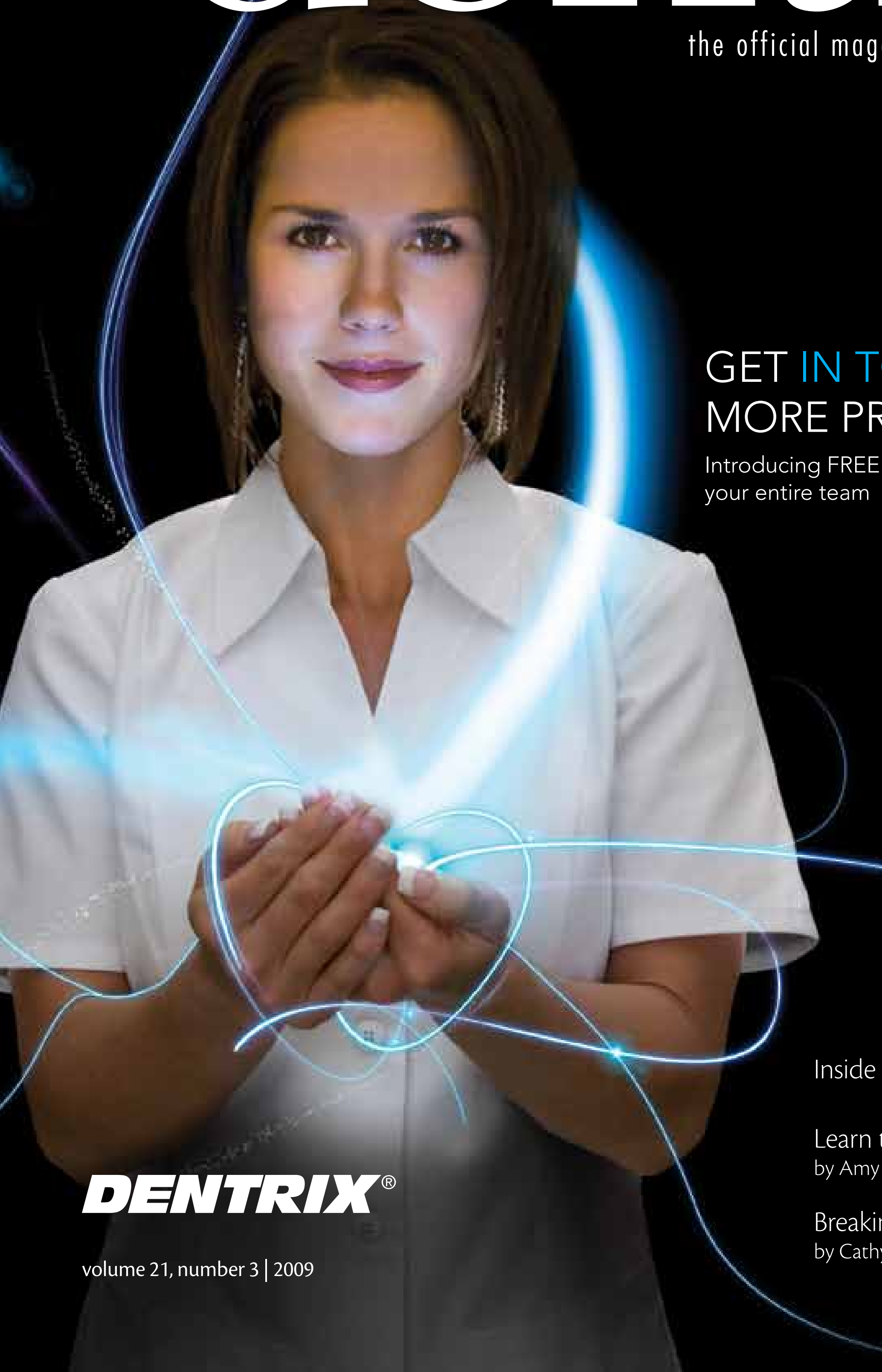
THE COMPUTERIZED dentist

the official magazine for the Dentrix practice



GET IN TOUCH WITH A MORE PROFITABLE PRACTICE

Introducing FREE On-Demand Profitability Training for your entire team

Inside You'll Also Find:

Learn to Love Your Numbers
by Amy Morgan, Pride Institute

Breaking Through the Barriers
by Cathy Jameson, Jameson Management

DENTRIX®

volume 21, number 3 | 2009

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we'd love to hear from you:

If you have anything you'd like to tell us, story ideas or suggestions, e-mail us at tcd@henryschein.com

tips AND tricks

Closing out the Year in Dentrix

As the calendar year draws to a close, you may have concerns about how to properly and painlessly close out your fiscal year within Dentrix. Below are three common year-end questions and answers:

1. How do I close the fiscal year?

To close the fiscal year, run the normal close month process for the last month of your fiscal year. You may use either the Month End Update or the Month End Wizard.

When you first set up your practice, you selected a Fiscal Year Beginning Month (to check that setting, look in Office Manager | Maintenance | Practice Setup | Practice Resource Setup | click Edit under Practice Information). If it shows "1" then the year begins with January and ends in December. In the example presented, closing the month of December also causes the fiscal year to be closed and year-to-date totals to be updated accordingly.

2. What happens to insurance claims created last year?

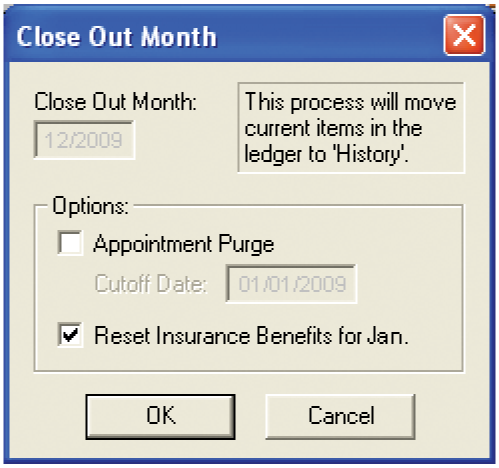
After a fiscal year has been closed, Dentrix detects all pending claims created during the previous year. By default, all payments posted to these claims will be applied to the previous year's benefits.

3. Do I need to run any year-end reports?

The only difference between a year-end and a month-end report is the date range that you choose to run it with. Below is a list and brief description of some reports that many offices have found useful to run at the end of the fiscal year.

Analysis Summary Report (Office Manager | Reports | Management | Analysis Summary)

This report lists charges, payments, adjustments and such. You can use this report to generate totals for a set date range, as well as daily breakdowns. You can also generate a detailed summary for each provider.

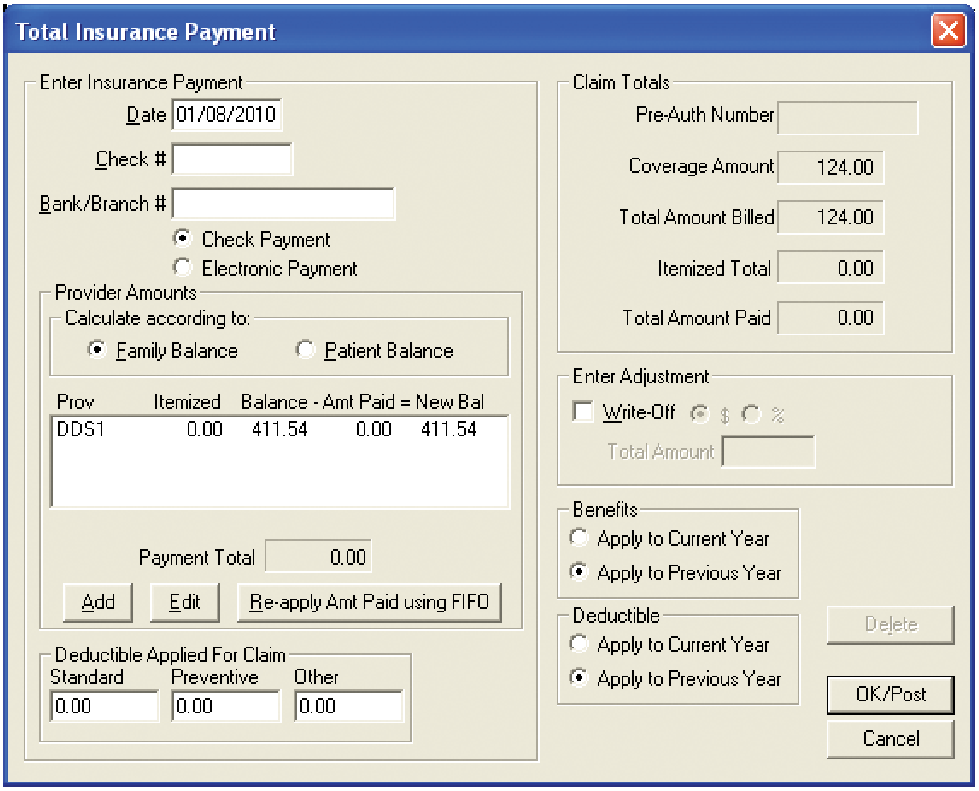


Practice Analysis Report (Office Manager | Analysis | Practice | File | Print Analysis)

This report shows four columns of figures, which are typically set at a RANGE for the current date, MTD-CUR, an average for the past three months (AVG), and YTD-CUR. You can also rearrange these columns to suit the needs of your office by clicking on Setup | Analysis. This offers almost limitless combinations of information, broken down by charges, credits, insurance payments, and adjustments.

