

# dentrix

MAGAZINE

## Dentrix Passwords: Your First Line of Defense

Using Dentrix passwords can help you protect yourself and your patients from a data breach, page 12

Create the Practice Website Your Patients Deserve  
page 18

Create a "Last Minute Fills" List  
page 22

Three Steps for Efficient Insurance Systems  
page 26



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## Productive and Safe

FROM THE EDITOR

To be successful, the members of your office team must learn a variety of skills, policies, and processes. Some things can be learned once and applied for a lifetime. For example, the principles of excellent customer service are reasonably tried and true and are unlikely to change dramatically. But other things, like computers and information technology, change significantly over time and require office teams to learn new skills, remember new policies, and implement new processes.

Are you regularly updating your policies and processes to use computer technology productively and safely in your practice? In her article, "Secure Your Data with Dentrix Passwords" (page 12), senior editor May Wescott discusses the growing threat of medical identify theft and explains how using Dentrix passwords can reduce your risk of a data breach. Jason Werner offers additional guidance to help you ensure that patient and practice information doesn't fall into the wrong hands when you dispose of old computers (page 28). And, in "Create the Practice Website Your Patients Deserve" (page 18), Tatia Meghdadi reviews the pervasive impact of the Internet and provides tips to evaluate your website and make improvements that will please patients and prospects.

I hope you enjoy reading these articles and other tips in 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](http://www.Dentrix.com/Magazine). Download yours today.

Regards,

Matt Singerman  
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## DEPARTMENTS

02 READING GUIDE

04 DENTRIX NEWS

06 PRACTICE MANAGEMENT

### **The Affordable Care Act's Potential Impact on Dental Benefits**

Consider how the ACA's guidelines for dental insurance may affect your patients and your practice.

08 TIPS & TRICKS

22 THE DENTRIX OFFICE MANAGER

### **Create a "Last Minute Fills" List**

Learn how to add continuing care patients to a "Last Minute Fills" list without creating fake appointments in your Appointment Book.

24 FROM THE COACH

### **Simplify Treatment Planning with Alternate Cases**

Discover how setting up treatment options correctly in the Treatment Planner helps ensure accurate case acceptance numbers.

26 BUSINESS OF DENTISTRY

### **Three Steps for Efficient Insurance Systems**

These three important steps will help your office get insurance claims processed faster.

28 TECHNOTES

### **Go Green with Computer Recycling**

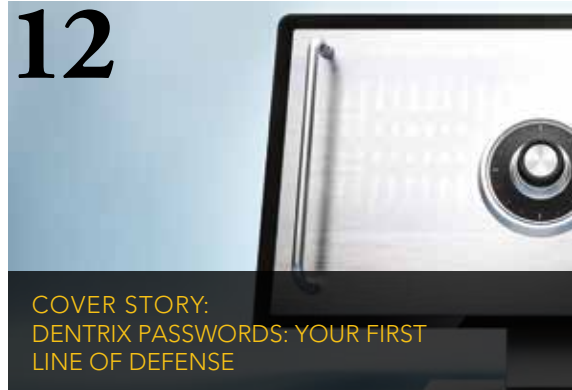
Learn how TechCentral's Computer Hardware Recycling Program can benefit you.

30 CONNECTED SOLUTION SPOTLIGHT

### **Dental Symphony and Dentrix: Saving Time with Online Patient Registration**

ePatient saves key time—on the phone, entering patient information, finding drug descriptions, and evaluating medical issues.


# 12



**COVER STORY:**  
**DENTRIX PASSWORDS: YOUR FIRST LINE OF DEFENSE**

Using Dentrix passwords can help you protect yourself and your patients from a data breach. If you're not already using passwords, this article will help you get started.

# 18



**CREATE THE PRACTICE WEBSITE YOUR PATIENTS DESERVE**

A static "build it and forget it" website was fine five years ago. But times have changed, and so have your patients. Follow these tips to create an effective practice website.

# Reading Guide

## If You Manage Read These Articles and Tips

BILLING & A/R	Creating Custom Billing Statement Notes, PAGE 9
CLINICAL RECORDS	Charting Conditions using ADA Condition Codes, PAGE 9
CONTINUING CARE	Create a “Last Minute Fills” List, PAGE 22
INSURANCE	Announcing New Insurance Payor Connections, PAGE 4 Including Status Notes on the Insurance Claim Aging Report, PAGE 10 Three Steps for Efficient Insurance Systems, PAGE 26
OFFICE TECHNOLOGY SYSTEMS	Save Money with Dentrrix Suites, PAGE 4 Go Green with Computer Recycling, PAGE 28
PATIENT INFORMATION	The Affordable Care Act’s Potential Impact on Dental Benefits, PAGE 6 Contacting Inactive Patients, PAGE 9 Using Letter Merge to Create Patient Lists, PAGE 10
PRACTICE MARKETING	Create the Practice Website Your Patients Deserve, PAGE 18
REPORTING	Keeping Your Data Secure with Dentrrix Passwords, PAGE 12
SCHEDULING	Customizing Appointment Information, PAGE 9 Create a “Last Minute Fills” List, PAGE 22 Dental Symphony and Dentrrix: Saving Time with Online Patient Registration, PAGE 30
TREATMENT PLANNING	Simplify Treatment Planning with Alternate Cases, PAGE 24

### HOW TO LEARN MORE

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

#### Dentrrix Help Files

In the Dentrrix 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 Dentrrix 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.

#### Dentrrix Resource Center

The Dentrrix 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 Dentrrix Customer Service Plan. Log in today at [www.Dentrrix.com/Resource-Center](http://www.Dentrrix.com/Resource-Center).

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## ▼ Save Money with Dentrix Suites



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 Dentrix Suites.

There are three tiers of Dentrix Suites: Essentials, Momentum, and Optimum. These Suites allow your practice to adopt the eServices features you need as you move along the path to becoming a digital dental office.

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. This tier 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 are already on this tier.

The next tier, Momentum, includes all the features of Essentials and also provides your office with the tools to accelerate collections from insurance carriers and patients. For collecting from insurance companies, this bundle includes unlimited digital attachments, insurance eligibility verification and advanced claim tracking, as well as a 10 percent discount off the regular price of electronic claims. The patient billing tools in Momentum include advanced credit card processing (with debit card processing if a separate pin-pad terminal is purchased) and a 10 percent discount off the regular price of billing statement mailing.

The third tier is the Optimum Suite. It offers everything in Momentum plus the tools you need to effectively engage your patients. 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, a 20 percent discount applies to electronic claims, billing statement printing, and postcard printing. Customers on Optimum receive the full breadth of the Dentrix eServices offering.

Learn more about the Dentrix Suites by visiting [www.Dentrix.com/Suites](http://www.Dentrix.com/Suites) or by calling 800-734-5561, option 2.

## ▼ Announcing New Insurance Payor Connections

### **DENTRIX®** eClaims

You can now send electronic claims to the following payors:

PAYOR ID	PAYOR NAME
BCAFD	Blue Cross Blue Shield Association – FEP Dental
TLX71	Bollinger Insurance Company
27905	Community Health Alliance of TN
45321	Consumers' Choice Health Plan – State of SC
DESAZ	Department of Economic Security
23274	Gettysburg Health Administrators
46221	Health Choice Insurance
53021	LA BCBS Advantage Plans Network
19191	Native Care Health LLC
90091	Nevada Health Co-Op
14142	NYSDOH UCP-ADAP Program

### **DENTRIX®** Attachments

You can now add digital X-rays, EOBs, photos, and perio charts to electronic claims sent to the following payors:

PAYOR ID	PAYOR NAME
89070	Group Health Cooperative
53021	LA BCBS Advantage Plans Network
89070	Valley Baptist Health Plans

### **DENTRIX®** eEOB

You can now receive electronic explanation of benefits (eEOB/ERA) from the following payors:

PAYOR ID	PAYOR NAME
CBMI1	Blue Cross Blue Shield of Michigan
64246	Guardian Life Insurance Co.
65978	MetLife
DX030	SafeGuard

### **DENTRIX®** Eligibility Verifications

You can now verify patient insurance eligibility electronically with the following payors:

PAYOR ID	PAYOR NAME
50503	Altus (RI)
CDKY1	Delta Dental of Kentucky
05029	Delta Dental of Rhode Island

View the entire list of electronic payor connections using the Payor Search Tool at [www.Dentrix.com/products/eservices/eclaims/payor-search.aspx](http://www.Dentrix.com/products/eservices/eclaims/payor-search.aspx). You can search for specific payors or download the complete payor list.

Call 800-734-5561 to enroll or for help setting up any of these services.





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## The Affordable Care Act's Potential Impact on Dental Benefits

Consider how the ACA's guidelines for dental insurance may affect your patients and your practice.

■ **Brad Royer** | Dentrix Product Manager

In the spring issue of *Dentrix Magazine*, I wrote about significant changes occurring in the dental industry. Perhaps one of the biggest events driving that change is the Affordable Care Act (ACA). On April 17, 2014, President Obama reported on the number of people who had signed up for healthcare through the various exchanges. In that press conference, we learned that approximately 8 million individuals had officially registered and that about 35 percent of those are younger than 35. In fact, 28 percent are age 18 to 34, and 7 percent of those who are enrolled are younger than 18.

These numbers are not representative of dental coverage. When the ACA was originally written, it established an Essential Health Benefit (EHB) that included dental coverage for pediatric patients 18 and younger but did not have any requirements for adults. However, the Department of Health and Human Services (HHS) later determined that while the EHB must be offered inside the exchange, uninsured citizens were not required to purchase it. While some states (Nevada and Washington) have determined to mandate this EHB requirement, the majority of states have not. Additionally, no tax breaks are associated with stand-alone dental plans purchased through the exchanges as there are for medical health plans.

