The Modern Dental Practice

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Secure your reputation with secure-mail

_technology platform
Embrace the cloud and inherit the Earth

_imaging
Choosing intraoral radiography

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Make every patient contact a personal one

_imaging
Being direct with extraoral imaging

_training
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Greetings from Dr. Lorne Lavine, The Digital Dentist!

As many of you know, dentistry has gone through a paradigm shift in the past 25 years. The paper-and-film-based practice has been replaced by paperless offices using practice management software, digital radiography and 3-D imaging systems. Whether a practice is looking to upgrade its office, or a new dentist has purchased an older practice and is making wholesale changes, a good understanding of the modern systems available is a critical first step.

In this e-Book, I have worked with a number of companies to provide you important information to assist you in bringing your practice into the 21st Century. Are you looking to modernize the most critical component of your dental office, the practice management software? Then take a look at Curve, which dispenses with the old client-server configuration and replaces it with a sleek and efficient web-based system. Welcome to the cloud!

How about your imaging systems? Sure, film had its place, but whether it’s the fantastic intraoral sensors from XDR, or the unbelievable images from Panoramic’s extraoral units, there’s no better time to enter the digital X-ray realm.

How about your phone system? Old-style analog phones are so passé. Not only should you be looking at VOIP phones, but they should integrate tightly with your management software, something that Weave has been doing for years.

Having a phone system really isn’t enough if you want to increase your revenues. For that, you’ll want to pay close attention to how the folks at All-Star Dental Academy can teach you and your team the skills to do wonders to your bottom line.

And, finally, if you have even the slightest desire to get your office more HIPAA compliant (and you really should!), it all starts with an improvement to something we use every day: email. Brightsquid has developed an easy-to-use encrypted email system that will protect your data but is a snap for your staff to pick up within minutes.

If you are thinking about modernizing your practice but don’t know where to start, I would encourage you to call me, The Digital Dentist, at (866) 204-3398 ext. 200 or email at drlavine@thedigitaldentist.com.

I will gladly provide a no-cost, no-obligation analysis of your practice and the steps you need to take now to get started.

Enjoy the book and feel free to contact me with any questions.

All my best,

Dr. Lorne Lavine
The Digital Dentist
Make every patient contact a personal one: Why communication is everything to your patients

 Patients want doctors who care. While patients expect a high standard of care from any practitioner they see, what keeps them coming back is a feeling that they aren’t just a number but an individual.

 _When considering what is really important to the success of your practice, clear, reliable communication is likely at the heart of the matter. But there is more to patient communication than you might think — be careful not to overlook the following factors when identifying how to provide the best possible experience for your patients:

 • **Constantly transform customer service efforts.** Every practice must track the performance of people, processes and workflows to know how well they are delivering a satisfying patient experience. Continually modifying policies, processes and operations to enhance patient interactions — from first contact to most recent — can greatly impact your patient relationships.

 • **Focus on patient retention.** With improved communication, practices can quickly increase patientsatisfaction and easily reducepatientattrition. Remember: Retaining customers and reducing churn is less costly than attracting a new patient.

 • **Analyze patient data in new and powerful ways.** Focus your production and service efforts by better understanding what your patients need and how they prefer to interact. Find profitability gaps in your schedule and patient data so you can determine where to best spend your time and effort._
to improve the efficiency and profitability of your practice.

- **Track performance across your practice.** Gain insights into call volume, average call duration, peak call times, frequency with which patient issues are resolved on a single call and more to assist management in making your practice more effective at handling patient calls.

_Simplify your systems, improve your service, enjoy greater success_

Today, many of the tools used to manage patient data and communication are found in a range of applications, software packages and phone systems made by a variety of companies.

Having that technology seamlessly interact with the information that will help you create an immediate connection and a lasting impression on your patients will go far in keeping them happy and ensuring they stick around. With the following capabilities, you will keep patients coming back time and time again:

- **Know who customers are the moment they call.** Ensure vital customer details pop up on a computer screen the moment the phone rings. Give your staff a 360-degree view of each customer, including notes regarding previous and future care, insurance information, balances owed, etc., as soon as that customer calls. You’ll save time for your customers and employees and make a better impression.