Production Summary Report (Office Manager | Analysis | Practice | Reports)

This report allows you to generate a detailed list showing the total number of each procedure completed in the specified date range and the average charge for each. To generate this report, uncheck all options under Select Summary Reports except "Production Summary." If a more general report is desired, leave the "By Category" option checked. The report groups the procedures by categories, such as Diagnostic, Preventive, etc.



Our online Resource Center has great related information on this topic and many other tips and tricks topics. Access the resource center at Dentrix.com/Resource-Center

- **Article 43534 links to a recorded webinar demonstrating year end processes.**
- **Article 45825 contains a link to view a recorded webinar about the Practice Analysis and its reports.**
- **Article 15244 discusses much of the same information as this article.**

Adjustment Summary Report (Office Manager | Analysis | Practice | Reports)

The Adjustment Summary Report provides detailed information such as the number of times each adjustment type was used, and the total amount adjusted off during the selected date range.

Payment Summary Report (Office Manager | Analysis | Practice | Reports)

This is similar to the Adjustment Summary Report in that it provides a detailed summary of payments received. These may include Cash Payment, Credit Card Payment, etc.

Patient Summary Report (Office Manager | Analysis | Practice | Reports)

This is a demographic report that shows the total number of current patients, broken down by gender, age, insured, non-insured, etc.

Aging Report and Insurance Aging Report—both of these reports can be found in Office Manager | Reports | Ledger.

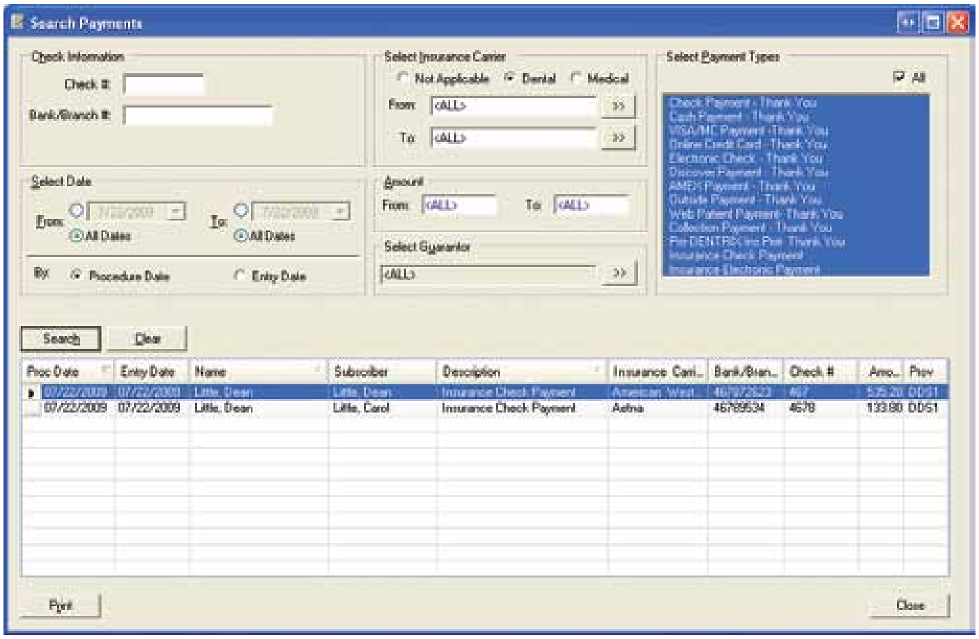
Often patients will request a print out of their Ledger for the previous year. To print this, open Office Manager | Reports | Ledger | Family Ledger Report. Select the guarantor for the desired family. The First Transaction Date should be modified to show the first day of the year (1/1/2009) and the Report Date (at the top) should be the last day of the year (12/31/2009).

Ryan Beardall

MORE tips AND tricks

Searching Payments

Have you ever come across a stray check and wondered if you have posted it to an account yet? Have you ever needed a simple list of all insurance payments from a certain insurance carrier in order to reconcile payments? Have you ever wanted a Receipts Only Day Sheet that, once opened, was interactive?



The Search Payments feature, new in Dentrix G4, allows you to search for payments by specific criteria, such as date range, dollar amount, check number or insurance carrier. This is ideal for locating payments from specific carriers or tracking down payments that may have been entered for the wrong patient, date or payment type.

To access the search window:

1. Open the Ledger
2. Click on File
3. Choose "Search Payments..."
4. Enter some information to narrow the search possibilities (keep reading for examples)
5. Click Search.

From the results listed at the bottom of the window you can interact with the information by double-clicking a payment to open the displayed patient's Ledger. From there you can view, edit or delete the payment as needed. You can also print the result list by choosing Print.

Some examples of how to use this feature include:

You entered a check into the system, but later cannot see it attributed to the correct patient. You still know the check number, so in step 4 above, enter the check number. Click Search and find out if the check was entered, and for which patient.

You want a report of specific dental insurance payments. In step 4 above, select the Insurance Carrier information. Set other filters as needed (choose a Dental Carrier range, Amount range, etc).

You need to make a more detailed and interactive Deposit Slip. Do this by selecting a date range and clicking search. Then begin clicking through the results window.

Caleb Anderson

S E M I N A R S

U S E   D E N T R I X   T O   I T S   F U L L   P O T E N T I A L

DENTRIX seminars are a smart investment in yourself, your staff and your practice. They will help you more fully utilize the features and tools in DENTRIX to benefit your practice. Staff members will learn ways to make their daily routines easier and more efficient. Doctors and office managers will learn tips, strategies and best practices to improve the bottom line. By attending a seminar, you will:

- Upgrade your skills and feel confident using the most important features introduced in recent DENTRIX releases
- Work smarter by getting the full benefit of what DENTRIX has to offer your practice
- Get tips to make your daily routines easier and more efficient
- Learn practical skills by discussing real-world scenarios
- Gain valuable insights by interacting with other DENTRIX users
- Enjoy hands-on training with no more than 2 students seated at each computer
- Earn up to 12 CE credits accepted by the AGD

ESSENTIALS SEMINAR

This 2-day seminar is designed for users in the front office who need to gain a solid understanding of the basics of DENTRIX G4 in order to make their daily routines easier and more effective. Participants will learn to be efficient contributors in their practices with a good command of the essential features of DENTRIX G4.

Topics will include:

- Appointment Book
- Family File
- Ledger
- Office Manager
- Continuing Care
- Insurance Management
- Practice Management Basics

PRACTICE MANAGEMENT SEMINAR

This 2-day seminar is designed for experienced DENTRIX users in the front office with intermediate to advanced computer skills. Participants will learn how and why to use advanced features in DENTRIX G4, and will come away with tips and strategies to use DENTRIX to its full potential and improve the bottom line for their practices.

Topics will include:

- Schedule Optimization
- Lab Case Management
- Insurance Management
- Collections Management
- Going Paperless
- New Practice Management Features in DENTRIX G4

CLINICAL ADVANTAGE SEMINAR

This 1-day seminar is designed for all clinical DENTRIX users who want to focus on effectively using clinical features in DENTRIX G4. Participants will learn tips to increase case acceptance, effectively manage the many options in the Treatment Planner, and move towards a paperless practice in the back office.

