrals from general dentists to specialists, and later added secure encrypted emails.

Over time, we continued to expand the professional networking within the system. We eventually integrated it with Dentrix to make it even easier for Dentrix customers to securely communicate with patients and colleagues. With RecordLinc's newest release, Dentrix users can simply click the **Send Message** button available on most Dentrix toolbars, and the email message is automatically routed securely through RecordLinc.

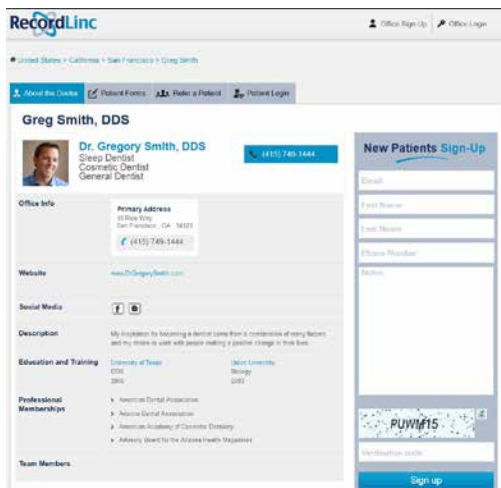


Figure 3 RecordLinc makes it easy to find and view information about dentists.

Using RecordLinc

The RecordLinc software is divided into six main tools: Inbox, Profile, Patients, Colleagues, Dashboard, and Reports (Figure 1). Each is discussed below.

Inbox – This is where you receive all messages and notifications. When you receive a message, you are notified by email, and the system takes you through an easy login process to securely view the message or notification (Figure 2).

Profile – We have over 172,000 dental professional profiles in our system, making RecordLinc the largest network of dentists in the world. Each RecordLinc user (whether they have a free or paid account) has a profile in RecordLinc. The profile makes it easy for patients and colleagues to find, connect, and view information about the dentist (Figure 3). This information is verified by RecordLinc and can be updated by the user who created the profile. Many industry experts call us the “LinkedIn of the dental industry.”

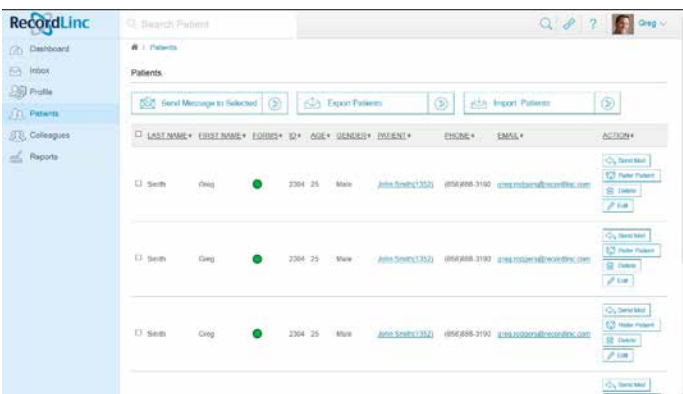


Figure 4 You can send patients a message and refer a patient to a specialist or lab.

Patients – Through our integration with Dentrix, we automatically populate the patient’s area of the system with a list of your patients in Dentrix. This makes it very easy to send patients an email message and refer a patient to a specialist or lab (Figure 4).

Colleagues – Using the Colleagues tool, you can easily find and connect with current and new colleagues. Once colleagues are added, you can easily send them messages and referrals.

Dashboard – Offers a combined view of your Inbox, Profile, Patients, and Colleagues.

Reports – Lets you generate a variety of useful reports and lists from the RecordLinc system.

RecordLinc Integration with Dentrix

Dentrix is fully featured and is the most widely used dental practice management system available. But what really sets it apart from other practice management systems is how easily it can integrate with other dental products. Dentrix makes it easy for other companies like RecordLinc to build add-in applications that integrate seamlessly with the Dentrix software. Through that integration, RecordLinc extends the functionality of Dentrix by providing a network where dental professionals can easily connect and communicate with patients and other dental professionals. Our RecordLinc system allows all types of dentists to simplify referrals, maintain compliance, and grow the practice.

