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MAGAZINE

Top Tips from the 2013 Dentrix Business of Dentistry Conference

Get tips shared by top consultants, page 10

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Elevate Your Practice

FROM THE EDITOR

Finding time for continuing education can be a challenge. Finding relevant topics can be even harder. Hundreds of thousands of dental professionals attend association meetings every year in search of skills and insights to boost productivity, improve patient care, and get the maximum possible benefit from their technology investments.

To help you elevate your practice, this issue of *Dentrix Magazine* includes a summary of top tips from the 2013 Dentrix Business of Dentistry Conference (page 10). Learn from several thought leaders and industry experts, including Dr. Charles Blair, Dr. Richard Nagelberg, Dr. Matthew Krieger, Cathy Jameson, Amy Morgan, and Rita Zamora. If you attended this year's conference, these tips may refresh your memory and help you apply what you learned. If you weren't able to attend, I hope this sampling of tips inspires you to join us next year when we convene at The Cosmopolitan of Las Vegas on August 7-9.

In this issue of the magazine you will also find guidance to help you close your fiscal year in Dentrix (page 20), tips to reduce cancellations and broken appointments (page 30), reminders about Dentrix tools you can use to identify and reactivate inactive patients (page 28) and much, much more.

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

Regards,

Matt Singerman
Editor

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HOW TO LEARN MORE

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

Dentrix Help Files

In the Dentrix Help Files, you can explore a comprehensive list of conveniently indexed topics or search the topics for key words. To search the Help files, from the **Help** menu in any Dentrix Module, click **Contents**, click the **Search** tab, type a search phrase or topic name, click **List Topics**, and then under **Select Topic**, double-click the topic name. Tip: To turn off the search highlights, press F5.

Dentrix Resource Center

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

▼ Citi Health Card Now Integrated with Dentrix

Citi Health Card® has a long history of helping providers improve treatment plan acceptance by making patient financing more affordable for both patients and providers. Now, a new integration between Citi Health Card and Dentrix streamlines the patient application process, provides faster decision reporting, and automates payment processing to simplify the patient financing workload.

The patient application can be completed and submitted with much less effort since many of the fields are pre-populated in eCentral with information from Dentrix. Within minutes—or even seconds—of submitting a completed application, an electronic response that provides the financing decision is generated so the treatment plan discussion can continue without delay.

Once a credit limit is approved, a payment can be processed and automatically posted to the Dentrix Ledger. The transaction generates a confirmation receipt from Citi Retail Services that can be printed for the patient to sign. "The ease of payment processing is one of the greatest benefits," said Adam McDaniel, eServices Product Manager. "It eliminates the extra steps of swiping the card on a terminal and manually entering the payment amount in the Ledger."

The integration provides other useful functionality as well, including the ability to look up a patient's Citi Health Card account number and view the balance and available funds. The practice reporting provides information on the number of daily Citi Health Card transactions and application submissions.

This new integration is free to Dentrix Customer Service Plan subscribers or customers using eCentral. Merchant enrollment in the Citi Health Card program is required.

Learn more about the integration between Citi Health Card and Dentrix by visiting www.Dentrix.com/CitiHealthCard or by calling 800-734-5561, option 2.

▼ Office Suite Dental Wins Three Awards

Since its release on August 8, 2013, OfficeSuite Dental has won three major industry awards, including a TMC Labs Innovation Award from *Internet Telephony*™, a Stevie Award from the American Business Awards, and inclusion on InformationWeek's annual list of Top Technology Innovators. Office Suite Dental combines Broadview Networks' cloud-based business phone system, OfficeSuite, with Henry Schein's Dentrix G5 practice management solution.

The TMC Labs Innovation Award from *Internet Telephony* celebrates OfficeSuite Dental's breakthrough in IP communications technology. *Internet Telephony* magazine has been the IP communications authority since 1998. Now in its 14th year, the TMC Labs Innovation Awards honor products and services that exhibit innovation and advance the IP communications industry.

OfficeSuite Dental won a Silver Stevie Award in the category of New Telecommunications Product of the Year and its Hosted Virtual Desktop service won a Bronze Stevie Award in the category of New Cloud Service of the Year. Honoring organizations of all types and sizes and the people behind them, Stevie Awards recognize outstanding performances in the workplace worldwide.

For 2013, InformationWeek's annual 500 list focused on digital business as its theme. OfficeSuite Dental was included because it is leading the way in the evolution of digital business. InformationWeek identifies and honors the nation's most innovative users of information technology with its annual InformationWeek 500 listing, and also tracks the technology, strategies, investments and administrative practices of some of the best-known organizations in the country.

▼ New Insurance Payors Added for eClaims and eEOBs

DENTRIX® eClaims

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

PAYOR ID	PAYOR NAME
51028	21st Century Insurance & Financial Services
CXADN	A.D.N. Administrators Inc.
WT009	Abrazo Advantage Healthcare
TLW06	Carpenters Health & Welfare Trust Fund (St. Louis, MO)
A1317	IBEW Local 38
TLX26	Paid Dental (TX)
PHPMA	Physician Health Partners LLC
TLU30	Regence Life & Health/ LifeMap
73172	Scan Health Plans Arizona
20460	Scan Long Term Care
TLW94	UFCW Welfare Fund (MO)- Locals 400,534,655,881
CRIHB	California Rural Indian Health Board
CRIHB	The Humboldt Del-Norte
20446	6 Degrees Health Inc.
54084	Delta Dental of Virginia
72153	Group Benefit Admin

PAYOR ID	PAYOR NAME
AARP1	AARP
CPPCA	California State Government Programs
94276	Delta Dental Insurance Co (DDIC)
77777	Delta Dental of California- CA00 Claims Office
51022	Delta Dental of Delaware
23166	Delta Dental of Maryland & Pennsylvania
11198	Delta Dental of New York
52147	Delta Dental of Washington DC
31096	Delta Dental of West Virginia
DDAL1	Delta Dental of Alabama
DDFL1	Delta Dental of Florida
DDGA1	Delta Dental of Georgia
DDLA1	Delta Dental of Louisiana
DDMS1	Delta Dental of Mississippi
DDMT1	Delta Dental of Montana
DDNV1	Delta Dental of Nevada
DDTX1	Delta Dental of Texas
DDUT1	Delta Dental of Utah
56205	MedCost Benefit Services
62179	Health Choice- AZ
72153	Group Benefit Admin

View the entire list of electronic payor connections using the Payor Search Tool at 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 for eClaims or for help setting up any of these services.

DENTRIX® eEOB

A benefit of Dentrix G5 is the ability to receive EOBs electronically. The following payors are now connected to provide this service.

PAYOR ID	PAYOR NAME
CX107	Select Health
CB621	Blue Cross Blue Shield of Illinois
CB900	Blue Cross Blue Shield of Texas

DENTRIX®

Tips &Tricks

Following the success of the 2013 Dentrix Business of Dentistry Conference, we bring you a special Tips & Tricks section. This issue of the magazine features some of the most popular tips users discovered in our 14 different Dentrix courses. Find the tips that correspond to your role in the practice and try them out today.

Continuing Care

Finding Patients Attached to a Continuing Care Type You Want to Delete

You can only delete a continuing care type if the type is not attached to patients. To find patients attached to a type you want to delete, you'll need to generate a temporary view of the continuing care list. You can then clear the type from the patients included on the view.

To create a temporary continuing care view:

1. From the Appointment Book, click the **Continuing Care** button to open the Continuing Care module.
2. From the Continuing Care module, click **Views > Temporary View**.
3. From the **Temporary Continuing Care View** dialog box, select the continuing care type you want the list to include from the drop-down options and select the **With CC** option.
4. In the **Due Date Span** group box, the increments should be set to **<ALL>** to **<ALL>**.
5. Make sure that all other filters are set to **<ALL>**.
6. Click **OK** to load the temporary view.
7. Click on a patient's name on the list, and click **Edit > Clear Selected Continuing Care**.
8. Click **Yes** to the message confirming you want to clear the continuing care type.
9. Repeat steps 7-8 for all patients on the list.