Topics will include:

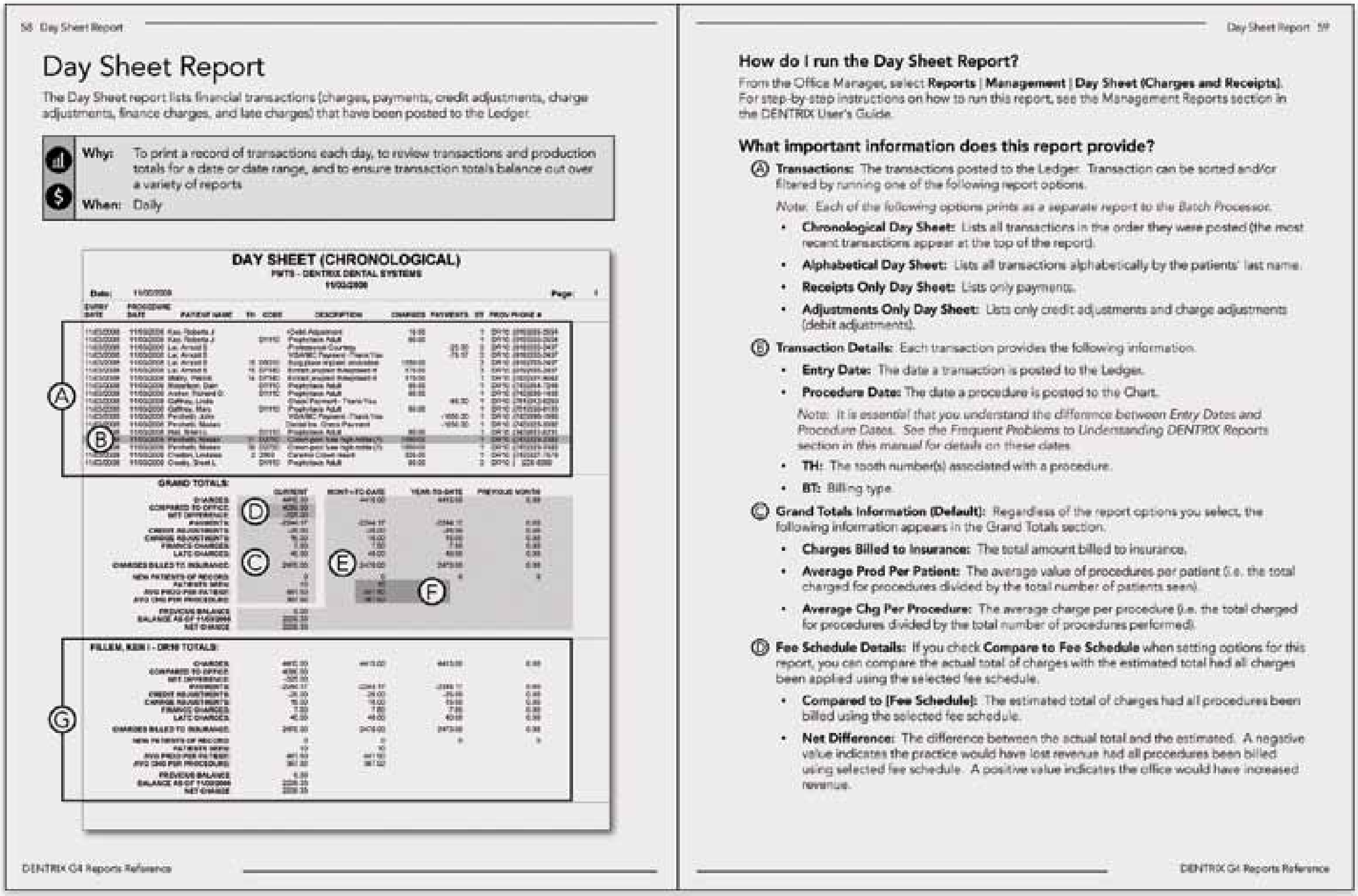
- Charting and Clinical Notes
- Treatment Planning
- Case Presentation
- Perio Charting

Find out more about dates and locations and register online at:

www.dentrix.com/training/seminars.asp

Academy of General Dentistry

Henry Schein Practice Solutions is designated as a an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing dental education programs of this program provider are accepted by the AGD for Fellowship, Mastership, and Membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 01/01/2007 to 12/31/2010. Henry Schein, Inc. complies with the American Disabilities Act. If someone in your party requires special accommodations, please notify us three weeks prior to the seminar.



Day Sheet Report

The Day Sheet report lists financial transactions (charges, payments, credit adjustments, charge adjustments, finance charges, and late charges) that have been posted to the Ledger.

Why: To print a record of transactions each day, to review transactions and production totals for a date or date range, and to ensure transaction totals balance out over a variety of reports.

When: Daily

DAY SHEET (CHRONOLOGICAL)
PMTS - DENTRIX DENTAL SYSTEMS
11/03/2008

How do I run the Day Sheet Report?

From the Office Manager, select **Reports | Management | Day Sheet (Charges and Receipts)**. For step-by-step instructions on how to run this report, see the Management Reports section in the DENTRIX User's Guide.

What important information does this report provide?

Ⓐ **Transactions:** The transactions posted to the Ledger. Transaction can be sorted and/or filtered by running one of the following report options.

Note: Each of the following options prints as a separate report to the Batch Processor.

- **Chronological Day Sheet:** Lists all transactions in the order they were posted (the most recent transactions appear at the top of the report).
- **Alphabetical Day Sheet:** Lists all transactions alphabetically by the patients' last name.
- **Receipts Only Day Sheet:** Lists only payments.
- **Adjustments Only Day Sheet:** Lists only credit adjustments and charge adjustments (debit adjustments).

Ⓑ **Transaction Details:** Each transaction provides the following information.

- **Entry Date:** The date a transaction is posted to the Ledger.
- **Procedure Date:** The date a procedure is posted to the Chart.

Note: It is essential that you understand the difference between Entry Dates and Procedure Dates. See the Frequent Problems to Understanding DENTRIX Reports section in this manual for details on these dates.

- **TH:** The tooth number(s) associated with a procedure.
- **BT:** Billing type.

Ⓒ **Grand Totals Information (Default):** Regardless of the report options you select, the following information appears in the Grand Totals section.

- **Charges Billed to Insurance:** The total amount billed to insurance.
- **Average Prod Per Patient:** The average value of procedures per patient (i.e. the total charged for procedures divided by the total number of patients seen).
- **Average Chg Per Procedure:** The average charge per procedure (i.e. the total charged for procedures divided by the total number of procedures performed).

Ⓓ **Fee Schedule Details:** If you check **Compare to Fee Schedule** when setting options for this report, you can compare the actual total of charges with the estimated total had all charges been applied using the selected fee schedule.

- **Compared to [Fee Schedule]:** The estimated total of charges had all procedures been billed using the selected fee schedule.
- **Net Difference:** The difference between the actual total and the estimated. A negative value indicates the practice would have lost revenue had all procedures been billed using selected fee schedule. A positive value indicates the office would have increased revenue.

Learn More about Your Practice with the Dentrix G4 Reports Reference

an all new DENTRIX guide

We're pleased to announce the addition of the Dentrix G4 Reports Reference to our collection of Dentrix manuals. With information on over 100 reports, the Reports Reference is designed to help you get the most out of Dentrix reporting.

The Reports Reference can help you tap the vast amount of data that's captured by Dentrix day in and day out. Dentrix has the information you need to make smart business decisions, and the Reports Reference can help you find it.

In the Reports Reference, you'll find information about:

- Important information provided by a report
- Common uses for a report
- Why you should run a report
- When to run a report
- How to run a report

Each report description features a full-sized sample of the report. These samples allow you to quickly view a report's data and layout without having to print the report yourself. Critical data is graphically highlighted on each sample report to help you to visually learn how to read the report. Please see the Day Sheet Report on the left for an example.

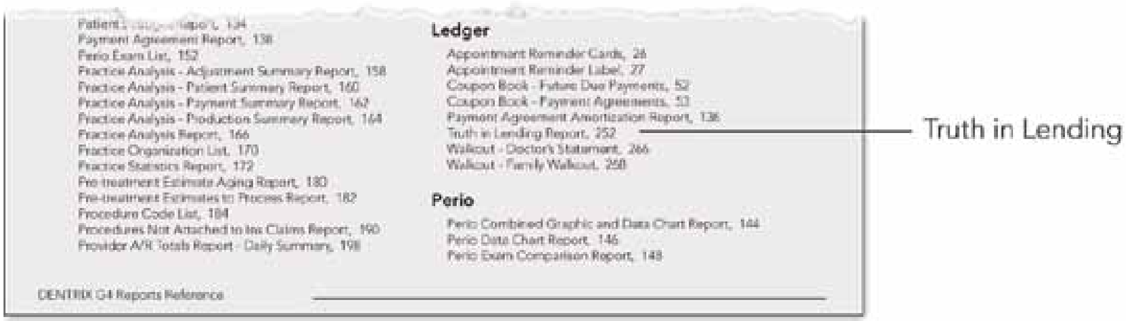
The comprehensive indexes in the Reports Reference will help you find the data you're looking for. Have you ever needed to find a report, but couldn't remember the name? Or perhaps you wanted information on "data xyz" but didn't know which report provides this. With five indexes totaling more than 60 pages, the answer is right at your fingertips.

The following examples show how you can use the Reports Reference indexes to find the right report.

Example 1—See picture below

If you know you want data about "xyz" but don't know which report provides this, use the Index by Report Item to find it. Let's say that you want a report that provides information about how many D1110 procedures a provider completed last month. To find the correct report, you would:

- Flip to a relevant category in the Index by Report Item. In this case, look in the "Code" category.
- Search for the item you need. In this case, the "Number of Completed Proc. For a Proc. Code" seems to be a close match.
- Review the reports associated with the report item. In our example, after reviewing the report associated with our item, the Practice Analysis – Production Summary Report, you'll discover this report provides the information you want.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DENTRIX G4 Reports Reference

Example 2—See picture above

If you know which module a report is run from but can't remember the report's name, use the Index by Module to find it. Let's say we know there's a report in the Ledger that allows you to provide guarantors with legal documents that explain the terms of a payment agreement, but we can't remember the name of the report. A quick search of the Index by Module reveals only a handful of reports in the Ledger, and after recognizing the name "Truth in Lending" (or after recognizing the example report on page 252), you find the correct report.

