

# today

A NEW DAWN FOR  
**DENTISTRY**

ADSO SUMMIT | 2022 AUSTIN

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# Welcome to the 2022 ADSO Summit and Austin

## Event brings a diverse group to the table

By ADSO Staff

■ Welcome to the 2022 ADSO Summit, and welcome to Austin! We look forward to a week of connecting and learning from each other – something we have all missed in the past two years.

We have an energizing, meaningful week that will root us in the work ahead.

We are thrilled to welcome many ADSO member CEOs, executive and clinical staff here today. A hearty welcome to our exhibitors, and we appreciate our many sponsors. And, for the first time, we are pleased to welcome dental students and deans to the summit.

As we approach “A New Dawn for Dentistry,” we know it is our diverse backgrounds that will bring us insight and clarity, vision and purpose, questions and resolve. We hope attendees leave Austin with a better understanding of our industry, our collective and individual potentials, and our opportunities.

We look forward to connecting over the next few days with open minds and an inclusive spirit.



• Get ready for a week of fun and socializing, networking and learning, just like these attendees from a past ADSO Summit. (Photos/Provided by the ADSO)

### Wednesday: Visionary Day

What do you say when asked, “What line of work are you in?” Many of us would say, “I work in dentistry.”

Maybe our roles are different – HR, operations, marketing – but we work in the dental field, right?

More and more, our influence is

beyond the dental field. Our profession is being called to help expand

\*see ADSO, page 2



## ADSO *“from page 1”*

dentistry so practices can better engage in the whole health and well-being of patients – and for good reason. The mouth-body connection reminds us each day that treating the whole patient is the future. Quite often, dentistry is the first line of defense for patient health, thus the weight of our impact is immeasurable and undeniable.

Many ADSO members are experimenting with new integrated healthcare models, which can increase access to care and make a positive impact on the practice. Regardless of the model, dentistry’s impact on the healthcare system will continue to grow as we embrace the latest innovations and technologies and address the challenges that lie ahead.

This week, we hope you’ll join us to consider the future of dentistry and outline the path forward for a more resilient, high-quality, patient-centric industry.

### Thursday: Best Practices Day

We are thrilled to kick-off our Best Practices Day on Thursday. It’s sure to be an attendee favorite because this day focuses on the practical work ahead of us all and how we can accomplish it. The day gets better, with a keynote address by Suneel Gupta, who will share his inspiring mission to deliver low-cost healthcare services to people in need.

We know firsthand the importance of making healthcare accessible and affordable. Many of the people gathered here are finding innovative solutions to increase hours to serve more people, expand to rural areas or provide exemplary care to each patient.



### Here in Austin

For more information on any part of the 2022 ADSO Summit, including the agenda, sessions and exhibitors, head to [www.theadso.org/event/2022-adso-summit](http://www.theadso.org/event/2022-adso-summit).

Whether it is hiring new, talented colleagues, determining new technology needs or creating a better working culture, we all play a role in providing essential oral healthcare.

During Thursday’s sessions, we hope you meet people to be allies in the work ahead. Many days are long and have challenges, which is why having a strong support system and remembering why you do this, is key.

### Friday: Look to the Horizon Day

The success of this event is evident by the connections our members make and the education they receive while

here. It’s in the best practices we integrate into our work and the clinical care we provide to our patients when we return home to our practices.

Success from this summit started long before the conference room doors opened on Tuesday. It began months ago with you, our members, and your decision to be here, to provide your insights and to learn alongside one another.

It also began with the major commitments from our sponsors, without whom this event would not be possible. The tools and technologies our sponsors provide to our association and members play an integral role in our position as leaders in dentistry. Each student, clinician, executive, educator and administrator here will leave with the newfound knowledge, encouragement and relationships needed to elevate dentistry for us all.

Thank you for being a part of the 2022 ADSO Summit!

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# Turn Your Data Into Dollars

Your practice management software is full of critical data that could help you make better decisions and be more productive and profitable — if you knew how to find and use it. Jarvis Analytics unleashes dark data deep inside your DSO so you can track and view everything in real-time, find hidden production opportunities and drive better decisions.

With Jarvis Analytics, your data becomes the engine for your growth.

Visit Booth #509 for a Free Demo



# Three providers, three destinations

## By DentalMonitoring Staff

■ Three providers. Three paths. Three different destinations each is searching for.

