How Integrated Dental Software Benefits Your Practice

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Introduction

Technology continues to change and shape the dental industry – starting with the transition of paper copies to electronic health records, to now with the ability to access data anytime, anywhere via cloud-based solutions. And while there have been growing pains, the benefits of cloud-based dental software continue to pay dividends. By investing in an integrated, cloud-based software, your practice can focus on what matters most – continuing to grow your practice and provide an unmatched patient experience.

In this eBook, we'll take a closer look at the seven benefits you can expect for your practice, whether you are part of a dental group, DSO, or independently owned practice, when you invest in an integrated, cloud-based dental software solution.

1.

Provide a Positive Patient Experience

Providing a positive patient experience is important to dental practices of all sizes. But what exactly is "patient experience"? According to The Beryl Institute, it is "the sum of all interactions, shaped by an organization's culture, that influence patient perceptions." Therefore, it not only helps retain current patients, but attracts new ones as well. With more access to information than ever before, patients are now turning to online reviews as they search for new health care providers. In fact, a study completed by NRC Health, found that 83.3% of survey respondents stated they trust online ratings and reviews more than personal recommendations. Additionally, 59.9% of patients stated they selected a doctor based on positive reviews while 60.8% said they avoided a doctor based on negative reviews.

83.3%
trust online reviews over personal recommendations

So, what does a positive patient experience look like? At Planet DDS, we strive to equip our dental practice partners with the tools necessary to provide 5-star-worthy patient experiences. Our solutions provide the tools needed for online scheduling, electronic form signatures, mobile payment options, the ability to access a patient's records, history, and x-rays all in one system anytime, anywhere, and so much more. With patients at the forefront of everything we do, we want to ensure the practices we partner with have the tools they need in place to deliver the best patient experience.

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2.

Receive Highest Data Security

Safeguarding your patients' protected health information (PHI) is not only required by law under the Health Insurance Portability and Accountability Act of 1996 (HIPAA), but also essential to ensuring your practice continues to operate smoothly and avoids any unwanted data breach setbacks.

Unfortunately, the health care industry is one of the most targeted industries for cybersecurity attacks due to the high value of protected health information (PHI) on the dark web. In fact, the average sale price is over $400 per compromised patient record. Additionally, ransomware attacks are on the rise, with 32% of all attacks impacting the healthcare industry in 2020, resulting in costly consequences. There are many other repercussions related to a cybersecurity attacks and breaches outside of cost, including unscheduled office downtime resulting in the turning away of patients, a damaged practice reputation, and a loss of trust from patients.

At Planet DDS, we know how crucial it is to keep your patient's PHI private and secure. That is why we help take the burden of security and data backup off your shoulders by providing advanced protection via our cloud-based solutions. We meet all standards under the HIPAA Security Rule and HIPAA Privacy Rule, as well as meet all requirements for the HITECH Act for business associates. Planet DDS solutions include intrusion prevention systems, undergo regular assessments with third-party experts for continued compliance, and other built-in software security features such as audit trails and role-based controls.

Dentistry IQ
Cost of a Breach Report 2021 by IBM
Accountable HQ
HIPPA Journal

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3. Streamline Office Communications

The way people communicate is changing. It is more important than ever to create an environment where communication is easy, streamlined, and effective. Dental Product Report states that staying connected with patients not only creates loyal and happy customers, but also builds lasting relationships. Patients are more loyal when they are able to access the information they need to better understand their treatment plan. The more informed they are, the less complaints will occur. According to the NSDA, 4 out of 5 calls could have been resolved with better dentist and patient communication.

4 out of 5 calls could have been resolved with better communication.

At Planet DDS, we understand this importance and strive to ensure each day office staff and dentists can communicate quickly and easily with patients, dentists, hygienists, insurance companies, family members, and other dental offices in a timely and efficient manner. We offer two-way patient communications, customizable templates, and automated multi-touch communication cadences to help your practice save time, easily track and manage communications, and ultimately boost patient loyalty. The best way to achieve effective communication is with a robust communication system, both internally and externally.

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4. Collect Actionable Office Insights

Dental practices store a large amount of patient data — from details like a patient's oral health history, to their date of birth, prescribed treatment plans, balances due, and upcoming appointments. With so much data at your fingertips, it is crucial to have a tool that can easily show comprehensive reports and trends to track key performance indicators and provide digestible insights that lead to action. These reports should allow your staff to better understand overall practice performance, identify new areas for improvement, and help inform your practice's next steps towards optimization and practice success.

At Planet DDS we ensure your data is easily accessible for authorized users and provide actionable insights to your team whether your practice is part of a larger DSO or an independent, private practice. Quickly access a single patient record for information like a patient's date of birth, contact information, dental x-rays on file, oral health history, and more all in one place. In addition, we help practices seamlessly track key performance indicators like overall practice production, collections due, new patients, available appointment times, number of cancellations and no shows, and total patients seen in a day. Leverage our pre-built reports to easily identify trends and develop informed action plans to continue improving your practice's overall production.

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5.

Ensure Ease of Use

A cumbersome and clunky tool is not on anyone's list of must haves. Software of any kind should be easy to use in order to ensure adoption, provide time savings, and ultimately lead to a better experience for both patients and staff. Furthermore, partnering with a software provider that not only offers a practice management solution, but also imaging and patient communications solutions, helps save practice's time, money, and boosts user experience.