What Customers Are Saying About RecordLinc

“My referral network was struggling to find an electronic method to communicate effectively and securely, as the law now requires. RecordLinc has more than satisfied this need, and unlike any other option, it integrates with my Dentrix G5 database. RecordLinc greatly facilitates the sending of referrals, letters, and messages.”

– Dr. Matthew Korn, Periodontist, Sacramento CA

“I looked at a lot of similar programs, and it was clear that RecordLinc had the best user interface. But what really set RecordLinc apart is the quality and responsiveness of your customer service.”

– Dr. Loc Huynh, DMD, AEGD, FICOI of El Cerritos, CA

“We have partnered with RecordLinc to extend the functionality of our practice optimization system. The RecordLinc team is top notch, and the product they have built is the best encrypted email and electronic referral product on the market.”

– Dr. Mitch Ellingson, DDS, CEO of DentalCloud9 and Dental Technology Expert

Contact Us

RecordLinc is constantly listening to our customers and the industry to enhance and simplify our product and network. Dentists can learn more and sign up for a free trial of RecordLinc at www.RecordLinc.com or contact one of our consultants by calling (415) 749-1444 or sending email to sales@RecordLinc.com. **DM**

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Solution Guide

You already depend on Dentrix to make your practice more profitable and productive. Now, you can turn Dentrix G5 into an even more powerful solution by adding trusted, fully integrated third-party applications and capabilities to your digital dental office. The Dentrix Connected logo means the product has been carefully developed, tested and certified to work with your Dentrix G5 platform. To see the full list of Dentrix G5 Connected applications visit www.Dentrix.com/Integrated-products today.

Apteryx
www.apteryx.com



Dental Practice Solution
Apteryx exceeds the expectations of its customers by creating timely, innovative and cost effective software solutions that improve the profitability of the clients' businesses.



Broadview
www.broadviewnet.com



Network-based Business Communication
Make your practice more profitable with OfficeSuite Dental, the state-of-the-art phone system that fully integrates with Dentrix G5.



BiteBank Media
www.bitebankmedia.com



Dental Practice Solutions
Streamline your practice with custom dental websites, appointment notification and scheduling, real-time booking, patient education videos and reputation management.



Citi
www.healthcard.citicards.com



Citi Health Card
One click. One Solution. Patient financing just got a lot easier. The Citi Health Card program is now integrated within Dentrix G5. Spend more time on patient care and less money on your patient financing program costs.



Demandforce
www.demandforce.com



Patient Communication Solution
Demandforce works seamlessly with Dentrix G5 software to automate online and offline communications with existing patients to improve in-office efficiencies.



Dental Symphony
www.dentalsymphony.com



Dental Practice Solution
Dental Symphony's web-based clinical software revolutionizes patient management. Working alongside Dentrix, Dental Symphony provides innovative tools to practice easier, safer and more efficiently.



DentalWriter
www.dentalwriter.com



Medical Billing Software

For over 25 years, Nierman Practice Management has led medical billing in dentistry by continuously developing innovative products and providing exceptional training for dentists looking to grow their practice.



DEXIS
www.dexis.com



Digital Diagnostic Imaging

DEXIS delivers innovative, high-quality digital imaging solutions to the dental community. With its state-of-the-art sensor and easy-to-use imaging software, Dexis provides numerous benefits to you, your practice, and your patients.



eDossea
www.edossea.com



Intra-Office Communication

We are solely focused on the dental profession and within the dental profession on the secure, easy and inexpensive transfer of your client's medical records from one office to another. This is all we do.

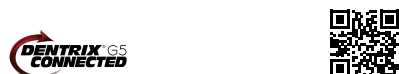


Great Minds
www.greatminds.com



Dental Practice Solution

Great Minds, Inc. provides easy-to-use applications that provide valued features and allow efficient and high-margin management of the office and practice.