Ten years ago, an orthodontist looking to expand a patient base, a DSO exec looking to streamline and quantify clinical data, and a provider looking at retirement would have to ask three very different questions: How do I reach more patients without compromising the quality of my care? How do I manage a group of doctors with unique needs under a single workflow? What does the last leg of my career look like?

Three different questions that now have the same answer: Dental software solutions built for providers.

To expand without spreading thin is to reconsider what it means to grow. Instead of more overhead, more employee hours and more locations to accommodate a growing patient base, smarter AI-powered remote monitoring solutions are capable of

## Here in Austin

To learn more about DentalMonitoring, stop by the booth, Nos. 209/211.

streamlining disparate clinical cases into one seamless workflow.

To simplify is to make time. By making time, a growing practice can handle the increase in patients and nonclinical tasks by allowing technology to automate routine tasks associated with running a practice, letting providers focus on the patients who need their attention the most.

For dental support organizations looking to normalize, quantify and optimize how their partners operate, having a single workflow applicable to all practices and patients – be they rural providers focusing on aligners or metropolitan orthodontists with a majority of braces cases – is invaluable. Hunches may be correct every so often, but with a streamlined flow



• The ScanBox pro, DentalMonitoring's latest FDA-registered innovation, is a portable device patients can take with them for precise AI-powered scans anywhere and anytime. (Photo/Provided by DentalMonitoring)

of data, the next way to profitability can be assessed, not guessed.

For an orthodontist looking to step back from daily workload, one that may have been kept up for decades: how to begin offloading daily commitments without sacrificing the quality of care to the patients still on the books? By leveraging emerging technologies that can keep patients engaged, maintain greater points of contact with their treatment and assure them that their trusted pro-

vider is with them at every step of the way.

Remote monitoring solutions do not replace orthodontists – they empower them to greater heights, bringing their goals within reach. And only the most trusted AI-powered remote monitoring solutions can be trusted to keep patients engaged, practices thriving and reputation in esteem.

Three paths, three destinations – only one DentalMonitoring.

AD



**ADSO**® Association of  
Dental Support  
Organizations

[TheADSO.org](http://TheADSO.org)   [membership@theadso.org](mailto:membership@theadso.org)   (202) 429-1600

## MAKE YOUR MARK. THROUGH YOUR DSO—AND ON THE ENTIRE INDUSTRY.

Since 1995, the Association of Dental Support Organizations (ADSO) has pooled the collective power of its members to represent DSOs before the public, policymakers, and the media. Created by and for DSO CEOs, the ADSO focuses on providing valuable education, networking, collaboration and thought leadership opportunities to help members reach their goals while moving the industry forward.

### BENEFITS OF MEMBERSHIP

- Advocacy and representation at state and national levels
- Complimentary registration for select ADSO meetings and events
- Need-to-know news, DSO industry updates and best practices
- Member-only monthly webinars and trainings
- Opportunities to share and grow thought leadership
- Networking with DSO leaders, industry partners and future talent
- Multiple platforms for amplifying your organization's brand