Overall, approximately 8.7 million children will receive comprehensive dental benefits by 2018 through the ACA. The increase will probably be evenly split by those getting benefits through Medicaid, the various exchanges, and large employer-sponsored plans. The ADA states that

"this will reduce the number of children without dental benefits by about 55 percent relative to 2010 levels." It is important to note, however, that these numbers represent an upper limit because the plans are not mandatory.<sup>1</sup>

While adult coverage is not required nor considered an Essential Health Benefit, the ADA also states that "an estimated 17.7 million adults will gain some level of dental benefits" by 2018. However, "nearly all of the increase is a result of Medicaid coverage, which is less than comprehensive in most states when it comes to dental benefits. . . . Overall, this will decrease the number of adults without dental benefits by about 5% relative to 2010 levels."<sup>2</sup>

### What Kind of Benefits Are Expected in the Dental Plans?

The National Association of Dental Plans explained that the benefits included in the plans are determined state-by-state. HHS recommends that state Children's Health Insurance Program (CHIP) plans or the MetLife High Option plan from the Federal Employee Dental and Vision Insurance Program (FEDVIP1) serve as guides for children's dental benefits if a state's selected medical benchmark does not include children's dental services.<sup>3</sup>

In a recent article, Dr. Charles Blair stated that "pediatric dental benefits embedded in medical plans will likely be subject to much higher deductibles than those purchased through stand-alone policies. Benefits purchased through insurance exchanges will have no annual or lifetime maximum and will cover children at least through age 18. Most are expected to cover preventive and basic dental services,

such as teeth cleaning, X-rays, fillings, and medically necessary orthodontics. The patient's in-network out-of-pocket (OOP) maximum will likely be \$700 if purchased through a federal exchange or up to \$1,000 if purchased through a state exchange. Once the patient's in-network OOP maximum is satisfied, any remaining covered dental treatment should be paid at 100% of the carrier's allowable fee."<sup>4</sup> The plans we have seen to date echo his sentiments in that low-premium plans being purchased can have deductibles upwards of \$5,000. Unfortunately, many patients and their guardians don't understand the benefits they are actually receiving, and this puts more responsibility on the office to understand the eligibility breakdown prior to rendering service.

### Working Together

As we at Henry Schein continue to monitor the landscape of change relative to the Affordable Care Act, we need your help. Much of the information pertaining to the ACA benefit packages, statistics on the newly insured, and the impact on the dental office is still conjecture. A lot of the research that is available to us on the potential impact of the Affordable Care Act was completed before the exchanges were deployed and some of the law was interpreted. As you begin to see patients with coverage from the various exchanges, we would love to hear from you regarding the benefit breakdown and any new processes that the ACA has created for your office. Please email this information to me at [ACAInfo@Dentrix.com](mailto:ACAInfo@Dentrix.com). As we gather more of this data, we will better understand how we can help. **DM**

<sup>1</sup> [www.ada.org/~media/ADA/Science%20and%20Research/HPI/Files/HPIBrief\\_0413\\_3.ashx](http://www.ada.org/~media/ADA/Science%20and%20Research/HPI/Files/HPIBrief_0413_3.ashx)

<sup>2</sup> Ibid

<sup>3</sup> [www.nadp.org/Libraries/LMS/The\\_ACA\\_and\\_Dental\\_Coverage--The\\_Basics--Jan\\_2013.sflb.ashx](http://www.nadp.org/Libraries/LMS/The_ACA_and_Dental_Coverage--The_Basics--Jan_2013.sflb.ashx)

<sup>4</sup> "How Will the Affordable Care Act Affect Dental Practices?," *Insurance Solutions Newsletter*, July/August 2013

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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.

## Creating Custom Billing Statement Notes

Did you know that you can create templates for notes that you want to appear at the bottom of billing statements? With Dentrix, you can create a library of custom billing statement note templates you can use to print messages on billing statements, such as holiday hours, information for online payment options, extended office hours, etc.

To set up custom billing statement note templates:

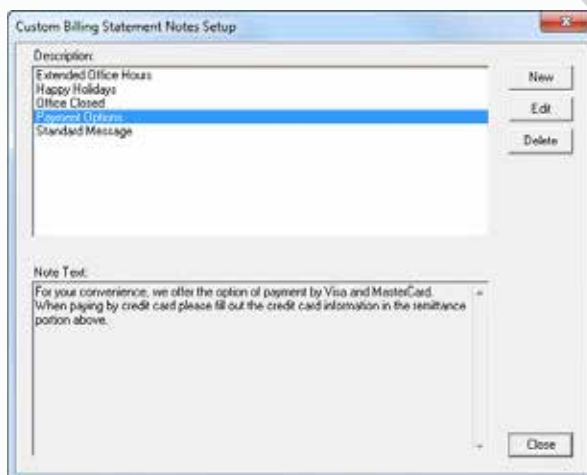
1. From the Office Manager, click **Maintenance > Practice Setup > Custom Notes > Billing Statement Notes Setup**. The **Custom Billing Notes Setup** dialog box appears.
2. Click **New** to add a new note. The **New Custom Billing Statement Note** dialog box appears.
3. Enter a description for the note in the **Description** field.
4. Enter the note text in the **Note** field. If desired, click the spell check button to check the spelling of the note.
5. Click **OK**.

You can also edit any of the existing notes that appear in the **Custom Billing Statement Notes Setup** dialog box by clicking on the **Description** of the note and then clicking the **Edit** button.

To add a note template when you generate billing statements, from the **Billing Statement** dialog box, click the **Statement Notes** button. This will open the **Insert Custom Billing Statement Note** dialog box from which you can select the **Description** of the note you want to add to the statements. Select the template(s) you want to add and click **OK**.

Using custom billing statement notes can really speed up your billing statement process and save you from having to retype the same note on every individual statement.

For more information see the "Generating billing statements" and "Adding billing statement notes" topics in the Dentrix Help.



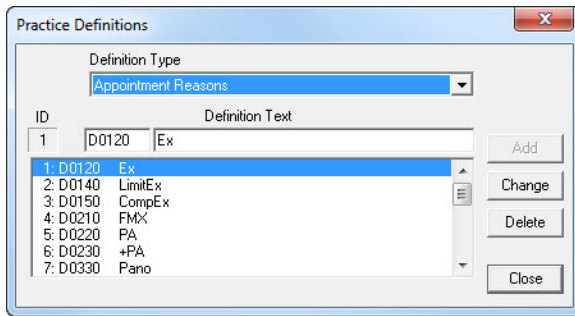
Billing & A/R

## Customizing Appointment Information

To save you time when scheduling appointments, Dentrix allows you to create a list of up to 20 appointment reasons that can be quickly accessed in the **Appointment Information** dialog box. While this list is customizable, there are some guidelines for the appointment reasons that can be listed here:

- The reasons must reference an existing procedure code or multi-code.
- The reason must not reference a procedure or multi-code that requires a tooth number, surface, quadrant, or sextant.

You can customize Appointment Reasons from the Office Manager by clicking **Maintenance > Practice Setup > Definitions > Appointment Reasons**.



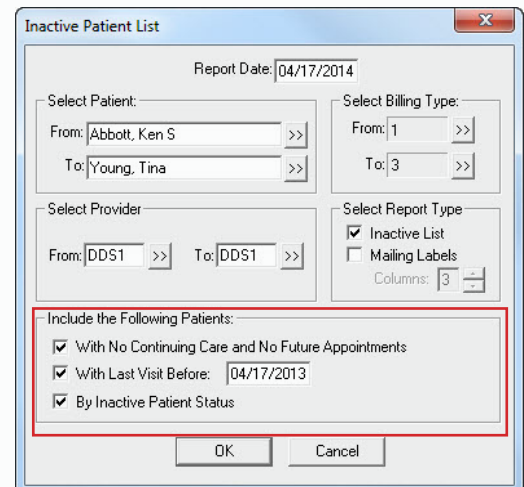
For more information and to watch a demonstration of the steps, go to the Dentrix Does It YouTube channel ([www.youtube.com/user/DentrixDoesIt](http://www.youtube.com/user/DentrixDoesIt)) and search for "Changing Initial Reasons."

## Contacting Inactive Patients

The key to a thriving dental practice is having your patients return to your office for routine hygiene visits and recurring exams. But the reality is that some patients tend to fall off the radar. Did they move? Did they find another dentist? Are they just not making new appointments? It's not always easy to know the answer to these questions, or to even know who these patients are.

With Dentrix you can run the Inactive Patient List to find three types of patients:

- a) Patients who have not been back to the office recently (you can set a date to search for)
- b) Patients who have no continuing care and no future appointments
- c) Patients who are already flagged as inactive in the Family File.



Generate the Inactive Patient List from the Office Manager by clicking **Reports > Lists > Inactive Patient List**. From the dialog box that appears, select the filtering options for the type of report you want to run, and generate the list. Once you have your list of patients, you can use it to reach out to patients and invite them to contact you or schedule appointments to get them back on track.

For more information on generating the Inactive Patient List, see the "Inactive Patient List" topic in the Dentrix Help.

## Charting Conditions using ADA Condition Codes

Dentrix makes it easy for clinicians to quickly and completely document exam findings and dental conditions in the Patient Chart. If you want conditions to show on the Graphic Chart, then you can chart them using the ADA CDT condition codes. These codes function like all other procedure codes in Dentrix, allowing you to input a tooth, surface, or quadrant. However, condition codes do not show in the Ledger.

1. From the Patient Chart, select a patient.
2. From the Graphic Chart, click the tooth or teeth that you want to apply a condition to.
3. From the **Procedure Codes** panel, click **Conditions** and then, from the list, click the condition(s) that apply.
4. From the Procedure Codes toolbar, click the **Post** button. Dentrix adds the condition to the **Progress Notes** panel and paints the tooth (as appropriate) in the Graphic Chart.



**Bonus Tip:** You can customize the chart colors to paint condition codes so that they stand out from your other charted procedures by clicking **Setup > Chart Display Setup**. Choose a color by clicking the **Conditions/Diagnoses** down arrow. Click **OK** to save your color changes.