(From *Dentrix Continuing Care Clean-Up*)

Using Patient-Friendly Descriptions for Procedures

Did you know you can use patient-friendly descriptions when printing treatment cases for patients? Instead of displaying the ADA code description for a procedure, you can create a less-technical description to help patients more easily understand the procedures in their treatment plans. The descriptions are fully customizable, which may come in handy if you have non-English speaking patients and want to include a translated description. For more information on customizing patient-friendly descriptions for procedure codes, see step #7 in the "Customizing case settings" topic in the Dentrix Help. (From *Managing Treatment Plans with the Dentrix Treatment Planner*)

Creating Claim Remark Templates

You can avoid costly claim denials or delays by including a brief narrative explaining the clinical reasons for completing treatment. For frequently used remarks, you can create templates that make it easy to add them to claims. To create a claim remark template:

1. From the Office Manager, click **Maintenance > Practice Setup > Custom Notes > Claim Remarks Setup**.
2. Click **New**.
3. In the **Description** field, enter a description for the claim remark.
4. In the **Note** field, enter a brief claim remark, such as "Previous endo on tooth # . Insufficient strength and retention for crown."
5. Click **OK** to save.

(From *Streamlining Insurance Processes in Dentrix*)

Copy Billing Statements to the Document Center

When a patient calls your office with questions about their bill, you can quickly pull up an exact duplicate of the document they are referring to if you have set up the **Copy Billing Statements to Document Center** option. With Dentrix (G4 Productivity Pack 6 and higher), a copy of the billing statement is automatically sent to the guarantor's Document Center whenever statements are printed or sent electronically. To activate this feature, go to **Office Manager > Maintenance > Practice Setup > Preferences**, and select the **Print Options** tab. Check the box labeled **Copy Billing Statements to Document Center**. It's that easy!

(From *Maximizing Collections with Dentrix*)

Verifying Billing Statements to Send

Want to stop throwing away a trash basket full of bills you don't want to send every time you run billing statements? The **Verify Billing Statements to Send** option allows you to preview and make changes to your billing statements before they are sent electronically or printed in your office. In the Office Manager, click **Maintenance > Practice Setup > Preferences > Print Options**, and check the **Verify Billing Statements to Send** option. For information about how to include or exclude billing statements from printing, or adding customized notes to individual billing statements, see the "Verify billing statements" topic in the Dentrix Help.

(From *Maximizing Collections with Dentrix*)

Splitting Claims

At times, insurance carriers will send a partial payment for an insurance claim. You can post the partial payment while still keeping track of the unpaid procedures by splitting the claim. Once the original claim is split into two or more separate claims, you still have all the reports and options available with any unpaid claim.

To split a primary insurance claim:

1. With a patient selected in the Ledger, from the transaction log, select the primary insurance claim you want to split.
2. From the **Insurance** menu, click **Split Primary Claim.** The **Split Claim** dialog box appears.
3. Under **Claim #1**, select the procedure(s) that you want to move to the second claim. Click the **Down Arrow** button. Dentrix moves the selected procedures to the **Claim #2** area.
4. Click **OK** to exit. Two claims with the same date appear in the Ledger.

For more information on splitting claims, see the "Splitting Claims" topic in the Dentrix Help.
(From Streamlining Insurance Processes in Dentrix)

Viewing All of a Patient's Clinical Notes in One List

At the beginning of a patient's appointment you may want to review all past clinical notes to get a comprehensive look at the patient's health or treatment in the past. From the Chart, you can open a list that displays all of the clinical notes at once the same way they would appear in a paper chart.

To view all clinical notes at once:

1. Select the appropriate patient in the Patient Chart.
2. Click the **Progress Notes** tab to open the **Progress Notes** panel.
3. On the **Progress Notes** toolbar, select the **Clinical Notes** and **Expand Notes** view options. All of the clinical notes for the patient will be displayed in the progress notes list with the notes expanded so you can see the text of each one.
4. If desired, deselect any other view options so that the only items being displayed in the list are the expanded clinical notes.

By switching to the **Progress Notes Panel View**, you can view a full screen version of the progress notes, making it easier to read the entire patient history. You can sort the columns in the **Clinical Notes** panel by either date or provider by clicking the column heading.
(From Using Dentrix Clinical Notes to Document Patient Care)

Understanding How Insurance Estimates Are Calculated

Use this flow chart to understand how Dentrix uses the Fee Schedule, the Coverage Table, and the Payment Table to determine the insurance estimate amount.
(From Creating More Accurate Insurance Estimates with Dentrix)

Health Card

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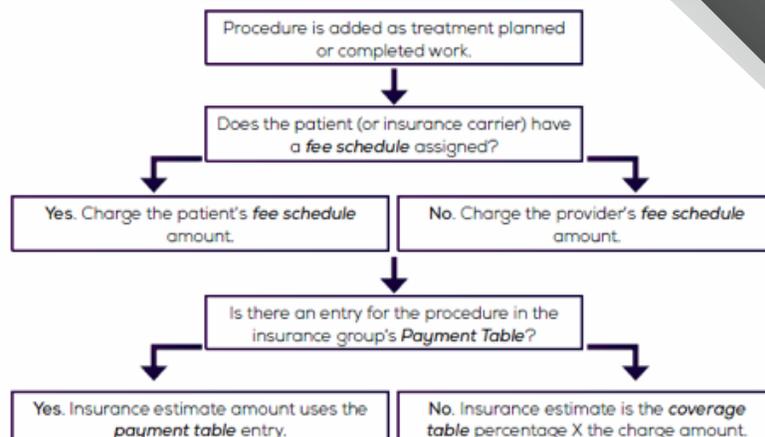
citi

Help more patients to say "Yes!" to the care they need with a new one-click financing solution from Dentrix and Citi Health Card.

With Dentrix and Citi Health Card, you can offer your patients a range of flexible financing options that work with nearly any budget, submit an application with a couple of clicks from inside Dentrix, and receive approval in a few minutes. That means your patients get the care they need—when they need it.

Seamlessly integrated with Dentrix, the Citi Healthcard gives your practice:

• Direct access to the Citi Health Card program

• Automatic payment posting to the Dentrix Ledger for seamless reconciliation

• Application fields that are pre-populated in eCentral with information from Dentrix

• Quick response with the patient's approved credit limit

• Lower merchant fees compared to industry averages *

• Flexible and affordable patient financing

To enroll today, call 1-800-443-2756 (option 1) or visit Dentrix.com/citihealthcard

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*Based on comparison of merchant fees within national health care industry, July 2013

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Top Tips from the 2013 Dentrix Business of Dentistry Conference

May Wescott
Senior Editor

What happens in Vegas doesn't have to stay in Vegas. In fact, if you were one of the more than 1,500 attendees at the 2013 Dentrix Business of Dentistry Conference, you probably went back to your office excited to share all of the great things you learned and enjoyed over your three days in one of America's premier vacation destinations.

Held in August at the Aria Resort and Casino in the heart of the Las Vegas Strip, the 2013 Business of Dentistry Conference was the largest ever. With over 60 different classes, presentations by top industry consultants, a learning lab staffed with senior support technicians, and an exhibitor's hall that featured exciting new product integrations, conference attendees left Las Vegas with answers to their questions and concrete tips for improving their practice and using Dentrix more effectively.

For those of you who attended the conference, use the following summaries to remind you of what you learned. If you weren't at the conference, read these summaries to get a sampling of the professional development learning that went on.

elevate | BUSINESS OF DENTISTRY CONFERENCE | 2013
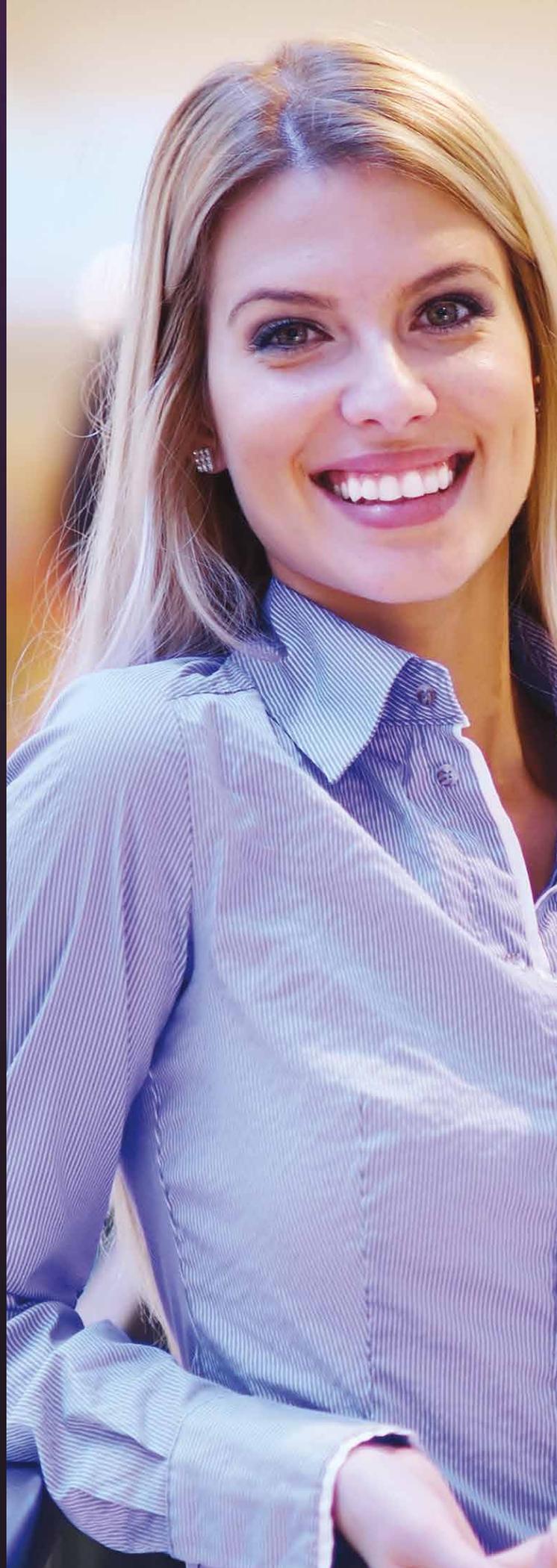
Fifteen Coding and PPO Tips to Boost Practice Profitability
Dr. Charles Blair