### ADSO BY THE NUMBERS\*



**95**  
DSO MEMBERS



**11,000+**  
DENTISTS SUPPORTED



**45%**  
YEAR-OVER-YEAR  
GROWTH IN DSO  
MEMBERSHIP



**180**  
INDUSTRY PARTNERS



**120+**  
MEETINGS & EVENTS



**7,000+**  
SOCIAL FOLLOWERS

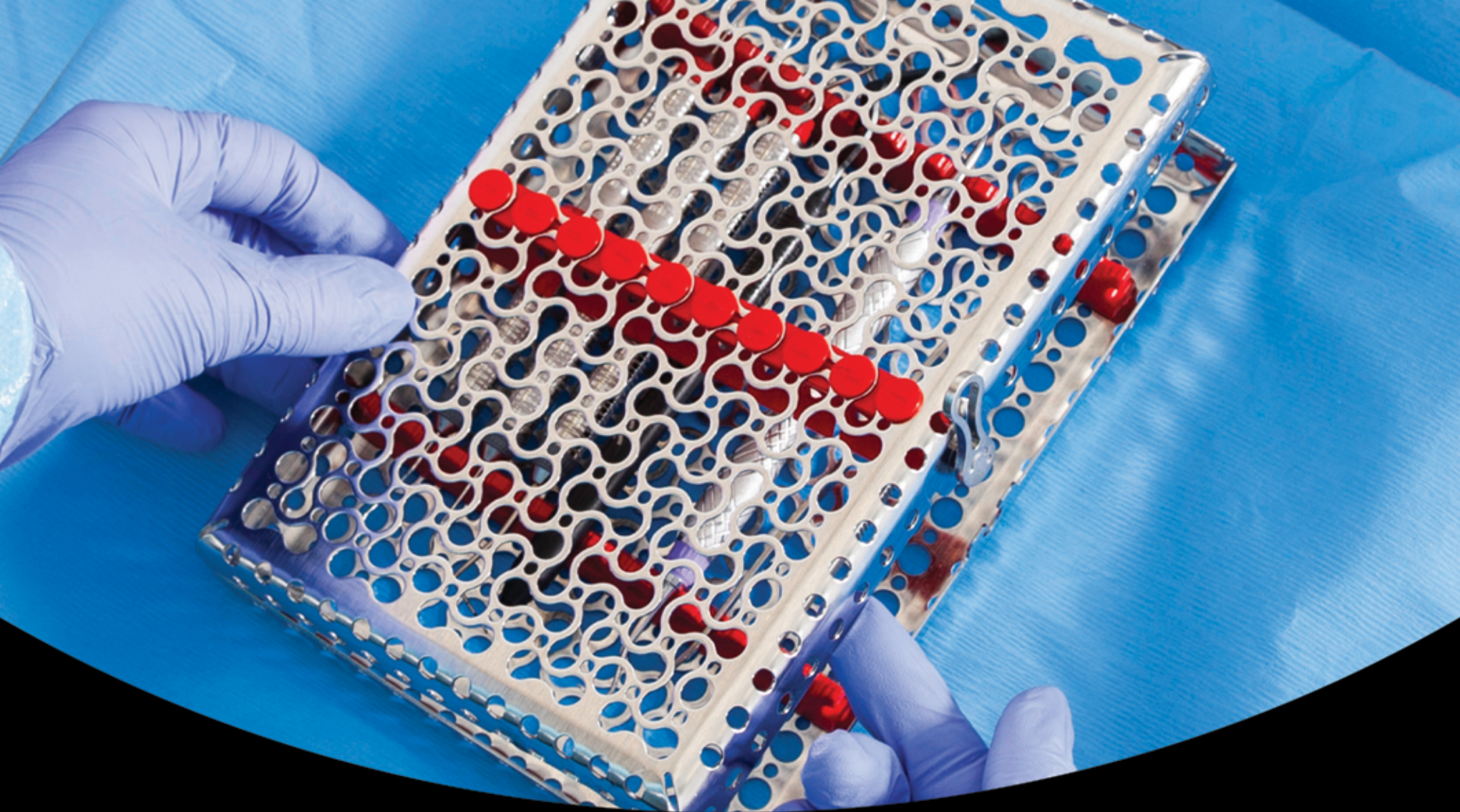
\*Accurate as of March 9, 2022.

The Association of  
Dental Support Organizations

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Sharps injuries were eliminated and also the time it took to process instruments went down by eight minutes.

DSO COMPLIANCE MANAGER

”

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with IMS™ Cassettes.**

Learn more at [HuFriedyGroup.com/IMS](https://www.HuFriedyGroup.com/IMS)

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**HuFriedyGroup**  
The Best In Practice

# Using a dental analytics platform to track metrics for better patient care

By Henry Schein One Staff

■ What's measured is improved. Consistent, measured improvement in dentistry relies on tracking key performance indicators (KPIs), and new tools, such as a dedicated dental analytics platform and dental dashboards, can help make that possible.

## Track your metrics and improve your care

Data overwhelm is real, yet your ongoing ability to provide the highest care standards requires that you track your organization's health.

While you shouldn't track every tedious strand of data, you can focus on those key areas that drive your success as a dental provider. Your ability to visualize and interact with your core data categories keeps you informed and invested in your patient's care outcomes.

Below are four key KPIs a dental analytics platform should help you track.

### 1. Incoming patients

Patient flow (or volume) data gives you perspective about whom you're treating, when and how long, and how they're connecting with you.

Think of your fundamental patient data this way:

- How many patients and what type of treatment?
- When are they scheduling and what's the duration of their visit?
- How did they find you and/or who referred them?

This layer of patient data gives you valuable insight into your commu-



(Photo/Provided by Henry Schein One)

nity's awareness about your services, how you attract or market to them and what health outcomes they're trusting you to provide.

### 2. Revenue streams

The lifeblood of your organization is consistent revenue flow. Financial leaks or mismanaged resources and opportunities can (no doubt) hinder patient care.