- **Ensure patient data is always there when you need it.** Provide tools that allow your employees to view and interact with information about your patient via computer, phone or other device. Instant access to patient data provides familiarity that can enhance the conversation and ensure that important details like missed appointments and overdue balances are easily handled.

- **Take advantage of all the features you need today — and tomorrow.** It’s no use spending on technology that doesn’t meet your practice’s most basic—but crucially important—needs. And it’s no use spending on a system that doesn’t allow you to grow, scale and adapt quickly to changing technologies and patient demand. Your phone system is your lifeblood. Integrating your phones with applications that allow you to more easily connect with your patients and more effectively manage your staff’s time and success can make a tremendous difference to your bottom line.

_Make every interaction meaningful and effective_

The complex and time-consuming nature of running a practice is often one of the biggest challenges for many offices. Customer communication is the key to business growth, which depends on making them feel well cared for and cared about.

Enter Weave.

Weave is a simple but powerful tool that provides timely insights to make everyday interactions with customers more meaningful and effective — improving patient communication efforts by working seamlessly with existing practice management software and making patient data instantly available when a phone call is answered by your office.

Benefits of Weave features that contribute to excellent customer communication:

- **Screen pop:** Instant, on-screen, caller-ID displays patient information needed to provide the best possible patient experience.

- **Conversational text messaging:** Text in your own way and in your own words, so your patients always feel there is a person on the other end of the communication, not a computer.

- **Calendaring tasks:** Receive prompts to act on outstanding tasks so you never miss an opportunity to schedule an appointment, collect a balance or even schedule appointments with other members of your patient’s family.

- **Reviews app:** Increase your online search presence and grow revenues with quality reviews from your patients. You can automate review invitations for each patient after their appointment and make sure their reviews are automatically posted online to the most effective sites.

- **Mobile app:** Follow up on patient care and call or text them from your mobile device anywhere, anytime.

Learn more about what Weave can do for your practice today: www.getweave.com

(Photos/Provided by Weave)
Embrace the cloud and inherit the Earth

Author: Andy Jensen

The only global constant is change.

As far as technology platforms are concerned, something more efficient is guaranteed to change the status quo, and generally speaking, Windows was proving to be much more flexible than DOS — and certainly far more appealing.

Let us admit that DOS had a perception problem when placed next to Windows. What patient wants to trust their oral health to a doctor who is holding on to yesterday’s technology? DOS quickly became the poster child for everything outdated, from 8-track tapes to laser disk players. Every dental practice was chucking their green screen CRTs and paper appointment books for monster client-server setups. And the DOS revolution ended.

But that’s not the end of the story. (Actually there is no end to this story.)

As far as technology platforms are concerned, something more efficient is always guaranteed to change the status quo. For example, Windows, with its graphical appeal and flexibility, replaced DOS as the technology standard in the early 1990s.

Change is constant and change is afoot. At this very moment, hundreds of doctors are in the process of chucking their client-server setups and moving to the cloud.

Indeed, so far this year, thousands of doctors have already moved to the cloud. And thousands moved to the cloud last year.

And, according to some polls, tens of thousands will move to the cloud in the next two years. A new cycle of change is whirling: The cloud has replaced servers and client-server software as the technology standard.

So what’s in your practice?

For many doctors across the country, they are using the cloud every day to manage wonderful, progressive practices. Their practices are not chained to a server. Rather, they chucked their space-hogging servers that were sitting in broom closets or under desks to enjoy the natural benefits of the cloud.

What are the natural benefits of the cloud?

1. Always the latest and greatest. Are you ever required by Amazon to install an upgrade so you can use the latest shopping features? Nope. When you use a cloud-based management system to manage your practice, all of the latest features are always at your fingertips.

2. Anywhere, anytime availability. You can shop Amazon any time of the day from anywhere. All you need is an Internet connection. Cloud-based dental software, such as Curve Dental, provides access to patient information all the time. No third-party, bolt-on communication software is required.

There’s a lifestyle and work-style quality here, too. The cloud lets you work how, when and where you want to work. You can swap time in the office for time with the kids, as an example, choosing to review
patient charts and notes at home after bedtime.

