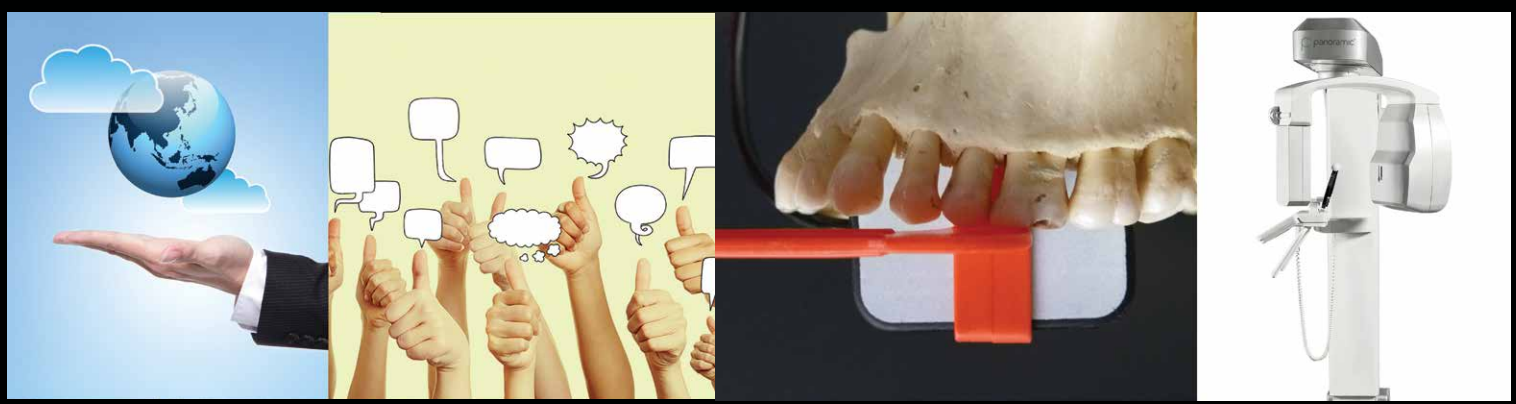
The Modern Dental Practice



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_technology platform
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_imaging
Choosing intraoral radiography