Dental reimbursement is changing rapidly and not necessarily for the better. The future of dentistry includes the continued growth of PPOs, a reduction in reimbursement, and greater limitation on what is covered.

Dentists can combat these changes by leaving nothing on the table when billing for services provided. In learning how to play the insurance game (and play it well), you can ensure that you collect every cent you are due.

It's crucial that the individual responsible for coding services is an expert in insurance administration who has the most up-to-date tools and uses them. With a number of changes to the CDT occurring annually, no practice can afford to use an out-dated coding reference. The investment you make in current reference materials will make sure that your staff is billing accurately and will help them learn the ins and outs of the insurance game.

Use your reference materials to learn all you can about the codes themselves, the many nuances that relate to the use of the code, and the many processing policies that carriers may have relating to the code. But knowing the codes isn't enough. You'll want to make sure that you are updating your practice software every year so that only the active codes can be submitted for reimbursement.

Finally, make the effort to discover everything you can about the dental plans accepted by your office. And, even when you are reducing fees in according with carrier agreements, make sure you are submitting your standard fee on every claim.

Knowledge is power when it comes to the insurance game. It's much better to play from a position of power, rather than one of weakness.

Dr. Charles Blair is dentistry's leading authority on practice profitability, fee analysis, insurance coding strategies, and overhead control. He has individually consulted with thousands of practices, helping them identify and implement new strategies for greater productivity and profitability. Dr. Blair's extensive background and experience make him uniquely qualified to share his wealth of knowledge with the dental profession. A widely-read and highly-respected author and publisher, Dr. Blair offers two publications, *Coding with Confidence* and the *Insurance Solutions Newsletter*. He also created the CDT Code Advisor at www.practicebooster.com, which offers practical guidance for the real-world application of CDT codes. Dr. Blair holds degrees in accounting, business administration, mathematics, and dental surgery.

Star Gazing: Building a Five-Star Dental Team
Cathy Jameson

In today's world of sophisticated dentistry, having a cohesive team is imperative. Each member of the team has the opportunity to make or break relationships with patients, and as a result affects patients' decisions to pursue treatment. We have seen measurable growth in productivity when the individual contribution of team members increases or when teamwork is enhanced.

If you're wondering how your team is doing, you can use the tool below to do your own analysis. Have all team members rate the 14 characteristics as they relate to your team. Then add all of the scores together and divide by the number of people on your team who have completed the survey.

Celebrate the areas you rated the highest (4s and 5s) and keep nurturing those outstanding aspects of your teamwork. Then, make note of those areas that you rated 3 or lower. These are areas that could benefit from attention and improvement.

Cathy Jameson is founder and chief visionary officer of Jameson Management, a team of management, clinical and practice building advisors improving the lives of dentists worldwide through consulting, products, events, and more. As a speaker, she delivers entertaining and educational programs packed with decades of proven practice management systems. Her latest book, co-written with Dr. Linda Greenwall of London, *Success Strategies for the Aesthetic Practice* is a best seller throughout Europe and the USA for Quintessence Publishers. Other best sellers include *Collect What You Produce* and *Great Communication Equals Great Production*. These can be purchased at www.jamesonmanagement.com. To learn more about Cathy, visit her blog at www.cathyjameson.com.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
We have the right team members	1	2	3	4	5
We work in a climate of trust	1	2	3	4	5
We have productive, dynamic team meetings	1	2	3	4	5
We welcome a network of resources	1	2	3	4	5
We are rewarded and recognized for work done well	1	2	3	4	5
We maintain a focused and energetic climate	1	2	3	4	5
Members of the team have a positive attitude	1	2	3	4	5
Members of the team are able to work with different personality styles	1	2	3	4	5
Members of the team have a clear sense of the office's mission	1	2	3	4	5
Members of the team are focused on goals	1	2	3	4	5
Members of the team are accountable for their actions	1	2	3	4	5
Members of the team communicate clearly and constructively	1	2	3	4	5
Members of the team are able to face and solve problems	1	2	3	4	5
Members of the team make decisions	1	2	3	4	5

The Million Dollar PPO
Matthew Krieger, DMD

Fee-for-service dentistry has long been considered the gold standard in private practice. But as the economy shifts and patients become more insurance and cost conscious, the need to participate in preferred provider organizations becomes more evident. Here are five ways to improve efficiency, leading to improved profitability in a PPO practice.

1. **Accept that fees don't matter.** This may fly in the face of conventional wisdom, but the fact is you can build million-dollar practices in reduced-fee environments without compromising care. The key is efficiency.

2. **Do the dentistry today.** Once patients leave your practice, unless they are in pain, dental work becomes a low priority. Few people have extra time, and if patients can avoid having to come back they'll see it as a fantastic service. Plus, same-day dentistry is much more efficient and profitable for the practice.

3. **Diagnose and treat periodontal disease.** In most practices, hygienists are actually doing root planing and scaling but billing for a prophy because they're afraid to have a difficult conversation with the patient. But diagnosing and treating perio is not only the right thing to do, it is also a tremendous revenue opportunity for the practice.

4. **Don't just cross train…cross do.** Most dental practices operations are based on a highly inefficient 1970's business model. In order to be maximally productive, patients must flow differently through your practice. Your team should be organized in a way that increases case acceptance and decreases a bottleneck at the front desk.

5. **Be prepared with an effective daily huddle.** We all know that having a morning huddle is a key system in a practice, but few practices do them and even fewer do them well. With an effective huddle you should be able to generate at least $1,000 more in increased production (over scheduled production) because you identified opportunities before the appointments and you were able to seize those opportunities throughout the day. An effective huddle should take only 15 minutes, but everyone must be prepared. You should discuss yesterday, today, and tomorrow, and focus on opportunities.

Dr. Matthew Krieger graduated from New Jersey Dental School in 1998. He launched his own practice in 2003 and built it into a full-time practice in just one year. Dr. Krieger has collected more than one million dollars in each of the last five years and has grown his practice by 30 percent annually—all while working only in 3.5 days per week, maintaining an overhead of 57 percent, and participating in PPO insurance plans. Dr. Krieger is the founder and CEO of Million Dollar PPO, a dental practice management coaching and consulting firm. He also lectures on practice management and CAD/CAM dentistry. Dr. Krieger is an active member of the ADA, AGD, AACD, ACE, and the Crown Council and has earned over six hundred hours of continuing education.

The Secrets to Attracting, Engaging, and Retaining Loyal, Committed Patients
Amy Morgan

The three keys to your practice's successful future are (1) creating a strong brand identity to attract the right patients, (2) engaging patients through modern marketing and online initiatives, and (3) using excellent communications skills to retain patients.

Before you upgrade your website, engage in new or additional marketing, or expand social media strategies, you must first brand your practice. A strong brand identity will unify all of your marketing messaging. It also encourages loyal, committed patients that move past an insurance mindset and financial obstacles.

As you look to engage patients with modern marketing practices, think about the following tips. Your website design must be compelling. The average Internet prospect will spend just a few seconds to decide if your site is interesting before clicking away. In addition, 85 percent of

all health care decisions are made by women, so your marketing messaging must appeal to women. Finally, make sure that your dentist and team bios are written in the first person (I, my, we, etc.) and use patient-friendly language.

You can take advantage of social media by producing genuine, authentic content that inspires dialogue with existing and potential patients. Consider creating a calendar of internal Facebook posts that your entire team can help to create and respond to. Make the posts both personal and professional and invite your patients to participate in the dialogue.