## Using Letter Merge to Create Patient Lists

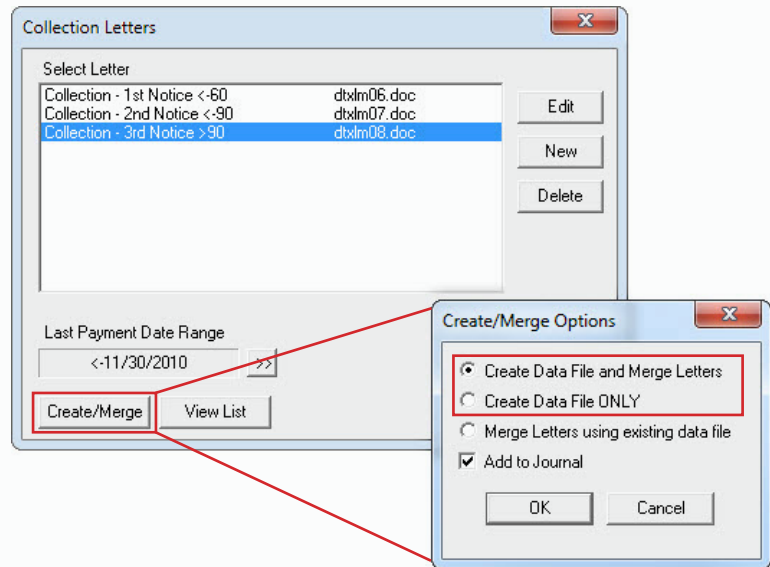
You probably know that you can use the Dentrix Letter Merge to create custom cards and letters, but you may not realize that you can also use this feature to create patient lists. For example, if you wanted to see a list of accounts that are 90 days past due and would be receiving the over 90 collections letter, you could generate this list by using the letter merge feature and then choosing to generate a list instead of generating letters. After you have set the filtering criteria for your letters and clicked **Create/Merge**, you can choose whether to create letters or a list.

To create letters, click the **Create/Data File and Merge Letters** option. This creates a data file based on your filtering criteria and uses that data file to merge letters in Microsoft Word.

To create a list, click the **Create Data File ONLY** option.

This creates a data file based on your filtering criteria but does not merge any letters. The data file is stored in the Dentrix database, and you can view it by clicking **View List**. You can then copy and paste the list into Microsoft Excel if you want to organize and sort the information.

For more information about generating patient letters, view the various Dentrix Help files found in the "Creating patient letters" topic in Dentrix Help.



Patient Information

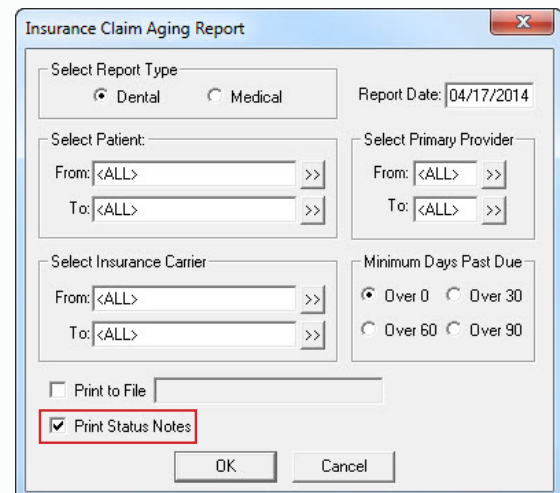
## Including Status Notes on the Insurance Claim Aging Report

You might think that unless you are looking at an individual patient's Ledger, there's no way of knowing whether or not an insurance claim has been paid, or if there is something that is causing a hold up. You can see all the status notes that are on each insurance claim in one place by including status notes on the Insurance Claim Aging Report.

To generate the report and include the status notes:

1. From the Office Manager click **Reports > Ledger > Insurance Claim Aging Report** to open the **Insurance Claim Aging Report** dialog box.
2. Check the **Print Status Notes** checkbox.
3. Set up your other preferences and click **OK** to generate the report.

With the **Print Status Notes** option checked, Dentrix will look at all of the dates and notes in the **Insurance Claim Status** box on each claim. Those dates and notes will be printed along with the claim information on the report. You can get all of the information you need about your outstanding claims in one place without having to open each patient's individual Ledger.



Insurance

For more information about how to set up and generate the Insurance Aging Report, see the Reports Reference, available from the **Documents** tab in the Dentrix Resource Center.



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# DENTRIX PASSWORDS: Your First Line of Defense

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May Wescott, Senior Editor

Using Dentrix passwords can help you protect yourself and your patients from a data breach. If you're not already using passwords, this article will help you get started.

Consultants like to talk about how much your patient database is worth. Usually, they're referring to the unrealized production value of unscheduled treatment plans. However, your Dentrix database also has great worth to an identity thief. The confidential patient information stored in your Dentrix database can be worth hundreds of thousands of dollars on the black market if it gets into the wrong hands.

We've all heard about identity theft from stolen credit card information. But you may not be aware that medical identity theft is its own specialized problem. In addition to using confidential patient information to access financial accounts, medical identity thieves also capitalize on this

information to fraudulently fill prescriptions, receive health care, and access insurance benefits. According to the US Department of Health and Human Services, reports of health-record data theft jumped 61 percent in 2013<sup>1</sup>. In another report, a private research firm estimated that health records theft cost more than \$40 billion in 2012 and affected almost two million people<sup>2</sup>.

How can you help protect your patients and yourself from a data breach? Your first line of defense should be the vigilant use of passwords in Dentrix and Microsoft Windows. Are you being vigilant enough in your use of passwords? If you can't answer yes to all of the following questions, then you may need to improve the security of your password system.

- Have you set up passwords in Dentrix?
- Does every staff member have a unique password that only he or she knows?
- Is every staff member required to use a "secure" password that is at least seven characters long and contains alphanumeric and special characters?
- Do you require your staff to change their passwords on a set interval (such as every six months)?
- Have you verified that staff members aren't writing passwords down in an accessible location near the computer (for example, on a sticky note posted on the side of the monitor)?
- Have you limited access to patient information so that staff members can only access data that is necessary for them to do their jobs?
- If a staff member walks away from a computer, does Windows lock the computer after a brief period of inactivity, requiring a password to begin using it again?

If you've determined that you need to upgrade your password protocols, this article can help you use Dentrix to do so.

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<sup>1</sup> Newsday, "Federal stats: Identity theft of medical records on rise," March 3, 2013

<sup>2</sup> Ponemon Institute, "Third Annual Survey on Medical Identity Theft," June 2012







## Cautions When Using Passwords

There are several cautions that password administrators should be familiar with before enabling Dentrax passwords:

- If you have not added all providers and staff members to Dentrax, you should do so before attempting to set up passwords. Otherwise, some Dentrax users will no longer be able to access Dentrax.
- Before making any password changes for your office, make sure you have an up-to-the-minute copy of your Dentrax database to restore in case you get locked out. It is best to back up your Dentrax database outside of production hours.
- If you've used passwords previously, Dentrax will remember and require your old passwords (including the administrator password) once you turn passwords back on. If you have forgotten your old passwords, contact Dentrax Customer Support at 1-800-DENTRIX for help in clearing your passwords.
- It is best to set up passwords at a time when office staff is not using Dentrax.
- Ensure that you record your passwords in a secure location. If you lose the administrator's password, you'll need to contact Dentrax Customer Support at a time when your office staff can be out of Dentrax. You'll then need to fill out and sign a Password Clear form and return it to HSPS.

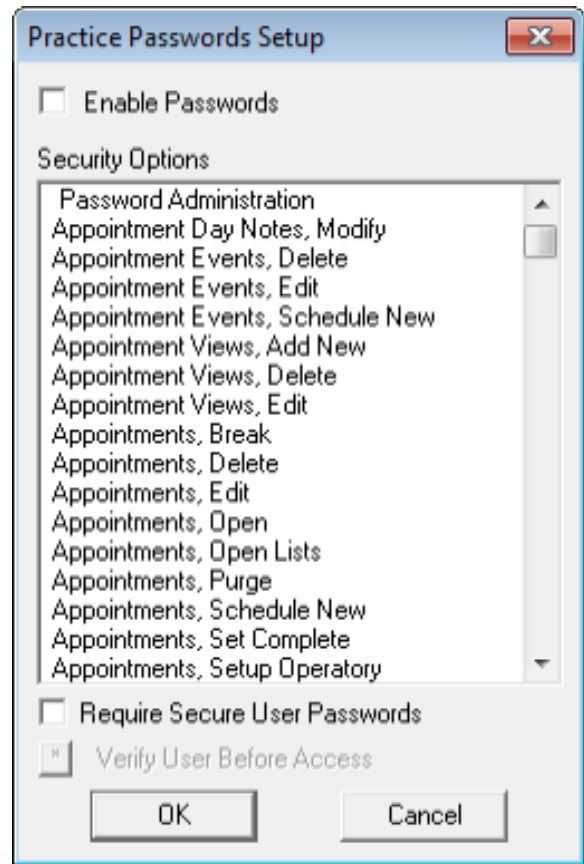


Figure 1 The Practice Passwords Setup dialog box.



## Setting Up Passwords in Dentrax

Before you start using passwords, you need to decide which Dentrax user you want to set up as the password administrator. This person will be able to access all password security options and make changes for other Dentrax users. As a result, you'll want to make sure that your password administrator is in a position of authority, such as an office manager or business owner. (You may actually want to set up two administrators so that if one user is unavailable, the other can still access password operations.)

After you decide who the password administrator should be, you're ready to enable passwords and set up the password administrator. You can complete these operations from the Office Manager. From the **Maintenance** menu, click **Practice Setup**, point to **Passwords**, and then click **Practice Passwords Setup** to display the **Practice Passwords Setup** dialog box (Figure 1). Select **Enable Passwords**.