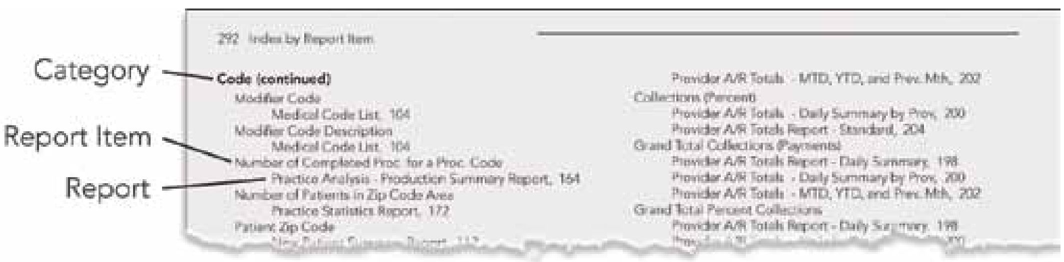
Example 3

If you want to improve certain aspects of your practice, the Index by Symbol report can assist you. This index groups reports by how each report can benefit your office. The Time category, for example, lists reports that can help save you time. The Production category list reports that increase or track production.

By carefully monitoring your Dentrix reports, you can better manage and build your practice. The Reports Reference can help you develop healthy reporting routines that increase your practice's profitability and help you stay in touch.

With the Reports Reference, you can quickly uncover the information you need, when you need it.

■ David Pepper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Visit the Dentrix Resource Center today to download your free copy of the Dentrix G4 Reports Reference at www.Dentrix.com/Resource-Center/login.aspx. You can also purchase a printed copy and have it mailed to you at Marketplace.Mimeo.com/Dentrix.

On-Demand

Current Dentrix customers on a Customer Service Plan have access to on-demand profitability training as it is released throughout the year.

Henry Schein Practice Solutions recently launched a limited-time marketing promotion to provide free profitability coaching to dentists who purchase Dentrix for the first time beginning September 1, 2009.

Dentrix customers who purchased prior to September 1st, will also benefit from the program by getting access to self-paced, on-demand profitability tutorials on the Dentrix Resource Center at www.Dentrix.com/Resource-Center.

This self-paced training combines practice management techniques created from top industry consultants with Dentrix training to help you build a more profitable practice. The training material is available on-demand so you can access it at your convenience, with more online training topics becoming available throughout the rest of the year. To ensure you know when new on-demand

Profitability Training

training becomes available, make sure you subscribe to the Dentrix enewsletter, a valuable source of information on Dentrix tips and tricks, new product enhancements, special offers and practice management articles . If you are not currently receiving the enewsletter sign up at www.Dentrix.com/EmailManager/Subscribe.aspx.

The first two training topics available in the Dentrix Resource Center for you to review are: “Keys to Making Your Practice Recession Resistant,” with Cathy Jameson from Jameson Management and Consulting, and “Finding the Hidden Treasures in Hygiene” with Amy Morgan from the Pride Institute.

More profitability training webinars will be available to you in the near future and will include topics such as, Increasing Case Acceptance, Insurance Collections and Schedule Optimization, to name a few. These sessions are specifically designed to help your practice become more efficient and profitable.

In addition to the on-demand Profitability tutorials, Dentrix users who are on a Customer Service Plan have access to more than 75 training topics offered through the Dentrix Resource Center. These training topics are designed to help you better use your Dentrix software and become more efficient and productive.

Another valuable resource available to you is the new Dentrix G4 Reports Reference. The Reports Reference provides an example of every report in Dentrix G4, accompanied by instructions to help you understand the report. With the Reports Reference you can easily find the information you need to track production, collections, and other important practice management metrics. The Reports Reference is offered to you as a free download at the Dentrix Resource Center, or you can purchase a printed copy at Marketplace.Mimeo.com/Dentrix for only $29.95.

Henry Schein Practice Solutions is committed to your practice’s success. Please take advantage of the new on-demand profitability training and all of our other online resources today.

If you have any questions please feel free to call us at 1-800-Dentrix.

Travis Dalley

Find and Hit your target market

Successful Marketing—It's All About Principles, Part Two

In the last issue of *The Computerized Dentist*, I described how principles serve as the correct foundation for everything in life, including marketing. (To read it, go to the resources page on our site, www.DentalBranding.com and download the white paper.) Because these principles are so critical in marketing, I want to discuss each one a little more in depth.

Principle 1 - Needs and wants are based on perception.

Our perceptions are formed by influences from the world around us. What some may believe as fact, others will claim as false (think of global warming). Therefore, just because something is "true" to one individual, it may not be to another. However, as individuals, we tend to think that others see things as we do. As a dentist, you may assume your patients or potential patients see your practice and services the same way you do. You may think they "need" continuing care. They may not. Understanding that just because you see something in a certain way but others may not is important in understanding how to communicate effectively with patients and potential patients. Never assume your patients see things the way you do. In fact, you should always assume that they don't.

Principle 2 - Initial purchases are made on the perceived value of the purchase in relation to a perceived need or want.

Until a patient actually experiences your services for the first time, they can only perceive what that experience will be. As a dentist, it is up to you to create a perception that is true to the actual experience. It is also up to you to ensure that the actual experience holds real value. If the actual experience holds real value and you create a perception that is accurate to the actual experience, you will create the perceived value necessary to bring about an initial purchase. Because this only deals with initial purchases, this principle only holds true for the first purchase of a product or service (we will discuss subsequent purchases in principle 7 in the next newsletter).

Principle 3 - Forming a perception requires information.

This is what marketing is all about. Marketing is the act of conveying information in an attempt to create a perception. Unless you convey information to someone, they won't be able to create the perceptions necessary to see the value that fits their particular need or want. Additionally, if you convey the wrong information, you are probably not creating a perception that will lead to an initial purchase and you are wasting money. The other side of this is that if you convey information that isn't true to the actual experience, this creates distrust.

Principle 4 - Knowledge must be given incrementally.

As humans we like to learn by moving from simple information to complex. Think about mathematics, you start by counting, move to addition and eventually get to calculus. The truth is, we best assimilate all information this way. This includes marketing messaging. This is

especially true in today's over-marketed world where we are continuously bombarded by all sorts of marketing messages. We first digest simple, easy messages and then, if we like what we hear, we can handle more information. Start simply with your messaging. We are lucky to initially get one message through to someone. Even though your practice may have many benefits and advantages that could appeal to potential patients, start with the best one and move from there.

Principle 5 - Knowledge of differences creates a platform for choice.

Returning to principle 4 for a moment, how do we know what the best message is for the initial contact with a potential patient? The answer lies in how we make choices in the first place. Our choices are based on perceived differences. Think about asking a co-worker if you can borrow one of their pens. If they pull two identical black pens out of the box, it doesn't matter which one you choose. You just leave it to chance. Pick one and use the pen. What if that same co-worker offers a black pen and a red pen? Now you have a choice and you can consciously think about why you might prefer a black pen or red pen before you take it. Smart advertising will leverage this principle by exploiting the differences of a product or service. If three dentists all send out postcards that highlight whitening, the potential patient's choice becomes a gamble. The potential patient will naturally look for differences to assist in their choice. They will move from the message you hoped to convey, to ancillary information such as your location, the picture on the postcard or overall design. So rather than creating the perception you wanted to convey, you may end up losing out on a patient because you didn't exploit the right difference.

We will discuss principles 6 through 10 in the next issue of *The Computerized Dentist*. You may download these principles on our Web site on the Resources page. If you would like to know more or work with a marketing partner that employs these principles, speak with one of our consultants at: 1-866-375-5511 or visit: www.DentalBranding.com

Doug Slighting

Learn to Love your numbers

Why don't dentists love their numbers? With today's technology, I can walk into just about any dental office, press a few buttons on the computer, and get bar graphs, comparatives and systems reports that reveal EVERYTHING about the practice and then some! Yet, the majority of dentists never bother to look at their statistics. And if they do look, they don't act. So why is the number-one complaint I continue to hear from dentists and their teams, is the feeling they are not in control of their practice? The sad truth, of course, is if you don't have a healthy relationship with the statistics of your business, you can never be in control. Now I do understand—there are good reasons why the relationship with statistics continues to range from ambivalent to hostile. Numbers by themselves—when not tied to the bigger picture of vision, values and goals—can feel empty and only production-driven or be just a stark reminder of one's failures if you tend towards pessimism. But when done well, the numbers can create a self-motivated, optimistic dentist and team that are engaged in the mission of the practice because they feel informed about the business and are pro-active about their future.

The first step in creating a new relationship with your statistics is to willingly and fully commit to following some basic entrepreneurial rules. These rules put you and your team on the path to controlling what seems to be "uncontrollable"—the practice.