3. Your data always backed up. If you’re constantly worried about backups, don’t. The specifics are different with every vendor that provides cloud-based dental software; however, with Curve Dental, your data is backed up to multiple servers in multiple locations with every keystroke. Even if your practice burns, floods, is crushed or robbed, your data is preserved up to the last change in data.

4. Better HIPAA compliance. A server in your practice is a magnet for potential HIPAA violations. Nineteen different security rules dictate everything about that server, such as access policies, disposal and reuse of backup media, and requirements for emergency availability.

5. Reduced technology footprint. It’s simple: Get rid of your server and you get rid of the hassles that come with it, such as the expense, maintenance, backup, upgrades, wiring, space, clutter, etc. Cloud-based dental software requires a basic computer, a browser and Internet access. That’s it! Keeping it simple reduces IT and hardware costs.

The key to solid cloud-based dental software is the stuff you can’t see, commonly referred to as the infrastructure, the systems required to consistently and quickly deliver the software to your computer. Murphy’s Law states that if something can go wrong, it will go wrong.

An occasional failure is part of learning and improving. Curve Dental, for example, has had more than 11 years of cloud development experience. Certainly, in the beginning, the company dropped a few passes. But after 11 years, you should expect any company to provide dependable service. Those with less experience are going to drop more passes.

Naysayers are a dime a dozen.

The cloud is the current technology standard, and it’s changing the dental profession — the way you shop for dental supplies, communicate with your patients, collaborate with colleagues, earn C.E. credits and more. Amazon’s foray into the dental profession and gain of market share is another example of how the cloud is changing dentistry.

Eric Hoffer, one of America’s greatest philosophers and recipient of the Presidential Medal of Freedom, said, “In times of change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists.”

To this point, Darwin said, “It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.”

Whether you like it or not the cloud is the current technology standard.

What’s in your practice?
Over the years, dentists have shared insightful feedback with us about what elements are of key importance to them. One word routinely surfaces over and over again: Direct.

Direct digital

At a time when technology is changing and being adopted at an extremely fast pace, it is critical to offer solutions that provide the practitioner with immediate results. In the past, with film X-ray machines, processors and darkrooms, it would take up valuable minutes to produce a panoramic image. Now, with direct digital imaging, the patient can view the X-ray in real-time on the monitor.

This time savings yields many efficiency gains for a practice while concurrently enhancing the patient experience.

Direct benefits

Extraoral imaging extends patients the opportunity to see their entire mouth in a single X-ray. This allows the practitioner to identify problematic areas and offer a thorough treatment plan. With this co-diagnosis tool, the patient can be involved in the process, increasing the likelihood of accepting recommendations.

The clinical benefits of panoramic imaging have been well-documented over the years, including: anatomical assessment of the entire oral cavity and surrounding structures; identification of jaw fractures; development, position and eruption of primary teeth; assessment and diagnosis of TMJ disorders; locating hidden decay, dental abscesses, cysts, tumors, impacted and supernumerary teeth; early diagnosis of oral cancer; and assessment of
Spatial relationships and tooth positions are more easily viewed along with as many as 50 distinct and relevant dental landmarks.

_Direct ROI_

With available clinical data, the practitioner can offer treatment plans to improve the overall health of the patient. This will result in future production from crowns, bridges, extractions, endodontic treatments and implants.

Proper utilization of the panoramic imaging code (D0330), in addition to new 3-D scanning options, typically generates revenue for the practice to more than pay for the equipment investment within just one to two years.

_Direct support_

None of us expect to have issues with the products we buy or the services we receive. However, it is always nice to know that if a problem arises, it will be attended to in a timely manner by individuals who are equipped and experienced in what they do.

Utilizing a nationwide network of certified technicians in the field, combined with in-house experts, we surround offices with a unique level of attention for product questions and assistance.

_Direct access_

Another resounding theme for customers is the importance of giving practitioners a direct line to the manufacturer. Whether facility tours in Indiana to watch products being made, an opportunity to meet the customer-centric teams that daily serve practices with focused excellence or just an outlet to solicit feedback, most individuals want to know their opinion matters.