Under **Security Options**, you can choose which operations in Dentrax require a password prompt before allowing all users to access the task. For example, if you want to secure your patient demographic data, you would select **Family File, Open** and then click **Verify User Before Access**. Once this is done, the security option will be moved to the

end of the list and be marked with an asterisk (\*), and users will have to enter a password before being allowed to open the Family File module.

If you want to require users to enter a "secure" password (one that is at least seven characters long and contains alphanumeric and special characters), select the **Require Secure User Passwords** option.

Once you have finished setting up passwords, when users want to open a Dentrax module or use a feature that requires a password, Dentrax will require that they first provide their user ID and password (Figure 2).

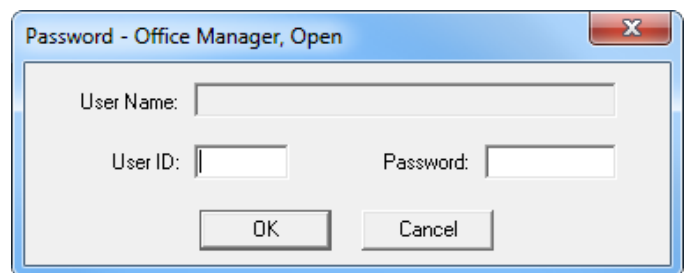
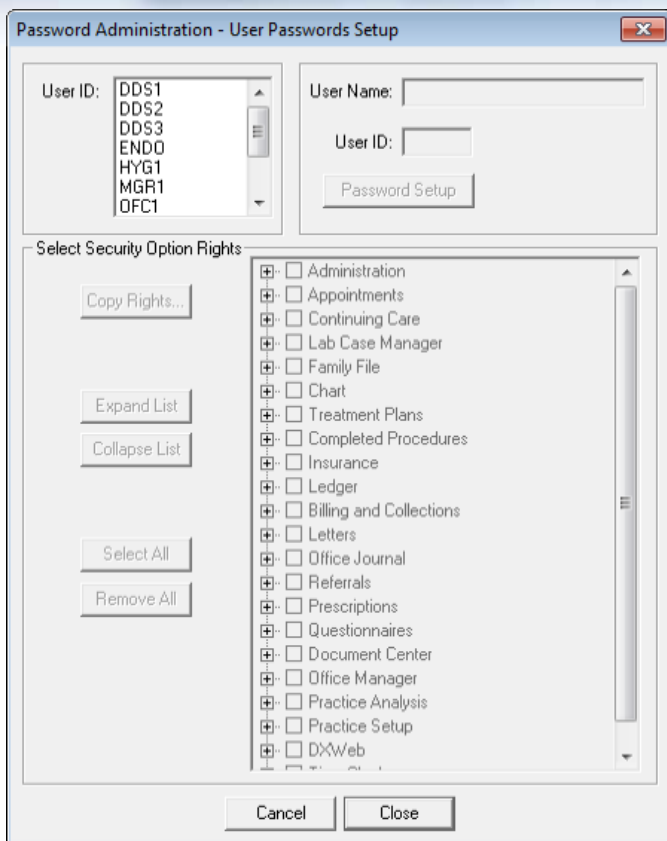


Figure 2 The Password dialog box.

# HOW CAN YOU HELP PROTECT YOUR PATIENTS AND YOURSELF FROM A **DATA BREACH?**

YOUR FIRST LINE  
OF **DEFENSE**  
SHOULD BE THE  
VIGILANT USE OF  
**PASSWORDS**  
IN DENTRIX AND  
MICROSOFT  
WINDOWS.



**Figure 3** The Password Administration dialog box.

**Note:** Be strategic in deciding which operations to secure with a password. It's a good idea to require staff members to enter a password in order to open each of the Dentrix modules so you can prevent someone who doesn't have authority from accessing your patient data. However, you may not want to require users to enter a password in order to complete every task in Dentrix. You should only require passwords to open each module (to prevent non-staff members from accessing Dentrix) or on tasks you want to restrict to only the doctor or office manager, such as generating the Audit Trail Report or deleting patient payments.

Once you've chosen your password options, you're ready to set up your administrator account. If this is the first time you've enabled passwords, when you click OK you'll be taken into the **Password Administration** dialog box (Figure 3). If you've previously set up passwords, from the **Maintenance** menu, click **Practice Setup**, point to **Passwords**, and click **User Password Setup**.

From the **Password Administration** dialog box, find the User ID for the staff member you want to designate as a password administrator. Click **Password Setup** to type in the administrator's password in both the **New** and **Confirm Password** fields.

You should assign your password administrator the rights to all Dentrix operations, so click **Select All** to mark everything listed in the **Select Security Option Rights** list. When you're finished setting a password and assigning rights, click **Close**.



## Assigning User Rights

Once you've enabled passwords, you'll set up every staff member who needs to access Dentrix with a user account. Before you can set up user accounts, you should carefully review the operations that each staff member needs to perform. As a security precaution, you should not give access to operations outside the scope of a user's job responsibility. (For a complete list of security rights available in Dentrix, see the "User Security Rights Overview" topic in the Dentrix Help.)

You can set up each user account from the **Password Administration – User Passwords Setup** dialog box (Figure 3). The User ID for each staff member is automatically imported from the Practice Resource Setup. If you don't see someone listed in the **User ID** box, you'll need to go to the Practice Resource Setup and add that person as a provider or staff member in Dentrix.

Select a User ID and then carefully select the checkboxes for the security option rights you want to assign to that staff member. You can allow certain users the ability to complete a task and deny others from completing the same task based on their password rights. For example, if you set up Dentrix to require password verification before a user deletes a patient payment, you can specify which users are allowed to do that by setting up user rights. If you only want the office manager to be able to delete patient payments, make sure the security rights for deleting guarantor payments is selected for the office manager (indicating that she does have rights to do that) and the checkboxes are cleared for all the other staff members (indicating that they do not have rights to do that).

Once you've assigned rights, you're ready to specify a password for that user. To make the setup process easier, you may want to generate and assign a unique password for each staff member as a default. Later, after you've set up rights for all users, you can ask staff members to change their default password to a new, secure password.

If you have staff members who have the same job responsibilities, you can simplify the setup process by copying rights from one user to another. To copy rights, in the **Password Administration – User Passwords Setup**

dialog box, select the User ID for the staff member you've already set up. Next, click **Copy Rights**. Finally, select the User ID for the staff member you want to copy the rights to, and then click **Copy**.

Once you have set up user rights, Dentrix will use those rights to restrict user access. When users try to access a feature that requires a password, if the users have rights to access the feature, Dentrix will let them proceed with the operation. If the users do not have rights to access the feature, they will receive a notification from Dentrix that they do not have security rights to access that feature (Figure 4). In order for the password rights to work correctly in regulating who is allowed to access Dentrix or perform certain operations in Dentrix, it's important that staff members do not share passwords or leave their passwords somewhere accessible to others.



## Audit Trail and Appointment History

You can use passwords in conjunction with the Appointment History List and Audit Trail Report to track changes to appointments and other information in Dentrix. If you have passwords enabled, these reports tell you which user was logged in when certain changes were made to your Dentrix data.

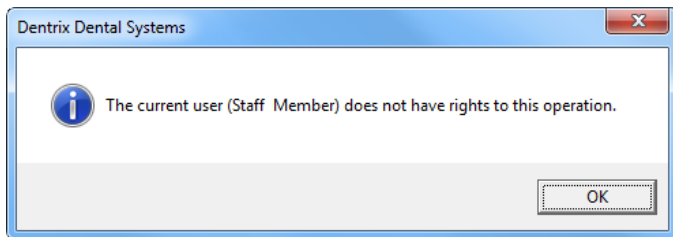
If passwords are enabled, the Audit Trail Report will also list which user was logged in when various tasks were performed in Dentrix, so you can monitor which staff members are having trouble completing tasks and may need more training, and which staff members may be involved in fraudulent activities.

It's important that you require a password to run the Audit Trail Report and that you restrict who has rights to run this report. (Tip: Once you send the Audit Trail Report to the Batch Processor, any user who has the rights to view or print reports from the Batch Processor can view it, so you should delete this report from the Batch Processor immediately after you finish with it.)

Using passwords in Dentrix should be your first defense against a costly data breach. Get started today by reviewing and updating your password protocols. **DM**

### LEARN MORE

For more information on setting up and using passwords, see the "Password Setup" topic in the Dentrix Help. For tips about which security rights to assign to each member of the dental team, browse to [www.Dentrix.com/Magazine](http://www.Dentrix.com/Magazine), open the Winter 2013 issue, and read the Dentrix Office Manager column on page 26.



**Figure 4** The user access denied message.



# What Does Your Website Say about Your Practice?

Does your practice website offer patients the same kind of interactive and mobile experiences they get from their favorite online shopping and entertainment sites? If not, you're missing important opportunities and putting your practice at a competitive disadvantage.

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- Save time and improve the efficiency of your team
- Make the most of Dentrix eServices
- Work with the social sites and mobile devices your patients depend on

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[www.Dentrix.com/Jameson](http://www.Dentrix.com/Jameson)  
or Call 800.734.5561



# Create the Practice Website Your Patients Deserve

Tatia Meghdadi, eServices Marketing Manager



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A static “build it and forget it” website was fine five years ago. But times have changed, and so have your patients. Follow these tips to create an effective practice website.

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If you’ve lived through much of the computer revolution, you may remember a time when accessing your favorite website involved firing up a modem, typing a URL into Netscape Navigator, and fetching a cup of coffee while you waited for a page with some text and a couple of images to load. That was less than 20 years ago. Those early online experiences resemble today’s rich, immersive, and deeply interactive digital world about as much as a 1923 Model-T Ford resembles a new Ferrari 458 Speciale. In a remarkably short time, the Internet has transformed from a place where a few million people went to view static information into an essential hub that billions depend on for entertainment, information, social interactions, and getting things done. It’s certainly one of the fastest and most profound technological developments in history. And of course, you wouldn’t be reading about it here unless it also had serious implications for your dental practice.

