

A man and a woman, both wearing dental scrubs, are looking at a tablet together. The man is on the left, wearing a white lab coat over a blue shirt and a blue lanyard. The woman is on the right, wearing blue scrubs and glasses. They are both smiling and looking at the tablet. The background is a solid blue color.

The Dental Practice Management Solution Buying Guide for DSOs

 planet
DDS

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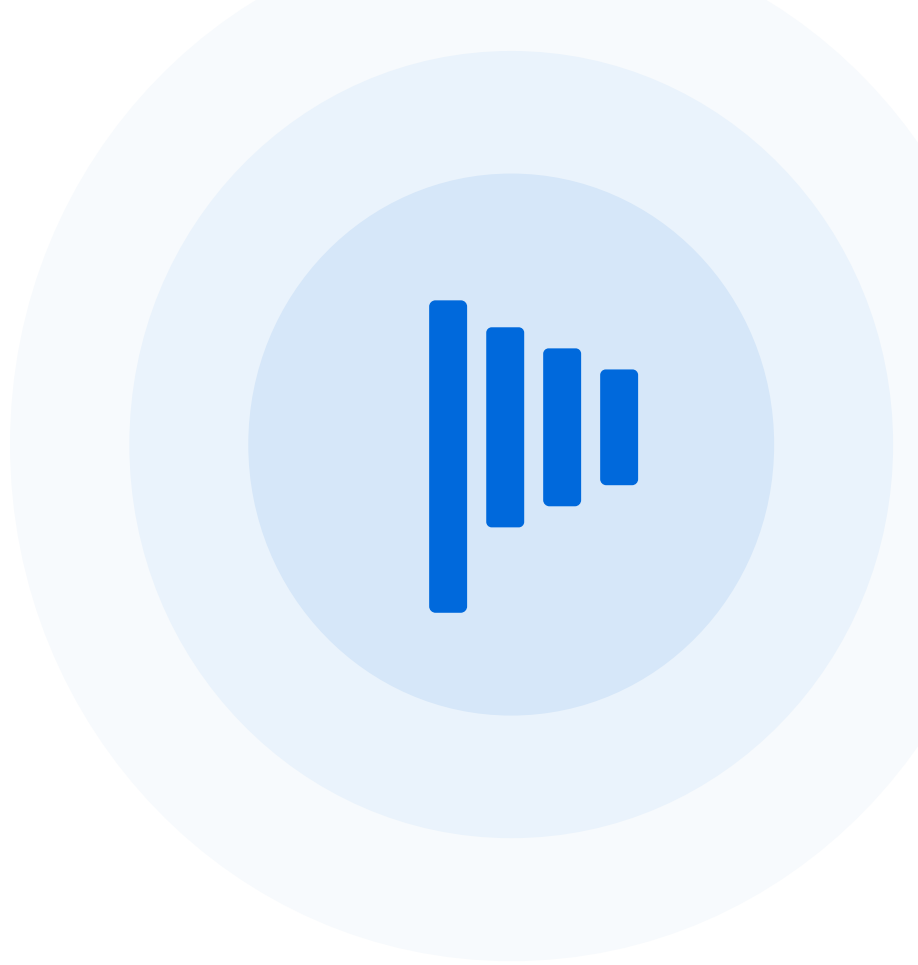
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Introduction

Finding the right practice management solution is one of the most valuable business decisions you'll make for your DSO since the benefits of having the right one are far-reaching. As the system of record, your practice management solution is not only the central hub where your patients' data resides, but it's also where you and your staff access billing, reporting, scheduling, and more. This is what makes it the most crucial software solution for your dental organization.

Switching to a new practice management system is a big undertaking. However, carefully selecting one designed to handle the needs of a growing DSO will ensure your team won't have to go through another implementation. **In this eBook, you'll learn about the essentials to look for in a practice management system and important questions to ask while narrowing down the right one for your dental organization.**

Planet DDS and Denticon Practice Management Software by the Numbers



Planet DDS

was founded in 2003 and launched Denticon Practice Management Software the same year



Planet DDS

made the Inc. 5000 and Orange County Business Journal list of the fastest-growing companies from 2015 to 2018



Denticon

is the leading solution for dental organizations, serving more than 45,000 users, and 33,000 dental providers across North America



Why Denticon?

