

# GLOWING SMILE DENTAL

Arizona-based practice uses Dentrix to increase profits



## OVERVIEW

### Practice:

Dr. Erin Maruska,  
Glowing Smile Dental  
Peoria, AZ  
[www.AGlowingSmile.com](http://www.AGlowingSmile.com)

### Profile:

With four operatories and a strong team of committed employees, Dr. Erin Maruska strives to provide the highest quality of care. Dentrix practice management helps her do that while also saving her time and money.

## About Dr. Erin Maruska and Glowing Smile Dental

Glowing Smile Dental Care is a provider of general and cosmetic dental services in Peoria, Arizona. Dr. Erin Maruska purchased the practice in May of 2008 after working there as an associate for two years. Dr. Maruska graduated from Oregon Health & Science University in 2005 and started practicing in Arizona that year.

## Challenge

Very soon after she bought the Glowing Smile dental practice, Dr. Erin Maruska knew she needed to do something about the practice management software she was using. “I was running into limitations with the dental software the previous owners had,” she said. “I had to decide whether to invest in the current software with less than optimal processes or make the switch to something else. I looked at a few other practice management solutions, but none of them compared to Dentrix. We made the conversion, and it was the best decision I could have made.”

For Dr. Maruska, it was more than just a decision about software. “I wanted a software program that would allow our office to grow and achieve my goals of efficiency and quality. I think Dentrix is the ‘gold standard.’”

The goals for Dr. Maruska were quite specific. “I wanted my office to be paperless and to have more organized and efficient operational capabilities,” she said. “As an associate at Glowing Smile, I remember watching the assistants sit at their desks and work all day on writing addresses for recall cards, stamping EOBs for insurance companies, filing an endless stack of patient charts, and scavenging for ‘missing’ charts—all while I had a patient in the chair. I remember thinking, ‘There has to be an easier and more efficient way.’ I still shudder thinking back to that system.”

## Dentrix Solution

Big changes can be difficult, but Dr. Maruska was thrilled at how easy moving to Dentrix was. “The conversion took place without complications and we were able to become paperless the next week,” she said. “These were some big changes to throw at our office within a few months of new ownership. But with Dentrix and all the customer support we received, we were able to achieve our goals rapidly and smoothly.”

The real value of Dentrix is not in how it makes a practice go paperless or even how it makes the office staff more productive. The benefit of the Dentrix solution is what it means for patients. “Dentrix has greatly improved our customer care,” said Dr. Maruska. “We can manage a large group of patients efficiently and effectively. We’re no longer scavenging for missing charts and getting caught up in the sea of disorder. Our focus is on patient treatment and how we can effectively address their needs.”



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~Dr. Amy Maruska  
Glowing Smile Dental

Part of that challenge is making sure patients set appointments and show up for treatments. Missed and canceled appointments are a problem in any office, but Dentrix helps Glowing Smile manage those problems with minimal impact on daily productivity.

“The e-mail reminder capabilities in eCentral make it easy to remind patients about upcoming appointments without interrupting them with phone calls,” said Dr. Maruska. “It also allows us to fill an opening quickly with ASAP Lists and running Treatment Needed lists.”

Ligia Simon, Glowing Smile’s Office Manager, agrees that Dentrix has helped the entire staff focus more on patient care. “With the help of eCentral, I was able to shift my focus more to the patients and the practice rather than the routine tasks like printing and mailing claims, statements, recall cards, and more,” she said. “I couldn’t be more happy that all those details are now handled electronically.”

Ligia and her staff are also taking advantage of a unique partnership between Dentrix and the US Post Office. “The Post Office regularly provides us with the most up-to-date addresses for our patients,” she said. “Not only do they update the address before mailing the statement, but they automatically update that information in our Dentrix system as well.”

Like Dr. Maruska, Ligia remembers what things were like before Dentrix. “The recall postcards were such a hassle when we had to do them by hand. Now, all we have to do is make sure the continuing care list is current and procedures are attached to the appointments,” she said. “It has helped us organize our daily operations so



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~**Ligia Simon**  
Glowing Smile Dental

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much that we now have time to focus on patients rather than getting lost in the chaos of pulling charts, filing them, etc.”

And if a question about the functionality of Dentrix ever comes up, Ligia is able to get help right away. “I appreciate the ability to call or chat online with somebody whenever I have a problem or just have a question and need an immediate answer,” she said. “With the professional help from the qualified Dentrix representatives, most of the major issues we had were resolved before the team members even knew they existed.”

## Results

When Glowing Smile made the switch to Dentrix, a lot of things changed for the better. Using Treatment Plan Presenter has led to an increase in case acceptance. The office staff’s production has increased. “And the practice is definitely more profitable because of Dentrix,” Dr. Maruska said.

Like any dentist, Dr. Maruska loves it when her office staff focuses on patient care and patient needs and lets technology take care of the important but mundane tasks. “Dentrix is a great tool,” she said. “It’s almost like having another employee working for you.”

Having a practice that operates more smoothly and efficiently gets patients’ attention, too. “Patient’s notice the difference,” said Dr. Maruska. “The way the practice operates reflects the quality of care they receive. If your goal is high-quality dentistry, an efficient practice management system like Dentrix is absolutely essential.”

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