### **Reinventing Your Practice Website**

In 2014, if you’re not providing your patients with the same kind of rich, interactive, and mobile experiences they get from their favorite online shopping and entertainment sites, you’re missing out on important opportunities and putting your practice at a major competitive disadvantage. The web has become the most common way for people to find information and interact with the institutions they care about, which means your practice website needs to be the focal point of your marketing—the primary tool you use to connect and communicate with current and potential patients.

Creating a strong, effective online presence is tough, especially if you’re a small practice with limited resources and technology expertise. Fortunately, there is plenty of help available. This article will give you insights into what an effective web presence looks like, practical ideas

for improving your practice website, and suggestions on where you can turn for help.

### **Make a Lasting Impression with Memorable Design**

In most cases, your website will be the first contact potential patients have with your practice. You should invest in a professional, modern design that captures the essence of your brand and makes a strong first impression (Figure 1), rather than relying on outdated cookie-cutter design templates and overused stock photos. It’s also a good idea to personalize your website by using photos of actual patients and members of your staff (with their permission of course). Developing a modern design for your website requires time and planning, but you’ll find it’s well worth the investment. And you can always turn to firms that specialize in creating websites for dental practices, such as Jameson Marketing, to guide you through the process and make sure you end up with a world-class, best-practice site.

### **Give Your Patients Content They Care About**

Your website serves the essential function of educating visitors about who you are, what you do, and why they should care, so all of your content needs to be well organized, easy to find, and relevant to your audience. This starts with a logical and consistent menu structure that follows best-practice navigation guidelines and provides a comfortable experience. Next, keep in mind that website visitors are impatient. The information content must be concise, active, easy to read, and focused on your audience. Finally, in a world of constant Facebook updates and Twitter feeds, your patients expect the content on your website to stay fresh and current, so make sure you have a plan for adding new information regularly. This can include news about your practice and the people who work there, patient stories and testimonials, information about community or charity events, or new dental health tips and



**Figure 1** The anatomy of a successful practice website.

tricks—anything that keeps your patients coming back to your site.

### Deliver the Online Services Your Patients Expect

People depend on the web to get things done—whether it’s paying bills or planning a vacation—and they expect the same experience from your practice website. That means patients should be able to use your website to log in to a secure account, view their upcoming appointments and treatment plans, see their account balances, make payments, fill out and submit patient forms, and update their personal information. At first, adding these types of advanced services may seem beyond the scope of your budget and technical expertise, but

there are easy ways to do this, especially if you already use Dentrix. For example, Dentrix eCentral offers a complete set of ready-to-deploy patient communication tools you can use to quickly transform your website into a rich, interactive resource that delivers all the advanced capabilities your patients expect.

### Think Social and Mobile

Did you know that more than 1.19 billion people used Facebook at least once a month in 2013—and that 728 million of those people checked Facebook at least once a day? This means you need to establish an active presence for your practice on Facebook, Twitter, LinkedIn, and other popular social media sites, with connections between your

website and these social outlets. These connections serve two purposes. First, they funnel people who find you on social media to your practice website for more information. Second, they make it easy for people who visit your website to connect to your social media presence—usually by building standard social media icons into your site design. Maintaining an active social media presence takes a little extra time and planning, but plenty of excellent tools and resources are available to help, including inexpensive social media management tools and the social media experts at your web marketing or design firm.

Your patients also want to access your web content from their mobile phone and tablets, so your website



# Web Analytics 101

How do you know if your practice website is healthy and effective? Here are a few basic benchmarks you can use to measure the success of your website:

- **Bounce rate: Less than 40 percent.** The “bounce rate” is the percentage of visitors who leave your site without clicking a link or visiting another page. Bounce rates above 40 percent may indicate that your site is not compelling enough to hold people’s attention.
- **Pages per visit: Three or more.** If visitors who visit your site view less than three pages on average, it may be time for an update.
- **Time per visit: 2.5 minutes.** Average times per visit above about 2.5 minutes generally indicate successful, effective content and design.

should automatically adapt to different mobile devices and screen sizes to give patients the best possible experience. Two main design and development approaches make this possible: adaptive web design (AWD) and responsive web design (RWD). They each use slightly different methods, but both adaptive and responsive designs allow your site to fluidly respond and change to fit different screen and device sizes. To create a mobile-friendly site, you simply need to verify that your web development partner can create an adaptive or responsive website—and make sure these mobile-friendly capabilities are included in your agreement.

### Analyze Everything

After you invest in a new or upgraded website, how do you know if it’s effective? And how can you find out what’s working well and what needs improvement? The best way to answer these questions is to add analytic capabilities to your site. Thanks to products such as Google Analytics, that’s a fairly easy and inexpensive undertaking. For example, Google Analytics can tell you how many people visit your main page

and leave without clicking any links (bounce rate), the average number of pages people view when they visit your site, which pages get the most views, and much more. By comparing these numbers with industry averages and benchmarks, you can tell how well your website is performing compared to other practice websites, so you can continually improve the effectiveness of your web presence.

### Tap the Potential of Dentrux Integration

To provide your patients with advanced online services, you need a safe, two-way connection between your practice website and your practice management software. Dentrux and Dentrux eCentral can provide that connection quickly and affordably. This tight integration delivers important benefits. For example, when patients

complete their forms online at home or using an office kiosk, your staff can import that information directly into Dentrux, which saves them the time of entering the information manually, eliminates data entry errors, and reduces the number of delayed appointments. Giving your patients the ability to view balances and pay bills online means faster payments and lower accounts receivable balances. And allowing patients to view their upcoming appointments translates directly into fewer no-shows and follow-up calls.

### Find the Right Team

There are many ways to build a website—from doing it yourself to hiring your programmer nephew to engaging a high-end web design firm. Henry Schein and the Dentrux team have developed a close, long-standing relationship with Jameson Management, because Jameson understands the business of dentistry as well as it understands HTML5 and JavaScript. The experts at Jameson apply world-class web design, organization, and development principles to the unique requirements of dental practices. And they’re proven experts at using Dentrux eCentral to deliver the advanced online capabilities that will impress your patients and save your practice time and money.

### Start Building Your Game-Changing Website Today

Given the pervasive, all-encompassing role the Internet plays in most people’s lives, it doesn’t make sense to limp along with a limited, outdated website. Whether you decide to refresh your current website and add basic eCentral services or design and build a stunning new custom website from scratch, it’s time to get started. And no matter what approach makes the most sense for your practice, the experts at Dentrux and Jameson are standing by to offer valuable advice and help you succeed. To learn more, visit [www.dentrux.com/jameson](http://www.dentrux.com/jameson), or call 1-800-734-5561 to speak with a Dentrux representative about the future of your practice website. **DM**

## Website Needs Assessment

Do you need help figuring out your fastest and easiest path to a world-class website? We have just the tool to help.

Visit [www.Dentrux.com/Jameson](http://www.Dentrux.com/Jameson) and complete a one-minute, online needs assessment. We’ll determine the best website option for your practice and provide all the pertinent information you need to get started.



# The Dentrrix Office Manager



## Create a “Last Minute Fills” List

Learn how to add continuing care patients to a “Last Minute Fills” list without creating fake appointments in your Appointment Book.

■ **Dayna Johnson** | Certified Dentrrix Trainer

I was working with an office a few months ago that offered a discount for patients who do not pre-appoint but were willing to come in on short notice. These patients are mostly retired and have very flexible schedules. They don't want to tie down their schedules in six months, so they just say, “Call me when you have an opening.” This office used a manual tracking system for these patients but wanted to find a way to incorporate this into their Dentrrix appointment scheduling. Since you can't put patients on the Dentrrix ASAP List unless they have a scheduled appointment, we came up with a creative solution. We defined a unique continuing care status that we could assign to these patients and later search for whenever there were openings in the schedule.

To see your current list of available continuing care statuses, first open the Family File and select a patient. Then from the **File** menu, click **Continuing Care** to display the Dentrrix Continuing Care window. Click **Status**, and notice that this menu includes a list of the available continuing care statuses that you can assign to continuing care patients (Figure 1).

You can customize these status types to include new definitions. To do this, in the Office Manager, from the **Maintenance** menu, point to **Practice Setup** and then click **Definitions**. Click **Definition Type**, and select **Continuing Care Status**. Under **Definition Text**, type “OnCall” in the first box and “Last Minute Fills” in the second box (Figure 2). Click **Add**, and then click **Close**.

Now if you close and reopen your Continuing

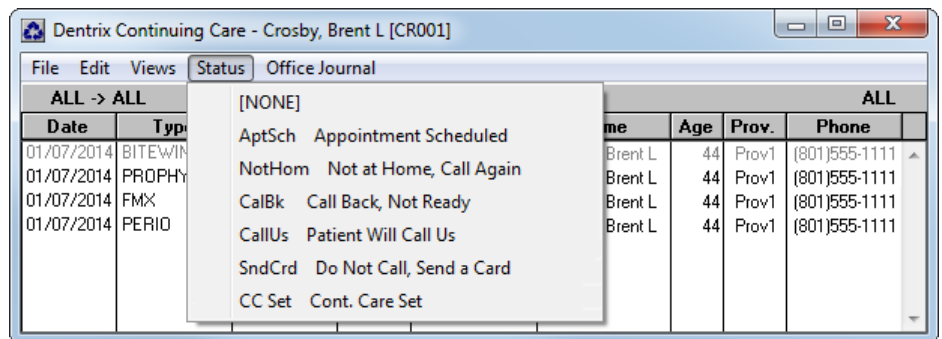


Figure 1 The default continuing care statuses on the **Status** menu.