Entrepreneurial Rule 1: No One Number Means Anything by Itself

There are so many systems of operation and outcomes in a dental practice that it is easy to develop tunnel vision and focus in on just one thing. (Even the dentists who do not love their numbers tend to track at least one indicator that represents success to them.) However, relying on one statistic alone can lead to false positives because the exact opposite could be true after looking at all the numbers. For example, a down month in productivity could be due to working fewer days because of a wonderful unplanned vacation and not a sudden drop-off in patients or production. Or, collections are down for the month because production has sky-rocketed due to some major implant cases and not because the financial coordinator is behind on the job. Or, the number of new patients is off the charts so production should be strong for the period but most are under the age of twenty and require little dentistry. Dr. Pride used to say "Numbers tell a story and if you don't read all the chapters—you'll miss the message!" I agree whole-heartedly.

Entrepreneurial Rule 2: Every Number Means Something

Don't get frustrated… I know you think I just said the exact opposite! While no one number means anything by itself—every statistic means something. Statistics are situational flags that point to strengths and challenges in your operating systems and the changes needed from your team to manage those systems. Not paying attention to one indicator can skew perception and you will miss a great opportunity to successfully analyze the health of your practice. If you are trying to analyze why your collection percent is lower than last year and you don't look at everything—from adjusted production to credit adjustments, productivity indicators and accounts receivable—there's a strong chance you'll come up with the wrong solution!

Entrepreneurial Rule 3: Numbers Cannot be a "Hidden Secret"

Open book management is a management technique that gives all employees all relevant financial information about their company so that they can make better decisions as employees. This information includes, but has never been limited to, revenue, productivity, profit, cost of goods, cash flow and expenses. You are not alone if you have some concerns about practicing the fine art of open book management because when it is done poorly it can create competitiveness, misinformation, distrust and discord. However, open book management is perfect in the dental world because you are looking at a work team of 5-15 people maximum who all have key responsibilities in driving the practice forward. This isn't like a big business where a person can file charts for twenty five years and never have to understand what the valuable final products of the organization are. In the dental office, when a key staff member gets a cold, the practice gets pneumonia. Because of that the dentist (who very often is stuck in the operatory doing dentistry) has to depend on nothing less than excellent execution from every team member. Now the bad news is if you desire self direction, you must keep your team informed and statistically interpreting progress. It's not enough to say to an appointment coordinator: "I need you to work hard, fill the books and be excellent with patients." She needs to be aware of why that's needed, have benchmarks for success as a result of her job description and understand how her outcomes and results affect the other positions within the practice. All in all, practicing the art of open book management is well worth the potential risks because it allows your team to become Olympic athletes (who know their score) in representing your vision and values.

Entrepreneurial Rule 4: Numbers' Analysis Only = Inertia: Do Something!

While being willing to look at your numbers is a baby step in the right direction, looking without acting is a waste of time! There are many reasons why no action can occur in a dental practice:

- Complacency: Realizing there may be problems but not feeling enough pain or not thinking that the problems have anything to do with you or the practice.
- Fear: Seeing the problems, but thinking the solutions may cause even more pain or damage.
- Perfectionism: Knowing there is a problem but waiting for the one and only perfect solution.
- Denial: If you don't really look, it can't be that big of a problem!
- Isolation: Being the only one aware of the problem and keeping it a secret from the team.

If you are seeing any of the above symptoms in your practice, STOP! Instead, just imagine what would happen if you and your team were willing to take the risk and pick just one number—one situational flag—that pointed to an opportunity to upgrade a system and did it. I'm pretty sure the result would be real increases in productivity and profitability, with a fair amount of decrease in stress and worry.

Do I expect you to automatically love your numbers now? No—I am hoping for a mild interest and a first date. Go ahead. Look at your spreadsheets and reports. You might discover you've got a few challenges to address with the potential for a lot of success to celebrate. Dentists—start your calculators!

■ Amy Morgan

Pride Institute

Empowering dentistry with proven business solutions for over 30 years

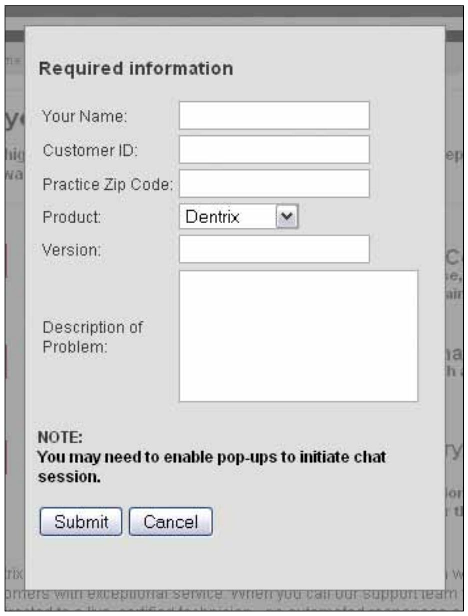
NEW: Talk with Dentrix Customer Service over the Internet in Real-Time

Click. Chat.

At Henry Schein Practice Solutions we are always finding new ways to offer you technical support for our products. Along with the Resource Center, the newest addition to our support options is a service called "Click to Chat." Click to Chat gives you the option to chat with a support technician over the Internet instead of using the phone. The best part about Click to Chat is it is included in your customer service plan and there is no extra charge to use it. We are very excited about this new feature and we know that it will be a great convenience to you when you have a quick question from time to time.

Click to Chat is very easy to use, just follow these steps:

- Go to www.Dentrix.com/Support and click on the "Click to Chat" link.
- Fill out the form (below) and click "Submit."



Required information

Your Name:

Customer ID:

Practice Zip Code:

Product: Dentrix

Version:

Description of Problem:

NOTE:
You may need to enable pop-ups to initiate chat session.

Submit Cancel

This will launch a chat window and you can chat live with a support technician.

Chad Parker

Say Goodbye to Clipboards. Electronic Patient Check-In for any Practice

Time-consuming front office tasks continue to be replaced with efficient electronic alternatives. Programs like eClaims, QuickBill, eCentral and PowerPay have allowed dental practices to improve the level of patient care, while increasing productivity and profitability.

Now a new program is available to tackle one of the most reviled front office responsibilities: the manual input of patient questionnaire data.

The last issue of *The Computerized Dentist* detailed the implementation of a patient check-in kiosk and the use of electronic questionnaires in Dr. Marc Wallach's dental practice. With feedback from Dr. Wallach and other BATA offices, the Henry Schein Practice Solutions' Development Team created a new program that allows Dentrix practices to implement a patient kiosk with the greatest of ease.

Electronic patient check-in is the latest integrated ability from Henry Schein Practice Solutions for Dentrix. The new kiosk software uses Dentrix Questionnaire functionality to eliminate the manual input of patient data and expedite the appointment process.

Patient Check-In

Now new patients can complete required forms and current patients can update existing forms from an in-office kiosk. The intuitive software walks patients through the questionnaire completion process and informs them of which forms still need attention. Patient files are updated consistently with every patient visit.

The software also allows the patient to check-in additional family members. At the completion of the check-in process, the software displays a list of family members with same-day appointments. A parent, for example, can continue checking in each child until the process is complete, eliminating the need to start at the beginning each time.

Data Import

An alert in Dentrix informs the front desk that patient forms have been received. The front desk can review the forms and import the data directly into Dentrix–no typing, no missing data and no delays. The efficient system allows the doctor to begin treatment of the patient faster and the front office personnel to concentrate on other tasks.

The real-time transfer of information from the kiosk to Dentrix is made possible by a recent update to eSync, the software that facilitates the movement of information between Dentrix and eServices.

The Kiosk

The electronic patient check-in software can be used on a stand-alone kiosk, a desktop computer or even on a laptop, giving the freedom of electronic check-in to any office, regardless of configuration and/or budget constraints.

Electronic Check-in and eCentral

Like the electronic patient check-in, the eCentral Web Site Manager uses eSync for the immediate transfer of completed patient forms. An eCentral Web site complements the patient check-in process by allowing patients to complete the forms conveniently from home, prior to the appointment.

Note: Practices on Dentrix G4 and with an eCentral Web site can already begin taking advantage of the real-time transfer of questionnaire data from their practice Web site. The latest version of eSync can be downloaded from the eCentral customer interface at eCentral.Ident.com.

Getting Started

Is your practice ready to improve the patient check-in process? Say goodbye to the clipboard. Call eServices sales at 800-734-5561 to learn about electronic check-in software and the hardware options for a kiosk in your practice.