_communication
Make every patient contact a personal one

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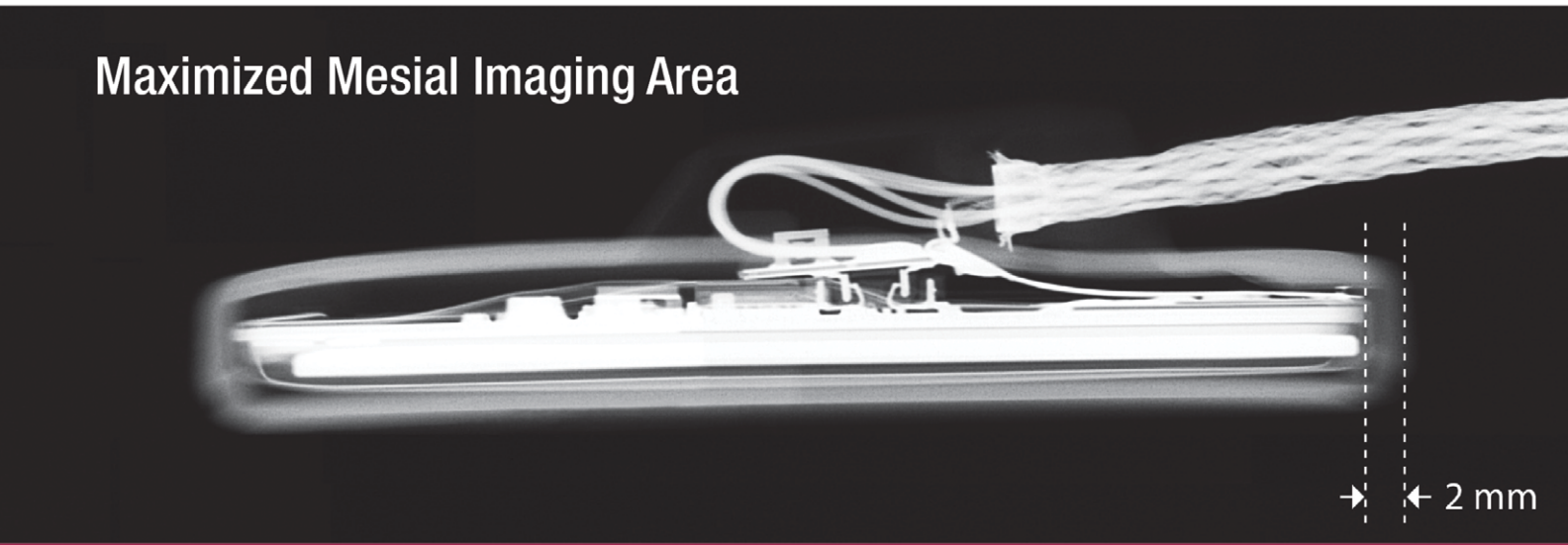
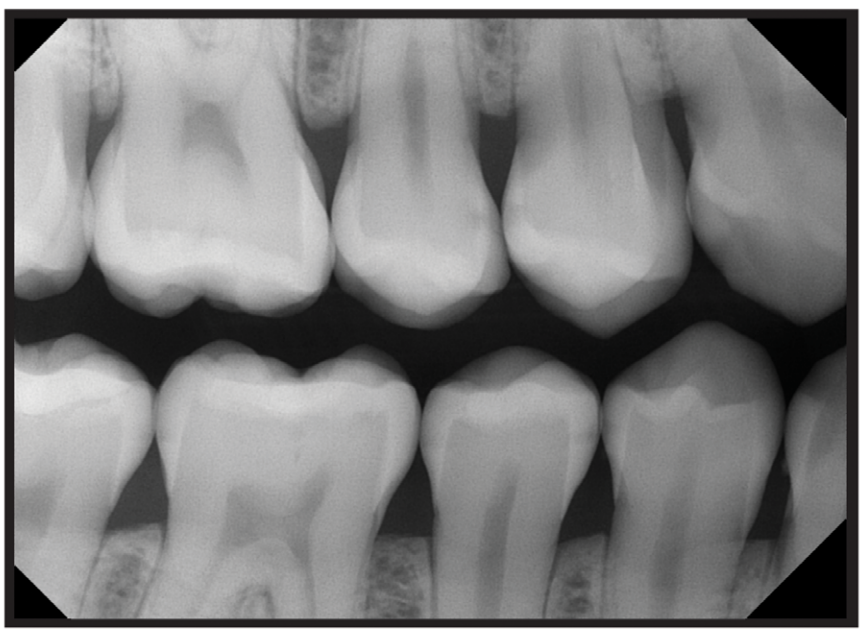


The Top Tier Sensor With The Same Dead Space As Film



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** [Mah, P., McDavid, W.D., Dove, S.B. QA Phantom for digital dental imaging. Oral Surg Oral Med Oral Pathol Oral Radiol Endod. 2011;112:632–639 (e-pub 2011 Sep 8).]*

*** US9357972B*

Greetings from Dr. Lorne Lavine, The Digital Dentist!

Dr. Lorne Lavine

_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 The paper-and-film-based practice has been replaced by paperless offices using practice management software, digital radiography and 3-D imaging systems.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

Author_Weave Staff

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 patient satisfaction and easily reduce patient attrition. 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.