It makes sense to give attention to revenue stream KPIs:

- Who is canceling appointments or no-showing?
- Who requires a referral outside of your office/practice?
- Who is being rescheduled because of your (provider) schedule or unavailability?

Strategies for reminders, rescheduling and follow-up can be supported

### Here in Austin

To learn more about how Jarvis Analytics can help you, stop by the Henry Schein booth, Nos. 505/509/511. You can also request a demo at [JarvisAnalytics.com](http://JarvisAnalytics.com).

in a dedicated dashboard category.

### 3. Services provided

It's helpful to know what type of services your patients are utilizing.

Alongside that data is having perspective on outcomes such as referrals and specific department resources that are being used. Drill down into key specifics such as:

- The number of appointments you/provider pool are completing.
- Extended services (e.g. surgery,

etc.) being provided and by whom.

- The appointments being scheduled within each department or specialty service.

Your utilized services can reveal useful data about patient need and preference. An equipped dashboard will cross-section your data around demographics that could produce improved or new opportunities.

### 4. Income generators

Consider this KPI to be a deeper dive into your revenue stream. It focuses more on what's driving your income in the following areas:

- Per provider.
- Per department/team.
- Per service or specialty.

Your profitability forecast and reality depend on the informed decisions you make around your discoveries. The same applies to all related areas of your patient care environment.

### A dental analytics platform with KPI dashboard

Why not use an all-in-one dental KPI dashboard for maximizing DSO, group practice and solo private practice patient care data?

Jarvis Analytics offers the following benefits:

- It integrates seamlessly with your chosen practice management software/platform.
- It presents the metrics you want and need in an easy-to-view dental dashboard that reduces data complexity for growing dental practices, dental groups and DSOs.

See Jarvis in action. Request a demo at [JarvisAnalytics.com](http://JarvisAnalytics.com).

# Will a ransomware attack cost you \$2.5 million?

By Black Talon Security

■ A recent ransomware attack against a DSO resulted in it having to pay more than \$2.5 million to decrypt all the workstations, servers and laptops and prevent the hackers from publishing hundreds of thousands of patient records.

In addition, there were 10 days of downtime where no one could see patients, bill insurance, schedule appointments, etc.

How could this have happened?

The DSO had a large IT com-

pany protecting it. The DSO had four backup copies of the data. The DSO had firewalls and anti-virus software, but it still got hacked. What was missing?

The answer is simple, according to

### Here in Austin

To learn more about protecting your practice from ransomware attacks and other cybersecurity threats, stop by the booth, Nos. 609/611, or visit [blacktalonsecurity.com/adso](http://blacktalonsecurity.com/adso).



Black Talon Security, a cybersecurity specialist: It was missing a dedicated cybersecurity company that specializes in protecting practices from ransomware attacks. Hundreds of health-care entities already trust and rely

on Black Talon as their cybersecurity specialist, according to the company.

Contact Black Talon at (800) 683-3797 or visit [blacktalonsecurity.com/adso](http://blacktalonsecurity.com/adso) to learn how the company can protect your practice.



**In 2021, they migrated over 5% of all dental appointments to virtual, across 85 locations. They chose TeleDent.**

Download the Brief: [mouthwatch.com/across85](https://mouthwatch.com/across85)



Digital Transformation Delivered for Dental Care

# Credentialing backlog sets compliance traps for the unwary

By Waller Staff

■ In order to bill for the services they provide, dentists must be credentialed by their respective payors.

Unfortunately, a growing backlog for government and private payors to verify documentation, review applications and make approval decisions for new dentists can lead to the temptation to cut corners when submitting claims during the time a new dentist's payor credentialing is pending.

One area of concern is the potential for a practice to bill for services rendered by the new dentists using credentials of an already credentialed dentist in the same practice. Staff may see this as an easy way to avoid holding claims, but it comes with tremendous risk.

Depending on how the claim is billed, it likely results in inaccurate claims being submitted. Medicaid and other government payors typically view such claims as fraudulent

## Here in Austin

To learn more about legal considerations for your practice, stop by the Waller booth, Nos. 204/206.

under the False Claims Act and other civil, and even criminal, laws.

How can a practice bill for a new dentist's services after a credentialing application is submitted but before it has been approved? There is risk when a practice bills for services rendered during that period because the application could ultimately be denied. Any claims submitted by the still-un-credentialed dentist may either be denied or, if already paid, may lead to overpayments.

For claims submitted to government payors, there is the added risk of potential administrative, civil and criminal liability.

Some practices opt to hold claims for services rendered by new dentists.