Care window in the Family File, you will find this new status in your **Status** menu. You will need to assign this status to any patient whom you want to be on a “Last Minute Fills” list without pre-scheduling an appointment. To do this, in the Dentrrix Continuing Care window, double-click one of the continuing care items to display the **Edit Continuing Care** dialog box. Set the **Status** field to **OnCall Last Minute Fills**. Click **OK**.

Whenever you need to fill schedule openings, in the Appointment Book, from the **File** menu, click **Continuing Care**. From the **Views** menu, click **Temporary View**, and set the **Status** to

**OnCall Last Minute Fills**. Specify the **Type**, **Due Date**, and any other search criteria you want to use, and then click **OK**. The patients with a “Last Minute Fills” status who meet your other criteria appear in your continuing care list.

This is a great way to create a “Last Minute Fills” list without clogging up your Appointment Book with unnecessary “fake” appointments. **DM**

### LEARN MORE

To learn more about continuing care, see the “Continuing Care overview” topic in the Dentrrix Help and the “Setting Up Your Continuing Care System” webinar recording in the Dentrrix 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 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](mailto:Dayna@RaeDentalManagement.com) or visit her website at [www.RaeDentalManagement.com](http://www.RaeDentalManagement.com).

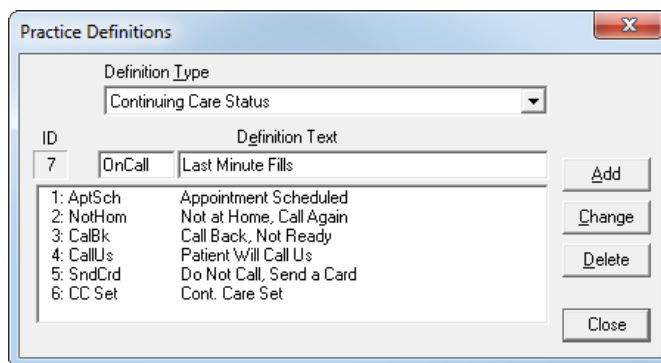


Figure 2 The Practice Definitions dialog box.



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## Simplify Treatment Planning with Alternate Cases

Discover how setting up treatment options correctly in the Treatment Planner helps ensure accurate case acceptance numbers.

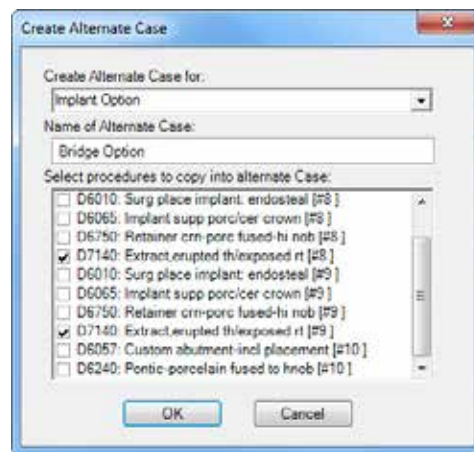
■ **Kim Thornton** | Dentrix Profitability Coach

As the profitability coaching team works with offices on treatment planning and case acceptance, we find that many offices are unaware of how the Treatment Planner is designed to be used and that not using it properly can affect the Case Acceptance section of the Practice Advisor Report. It's important to track treatment cases correctly so that the numbers in the Practice Advisor Report reflect true case acceptance numbers and so that we can tell if there are concerns that need to be addressed. Low case acceptance numbers suggest that you may need to spend more time presenting and/or explaining the necessary treatment to motivate the patient or to reinforce the need for the treatment to the patient.

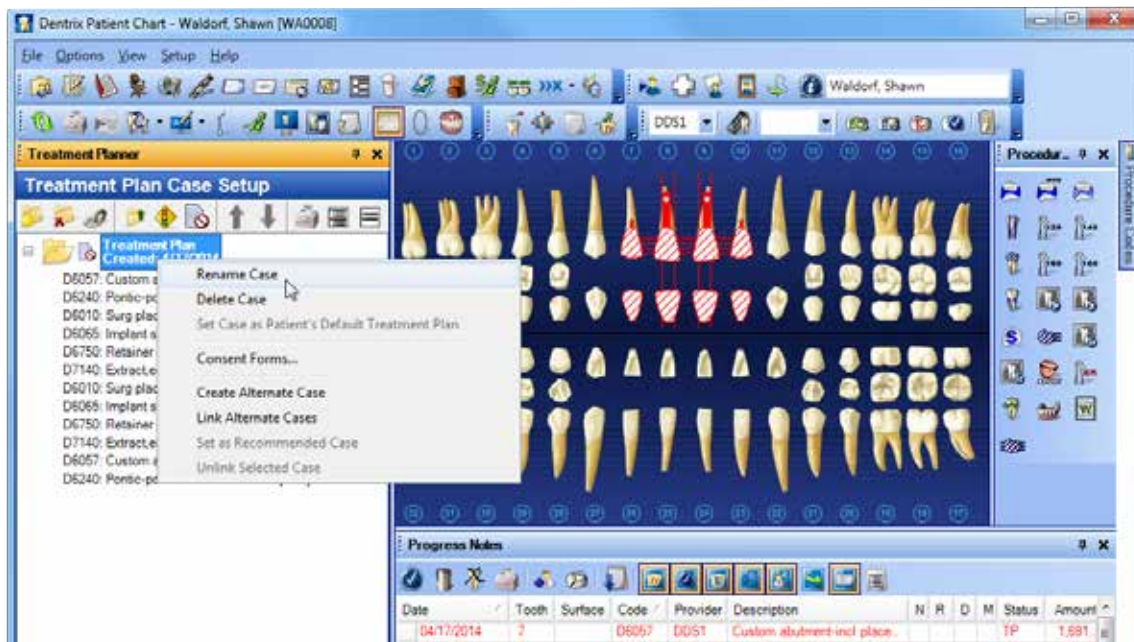
To use the Treatment Planner properly, you should be setting up alternate cases

when patients have more than one treatment option. If you do not create an alternate case when you are presenting treatment to a patient, all of your options are together in one folder in the Treatment Planner, making it difficult for you and your patients to see the different treatment options.

This article will use an implant vs. bridge scenario to demonstrate how to create alternate cases. In our scenario the patient needs to have #8 and #9 extracted, and we want to give him the option to replace the teeth with either implants and implant crowns on #8 and #9 (the treatment we recommend) or a bridge from #7-#10. When you follow these steps in your office, the specific procedures you use will be different, but the steps will be the same.

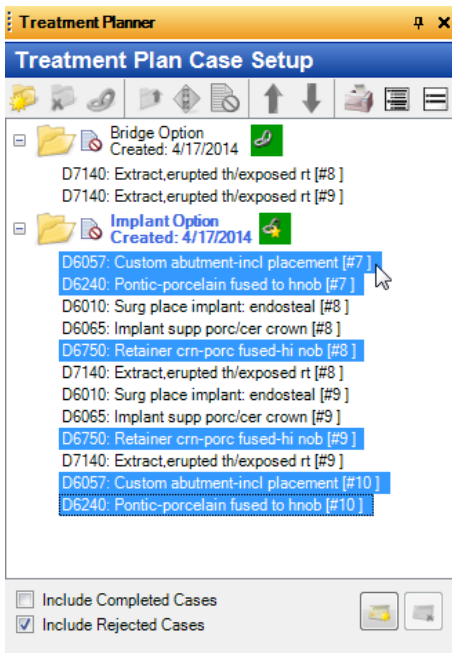


**Figure 2** Select only the procedures you need in both treatment options.



**Figure 1** Right-click the treatment plan folder to rename the case.

First, Treatment Plan everything the patient will need to have done, including any alternate options. We'll need to treatment plan the extractions, the implants and implant crowns, and the bridge. Everything you treatment plan will be placed all together in the default treatment plan case, but we want to break it up into two options. From either the Treatment Planner or the Treatment Plan Case Setup panel in the Patient Chart, right-click the folder that includes the treatment planned procedures. Select



**Figure 3** Drag procedures to the appropriate case.

**Rename Case** and name the case “Implant Option” (Figure 1).

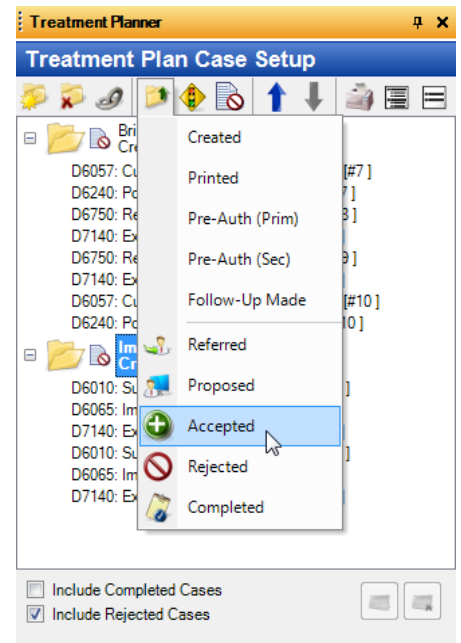
Next, right-click the case you just renamed, and then select **Create Alternate Case**. The **Create Alternate Case** dialog box appears (Figure 2). Type “Bridge Option” for the name of the alternate case. Then, clear all check boxes except for the procedures you need to duplicate in both cases. Since

the extractions will need to be done no matter which treatment option the patient chooses, clear all check boxes except for the extractions, so they are listed in each treatment option. Click **OK**. You now have two folders in the Treatment Planner that are linked together. You can tell that they are linked because they have the same color link icon next to the folder name.

Next, drag all of the bridge procedures from the Implant Option case into the Bridge Option case (Figure 3). We want to recommend the implant case to our patient. Right-click the Implant Option case and select **Mark as Recommended Case**. Dentrix marks the case as recommended and creates a new default treatment plan case. Only the procedures in the recommended case are painted in the Chart, and Dentrix creates a new default case to which all future treatment-planned procedures will be added.