Lighthouse
www.lh360.com



Patient Communication Solution

Lighthouse 360 is a comprehensive automated patient communications system designed exclusively for dentists. It uses email, two-way text messaging, automated phone calls, postcards and letters to reach your patients.



Panda Perio
www.pandaperio.com



Periodontal Practice Solution

The complete clinical digital record for Periodontal practices. Charting, comparison reporting, treatment planning, automated chart notes, and much more. Save hours of admin time and unify your front and back office.



Patient Activator
www.patientactivator.com



Patient Communication Solution

Patient Activator, part of Los Angeles-based 1-800-DENTIST®, is the leading social media optimization and patient communications service dedicated to the dental profession.



Practice Mojo
www.practicemojo.com



Patient Communication Solution

PracticeMojo creates proven campaigns that help dental practices recruit, retain and reactivate patients automatically, using email, text messages, automated phone calls and mailed postcards.



Practice Safeguard
www.practicesafeguard.com



Web-Based Fraud Monitoring

A web-based financial monitoring tool for Dentrix G5 users that deters fraud and costly errors by alerting any device you carry to unusual transactions in real time.



RecordLinc
www.recordlinc.com



Patient Communication Solution

RecordLinc is the largest professional network of dental professionals in the world. Securely and easily send electronic referrals, patient transfers, and track treatment plans between dental practices in a HIPAA-compliant portal.



Reputation
www.reputation.com



Patient Communication Solution

Reputation.com's platform enables dentists to see all their online reviews in one space and use the platform's analytical tools to understand the broad themes that emerge from patient feedback.



Sesame
www.sesamecommunications.com



Patient Communication Solution

Sesame Communications helps dental and orthodontic practices harness the power of the Internet to accelerate new patient acquisition, build patient loyalty and transform the patient experience.



Solutionreach
www.solutionreach.com



Patient Communication Solution

Smile Reminder provides patient engagement and communication solutions for healthcare practices. Utilizing the latest text, email, voice, video, web, and social media tools to communicate with customers.



TeleVox
www.televox.com



Patient Communication Solution

TeleVox Software is a high-tech engagement communications company, providing automated voice, email, text and web solutions that activate positive patient behaviors through the delivery of a human touch.



Text2Floss
www.text2floss.com



Patient Education

An interactive educational tool meant to help patients develop positive oral hygiene habits by delivering oral health information through the use of text messaging and mobile technology.



Transparent Aluminum
www.transparentaluminumllc.com



Dental Practice Solution

Transparent Aluminum is a company focused on creating custom workable solutions for practices to get the most out of their Dentrix database.



U.S. Health Record
www.teamlinks.com



Intra-Office Communication

Teamlinks EHR was created to foster interdisciplinary collaboration on patient health information with the goal of connecting the health care team and the patient.