Remember that every communication with patients is an opportunity to retain their business. When you communicate with patients about treatment, employ SPIN (Situation, Problem, Implication, Needs-Payoff) selling. Start by asking situation questions, followed by "why is

this a problem?" questions, then implication questions, and end with needs-payoff questions like "how would your life improve…?" Follow up with a consultative presentation formula: "You mentioned that you have… That's why I'm recommending… Here's how this will help. What are your thoughts?"

Amy Morgan is a renowned dental consultant and the chief executive officer of Pride Institute. Since joining the institute as a consultant in 1993, she has refined and enhanced its time-proven management systems, which have revitalized thousands of general and specialty dental practices—helping them become more secure, efficient, and profitable. Amy is a highly sought-after educator throughout North America and Europe who has been a featured speaker at major dental meetings and has been published. To find out more about Pride Institute, visit the website at www.prideinstitute.com and 'Like us" on Facebook.

Patient Health, Not Just Oral Health
Richard H. Nagelberg, DDS

Oral health and overall patient health are closely connected. The oral systemic interconnections are well established in the dental and medical professions and indicate two basic mechanisms. One is the contribution of periodontal disease to the total inflammatory burden in the body, which is known to increase the risk for atherosclerosis and cardiovascular disease. The second mechanism is the direct effects of periodontal pathogenic bacteria in the development of athero-sclerosis, which in turn can lead to heart attacks and strokes. Similarly, the perio pathogen Pg has been implicated in the development of rheumatoid arthritis.

DNA analysis of bacteria in a salivary sample can be used to identify the specific bacteria causing an individual patient's periodontal disease. When this information is coupled with research results, clinicians can help identify patients at risk for diseases and conditions beyond the oral cavity. For example, when a salivary DNA test reveals the presence of Pg at high levels in a patient who is at risk for rheumatoid arthritis (based on the patient's family history), clinicians should provide the patient with treatment and home care recommendations to reduce the level of Pg to remove this risk element. Similarly, patients with high Pg levels have a significantly elevated risk of heart attack. These patients should also have a treatment plan and home care regimen in place to reduce the levels of these bacteria. There are physicians in the US who are presently using bacterial DNA testing to determine the causality of elevated levels of an enzyme, Plac-2, which is a major factor in the development of heart attacks and strokes.

Integrating current technology and research findings will help us treat our patients, not just their oral cavities.

Dr. Richard Nagelberg has been practicing general dentistry in suburban Philadelphia for over 30 years. He also has international practice experience, having provided dental services in Thailand, Cambodia, and Canada. Richard is editorial director of dental education for PennWell Publishing. He is co-founder of PerioFrogz.com, an information services company, and an advisory board member, speaker, key opinion leader, and clinical consultant for several dental companies and organizations. Richard has a monthly column, "GP Perio—The Oral-Systemic Connection", in *Dental Economics* magazine. He is a recipient of Dentistry Today's Top Clinicians in CE for 2009, 2010, 2011, 2012, and 2013. A respected member of the dental community, Richard lectures internationally on a variety of topics centered on understanding the impact dental professionals have beyond the oral cavity.

Social Media Marketing Success Strategies
Rita Zamora

Top dental practices are successfully growing their practice with social media. Here are a few ideas on how you can create a simple, yet powerful, social marketing plan and content strategy.

Remember, social media is dynamic and new opportunities sprout up quickly. Today, the hottest social media platform to implement and become proficient with is Google Plus. Learn all you can about the different platforms out there.

Keep your social media efforts consistent. Social media is not a short-term campaign; rather it's a long-term communication tool. You can maintain consistency by assigning team members to manage your social media. Make the responsibility part of their job description so team members understand they are accountable.

Take advantage of opportunities to show your human side in social media. Remember, human connections build trust. In turn, trust results in better case acceptance, patient loyalty, and referrals. You can show your human side through photos that feature the doctor or team members enjoying hobbies, volunteering, or posing with children or pets.

Motivate patients to share thoughts and recommendations on your Facebook and Google Plus pages. For example, ask every patient, "How did we do today?" When the patient responds positively, tell the patient how this makes your day. Then invite the patient to share their thoughts on your page. Using this simple tactic alone can dramatically impact your online reputation.

Network with other businesses via your Facebook and Google Plus business pages. "Like," "follow," mention, and interact with other businesses. Often they'll reciprocate and this will result in additional followers and exposure for your practice.

Rita Zamora is an authority in social media marketing and training for dental professionals. She and her team specialize in training clients for independence, so they can manage social media themselves. Rita is a highly sought after speaker and is published frequently in the US and internationally. She graduated magna cum laude from the University of Colorado with a bachelor's degree in business and marketing and is a board member of the Academy of Dental Management Consultants. In addition, she has over 18 years of experience working hands-on in the business of dentistry.

DENTRIX®

Save the Date

August 7-9, 2014   The Cosmopolitan of Las Vegas

for the next

Dentrix
Business of Dentistry
Conference

Join us for three days of Dentrix, practice management and clinical technology training that will make you and your practice more valuable.

The 2014 conference will include three days of training for each member of your team in the fabulous The Cosmopolitan of Las Vegas hotel.

And remember, what happens in Las Vegas . . . will improve your practice.

Like us on Facebook to receive the conference overview

HENRY SCHEIN®

Written by: Jason Coggins

CLOSING THE YEAR IN DENTRIX

As year-end approaches, dental offices begin the process of closing their fiscal year in Dentrix. Closing the year is an opportunity to purge old Appointment Book data, keep insurance benefits and deductibles up-to-date, and review helpful year-end information from several Dentrix reports. The Dentrix Customer Support team wants to help make that process as easy as possible by providing some helpful advice and tips. This article provides information we have found to be helpful in addressing three common questions that frequently arise at this time of the year:

**1** How do I close out the year? Are there special utilities or processes that I should run?

2 What do I do with outstanding insurance claims from the previous year?

3 Are there any reports that may be beneficial to run?
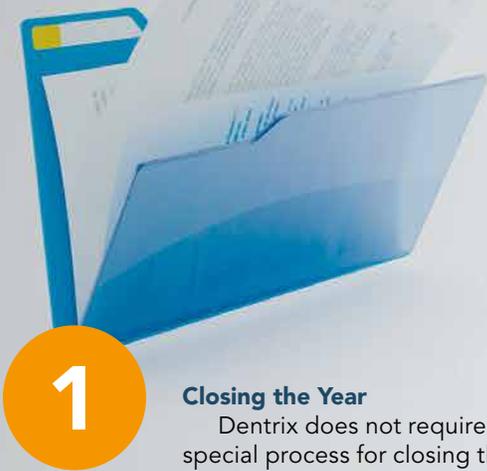
1 **Closing the Year**

Dentrix does not require a special process for closing the year. Closing the last month of the fiscal year is all that is required to close the year. This can be done using the month-end update or by running the Month End Wizard.

Figure 1 This dialog box in the Ledger helps you close out each month.

When you first set up your practice, you specified a fiscal year beginning month. You can find the fiscal year beginning month setting in the Office Manager. To do this, from the **Maintenance** menu, point to **Practice Setup**, and then click **Practice Resource Setup**. Under **Practice Information**, click **Edit**. In most cases, the fiscal year starts in January, but the following procedure works regardless of when the fiscal year begins.

When it is time to close the last month of the fiscal year, make an up-to-the-minute backup of your practice data, and then close Dentrix on all but one of the computers in your office.

Open the Ledger. From the **Month End** menu, click **Month End Update** to display the **Close Out** Month dialog box (Figure 1). If your office regularly closes out each month, the **Close Out Month** date will reflect the month that has just ended (for example, 12/2013).

If you want to delete old appointments in the Appointment Book at this time to reduce the size of your practice database, you can select **Appointment Purge**. All appointments dated prior to the **Cutoff Date** will be deleted from the Appointment Book. (The default cutoff date is one year before the month you are closing.) If you do not want to purge appointments, do not select this option.

To keep insurance benefits and deductibles renewed and up-to-date as you close out the year, select the **Reset Insurance Benefits** option. We recommend you do this each month to ensure that future insurance estimates are calculated correctly.

Click **OK**. Dentrix closes the month, then checks the fiscal year beginning month and calculates the yearly totals accordingly.

2 **Handling Claims Created in One Year But Received During the Following Year**

After you close the fiscal year, Dentrix detects all pending claims created during the previous year. All payments posted to claims from the previous year are automatically applied to the previous year's benefits unless you make an adjustment in the **Total Insurance Payment** dialog box (Figure 2). (This might be needed for a write-off or refund adjustment after receiving payment from the insurance company. This is a new feature that was added in Productivity Pack 8. For more information on using write-off and refund adjustments, see "Adjusting insurance payments automatically" and "Posting refund adjustments automatically" in the Dentrix Help.)