We understand that time is money and making things easier for your staff to operate and provide service to your patients is crucial. Planet DDS offers an all-in-one practice management solution with integrated imaging software and patient communication solutions to make life easier for you. With centralized access to a single patient record, your office can quickly review patient history, access treatment plans, x-ray images and more from anywhere, anytime. Make it easy for your staff to keep patients informed or refer them out with necessary with an all-in-one dental software solution.
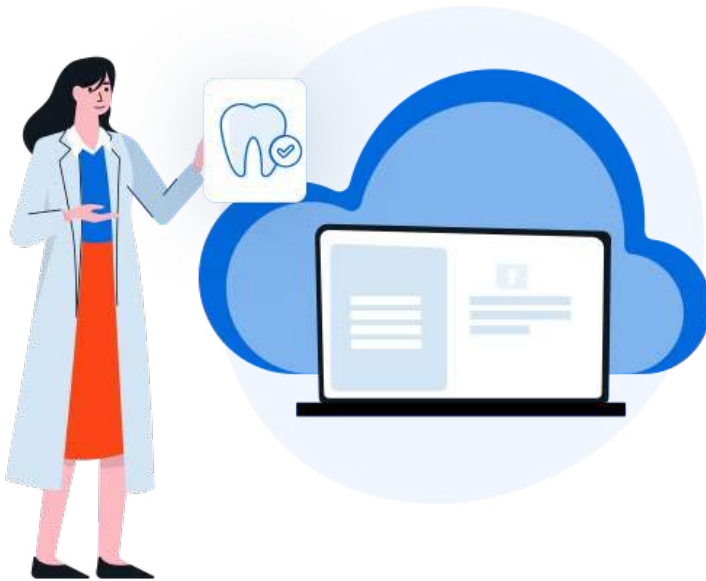
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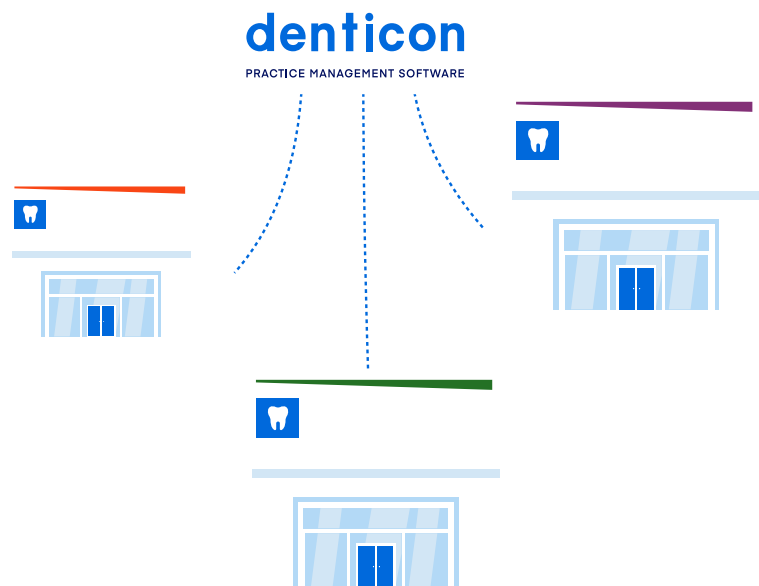
6.

Future-Proof Your Practice

Investing in the future of your practice is crucial for success— and the future is the cloud! With the move to the cloud, dental practices are experiencing benefits such as reduced cost of ownership, high-level data security, automatic data backup, and remote access to data anytime, anywhere. Cloud-based solutions also allow practices to receive automatic software updates and upgrades – keeping them up to date with the latest functionality and tools to improve workflows and efficiencies around the office.

Planet DDS was the first company to introduce a cloud-based practice management solution and, with the purchase of Apteryx Imaging, continues to invest in bringing new innovations to the dental industry. With Apteryx Imaging XVWeb and XVWeb 3D, we are revolutionizing the dental imaging industry. We continuously release new features, with zero downtime, to bring more value to our clients. And, as part of our commitment to helping our clients grow their practices and succeed, we continue to involve them in our product development process— listening to their suggestions and ideas on what features they would like to see rolled out next. It's because of this partnership with our clients and our continued commitment to success and innovation that Planet DDS solutions are repeatedly recognized as industry-leading and best-in-class.

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7.

Receive White Glove Service

From the moment the contract is signed, service and support are instrumental to getting dental practices up and running with their newly purchased software. It's imperative that the process is easy and that if there are hiccups along the way that there is a smooth resolution that doesn't cause major disruptions to the practice. Without support, dental practices could be pulling wrong reports or just not being as efficient with their processes. The ability to rely on experts is a great benefit with any purchase for everything from the simple question to the complex issue.

At Planet DDS, we understand the importance of customer service and how it plays a key component to the software purchasing decision. From beginning to end, your implementation team is there to train you and your staff to make sure you know how to use our solutions with confidence and ease. Once your practice is up and running, our services team is there to answer any questions you might have along the way. We are proud to say we answer all support tickets within 24 hours. We call this the white glove service, and we hold ourselves to always provide superior support.

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Why Planet DDS?

Planet DDS was founded in 2003 on the idea of delivering the first cloud-based practice management solution to the dental industry; empowering dentists, hygienists, practice owners, and managers alike to effectively grow their practice and focus on providing quality care to their patients.

And so, Denticon became the first cloud-based dental practice management solution. Since our founding, we have continued to grow as a company, develop our current products, and expand our solution offerings. In 2020 Planet DDS acquired Apteryx Imaging, a leader in providing dental professionals with advanced diagnostic imaging software. Now with the combination of our all-in-one practice management solution, Denticon, and robust imaging solution, Apteryx Imaging, Planet DDS offers the most integrated, easy to use, secure dental software solution that will benefit your dental practice and allow you to focus on what matters most, the patients.

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