This allows the manufacturer a powerful connection with the market for product improvements and process refinement to accommodate those that matter most: our customers and the patients they serve.

Panoramic Corporation has been serving the dental community for more than 30 years by offering reliable equipment designed with intuitive operation, yielding exceptional, consistent image quality.

Foundational principles of quality, service and value guide our direction as we provide panoramic, cephalometric and 3-D imaging solutions that not only give clinicians the diagnostic capabilities they need but also aid in the provision of extending encompassing care to the patients they serve.

It is our promise to embrace the heritage of our past with award-winning products such as the PC-1000, PC-4000 and Encompass, while creating a customer experience which dental practitioners can trust.

To learn more, contact us at www.pancorp.com or call (800) 654-2027._
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EXCEPT COMPLEXITY.

Does Weave do the same stuff every other patient communication software does? Well, no.

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Call us today at 888.579.5668 and let us show you how easy Weave can be.

Or visit us at getweave.com to see what truly intuitive patient communication technology can do for you.
Choosing intraoral radiography

Author: Joel Karafin

Ninety-eight percent of radiographs are still taken intraorally. It’s certainly simple to buy whatever your rep suggests. But he isn’t the one who has to live with the choice. Here are some decision points you may want to consider.

Image quality

If you’re not getting great images, what’s the point? High-contrast, high-resolution images yield better diagnoses, easier patient acceptance and more production. So how do you know what systems will yield great images?

The last peer-reviewed research on the topic was in 2013, in the December issue of OOOO. In the article*, a result chart shows some clear leaders. Combining results for both contrast and spatial resolution, the leaders bunched at the top. In alphabetical order, they were Carestream, DEXIS, Gendex and XDR.

The old Schick Elites didn’t make the cut, but the Schick 33s were just coming out; you may want to add them to the list.

You can even buy the same phantom** they used and do the tests for yourself. Interestingly, the system’s software seemed to be important. Belgold’s offering performed poorly even though they were using the same pixel technology as XDR; XDR’s software seemed to make the difference.

Getting the shot

If you can’t capture the entire canine in your PA, or can’t image its distal aspect in your bitewing, then you just end up taking extra radiographs, wasting time and needlessly exposing your patient.

So check out the length of each sensor’s actual imaging area. And check out each sensor’s dead space, especially at the narrow edge where the cord is. Every millimeter of dead space there makes it that much harder to capture the canine/premolar contact with proper paralleling technique.
Software

Try the software! If it doesn’t seem immediately easy to use, just imagine the time your staff will waste wrestling with it in the first weeks and over the years.

Check the image manipulation. You should find single-click abilities for modifying contrast and brightness, multiple levels of sharpening, and specialty filters for hard and soft tissues. And some sort of feedback on exposure will help your auxiliaries train themselves to stop underexposing your images.

Make sure that you can design your own mounts, that cumulative measurements are simple, and that exams are easy to transfer from the wrong to the right patient. See if it can send and receive secure emails in DICOM format.

And don’t be afraid to switch — database conversions are getting better all the time.

Cost

Consider all the costs. If you have to pay every year for a warranty — guess what — that’s part of the cost of the sensor. And if someone promises a long warranty, get the details of what happens if there’s a failure during the second year. If you have to pay for a replacement sensor, that’s not a warranty; it’s a replacement plan.

Figure on your staff damaging a sensor at least once every five years. And consider software costs. If the software is installed on 10 computers but you only use four of them at any one time, are you paying for 10 licenses or just four?

Ergonomics

Is the sensor rounded enough? That will make your patients more comfortable and your assistants faster. Is the sensor easy to see inside the mouth? Easy to clean? Can you plug it directly into the computer, or do you have to fret with an interface box?

Integration

The conglomerates like to talk about integration between practice management and imaging systems, but is an extra click worth having lower-quality images or software that’s under-featured or hard to use? And don’t forget the advantages of having both software and sensor provided by the same manufacturer. Both image quality and service may depend on it. And who needs finger pointing?

Service

How much will it cost you to be without your imaging even for one day?