(Photo/Provided by Weave)

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.*_

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

(Photo/Provided by Curve Dental)

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?_

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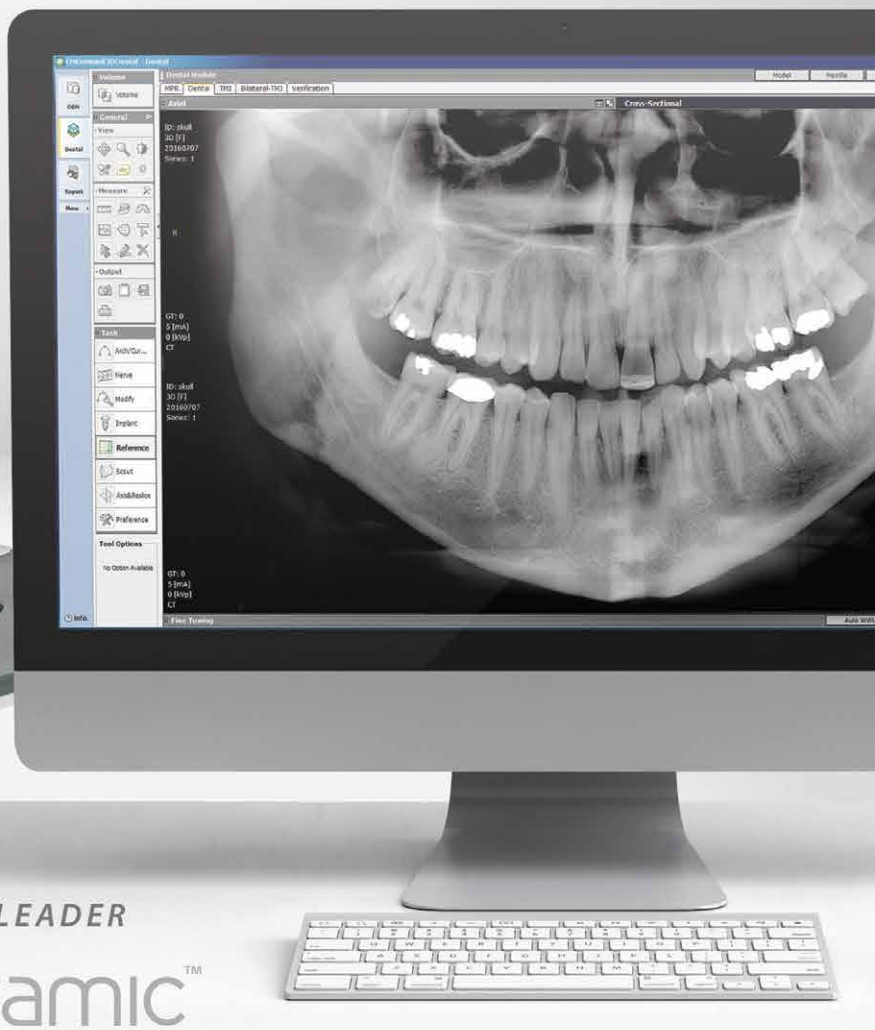

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Being direct with extraoral imaging

Author_ Carey Sipe

_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.

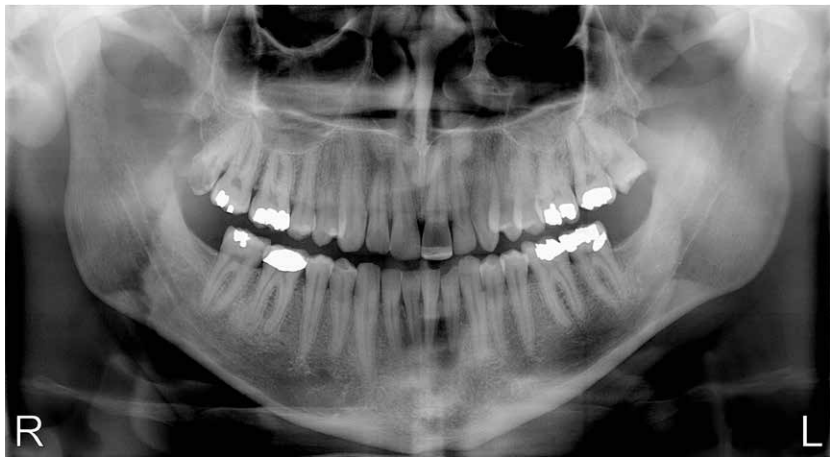
_Direct digital

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.



(Photos/Provided by Panoramic)

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