■ Damon Graves

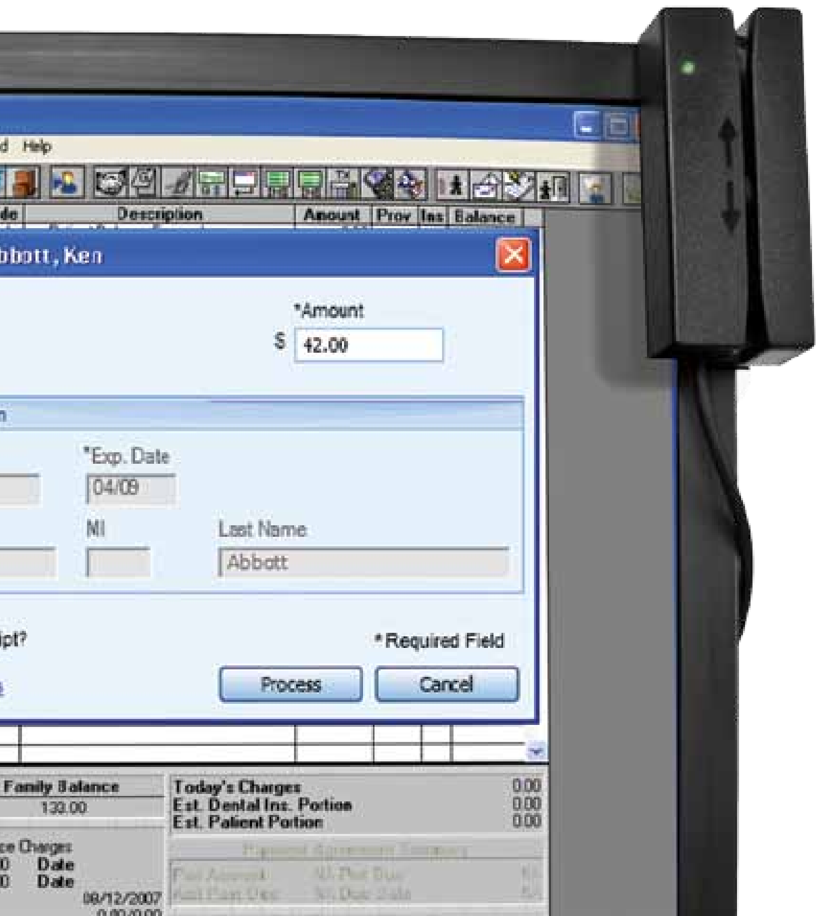
Now Accepting Credit Cards wi

New PowerPay LE Lets You Process Card Payments Through Dentrix and Your Current Computers

Although the concept of credit has been around for hundreds of years, it has taken until recent times for cards to become widely distributed and accepted. This trend will only continue to grow. According to research from the U.S. Census Bureau, 159 million people had a credit card in 2000, and that number rose to 173 million people holding cards in 2006. Projections show that, by 2010, 181 million people will hold at least one credit card.

As a result, chances are great—and growing—that an increasing number of patients will expect to pay for products, treatments, services and other charges by using their credit and debit cards. The key for success for dental offices is to find the easiest, best and most cost-effective way of accepting card payments.

Early on, accepting credit cards meant having to rent or purchase software and/or equipment that took up valuable desk or counter space and required a dedicated phone line. That all is now in the past, thanks to the advanced services from Dentrix and its payment processing partner, Moneris Solutions. Accepting credit and debit cards is now extremely simple, economical and secure.



New PowerPay LE provides extensive credit and debit card acceptance capabilities and is seamlessly integrated into your Dentrix practice management software. It connects to Moneris' processing network through the Internet, which helps eliminate the expense of an extra phone line. Perhaps best of all, PowerPay LE is available free to all offices on a current Dentrix customer service plan.

PowerPay LE offers state-of-the-art technology and convenience as well as extensive cost efficiency for dental offices, no matter how large or small. Because PowerPay LE is fully integrated with the latest version of Dentrix software, dental office staff need only to swipe a patient's payment card through the magnetic stripe reader to seamlessly process payment transactions, update patient records and post payments directly to the office's Dentrix Ledger.

"It has been a pleasure working with Moneris," said Rebecca Woodford, Office Manager for Dr. James Woodford's office. "The registration process went smoothly and the rates are very competitive. Moneris is a great partner for this great new product."

Moneris Solutions, which is the official payment processor for Dentrix, is one of North America's largest electronic transaction processors. Because of this exclusive relationship, Moneris can offer Dentrix clients an extensive group of benefits and extremely low transaction rates that they might not be able to attain on their own.

"At first we didn't realize how important it was that PowerPay LE was an actual part of the Dentrix software program, but it soon proved its value" said Mille Mercado, Office Manager from Michael McKay DMD's dental office.

th Power | Pay™ LE

"We were initially concerned that it would be difficult to use and unreliable. The last thing we wanted was a program that gave us problems when we were trying to checkout a patient. PowerPay LE was very easy to learn and it's so nice to be able to process a payment directly from Dentrix. I especially like the fact that we don't need to close out our credit card machine at the end of the night."

PowerPay LE is an excellent option that provides dental offices with the basic ability to process credit and debit cards. In addition, Dentrix still offers the traditional PowerPay product for dental offices that want increased functionality and features, such as the ability set up automated recurring payments, accept PIN-based debit cards and capture signatures. Offering both versions allows dental offices the opportunity to select the product that works best for them.

Some of the main reasons dental offices cited for using PowerPay LE are that it is so easy to implement, they receive payments faster than with checks and other payment methods and the system is secure.

Easy Implementation

With PowerPay LE, there is no additional software or equipment to buy or rent, so each office's valuable space is maximized. When you sign up for PowerPay LE you'll receive a magnetic card stripe reader that attaches easily to the office's current computer display. Even the most non-technical staff member can become proficient in minutes.

Rate-Match Guarantee

There are no up-front, hidden or registration fees with PowerPay LE. Dentrix and Moneris Solutions are so sure of their competitive transaction rate, they offer a free rate comparison analysis and rate-match guarantee. A dental office just needs to send Moneris two or three recent statements from its current processor. If Dentrix and Moneris can't meet or beat the current effective credit card rate, they will give the dental office a $200 Visa® gift card.

Payment Efficiency

With one quick card swipe, PowerPay LE can process a charge, credit the patient's account and post payments to the Dentrix Ledger. Using PowerPay LE will help reduce accounting errors, lower the opportunity for fraud and practically eliminate late payments. PowerPay LE also allows offices to increase profitability and staff productivity. For example, it helps reduce billing costs, the need to mail invoices and reminders and the need for repeated collection calls. Payments are automatically posted to the Dentrix Ledger and funds are usually deposited into the dental office's account within 48 banking hours.

Reassurance of Security

As you would expect, PowerPay LE is PCI compliant. In fact, Dentrix and Moneris Solutions are recognized throughout the industry for their long-term, strong, stable foundation, their wide variety of services and their strict adherence to industry regulations and guidelines. They have rock-solid reputations for outstanding reliability, security, privacy and attention to customer needs.

Dentrix and Moneris Solutions also pride themselves on providing dental offices with expert customer service. In fact, Moneris is available 24 hours a day, seven days a week. Anytime assistance is needed, highly trained customer service professionals are available to answer questions and keep everything functioning properly.

In 2006, the United States Census Bureau determined there were nearly 1.5 billion credit cards in use in the U.S. A stack of all those credit cards would reach more than 70 miles into space—and be almost as tall as 13 Mount Everests, according to The New York Times. Clearly, the age of electronic payments is here to stay, and the successful dental offices will benefit by making credit and debit payments work for them.

■ Terry Banike

Announcing Dentrix G4 Productivity Pack 6

Henry Schein Practice Solutions is excited to announce the Dentrix G4 Productivity Pack 6. Through this and future Productivity Packs, Henry Schein Practice Solutions now has the ability to deliver software features and enhancements on a more frequent basis through the Dentrix Auto Update feature.

Glowing Smile Dental Care had this to say about the Productivity Pack updates, "Our office appreciates very much the small updates released through the Productivity Packs in the last few months after the install of G4. I enjoy each and every feature … Thank you DENTRIX team!!!"

This Productivity Pack offers added features that will help your office increase productivity, reduce downtime and protect your patients' privacy. Highlights of Productivity Pack 6 include added features and functionality:

Family File

When editing family relationships, Dentrix no longer requires you to close all modules. This new functionality will save time by not interrupting your normal patient processing routines and allow you to update a patient's family relationships any time during the day.

Patient Protection

You can now mask or hide patient Social Security numbers in Dentrix and on reports so the numbers are not visible to anyone. This will protect your patients' privacy and help prevent identity theft.

Productivity Pack 6 will also remove the patient Social Security numbers from the payment plan coupon books, further protecting your patients' privacy.

Patient Eligibility

You can now view a patient's insurance eligibility status on their appointment, in the appointment information window, in the appointment list, and in the patient's Family File. If you use the eCentral Insurance Manager, your patients' insurance eligibility information is just a click away. In eCentral, the eligibility status for patients with appointments is automatically updated when you run a WebSync.

If you use the eCentral Insurance Manager, you can send a patient's eligibility summary information to the Document Center. That way you can see the patient's eligibility detail without having to leave Dentrix.

Perio Chart

You now have the ability to undo and redo changes in the Perio Chart. This eliminates the need to move off the perio script to make corrections which will improve your workflow and productivity.