Don’t be shy about asking imaging vendors for statistics about their response time, or about paying a nominal sum for such support. Make sure you’re talking to the manufacturer of the sensor, to the writer of the software.

Have your IT guy interview them. See how long the same owners have been in charge. Ask friends. Check on message boards.

There’s no question that doing a bit of research, considering a five-year cost of ownership and asking questions can save you time, money and frustration. Over decades of experience, doctors who did this were far happier. Know the differences. Make your own choice.

References


Your success hinges on your reputation. Patients remain loyal, or refer your clinic, because of how they feel about the care you provide.

They want to feel they’re receiving the most appropriate care, and they want to feel you have their best interests at heart. The way you communicate with patients can significantly influence their feelings in both categories.

By using secure-mail to keep patients and colleagues informed, you can strengthen and protect your reputation because you 1. Are able to more quickly inform patients about their care so they see you as a thorough practitioner (plus, as we know, more informed patients are more satisfied), and 2. Demonstrate your commitment to protecting patient privacy – a concern more and more important to everyone.

Secure-mail is familiar and new

Although there is more than one service on the market called Secure-Mail, secure-mail is actually a product category. The idea behind these services is that you can share information in a way that is very similar to the user experience of email — data is shared via text or attachment; there’s a compose, reply and forward button; you have a contact list; and notifications usually arrive in the inbox of your regular email.

Unlike traditional email, secure-mail services protect the privacy of the information contained within the message, eliminating the threat of a HIPAA breach.

The way secure-mail builds in compliance and protects privacy is by keeping the patient-specific information that you exchange off the public Internet — where it can easily be intercepted and read by unintended and unauthorized recipients.

Messages are stored in a central location that senders and receivers log in to using a web browser (such as Explorer, Firefox or Chrome) so they can securely access the information shared with them.

The similarity to email is no accident. Everyone already knows how to use email, so implementing this technology into your office is effortless. More importantly, text-based email-like exchanges are preferred by patients and colleagues over phone, fax and mail for ease of use, accessibility and tracking of information, and the fact that communication doesn’t require alignment of schedules.

For you, it saves time and money associated with calling, faxing and mailing or sending files via courier.
How to choose your secure-mail vendor

As in any product category, you’ll find a range of quality in secure-mail services. This list of important considerations will give you the ability to quickly separate the top from the bottom and decide on an option that will secure your reputation while also providing the desired clinic efficiency.

1. Usability: The service should feel a lot like email. You want to get your new communications up and running with minimal interruption to your productivity. Look for a proven platform that has already made improvements to the user interface based on user feedback. The best user experiences usually come from providers who are specialists in communication software rather than, say, a company that also builds websites.

2. Support: At some point, you will need help with the system. Ask providers what their support availability is, what response times are and how quickly they typically resolve problems. You will also want to choose a service that supports the patients and colleagues you invite to use the service; otherwise, when patients have trouble, it’s you they’ll call for help.

3. True HIPAA compliance: Remember, encryption does not mean compliant. You are required to have a compliance officer in your clinic. Have them review the requirements and quiz vendors on their approach to protecting patient data and ensuring HIPAA compliance.

4. Integration: To optimize the boost to your productivity, look for a solution that integrates with your practice management software. Integration will save time and data entry workload for your staff. This is not a deal breaker.

   Established, well-thought-out secure-mail services easily work with most practice management software but may require a few extra clicks to get information where you need it to go.

5. Attachment size matters: Many files dental practices need to send are high-resolution scans that exceed the limits of regular email anyway. Some secure-mail providers allow large attachment sizes of 500mb or more — plenty of room for any collection of files you’ll ever need to send.

   Another consideration while we’re on the topic of size is storage space. Because HIPAA mandates storage for seven years, you want to steer clear of providers that limit the amount of data they’ll store for you or charge extra for additional space.

6. Free use for invitees: In order to get benefits from a secure-mail service, everyone you send messages to must have free access to receive, view and reply. If a provider requires the other end to pay, your subscription will be essentially useless.
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I’m often asked a tough question: What can an independent dentist easily do to improve the practice’s production? And the tenor of these queries is growing ever-more frantic as competition gets fiercer (especially competition from corporate practices). I have an answer to that question, and while it is not effortless, what I offer is extremely effective.