Then, once credentials are approved and retroactively applied, the practice submits all claims for services provided during the gap period. This can delay payment, especially for payors with lagging credentialing processes, but it is often the safest way to bill for new dentists.

Regardless of how a practice decides to handle new dentists' claims, it is imperative to understand each payor's rules and regulations.

Medicaid payors have increased their focus in this area. If a practice participates in government health-care programs, additional attention must be paid to ensure that all claims are accurate and submitted for properly credentialed dentists.

Buyers considering the purchase of a dental practice or dental support organization would be wise to verify that no claims have been billed for non-enrolled/non-credentialed dentists under another dentist's number. Failure to exercise due care in this area can lead to significant liability.

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# Eliminate sharps injuries with IMS Cassettes

By HuFriedyGroup Staff

■ Dental Support Organizations (DSOs) need to make safety, consistency and efficiency a top priority. It's critical to delivering the best patient experience and most stable business model. For one nationwide DSO, success came from a strategic partnership with HuFriedyGroup.

When the organization learned about the Instrument Management System (IMS) for organizing and managing instruments, it wanted to understand the potential impact on its offices. After an extensive trial period with different locations, the results were astounding.

## Sharps injuries eliminated

After switching to IMS Cassettes, the locations had zero incidents of sharps injuries.

Cleaning instruments by hand increases the risk of sharps injury, as approximately 31 percent occur during cleaning. With IMS Cassettes, instruments are contained throughout the sterilization process, dramatically lowering the risk of occu-



IMS Cassettes keep instruments organized and dental staff safe. (Photo/ Provided by HuFriedyGroup.)

pational exposure. The only time staff has direct contact with any instrument is in the operatory with patients.

## Greater efficiency

Because instruments are not scrubbed, sorted and pouched manu-

## Here in Austin

To learn more about the IMS Cassettes, visit [HuFriedyGroup.com/IMS](https://www.hufriedygroup.com/IMS).

ally, the offices reprocessed instruments eight minutes faster with IMS Cassettes.

That extra time adds up, giving clinicians more one-on-one time with patients, building relationships, explaining treatment plans and ensuring they are comfortable. Additionally, the offices can see more patients throughout the day.

## Protects instruments

IMS Cassettes keep instruments organized and in proper cleaning positions, helping the offices protect their investment in instruments.

During reprocessing, instruments are more frequently damaged or lost, resulting in offices purchasing new ones more often. With IMS Cassettes, instruments are held securely in place throughout reprocessing so the staff doesn't have to waste time

searching for lost instruments or ordering replacements.

## Faster onboarding

The streamlined setup of the IMS Cassettes made training new assistants significantly faster for the offices.

Every instrument has a specific spot in the cassettes, and the color-coded system allows procedural setups to be easily identified. When new assistants come into the dental office, they can quickly locate what is needed and feel confident they have all the necessary instruments.

It was easy for the DSO to see that IMS Cassettes delivered an impressive return on investment, and the organization decided to implement the cassettes in more locations. The positive responses from the offices proved it was the right decision.

"We always look for opportunities with the strategic partners we work with," said the DSO purchasing manager. "Working with HuFriedyGroup regarding the IMS Cassettes was kind of a no-brainer due to the fact both our companies are synonymous with excellence."



# The Top DSOs Trust Us to Protect Them From Ransomware... So Should You

## DSOs of ALL Sizes Are Ransomware Targets

Every DSO wants to believe their data is secure, but is it? Hackers are attacking DSOs at an alarming rate and many have been successfully shutdown for 2+ weeks. Ransomware and data theft are costing them hundreds of thousands of dollars in lost production. Black Talon Security provides comprehensive risk assessments, vulnerability detection, penetration testing, threat hunting and training to DSOs of all sizes.

"We have been working with Black Talon Security for over 3 years. When we initially engaged with them, we had 7 locations and have grown to 200. We knew that we needed to work with experts in cybersecurity to keep our networks and data secure. Our internal IT team is excellent, but we do not possess all the tools, training, and highly credentialed engineers like Black Talon Security. Black Talon works closely with our team to review any potential vulnerabilities that have been found on our network and provides us with 'best practices'. With everything going on in the world today, we have peace of mind knowing that Black Talon has their eyes on our network."



Michael Schwartz, Chairman & CEO  
Specialty Dental Brands

# ADSO Members Save up to 30%

How secure are you? Stop by our booth for your FREE Security Risk Consultation.

Visit us at [blacktalonsecurity.com/adso](https://blacktalonsecurity.com/adso)