Auto Dial

In Dentrix G4 Productivity Pack 6, the Auto Dial window has been combined with the More Information window so you can see important information like patient contact information, family members, appointment history, continuing care due dates, balance information and contact the patient from one window.

Notes

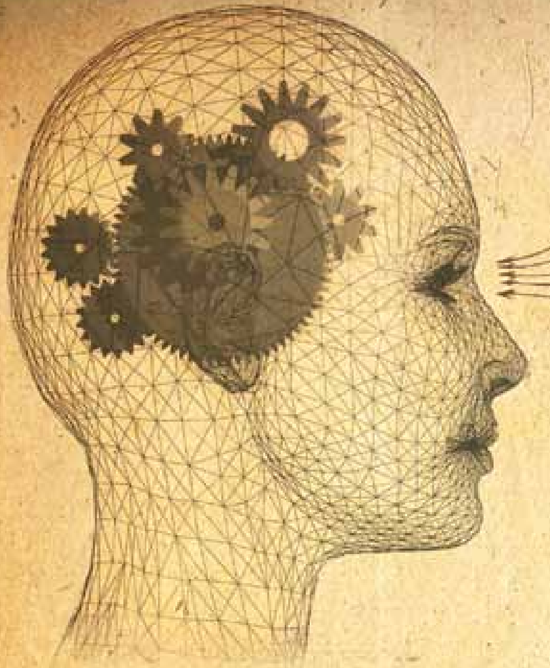
You can set up a library of note templates for alert notes, billing statement notes, case notes, claim remarks, and procedure notes. Then, in the corresponding note fields, you can select the note templates you want to include instead of re-typing each note, saving you time.

All editable note fields within Dentrix now include a spell check option. This will eliminate misspelled words, making your notes more accurate and professional.

Since you are currently on a Customer Service Plan, this Productivity Pack is available to you through the Dentrix auto-update feature.

To find out more about these and other features for Dentrix G4 Productivity Pack 6, please download the supplement guide at www.Dentrix.com.

■ Travis Dalley



DENTRIX®

RESOURCE CENTER

Are you implementing DENTRIX for the first time, training new staff, upgrading to a new version or just looking for ways to use DENTRIX more effectively?

You'll find help in the DENTRIX Resource Center.

Attend a webinar.
Learn from experienced support technicians who explain concepts, demonstrate tasks, and answer your questions.

View on-demand training.
View webinar recordings, product tutorials and hands-on practice exercises—24 hours a day, 7 days a week.

Search the knowledgebase.
Enjoy quick access to product information, troubleshooting tips and answers to common questions.

Download product manuals.
Get system requirements, installation guidelines and instructions for using your software.

Access to the Resource Center is free for DENTRIX practices on a customer service plan.
Log in today at www.DENTRIX.com/resourcecenter.

HENRY SCHEIN®
PRACTICE SOLUTIONS

Breaking through the barriers

Decision Making—The Benchmark of an Excellent CEO, Part Two

Editor's Note: In Part One, Cathy Jameson described the main reasons people avoid decision making: fear of failure, attitude, perfectionism, fear of hurting someone and lack of confidence. In the following article, she will explain how to break through these decision making barriers.

Be a Risk Taker. Understand the Value of a Mistake

Rarely does a quality team member make a mistake on purpose. If a person is trying to do something well and with good intention, a mistake can occur—but it occurs honestly.

Nevertheless, mistakes can happen when a person steps out of the norm, walks the extra mile or tries something extraordinary. The people throughout history who have made the greatest contributions are those who have been willing to risk.

Think of risk as a two-sided coin. On one side of this coin called "risk" is the chance that you will make a mistake. But if you look at each mistake as an opportunity to grow, to learn, to get better, and to become wiser, then a mistake can become an asset. And so, it is true that on one side of the coin called "risk" is the chance that you or a member of your team might make a mistake. But on the other side of the coin is the greatest of all success.

Success is elusive if you are unwilling to risk. Be a risk taker. Learn from each and every mistake. Wisdom, growth, and ultimate success are the partners of mistakes.

Know When to Stop and Move Into Action

Enough already! Remember the "Paralysis by Analysis." There does come a time when it's simply time to move—and, usually, there is no better time than the present. Who knows what tomorrow will bring? Do you want to look back on your life or on your career with regret that you never did the things you really wanted to do? Or that you never accomplished the practice of your dreams? Or that you never reached the goals that were sleeping in your heart and mind?

I hope not. I hope you will be able to look back on your life and your career and say "I'm so glad that I did..."

Know when to stop thinking about something, to stop doing "research," to stop procrastinating. Nothing will be better due to procrastination.

"Nothing in life will ever be accomplished if all obstacles must be overcome first." —Denis Waitley

Clarify Expectations

If making a decision is so complex or so difficult, take a bit of time to think through the situation. Determine what you want. Be specific. Then ask yourself, "How am I going to get that?" Clarify your expectations and/or the

SPECIFIC GUIDELINES FOR EFFECTIVE DECISION MAKING

1. Set Deadlines
2. Decide quickly on small issues and go on to the next one. Make the call.
3. On larger decisions—make a series of small decisions that will keep you moving forward.
4. Once you've come to a conclusion—have confidence in yourself and in your decision.
5. You may not "get it right." Acknowledge that when appropriate. But don't back away from your responsibility to "decide."

expectations of someone with whom you may be interacting. In many situations, it is best to "start with the end in mind."

Let me repeat these two valuable questions: "What is it you want?" and "How are you going to get that?"

Clarify.

Be Strong, Don't Waiver When Your Decision is Sure

As a leader, you will continuously be called upon and will need to make decisions. You are not in a popularity contest—although being liked and respected by your employees and colleagues is desirable. In all cases, you must make decisions that are good for the organization—and sometimes people will not like and/or will not agree with your decisions.

However, if you have studied a situation and you have made a decision that you believe is best for the organization, then stick to your guns. Give your decision enough time to be tested. See if the decision accomplishes the desired results.

If, upon evaluation, you find that the decision did not accomplish the results you wanted, then step back, evaluate, reorganize, and come at the project in a different way. That's ok. Don't be so egotistical that you keep on doing something in a certain way just because you made the decision. One of the strongest, most courageous things you can do when things don't work out as planned is step up to the plate and admit it. Being able to say you made a wrong decision, being able to say you are sorry, and being willing to learn and go on are all signs of a great leader. However, don't waiver and/or falter at the first sign of difficulty or challenge.

Dan Millman asks this question, "Which is harder, riding a bicycle up a hill or down? Which makes you stronger? Going up the hill or coasting down?"

Strength is developed by peddling uphill.

Cathy Jameson

DECISION MAKING WORKSHEET

1. Why is this decision necessary?

____

____

2. If I make this decision what will be the benefits; the positive end result?

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3. If I make this decision what could be the down-side; the negative end result?

____

____

4. What are the decisions that could be made?

____

____

5. What are the alternatives?

____

____

6. What are the pros and cons of each alternative?

____

____

7. What would the affect of each of these alternatives have on the practice?

____

____

Is Your Lab DDX-Enabled?

Choosing a lab partner is a complex process: you need to consider quality, consistency, price and location, just to name a few. Henry Schein now offers you the ability to drive seamless communication with DDX™, the digital communications hub of next-generation dental practices and labs.

DDX is a state-of-the-art Web-based technology that enhances communication between dental practices and their labs. "This is a very exciting technology that takes all aspects of lab communications online", says Bruce Lieberthal, VP Product Management, Henry Schein Practice Solutions. "DDX is the sole offering on the market that facilitates total online communication with labs, so that all cases are easily entered, instantly accessible, and operations are structured for a revenue-focused practice."

DDX Powers Profitability

DDX-Enabled labs empower practices to submit their electronic prescriptions directly from within Dentrix, or use the simple Web-based prescription. Cases submitted through DDX instantly provide the lab's case return date based on the lab's actual production schedule. Scheduling follow-up patient appointments on a lab's documented production schedule reduces patient appointment rebooking and remake—two critical factors in your business profitability and patient care.

Transferring digital photos, xrays and impressions to your lab can also be done easily through DDX, making them easily retrievable and even reportable for potential outcomes studies. All transferred files are automatically stored on DDX servers and permanently linked to the associated DDX case for future reference.

… And Efficiency

Use of DDX electronic billing eliminates clutter. Your lab's paper invoices and statements can now be electronically sent to your bookkeeper through DDX. Integrated payment processing makes settling your lab account as easy as clicking the 'pay now' icon. Payment options include major credit cards and ACH (electronic checks) for your convenience.

Do you ever want to refer back to a past statement or invoice? All historical case and billing information is accessible in DDX. There's no need to call your lab with simple billing questions; DDX provides quick access to the information you require.

Get DDX Security

These days, the security of sensitive information is critical to your ability to practice. DDX allows your practice to set up an unlimited number of accounts for practice staff members to control information access: your bookkeeper gets access to the financial details they require, while your front desk staff continues to focus on quality patient care.