Solution: Improve your call conversion.

One of the critical steps in attracting new patients to your practice is converting interest generated by your advertising efforts into actual patients in the chair. In almost every case, this conversion takes place over the phone. A well-crafted marketing strategy is important in this process, but for potential patients to become actual patients, there absolutely must be a kind and engaged voice on the phone representing your practice that works effectively to get callers to book appointments.

Why is call conversion important? The answers to that should be obvious. First, call conversion directly affects revenue. Consider that when prospective patients call, they have acknowledged a need for dental work, researched your office, found your phone number and made the time to call. They are primed to do business with you.

The average dental practice receives 135 new patient opportunities per month, but only 48 of those opportunities convert to appointments. That’s only a 35 percent conversion rate. Basically, two-thirds of calls into the practice are not booking appointments. That’s 87 appointments not booked.

The COSTS of poor conversion

According to the American Dental Association, the first-year value of a new patient averages $642. If the typical dental office is open four days per week, we have 16 working days per month. For simplicity, let’s assume only one missed conversion opportunity per day. From those statistics above, you can see that typically it is much, much more than one per day. But for our calculations, we’ll just say one per day. That’s 16 missed opportunities per month, at the ADA’s $642 per new patient.
Add it up and you are losing out on more than $10,000 in missed revenue per month.

And if you look long-term at the lifetime value of a new patient, with the lifetime averaging 10 years, that’s approximately $100,000 that you just lost over the next 10 years from one month of failing to convert just that one call per day.

The second reason call conversion is important is that to make up for lost opportunities, you’re going to have to work harder. You’re going to spend more money on marketing and be in the office for more hours. So you’re working harder — not smarter.

Finally, missed call conversion opportunities are a drain on energy. You have to keep trying to fix the same problems again, again and again. Not only are you losing money but you’re losing energy. You are not focused on what you do best — dentistry. You’re going home saying, “What did I accomplish today? I was busy but I wasn’t productive.”

_What to do?_

The solution to poor call conversion is a Fortune-500-based system of training that empowers your front office team to increase their effectiveness. All-Star Dental Academy teaches a patient-centric, service-based system of call conversion called the GREAT Call Process™.

GREAT is an acronym. It stands for Greeting, Rapport, Engage, Asking for the appointment, and Taking Information.

The cornerstone of the GREAT Call Process is that it helps your front office team create a connection — or rapport — with callers. This is a critical component of establishing long-lasting, profitable relationships with patients.

You will see three significant benefits of employing the GREAT Call Process to build relationships with patients. First, you’re going to have more high-quality patients that make appointments. Second, those patients are going to accept treatment because they trust you and your practice. And finally, they are going to refer their friends and family because they feel like they are treated with care.

Compared to your competition, you stand out. Ultimately, through building rapport with your patients, they will show up and are set up to accept treatment.

Evidence of the value All-Star Dental Academy and the GREAT Call Process bring to the industry is our relationships with leading dental organizations, such as the American Academy of Cosmetic Dentistry, American Academy of Implant Dentistry and The Academy of General Dentistry. They agree that a relationship-focused philosophy is best for the patient and the practice.

I want to invite you to learn more about All-Star Dental Academy and the GREAT Call Process at our website, www.allstardentalacademy.com, or sign up for a free online training event where we dive deeper into the power of phone skills to transform your practice.

Visit www.allstardentalpractice.com and choose a day and time that works best for you._
DENTAL PRACTICE EXCELLENCE: 3 Steps to an All-Star Practice

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This is What Success Feels Like

Killer Software for the Killer Practice

The modern practice demands modern software. And today’s technology standard says “The server is out! The cloud is in!” Curve Dental is the cloud champion, with more than 11 years of cloud-only development experience. We provide our customers with patent-pending, direct-to-the-cloud imaging, 99.99% uptime performance, and 24/7 technical support. We’re big enough to deliver gold-standard service yet small enough to treat every customer as a VIP. Call us right away to learn more and get three months of service with our compliments.

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