Yapi
www.yapicentral.com

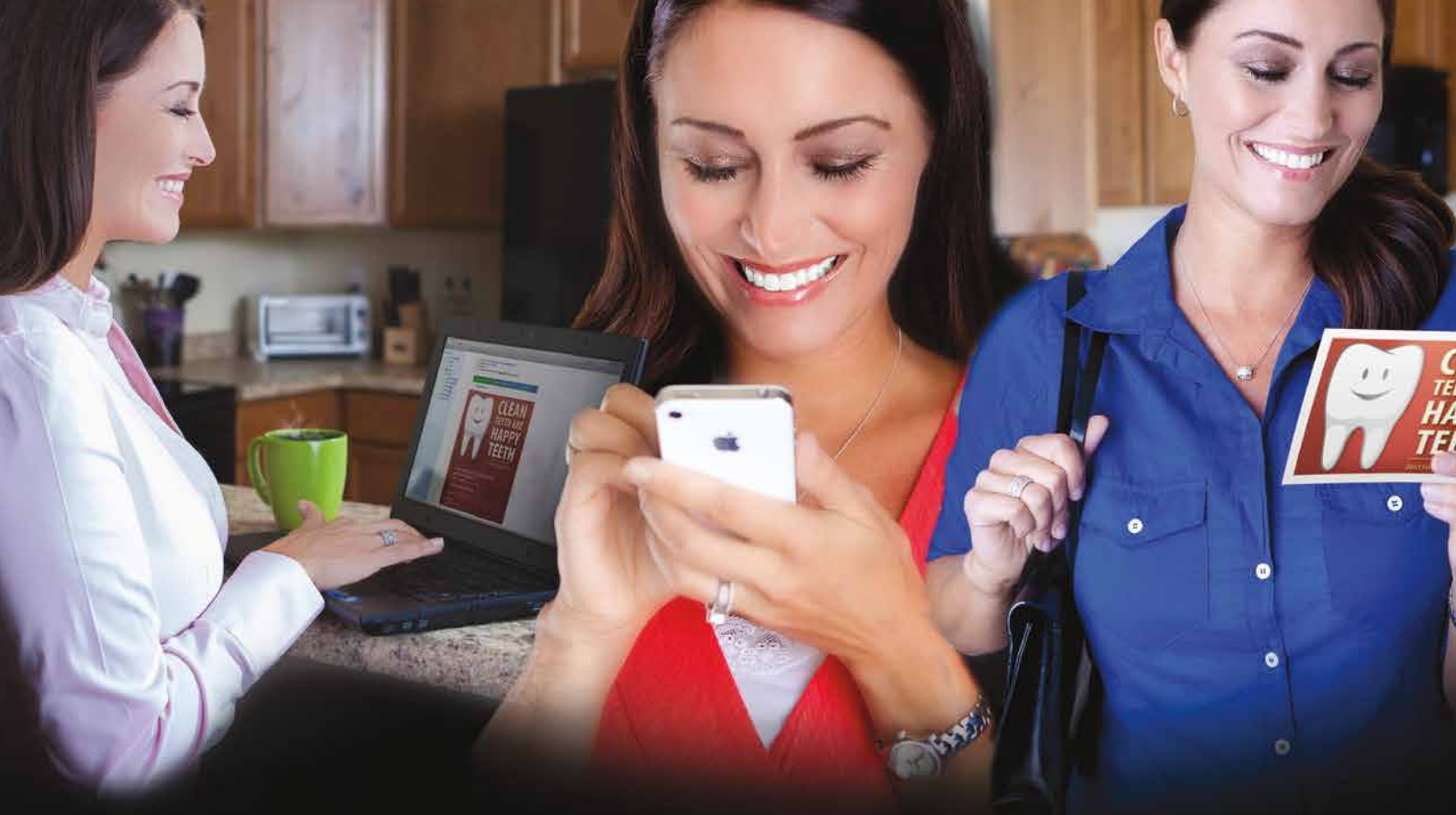


Dental Practice Solution

Started as the first fully integrated intra-office communication software, YAPI has grown into a comprehensive suite of innovative automation solutions designed around unique needs of dental practices.



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Make It Personal.

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.

Ask us how you can bundle Communication Manager into your Customer Service Plan for greater savings and efficiency!

www.dentrix.com/communicate

1-800-734-5561

 HENRY SCHEIN®

DENTRIX® Communication Manager

DENTRIX®

Henry Schein Practice Solutions
1220 South 630 East, Suite 100
American Fork, Utah 84003

 HENRY SCHEIN®

You would **NEVER**
let your patients leave your
office looking like this...

So why use a payment process that doesn't finish the job?

Dentrix and PowerPay LE make it easy and affordable to:

- Process cards and automatically post payments within Dentrix
- Eliminate double entry
- Reduce key punch errors
- Speed up patient check-out

Best of all, PowerPay LE is included in your Dentrix Essentials Customer Service Plan, which makes it an even smarter, more effective and affordable choice for your practice.

Visit **www.Dentrix.com/FinishTheJob** or call **866.317.6476** to learn more.

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