Leverage DDX Reliability

Most importantly, DDX was developed by Henry Schein Practice Solutions®, a trusted provider of dental technology for over 20 years. When you use a DDX-Enabled lab, the DDX service is FREE for dental practices!

While there are many factors that make the practice/lab relationship successful, selecting a leading lab that has deployed DDX will increase your practice efficiency and profitability. DDX is a powerful and essential tool in the new era of digital dentistry. Call 801-847-4625 or visit www.DDXDental.com to learn more.

■ Sandy MacDonald

Tales from the Trenches

Staff Communication

TRAINER | LINDA WEBB

Using a Webcam with Patient Picture

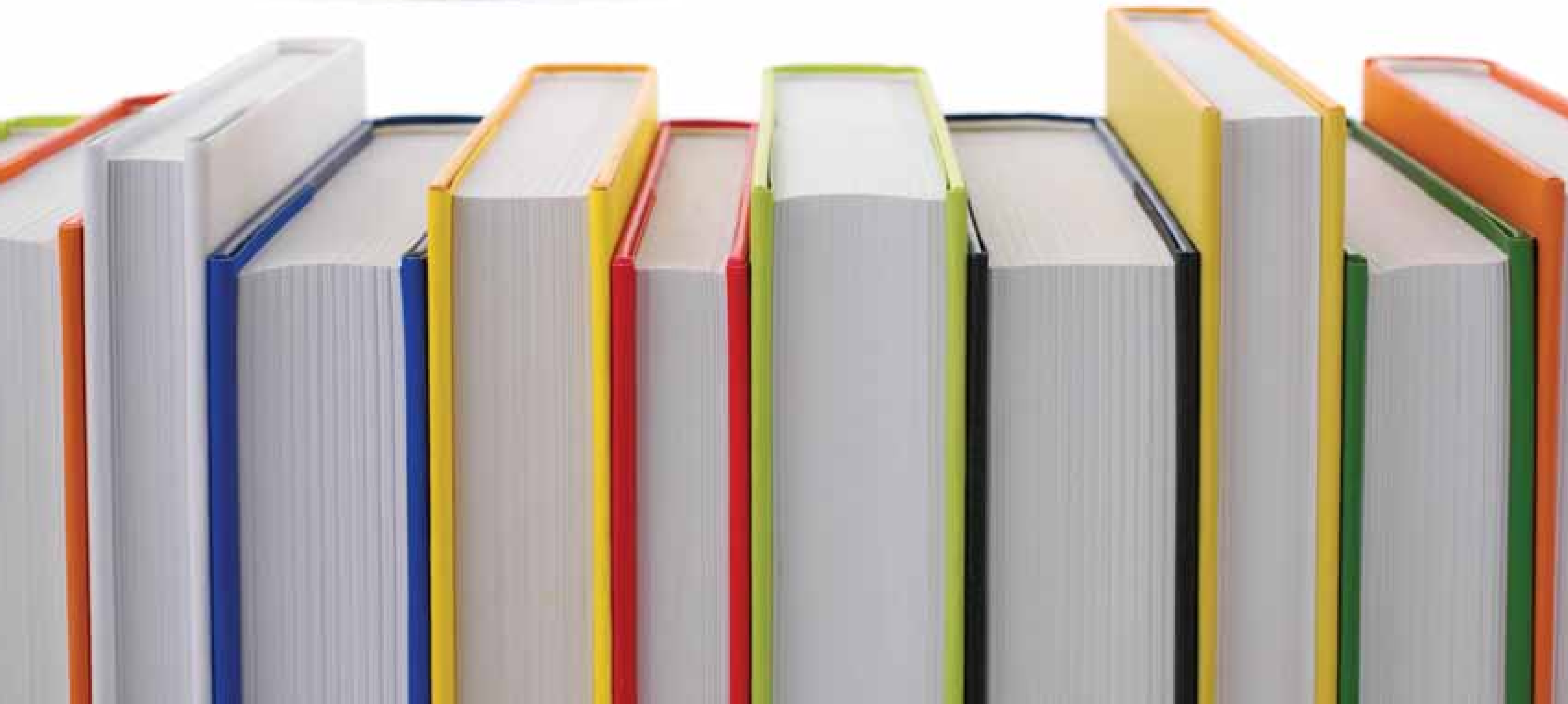
What did you train the office to do with this feature?

I train offices to use an inexpensive webcam rather than a digital camera to snap pictures of patients in the Patient Picture. A webcam works great at check in; a few clicks and the photo is captured.

How did the feature help the office staff save time, save money, make money, reduce stress, or enhance their professional image?

The Patient Picture feature allows patients to protect their identity and allows staff to see the face of the patient. Patient pictures cut down on confusion in the office and increases the quality of patient care. This personalizes patient and staff relations. The Patient Picture also reduces charting and appointment mistakes when the office has more than one patient with the same name.

See all tips and tricks at www.Dentrix.com.




Power | Pay™
LE
The DENTRIX Customer Service Plan
JUST GOT BETTER!
PowerPay LE, the latest advancement in DENTRIX, brings credit card processing inside. Now you can process credit and debit card payments without ever leaving DENTRIX. And that's just the beginning. Visit the PowerPay LE Web page to learn more about the newest, easiest and most affordable credit card solution available for DENTRIX Customer Service Plan subscribers.
www.DENTRIX.com/PowerPayLE
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NEW PAYER ANNOUNCEMENT!

Henry Schein Practice Solutions is proud to announce the following new payers now accepting:

ELECTRONIC CLAIMS:

PAYER ID	PAYER NAME
26231	Community Claims Administration
36364	Northshore University Health System Med. Group
37280	Automated Group Administration (AGA)
59332	Web TPA Inc. of TX
95426	Affordable Benefits Admin (Burbank, CA)
CX090	Dina Dental
CX090	First Continental Life & Accident Insurance
DNOA1	Dental Network of America (BCBS of IL, TX, & NM)

PAYER ID	PAYER NAME
93093	Lifewise Health Plan of Oregon
75237	Healthsmart Accel (TX)
61604	Prime West
68195	Provident Life & Accident Ins.
IHS01	Intra Health Solutions*
TFQ46	Benefit Concepts Inc.
34097	Central Reserve Life
94235	Delta Health System

*formerly D. Edward Wright Inc.

ELECTRONIC ELIGIBILITIES:

PAYER ID	PAYER NAME
13411	Standard Insurance Company (NY)
14165	MVP Health Care
29076	Medical Mutual of Ohio
35180	Coresource (NC, IN)
CBMA1	Blue Cross Blue Shield of Massachusetts
CKAL1	Medicaid of Alabama
CKAR1	Medicaid of Arkansas
TLU09	Medicaid of Arizona
CKCO1	Medicaid of Colorado
CKCT1	Medicaid of Connecticut
CKDC1	Medicaid of District of Columbia
CKGA1	Medicaid of Georgia
CKIA1	Medicaid of Iowa
CKID1	Medicaid of Idaho
CKIL1	Medicaid of Illinois
CKKS1	Medicaid of Kansas
CKKY1	Medicaid of Kentucky
CKLA1	Medicaid of Louisiana (EPSDT)
CKLA2	Medicaid of Louisiana (Adult Care)
CKMD1	Medicaid of Maryland
CKME1	Medicaid of Maine
CKMI1	Medicaid of Michigan
CKMN1	Medicaid of Minnesota

PAYER ID	PAYER NAME
CKMO1	Medicaid of Missouri
CKMS1	Medicaid of Mississippi
CKMT1	Medicaid of Montana
CKNC1	Medicaid of North Carolina
CKND1	Medicaid of North Dakota
CKNH1	Medicaid of New Hampshire
CKNJ1	Medicaid of New Jersey
CKNM1	Medicaid of New Mexico
CKNV1	Medicaid of Nevada
CKNY2	Medicaid of New York
CKOH1	Medicaid of Ohio
CKOK1	Medicaid of Oklahoma
CKOR1	Medicaid of Oregon
CKPA1	Medicaid of Pennsylvania
CKSC1	Medicaid of South Carolina
TLZ29	Medicaid of South Dakota
CKTX1	Medicaid of Texas
CKVA1	Medicaid of Virginia
CKVT1	Medicaid of Vermont
CKWA1	Medicaid of Washington
CKWI1	Medicaid of Wisconsin
CKWV1	Medicaid of West Virginia
DDCA2	Delta Care USA Claims

ELECTRONIC ATTACHMENTS:

PAYER ID	PAYER NAME
65030	Managed Care of North America
CDWY1	Delta Dental of Wyoming
GWD01	Blue Care Family Plan
GWD01	Golden West Dental

PAYER ID	PAYER NAME
RLHA1	Renaissance Life & Health (Indianapolis, IN)
47570	Lifewise Health Plan of Oregon
TLU63	First Dental Health

Obtain an updated electronic payer list at www.DENTRIX.com. To enroll for electronic claims, attachments or eligibilities call 1-800-734-5561, option 2.

DENTRIX®

Henry Schein Practice Solutuions
727 E. Utah Valley Dr.
American Fork, Utah 84003

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