**Note:** If the case you want to recommend is the default treatment case, it will already be set as the recommended case, so you can skip the step of setting it as the recommended case. However, be aware that if you don’t mark the case as recommended and just leave that case as the default case, any new treatment you treatment plan will be added to the case. See the sidebar in this article for more information about the default case.

When the patient decides which case they are going to proceed with, select



**Figure 4** Change the status of the case as appropriate.

the case, click the **Update Case Status** button and select **Accepted** (Figure 4). Any cases linked to this case are automatically marked as rejected, and Dentrix creates a new default treatment case if the case you are accepting is the default case.

Using the Treatment Planner correctly and setting up alternate treatment plan cases allows you to print each case separately, which makes it easier to explain the options to the patient. It also makes it easier for you to track which treatment you’ve presented and which treatment has been accepted or rejected by patients, and it allows Dentrix to calculate more accurate case acceptance numbers in the Practice Advisor Report. When you have accurate case acceptance numbers, you will be able to determine how well you’re doing with case acceptance and find ways to improve so your practice is as profitable as possible. **DM**

## LEARN MORE

To learn more about creating alternate cases, see the “Creating alternate cases” topic in the Dentrix Help, or view article #34480 in the Dentrix Resource Center. See “How to Learn More” on page 2 for instructions on accessing these resources.

## Understanding the Default Case

The default case in the Treatment Planner contains all treatment planned procedures which have not been assigned to another case. All procedures you treatment plan for a patient are automatically assigned to the default case, and from there they can be moved to individual cases.

- Usually, the default case is labeled as Treatment Plan with the date a procedure in that folder was first treatment planned for the patient.
- The default case name appears in bold in the Treatment Plan Case Setup panel.
- You can rename the default case.
- You cannot delete the default case.
- You can make any case in the Treatment Planner the default case, except for a case that is linked to another case and isn’t set as the recommended case.
- If you change the case status to indicate that the case has been accepted, rejected, referred, or completed, Dentrix automatically adds a new case and sets it as the default case.



## Three Steps For Efficient Insurance Systems

These three important steps will help your office get insurance claims processed faster.

■ **Denise Ciardello** | Certified Dentrrix Trainer

**Y**ou have a healthy number of patients coming through the door, but it seems as though the collections are not keeping up with production. The insurance companies are delaying payments on everything from crowns to fillings, which makes collecting on claims more difficult than ever. What is the secret to faster claim processing? The secret is having

attach X-rays or other information until requested. Who is that really hurting? Dentrrix eClaims warns you if an insurance company requires additional information for specific procedures. Heeding these warnings will prevent unnecessary delays and help your claims to be processed faster. Here are some other important tips to follow when submitting claims:

root canals (pre and post), and scaling and root planing (SRP).

- SRP will also require a perio chart.
- Narratives need to accompany major treatment—this information should be in the clinical notes for ease of accessibility. When putting the narrative on a claim, remember that only 80 character spaces will generally be submitted electronically in the Remarks for Unusual Services box even though the Dentrrix Ledger allows up to 4,000 characters in this note field. Keep a list of brief, handy narratives that your doctor uses frequently. You can easily accomplish this using the Ledger's **Remarks for Unusual Services** feature.
- For all crowns, document if it is an initial or replacement crown; there is a box on the claim form for this information. If it is a replacement crown, what is the date of the initial placement? This is the tricky part. You are not allowed to guess or make up a date. If the initial crown was not completed in your office, you need to ask the patient how long ago the crown restoration was done. By explaining to the patient that their insurance will not pay on the crown unless you give a date of the initial crown, the patient will be more likely to work with you. You may need to jog the patient's memory by asking questions. (Were you married? How old were your children? Where were you employed at the time?) Ideally, this information should be included in the clinical notes, so make it part of the clinical notes template.
- Some insurance companies will only pay on a crown once the permanent crown is seated. Keep track of that so you can submit that information as soon as it occurs. We recommend



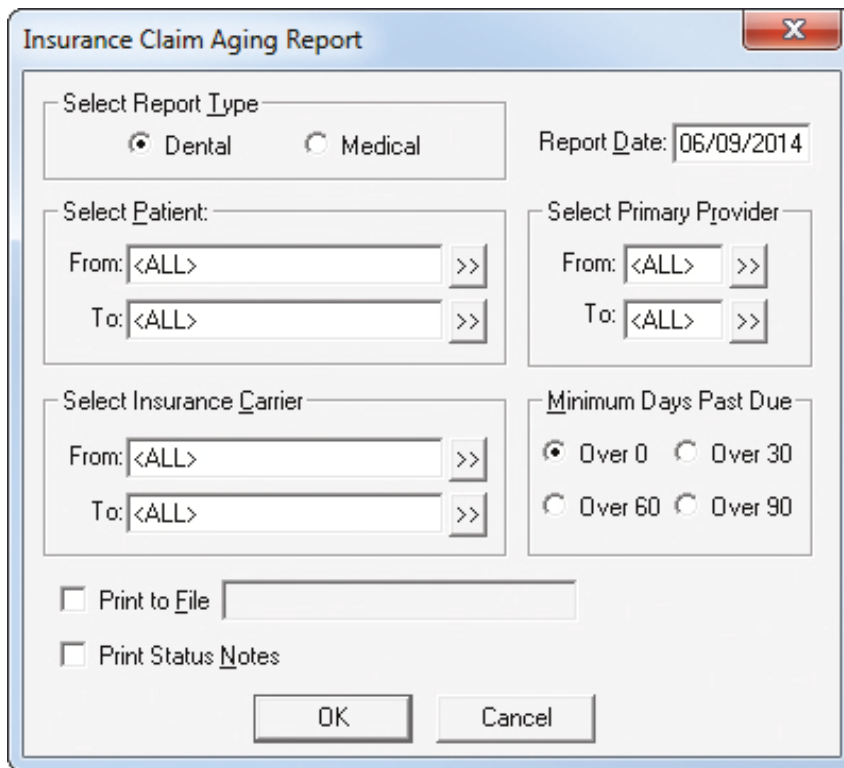
**If you follow these three steps, you can decrease the processing time of most claims.**

successful insurance systems in place that will keep your collections at a steady flow. If you follow these three steps, you can decrease the processing time of most claims.

### **1. Send the Claim Correctly the First Time**

Don't laugh! It happens all the time—offices send off the claim with fingers crossed, but fail to

- Verify that you are sending the claim to the right place. (The patient telling you where to send the claim is not verification.) Whether you visit the insurance company's website, use a verification service, or pick up the phone and call, make sure that you are sending the claim to the right place.
- As a rule of thumb, send X-rays on all crowns, implants,



**Figure 1** The Insurance Claim Aging Report dialog box.

that you document it on the crown seat appointment. You may want to send the claim in when you place the temporary crown and note the date of the permanent crown seat appointment on the claim; many times they will accept the seat date over the phone later and will then send the claim for final processing.

## 2. Track Outstanding Claims on a Weekly Basis

We often see Insurance Aging Reports that have several pages—the most we’ve seen is 58, but we’ve heard of reports with hundreds of pages. You need to run and review your Insurance Aging Report on a regular basis, usually weekly. The longer the report, the more overwhelming it is to get a handle on it.

To run the Insurance Aging Report, in the Office Manager, from the **Reports** menu, point to **Ledger**, and then click **Insurance Aging Report**. The **Insurance Claim Aging Report** dialog box appears (Figure 1). Specify what you want included in the report, and then click **OK**. After you’ve run

the report, use the information to follow up with your insurance carriers.

Clearinghouses will usually send a status report following the submission of claims. These reports have valuable information on them, so take a minute to look them over each day. Words like “unprocessed,” “holding,” “zero pay,” or “rejected” should get your attention. You can do the research and find out why the claim is not being processed to your satisfaction. If you simply wait until the explanation of benefits (EOB) comes in the mail, you are typically 30 days into the life of the claim.

The insurance websites are also a great source of information for tracking outstanding claims. Sites such as MetLife give you full details. Others may not provide as much detail, but they still have valuable information you can use to get your claims back on track.

Lastly, appeal, appeal, APPEAL! If a procedure is denied that you feel should be paid, send it back for reprocessing; this includes crown buildups that are part of the crown prep procedure. Using a more

detailed narrative, explain why you are appealing it. Your doctor or hygienist can help with these details.

Statistics show that 85 percent of all denied procedures are not appealed. Of the 15 percent that are appealed, 75 percent are reprocessed with a payment. The odds are in your favor.

## 3. Consider Using Direct Deposit

Most insurance companies will allow you to sign up for electronic transfer of funds to the practice’s bank account. This speeds up your deposit and prevents checks from being lost in the mail. You are notified by email or fax (your choice) as to which claims have been processed. The best part is the speed of payment. Hygiene claims can be processed in two days, and treatment claims, including crowns, will sometimes have the money in the bank within a week.

Dealing with insurance companies may be a challenge, but if you learn how to work with them, you can collect claims faster and with fewer headaches. Don’t let your money linger on their side of the fence any longer than it needs to. Have good, consistent insurance systems in place, and your collections will keep up with your production.

*\*Originally published in Dentistry IQ. Used with permission. DM*

## LEARN MORE

To learn more about insurance claims, see the “Processing dental insurance claims overview” topic in the Dentrux Help. See “How to Learn More” on page 2 for instructions on accessing these resources.

*Denise Ciardello is a respected professional in the dental consulting industry and a co-founder of Global Team Solutions, a practice management consulting firm specializing in team building and team training. She can be reached at Denise@TagTeamGurus.com or (210) 862-9445.*



## Go Green with Computer Recycling

Learn how TechCentral's Computer Hardware Recycling Program can benefit you.

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

**T**here are many ways to make old PCs "go away" when their life in your practice is over. But be careful—what you do with old equipment could put your practice's data at risk, expose you to legal action, and add to the growing problem of office equipment waste.