3 **Year End Reports**

The Dentrix Office Manager has several reports that can help you at year end. The following is a list and brief
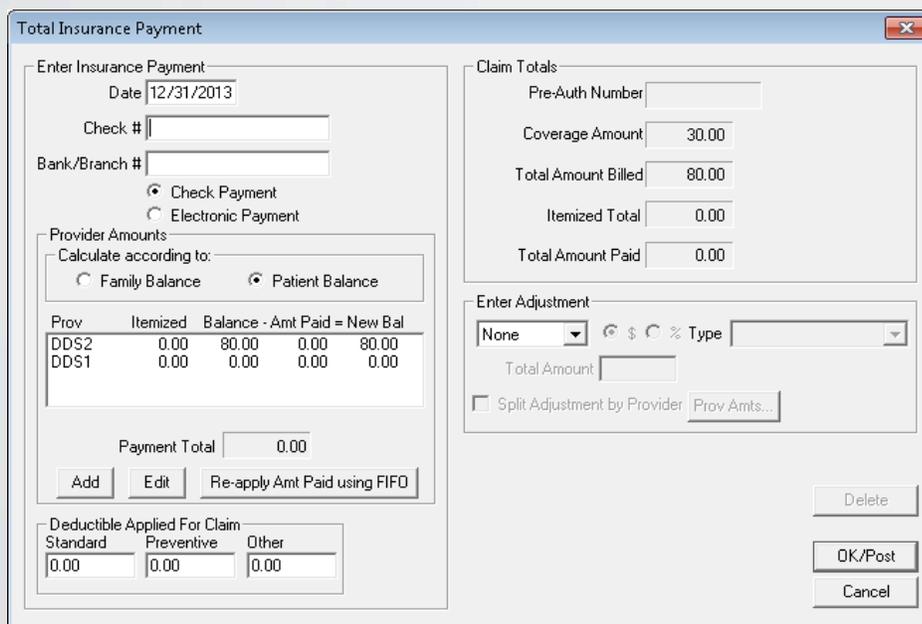
Figure 2 You can make payment adjustments in the Total Insurance Payment dialog box.
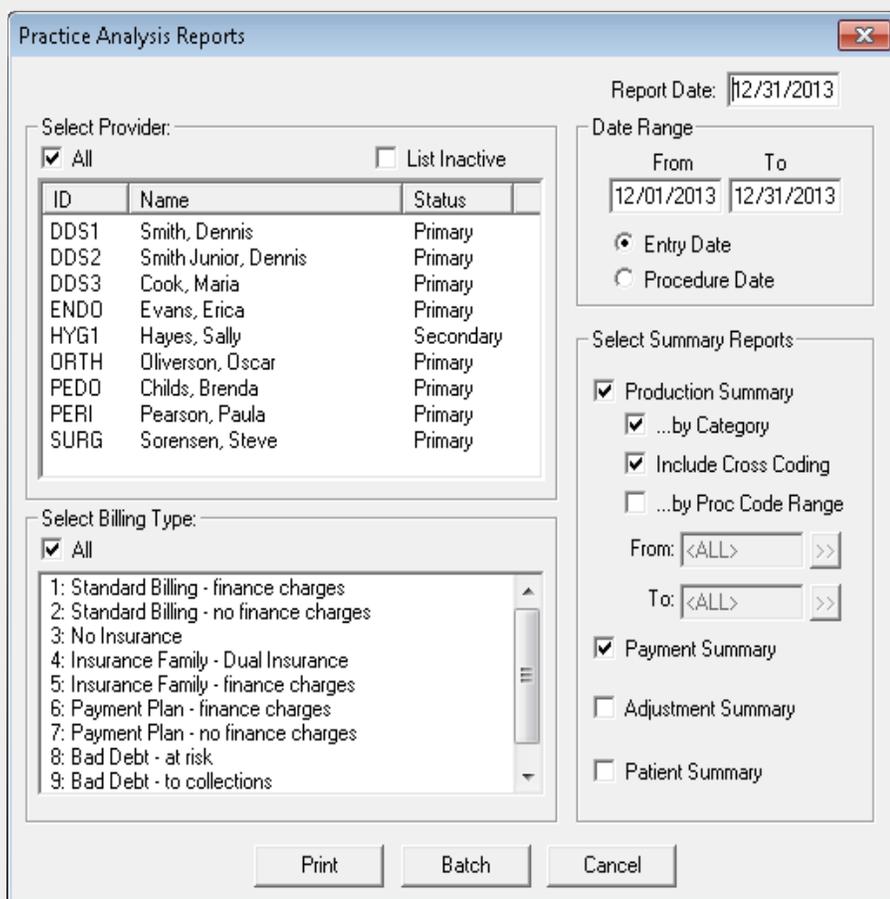
Figure 3 You can print a report summarizing your production over a specific period.

description of some reports that give you helpful year-end information:

- **Practice Advisor Report**. With this report, you can assess the overall financial health of your practice with month-to-date and year-to-date statistics for collections, continuing care, new patients, production, and schedule management. The Practice Advisor shows you where you have reached or exceeded goals and where improvements need to be made. This report provides statistics for the practice as a whole and for each dentist and hygienist. Taking the recommendations provided in the report, you can use the other year-end reports (described below) to look at details regarding those shortfalls. To run this report, in the Office Manager, from the Analysis menu, click Practice Advisor to open the **Practice Advisor** dialog box, and then click **Practice Advisor Report**.

- **Analysis Summary Report**. This report lists charges, payments, and adjustments. You can use this report to generate totals for a specified date range or daily totals. You can also generate a detailed summary that includes MTD and YTD totals for each provider. To run this report, from the **Reports** menu, point to **Management**, and then click **Analysis Summary**.

- **Practice Analysis Report**. This report provides statistical data for production, receivables, patients, and financial contracts (payment agreements and future due payment plans). The report lists this data for the current day, month, year, and past three months. You can only generate this report by Entry Date (the date a transaction or procedure was entered into the computer). You can rearrange the columns on this report to suit the needs of your office by clicking **Setup > Analysis**. To run this report, from the **Analysis** menu, click **Practice**. Then from the **File** menu, click **Print Analysis**.

- **Production Summary Report**. This report generates a detailed list showing the total number of times you completed each procedure in the specified date range and the average charge for each procedure. By default, the report groups the procedures by categories, such as **Diagnostic**, **Preventive**, and so forth. To run this report, from the **Analysis** menu, click **Practice**, and then click the **Reports** menu (Figure 3). To generate an unfiltered report, clear all the options under **Select Summary Reports** except **Production Summary**.

Closing the year is an opportunity to purge old Appointment Book data, keep insurance benefits and deductibles up-to-date, and review helpful year-end information from several Dentrix reports.
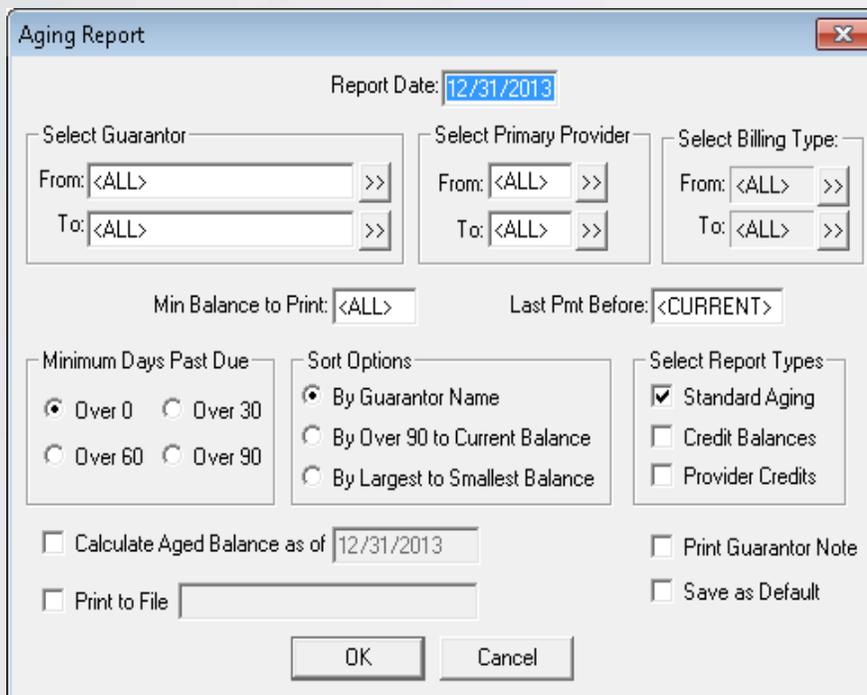
Figure 4 From the Aging Report dialog box, you can print an Aging Report.
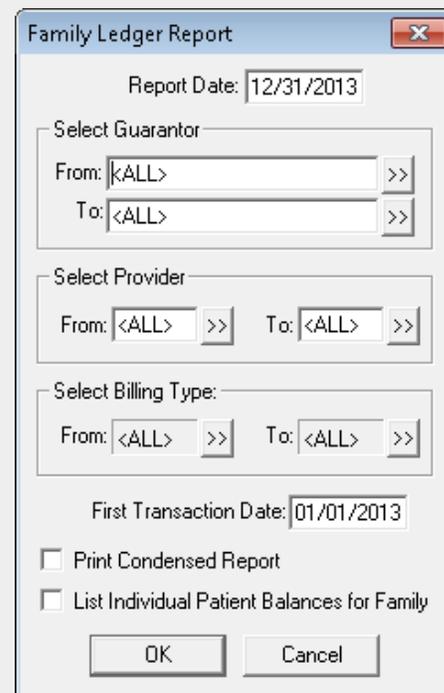
Figure 5 You can print a Family Ledger Report from this dialog box.

- **Adjustment Summary Report**. This 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. To run this report, from the **Analysis** menu, click **Practice**, and then click the **Reports** menu.

- **Payment Summary Report**. This report 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, and so forth. To run this report, from the **Analysis** menu, click **Practice**, and then click the **Reports** menu.

- **Patient Summary Report**. This is a demographic report that shows the total number of current patients. The report data is broken down by gender, age, insured, non-insured, and so forth. To run this report, from the

Analysis menu, click **Practice**, then click the **Reports** menu.

- **Aging Report** and an **Insurance Aging Report**. Many offices also find it useful to print these two reports at the end of each month and year. To run these reports, from the **Reports** menu, point to **Ledger**, then click the name of the report (Figure 4).

- **Family Ledger Report**. Patients often request a printout of their Ledger for the previous year. To print a Family Ledger Report, in Office Manager, from the **Reports** menu, point to **Ledger**, and then click **Family Ledger Report** (Figure 5). Select the guarantor for the desired family. The First Transaction Date should be modified to show the first day of the year (1/1/2013) and the Report Date (at the top) should be the last day of the year (12/31/13). A Family Ledger Report can also be printed directly from the Ledger, but

it is not possible to specify a date range there.

Note: These are the same reports that are recommended for month-end. After you run these reports for the last month of your fiscal year, you will run these reports for the entire year (with the exception of the Practice Advisor Report).

Following the recommendations in this article will help simplify the work of closing the year and save you some time to enjoy the holidays. Happy New Year! **DM**

LEARN MORE

To learn more about closing the year, see the "Running the month-end update" and "Running the Month End Wizard" topics in the Dentrix Help or visit the Dentrix Resource Center to view the "Year End Processes" webinar recording. See "How to Learn More" on page 2 for instructions on accessing these resources.

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Top 3 Dentrix Features for Patient Privacy

Learn how three simple Dentrix features can help you keep your patients' personal health information private.

◼ **Dayna Johnson** | Certified Dentrix Trainer

I recently received an e-mail message from an office asking me what steps they should take to make sure their patient's personal health information was private. Here are the top three Dentrix features that can help you with this task.

1. Create Anonymous Appointment Book views in the Treatment Rooms

When I go into an office to do clinical training, one of the first things we do is set up an anonymous Appointment Book view for the monitors in the treatment rooms. It is so easy to do, and yet it is often overlooked in many practices.

In the Appointment Book, from the **View** menu, select one of the existing views and click **Edit**, or click **New** to display the **Select View** dialog box. Under **Appointment Display Info**, there are several drop-down menus where you can specify what you want to appear on each line of the appointment block. Make sure **Line 1** is set to **Name**, lines 2-4 are all set to **Appt Reason**, then lines 5-9 are set to **[none]** (Figure 1). When finished, click **OK**.

This hides confidential patient information so it doesn't appear on your Appointment Book view all day long. If you need to view more patient information than this, you can easily use the Hover Window feature or click the appointment block and then click the **More Info (Dial)** button on the toolbar.

2. Set up Administrator and User Passwords

Make sure your office is using the passwords feature in Dentrix. Before making any password changes for your office, make sure you have an up-to-the-minute copy of your Dentrix database to restore in case you get locked out. (If you've used passwords previously,

Dentrix will remember and require your old passwords once you turn passwords back on; if you have forgotten your old passwords, you will be locked out.) It is best to back up your Dentrix database outside of production hours.

To set up passwords, in the Office Manager, from the **Maintenance** menu, point to **Practice Setup**, and then click **Passwords**. If you have used passwords previously and are making security

changes to your team members, click **User Password Setup**. (If you haven't set up passwords in your office, see the "Password setup" Help topics in the Dentrix Help for more information.)

Here are my recommendations for security rights within the dental team:

- **Doctor** – If the doctor is the practice owner, he or she should have all rights. If the doctor is an associate, he or she

Figure 1 The Select View dialog box.

Figure 2 The patient information block.

should have all rights except Audit Trail Clear.

- **Office Manager** – The office manager will need to manage the practice in the absence of the doctor and should therefore have all rights except Audit Trail Clear.

- **Front Office** – The front office team will need to perform most of the tasks in Dentrix. The office manager can assign these rights based on job description or longevity in the practice. Team members could have all rights except Administrative, Audit Trail Clear, and Time Clock Management.

the same (or similar) tasks. For example, you could grant rights to one hygienist, and then copy those rights to every other hygienist rather than assigning rights separately to each hygienist. This can save time and also ensure that you are maintaining a consistent security policy. For more information, see "Assigning user security rights" in the Dentrix Help.

3. Mask or Hide Social Security Numbers

In the Office Manager, from the **Maintenance** menu, point to **Practice Setup**, and then click **Preferences**. Under **Additional Options**, select **Hide**

- **Patient Route Slips** – The Social Security number will not appear on printed route slips.

- **Coupon Books** – If your office uses coupon books from the Future Due Payment Plans or Payment Agreement features, the Social Security number will not appear.

- **Chart Labels** – If your office prints chart labels from the Quick Labels, the Social Security numbers will not appear.

By implementing three simple processes in Dentrix, you can help protect your patients' private health information. **DM**

> By implementing three simple processes in Dentrix, you can help protect your patients' private health information.

- **Back Office** – The clinical team should only be assigned security rights necessary to perform their job duties. They should not have the rights for Administrative, Audit Trail, Time Clock Management, or deleting anything (such as appointments, charges, payments, prescriptions, notes, and so forth.)

After you set up user security rights for one user, you can copy those security rights to other users who perform

Social Security Number, then in the list box, select if you want to hide it completely, mask it completely, or mask all but the last four numbers (Figure 2). This will hide patient social security numbers in these (and other) areas of Dentrix:

- **Family File** – The Social Security number will not appear in the patient information block of the Ledger (Figure 2).

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 19 years experience in the business and technical side of dental offices, Dayna's passion for efficient systems is grounded in both personal understanding and professional expertise. Dayna can be reached at dayna@raedentalmanagement.com or visit her website at www.raedentalmanagement.com.

Improve Your Bottom Line by Contacting Inactive Patients

It doesn't matter how many new patients you recruit each month if you're not retaining your existing patients. Try these strategies to get your inactive patients back into the office.

■ **Cris Hays** | Dentrix Profitability Coach

Once upon a time, when I heard people talk about tracking inactive patients I would roll my eyes. As the person in charge of filling a busy schedule and keeping a fast-paced office on the move, I thought that just wasn't all that important. Who cared about patients that we were losing when I had lots of patients right in front of me? I didn't think tracking inactive patients or reactivating patients was nearly as vital as getting new patients in the door. I couldn't see the impact that tracking my inactive patients could have on my bottom line.

I have definitely learned the error of my ways since then. I now know that it is just as important to take care of your inactive patients as it is to take care of the patients who are currently in the office, and it's just as important to reactivate inactive patients as it is to recruit new patients. After all, recruiting 20 new patients a month only grows the practice if you are not losing 20 patients a month to inactivity.

The first step in caring for your inactive patients is finding them. You can use the Inactive Patient list to find the patients that are currently "in limbo" (Figure 1). You haven't really lost them yet, you just haven't seen them in a while. Now is the time to reach out to them to see what's going on. Do they want to remain an active patient? Are they going to see another dentist? Generating an inviting letter or postcard is a great way to touch base with a large number of these patients in a manageable way.