### Recycle these items

Computers  
Laptops  
Monitors  
Printers & fax machines  
Networking equipment  
Telecommunications devices  
Uninterruptible power supplies (UPS)  
Electronics and other IT-related items

The Henry Schein TechCentral Computer Hardware Recycling Program offers an easy and environmentally friendly way to dispose of old computer equipment and electronics when they reach end-of-life. The service recycles equipment in accordance with EPA regulations to keep the environment safe. Your outdated equipment will be picked up from your office at your convenience and recycled in a way that allows you and your practice to do the following:

- Stay compliant with local and federal disposal laws
- Eliminate the risk of your practice's data falling into the wrong hands
- Go green when purchasing new and retiring out-of-date computer equipment
- Give back through the Henry Schein Cares program

While other services might offer to dispose of your equipment for free or at a lower cost, they often do so in a manner that harms the environment and fails to completely erase your sensitive data—all of which can put your practice at risk for lawsuits and fines. Plus, your old systems may still have enough life left in them to contribute to the healthcare of the underserved across the nation and abroad.

#### Stay Compliant

Proper disposal of computer equipment that holds patient data is not just a good idea, it's required for organizations that are subject to data protection regulations. Plus, many states and local government bodies now require proper disposal due to the materials and metals found in computer equipment. To make sure that you stay compliant, TechCentral provides its recycling service through a partnership with Global Electric Electronic Processing (GEEP), an industry leader in electronics recycling and waste diversion.

GEEP's recycling process provides your practice with EPA-compliant recycling. You will receive a Certificate of Disposal for your records, which declares that your equipment has been disposed of in an environmentally compliant manner, and that all data has been erased in a manner compliant with the US Department of Defense (DOD) standard for data eradication, or that your old hard drive has been physically shredded. (For compliance and certification details, visit [www.geepglobal.com](http://www.geepglobal.com).)

#### Reduce Risk

The highly sensitive nature of your financial and patient data carries with it significant risk to your practice if it's not properly protected. To limit your

liability and protect you against lawsuits and fines, TechCentral's Computer Hardware Recycling Program uses military-grade methods to perform a complete and proper data wipe of all hard disk information before recycling. In some cases, the service shreds or crushes the hard disks to completely destroy them. Backup tapes and other recycled media are destroyed using similar procedures and guidelines.

#### Go Green

In addition to following EPA standards, the Computer Hardware Recycling Program operates under a zero landfill objective. Its environmentally safe recycling process recaptures 96 percent of the materials in your equipment for future reuse. This gives you a green alternative to the harmful practice of disposing of computer equipment in landfills or recycling smelters where they can emit dangerous toxins and carcinogens into the environment.

#### Give Back

The Computer Hardware Recycling Program gives you an opportunity to contribute to the global healthcare community. Any equipment that can be repurposed after having its data erased and scrubbed will be resold, with proceeds going to the Henry Schein Cares program. Henry Schein Cares strives to narrow the disparity in the delivery of healthcare services and information to underserved communities in the United States and abroad. **DM**

#### LEARN MORE

Learn more about TechCentral products and solutions by contacting us at 877-483-0382 or visiting us on the web at [www.HenryScheinTechCentral.com](http://www.HenryScheinTechCentral.com).



# Office Technology To Power Your Digital Practice



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## Networks

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Network security solutions to protect your practice



## Wi-Fi

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## Dental Symphony and Dentrrix: Saving Time with Online Patient Registration

■ **Tom F. Cockerell, Jr., DDS** | Lead designer and CEO of Dental Symphony

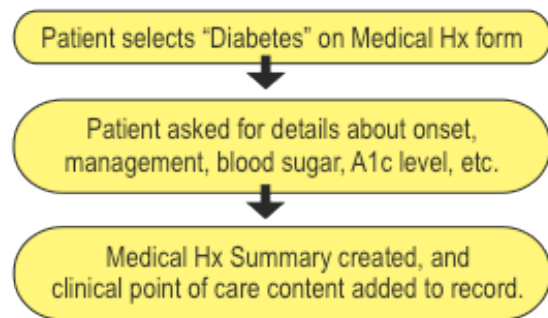
ePatient saves key time—on the phone, entering patient information, finding drug descriptions, and evaluating medical issues.

Imagine an online patient registration system that analyzes your appointment list to ensure that your patients have submitted or updated their information. Dental Symphony's ePatient works within Dentrrix G5 to ensure that your patient information is up to date and complete, allowing fast pre-treatment assessments with little effort! Using ePatient, you can filter your appointment list to select patients that you want to receive the online registration email (Figure 1).

"ePatient allows us to streamline appointments and seat new patients within five minutes of arrival," according to Dr. Mandy Ashley of Kentucky. "My administrative and clinical staff love it. Patients have told us how much easier it is for them to fill out all of the registration and health history paperwork at home rather than at the office."



**Figure 1** You can filter your appointment list to select patients that you want to receive the online registration email message.

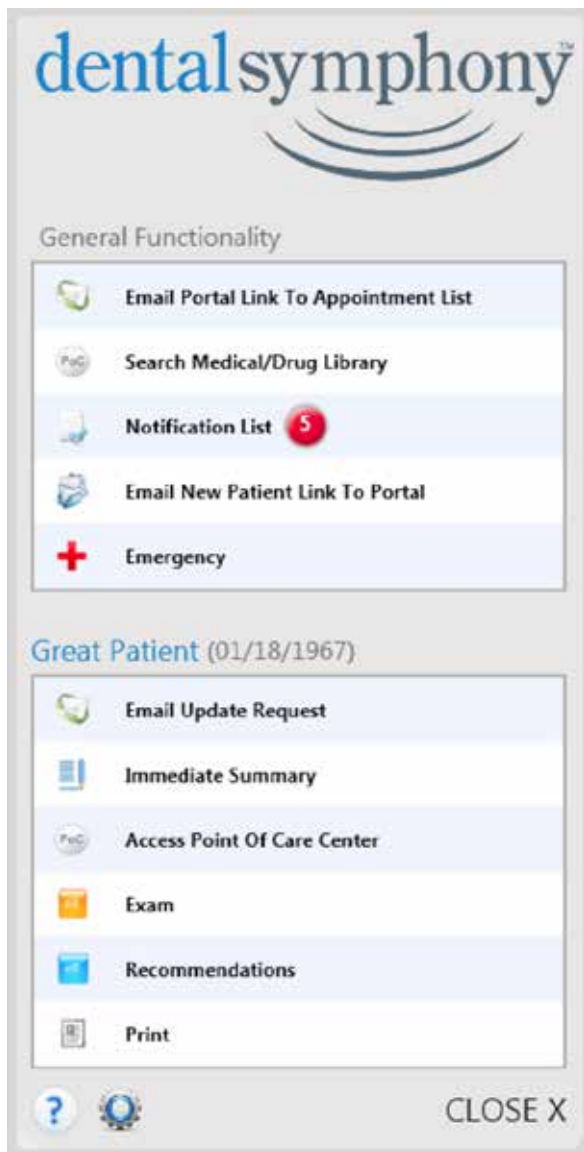


**Figure 2** When patients provide positive responses, ePatient asks follow-up questions to obtain detailed information.

After you have received the patient's information, you can easily transfer it into the Dentrrix Family File and Document Center, even before the patient arrives at your office.

But that's only the beginning. While designing ePatient, the Dental Symphony Clinical Team asked, "What can we do to take patient registration to the next level?" The answer: automatically ask follow-up questions to get the details that really make a difference in a plan of care (Figure 2). And then automatically provide a complete clinical profile which includes the following:

- Summarized health history reports.
- Drug descriptions.
- Drug interactions/reactions details.
- Highlighted critical risks.
- Access to current literature that impacts clinical decisions.



**Figure 3** The Dental Symphony menu, available from the Xlink feature.

Using ePatient saves your staff time and makes sure every patient is ready to move into care.

#### Other Dental Symphony Modules

Two additional online clinical modules by Dental Symphony are available on the Dental Symphony menu: eExam and eRecommendations (Figure 3). With eExam, you complete your assessment of patients rapidly and thoroughly, thanks to a comprehensive and easy-to-use

clinical exam form. A guided checklist allows you to rapidly record findings and abnormalities. eExam takes it from there, creating summarized reports for your patient record and for your patients.

How hard is it to be ready when it's time to share the following with your patients?

- Clinical findings and diagnosis
- Disease risks
- Preventive care
- Financial information
- Consent forms
- Recall recommendations
- Referral letters
- Prognosis
- Risks of not seeking care
- Prescriptions

eRecommendations makes it easy. With minimal input from you, eRecommendations creates attractive patient care packets that are ready to print and hand to your patients before they leave your office. Use our template or customize the appearance. Offer comprehensive and helpful care by sending your patients home with much more than an invoice.

The Dental Symphony menu offers you superior online patient registration and unique and helpful tools for bolstering your patient records and treatment, all from the comfort of your Dentrix G5 system.

You can start using it today by going to [www.DentalSymphony.com](http://www.DentalSymphony.com) to begin your 45-day free trial. **DM**

The Dental Symphony menu dynamically shares information between Dental Symphony and Dentrix G5. Using the menu you can do the following:

- Analyze your Dentrix appointment list for patients needing to register or update information before their appointment.
- Connect your patients to your online patient registration portal.
- Transfer patient data directly into the Dentrix Family File and Document Center.
- View clinical summaries of each patient's health history and pertinent clinical support information tailored to each patient.
- Employ eExam's clinical examination forms.
- Create recommendation forms and *Patient Care Packets*.

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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](http://www.Dentrix.com/Integrated-products) today.

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**Citi Health Card**  
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**Demandforce**  
[www.demandforce.com](http://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](http://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.



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**Patient Communication Solution**

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www.pandaperio.com



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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.

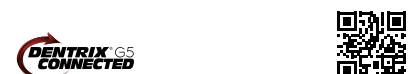


Practice Safeguard  
www.practicesafeguard.com



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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  
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**Patient Communication Solution**

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Transparent Aluminum  
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