> It is just as important to take care of your inactive patients as it is to take care of the patients who are currently in the office, and it's just as important to reactivate inactive patients as it is to recruit new patients.

To generate the Inactive Patient List, from the Office Manager click **Reports > Lists > Inactive Patient List**. The time frame you use for this report is up to you, but I generally see offices looking for patients that haven't been seen in 18 to 24 months.

You can find three types of patients with the Inactive Patient List: patients who have not been back to the

Figure 1 The Inactive Patient List helps you find patients who haven't been to the practice in a while or who already have an "Inactive" status in the Family File.
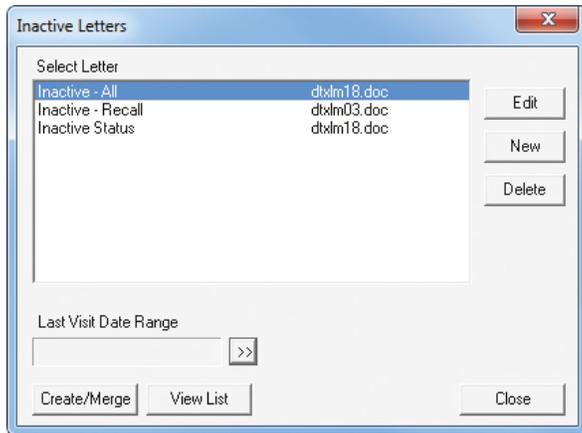
Figure 2 There are three different letters you can use to contact patients who are in danger of becoming inactive so you can encourage them to come back to the practice.

office recently, patients who have no continuing care and no future appointments, and patients who are already flagged as inactive in the Family File. Run the list once by each of these criteria to get an idea of the number of patients you have to work with and the size of the project you have ahead of you.

If this is the first time you have ever run this list and you have been using Dentrix for more than a year, this list may be large. But don't worry. You can prioritize the patients you contact by starting with the oldest year first. Review the report to find the oldest **Last Visit Date** and use that as your starting date when you are ready to contact patients. Work forward from oldest **Last Visit Date** month by month or year by year, whichever makes your total number of patients easier to work with.

As you contact the patients you find on the Inactive Patient List, let them know you would love to have them back and ask them to let you know if they want to remain active in your practice. Ask patients to respond to your communication in a specific time frame. If they respond within the time frame specified, you can respond to their wishes by scheduling them or inactivating them as requested. If they don't respond, you can inactivate them knowing you did your best to reach out and care for them.

Dentrix has three Inactive Patient letters you can use to make this process easier. To use these letters, from the Office Manager click **Letters** and then click the **Inactive Patient** button (Figure

2). The Inactive – All letter is designed to reach out to all patients with a "Patient" status in the Family File who have not been in since a specific date. The Inactive – Recall letter is designed to reach out to all patients with a "Patient" status in the Family File who are significantly overdue for Continuing Care and haven't been in since a specific date. The Inactive Status letter is designed to reach out to all patients with an "Inactive" status in the Family File who have not come back to the practice since a specified date.

It is a good idea to start with the "Inactive – All" letter. This is where the oldest last visit date you saw on the Inactive Patients List comes into play. Create your first group of letters using that oldest last visit date so you can contact the group of patients who haven't been to the office in a significant amount of time. Click the search button at the bottom of the **Inactive Letters** dialog box and enter the oldest

last visit date as the **Ending Date**. Click **Create/Merge** to find patients who meet your search criteria and merge the letters.

I recommend working on this project monthly. Each month send out a new batch of letters based on a more and more recent time span, and then wait for the responses to come back. The patients that do not respond become your inactive patients. Mark them as Inactive in the Family File and keep count. This is vital data. Knowing how many patients you lose each month lets you know how many new patients you need in order to have any real growth in your practice. It's imperative that you keep an eye on patients who are in danger of becoming inactive and prevent that from happening so that you aren't losing patients and preventing your practice from growing. **DM**

> Getting 20 new patients a month only grows the practice if you are not losing 20 patients a month to inactivity.

LEARN MORE

To learn more about the Inactive Patient List, see the "Inactive Patient List" topic in the Dentrix Help. You can also view the "Run a Report to Identify Inactive Patients" article in the Dentrix Resource Center. See "How to Learn More" on page 2 for instructions on accessing these resources.

Reducing Cancellations and Broken Appointments: A Practical Approach to Dealing with Chronic Offenders

Use these simple strategies to help you reduce the stress of no-shows in your schedule.

■ **Dianne Glasscoe Watterson, MBA** | CEO of Professional Dental Management

It's 10:10 a.m. Dr. Smith marches resolutely to the front desk to see if anyone knows why her 10 a.m. patient has not arrived. The business assistant assures the doctor that she left the patient a confirmation on her voicemail yesterday. The problem is that this patient is notorious for breaking appointments. Over the past five years, five of his appointments have either been no-shows or late cancellations.

Downtime is a serious problem in many dental practices today. It is the great destroyer of profit. Without a patient in the chair, the dentist is temporarily unemployed. If we are honest, we must accept part of the blame, especially with the pesky two to three percent of our patients that are chronic offenders. If we want different results and are serious about reducing the stress that no-shows cause, it is imperative that we employ some different strategies aimed at avoiding the problem.

Defining the Problem and Developing Solutions

Start by finding and flagging your chronic offenders. Discovering that Mr. Davis has broken several previous appointments after he is ten minutes late for today's appointment is too late! You must be proactive in identifying patients with a history of disappointment. You can use Dentrix to help you keep track of these patients. When you break an appointment for a patient, Dentrix automatically notes the date of the missed appointment and counts the number of appointments the patient has broken. You can view this information in the patient information block in the Family File (Figure 1).

When a patient has begun to show a pattern of missed or late arrivals, flag them with a patient alert that appears when a staff member tries to create a new appointment for the patient (Figure 2). To create a patient alert, select the patient in the Family File and then click the **Patient Alerts** button. Click **New….** Enter the description and text for the alert and then specify who the alert applies to and when you want it to expire. Finally, select **Create New Appointment** to display the alert when a staff member schedules a new appointment for that patient.

You'll need to create new protocols and train your staff to use them when they see the "Missed Appt" alert appear. Your protocols might include the following three ideas:

1. The chronic offender must be informed in a tactful manner that his or her failure to show up for appointments is a problem. For example, when the patient comes in for preventive care and needs to come back for some restorative work, the scheduler could say, "Mr. Davis, we've reserved time with Dr. Smith for your needed dentistry. Do you know of any reason why you would not be able to keep this appointment?" The patient will usually reply that the appointment looks fine. The scheduler would then offer, "The reason I ask is that we've

Figure 1 The number of times the patient has broken an appointment is shown in the Family File.
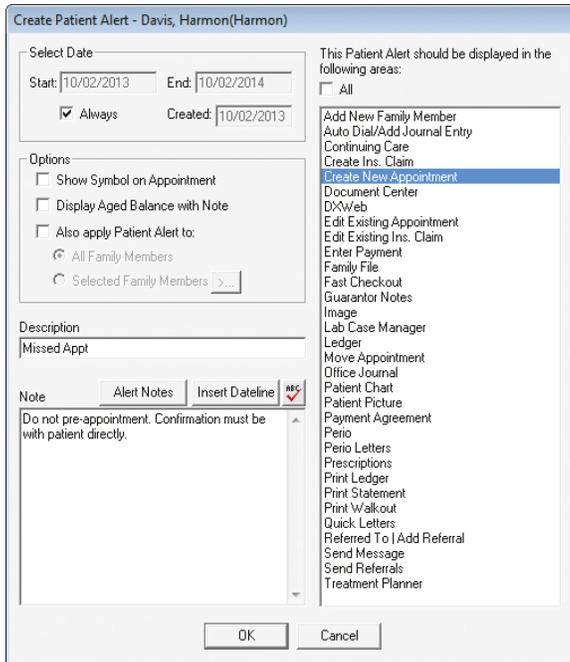
Figure 2 You can create a patient alert to remind you that a patient has a history of missed appointments.

had a few problems coordinating your busy schedule and ours in the past. I trust that won't be a problem in the future."

2. Patients with questionable depend-ability should not be allowed to pre-schedule hygiene appointments six months into the future. Such patients should be sent a reminder card when it is almost time for their visit with instructions to call the office for an appointment. These patients provide a ready source of patients to fill openings in the imme-diate schedule.

> **If we want different results and are serious about reducing the stress that no-shows cause, it is imperative that we employ some different strategies aimed at avoiding the problem.**

3. It is unacceptable to leave reminder messages for any patient with a history of cancellations. Office staff must speak with these patients directly, even if it requires a call after regular business hours. To

help manage these patients you can create a new appointment status in the Office Manager. From the **Maintenance** menu, point to **Practice Setup**, and then click **Definitions**. Under **Definition Type**, select **Appointment Status**, and then in the two fields under **Definition Text**, type "DIRECT" and "Contact Directly." When you schedule the appointment for the chronic offender, set the status to your new type (Figure 3). Staff making confirmation calls will see the appointment status and be reminded that they must speak to the patient directly.

Keep in mind that about a third of patients don't want a reminder call. Another third won't come without it, and the final third are ambivalent about the call. When you schedule an appointment, ask the patient if he or she would like a "courtesy reminder call." If the patient says no, you should say, "Great – I'll make a note of that. Thank you for being dependable." You should then change the status on the new appointment to **Confirmed**.

If the patient says a call would be appreciated, you can respond with something like, "Certainly, I'll be happy to give you a courtesy reminder call. Tell me which phone number to call." Enter the preferred contact number in the **Appointment Notes** field so that it is accessible during the confir-mation process (Figure 3). This prevents the business assistant from having to call

home, work, and cell numbers, leaving the same message over and over.

Finally, you might consider alternative ways to communicate with patients about their scheduled appointments. If you haven't already done so, begin building a database of patient email addresses and offer email and/or text message reminders. Dentrix makes this kind of communication simple through the eSer-vices Communication Manager, which allows you to automatically generate email and text message reminders. For more information, go to www.dentrix. com/products/eservices/ecentral/ communication-manager/features.aspx.

While it is impossible to eliminate no-shows from our schedules, these strategies can help offices keep down-time to a minimum. **DM**

Dianne Glasscoe Watterson, MBA, is the CEO of Professional Dental Management based in Frederick, MD. Dianne is the author of two books, Manage Your Practice Well, *and* The Consummate Dental Hygienist. *She is dedicated to making good dental practices better through custom-tailored solutions and practical onsite consulting. Visit the company website at www.professionaldentalmgmt.com. Dianne can be reached at dglasscoe@northstate.net*
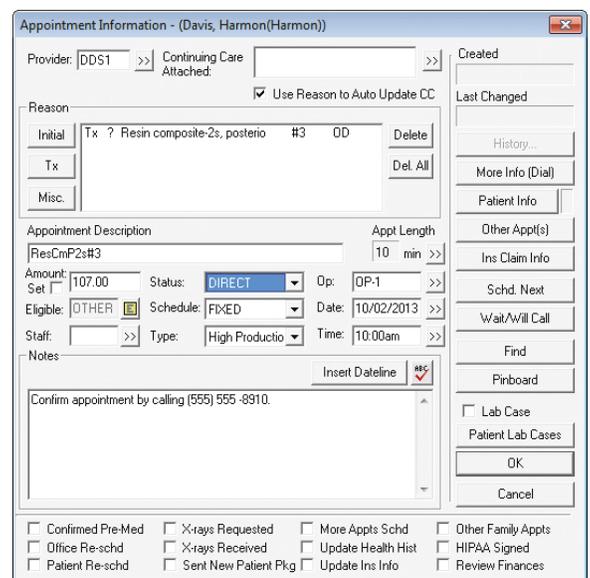
Figure 3 You can make notes about contact numbers in the **Appointment Notes** field. Use the **Status** field to keep track of confirmation status.

R.I.P. Windows XP

Microsoft will discontinue support for Windows XP early next year. If your practice is still running Windows XP, learn what this means for you and what your upgrade options are.

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

Following numerous extensions, Microsoft has announced that technical support for Windows XP will end in early 2014. When that happens, Microsoft will cease providing Windows XP technical support and

> **Microsoft has announced that technical support for Windows XP will end in early 2014. When that happens, Microsoft will cease providing XP technical support and security updates.**

security updates. Microsoft believes it is time to move on. Kristina Libby, head of Windows consumer public relations for Microsoft, said in an October 2011 blog post, "While turning 10 is often lauded, in the tech industry it means you're falling behind. Ten years is a long time to have the same old technology."

What does this mean for your practice? It's time to migrate to a new operating system.

Why Should I Change?

You may think Microsoft's announcement is akin to Ford saying they won't fix problems with a 2002 or older-model car; however, Microsoft may be doing you a favor. As XP approaches "end of life," you can expect new computer software and hardware will not be compatible with Windows XP. Continuing to operate on Windows XP will hinder your ability to get computer help or adopt new technologies that increase productivity and profits.

Also, continuing to use Windows XP is a security time bomb for your practice as

Microsoft stops issuing fixes. According to a report by the National Security Agency, "Both Windows 7 and Vista provide substantial security enhancements over earlier Windows workstation operating systems such as XP."

Do I Need New Computers to Upgrade Windows?

Choosing a new operating system depends on the age of your computer hardware. Computers that originally shipped with Windows XP are now at least six years old. In technology years, these computers qualify for Social Security. If your PCs are still running Windows XP, it's time for them to retire.

According to Microsoft, Windows 7 requires the following minimum hardware:

- 1 GHz or faster processor for 32-bit (x86) or 64-bit
- 1 GB RAM (32-bit) or 2 GB RAM (64-bit)
- 16 GB available hard disk space (for 32-bit) or 20 GB (for 64-bit)
- DirectX 9 graphics device with WDDM 1.0 or higher driver

To learn what your options are, talk to your Henry Schein DTS about a TechCentral computer assessment or call 877-483-0382 to request one. If your computers don't meet the minimum requirements, you'll need to upgrade. If they barely meet the minimum requirements, you should consider upgrading to get the most from a newer operating system.

What Operating System Should I Choose?

Choosing between Windows 7 and Windows 8 depends on your practice's needs and your decision to replace aging hardware. Dentrix G5 and G5 Productivity Pack 1 (as well as many other software products you rely on in your office) are fully supported on Windows 7

Professional/Ultimate. Dentrix G5 Productivity Pack 1 running Update 3 is compatible with Windows 8 Pro/Enterprise. Before installing Dentrix on a Windows 8 computer, however, make sure that all your hardware and software are compatible with Windows 8, including any eServices products and third-party software (such as imaging software) that you link to through Dentrix. For current information regarding Dentrix and eServices compatibility with Windows 8 compatibility, visit www.dentrix.com/support/software-updates/g5.aspx.

One of the significant changes to Windows 8 is to support touchscreen technology. As Dell and HP now offer reasonably priced 23" HD All-in-One (AiO) touchscreen computers, it is easy to upgrade your operating system while giving your practice the advantage of the latest technology.

If you are running 25 or more computers in your office, we recommend that you run Dentrix G5 Productivity Pack 1 and a 64-bit version of Windows Server 2003 R1 or Windows Server 2008 R1/R2. If you choose to run a 32-bit operating system with more than 25 computers, you may experience performances issues and crashes due to 32-bit memory limitations. Windows Vista, Windows 7, Windows 8 Pro/Enterprise can be used as server operating systems but are not recommended due to security and scalability issues that may require special server configuration. You can find the latest system requirements in the Dentrix Resource Center at www.dentrix.com/resource-center.

TechCentral experts can help evaluate your practice and recommend the right equipment to meet your needs. Contact Henry Schein TechCentral at 877-483-0382 for assistance in upgrading your practice's operating system and other technology. Or visit us on the web at www.HenryScheinTechCentral.com. **DM**

DENTRIX® G5 CONNECTED Solution Guide

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

Broadview
www.broadviewnet.com

Network-based Business Communication

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

DENTRIX® G5 CONNECTED

BiteBank Media
www.bitebankmedia.com

Dental Practice Solutions

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

DENTRIX® G5 CONNECTED

Citi
www.healthcard.citicards.com

Citi Health Card

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

DENTRIX® G5 CONNECTED

Demandforce
www.demandforce.com

Patient Communication Solution

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

DENTRIX® G5 CONNECTED

DentalWriter
www.dentalwriter.com

Medical Billing Software

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

DENTRIX® G5 CONNECTED

DEXIS
www.dexis.com

Digital Diagnostic Imaging

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

DENTRIX® G5 CONNECTED

Lighthouse
www.lh360.com

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

Patient Activator
www.patientactivator.com

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

Practice Mojo
www.practicemojo.com

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

Practice Safeguard
www.practicesafeguard.com

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

RecordLinc
www.recordlinc.com

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

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.

Smile Reminder
www.solutionreach.com

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

TeleVox
www.televox.com

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

Text2Floss
www.text2floss.com

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

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