Discover how you, your staff, and your patients can all benefit from Denticon.

This eBook focuses on what traits to search for in a practice management system.



1.

What Does All-in-One Mean?

An all-in-one practice management solution supports and connects all major roles and responsibilities of a dental practice. Additionally, it takes the place of many third-party solutions, which not only eliminates data sync issues and costly subscriptions but helps centralize all tasks and functions across all practices. This helps dental organizations streamline workflows, save time, and ultimately continue to scale and grow.

A true all-in-one practice management solution will include features such as a scheduler, patient portal and communications, reporting, analytics, billing, insurance, imaging, and clinical charting. From an security standpoint, a cloud-based, all-in-one practice management solution will include added benefits like enhanced data security, HIPAA compliance, cloud-based data backups, and more..



Denticon is a true all-in-one solution

No other practice management solution offers the breadth of features and benefits of Denticon.

Eliminate the need for third-party solutions and consolidate your tech stack:

- Patient communication tool and 2-way texting
- Customizable and easy-to-use scheduler
- Advanced reporting with actionable insights
- Simple revenue cycle management
- Online patient registration
- Automate claims and insurance

Streamlined, all-inclusive clinical tools:

- Fully integrated imaging with Apteryx Imaging
- Hands-free, voice-activated periodontal charting
- X-rays available within the Patient Chart
- Customizable charts and treatment planning

Ease the burden on IT staff and boost data security:

- Unlimited cloud storage
- State-of-the-art hardware and software firewalls
- Cloud-based data backups
- Intrusion Prevention Systems (IPS)
- Data disaster recovery
- Security Information and Event Management (SIEM)
- User access controls
- HIPAA Compliance



We were looking for a SaaS solution that would satisfy our existing requirements for **standardizing our business processes to better serve patients**. From an IT perspective, we were also looking for a solution that would help us consolidate the number of applications that we currently have to support. We felt that **Denticon was in the best position to deliver for us today and in the future.**

WILL ALEXANDER | Chief Information Officer of Benevis Dental Practice Management Services



2.

Does It Have Cloud Access?

Cloud technology has changed our daily lives forever. A person uses 36 cloud-based services every day on average. From storing data, shopping online and consuming news to communicating via email or social media, it is hard to avoid using cloud technology daily. However, the cloud is no longer just for big companies or consumers—dental organizations across the country are realizing the benefits of cloud solutions.

Whether an employee is at home with a cold or traveling abroad, **remote cloud access gives them the freedom to stay on top of tasks even when they aren't physically present at the office.** Additionally, with the rise in remote work, cloud-based software helps DSOs expand their candidate pool to remote-based employees and stay productive during the current labor shortage.

On-premise software is oftentimes outdated and inefficient. Practices can lose hundreds of working hours due to unexpected downtime, server maintenance, and weak security. On-premise software can also be expensive to maintain due to security costs and additional fees to access the newest version. **A cloud-based software ensures you are always using the latest version and have secure access anywhere in the world** without costing you an arm and a leg.



Access Anywhere, Anytime

Whether in the office or remote, Denticon users can quickly access patient records from the cloud.

Cloud-based
Denticon
gives you the
freedom to:

- Work from anywhere without being tethered to a server
- Store unlimited patient data
- Scale and grow your dental organization
- Enhance security through cloud backups and secure access
- Enjoy the newest version of Denticon with upgrades and updates included
- Access to updated patient data via a single patient record across all offices

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Denticon's cloud-based platform provides for **expanded service level capabilities** such as teledentistry, centralized billing, and call center functionality. These have become even more critical as we navigated the challenges brought on by the pandemic and the need to adapt quickly to patient and provider availability.

CAMERON ELROD | Co-Founder of EquiShared



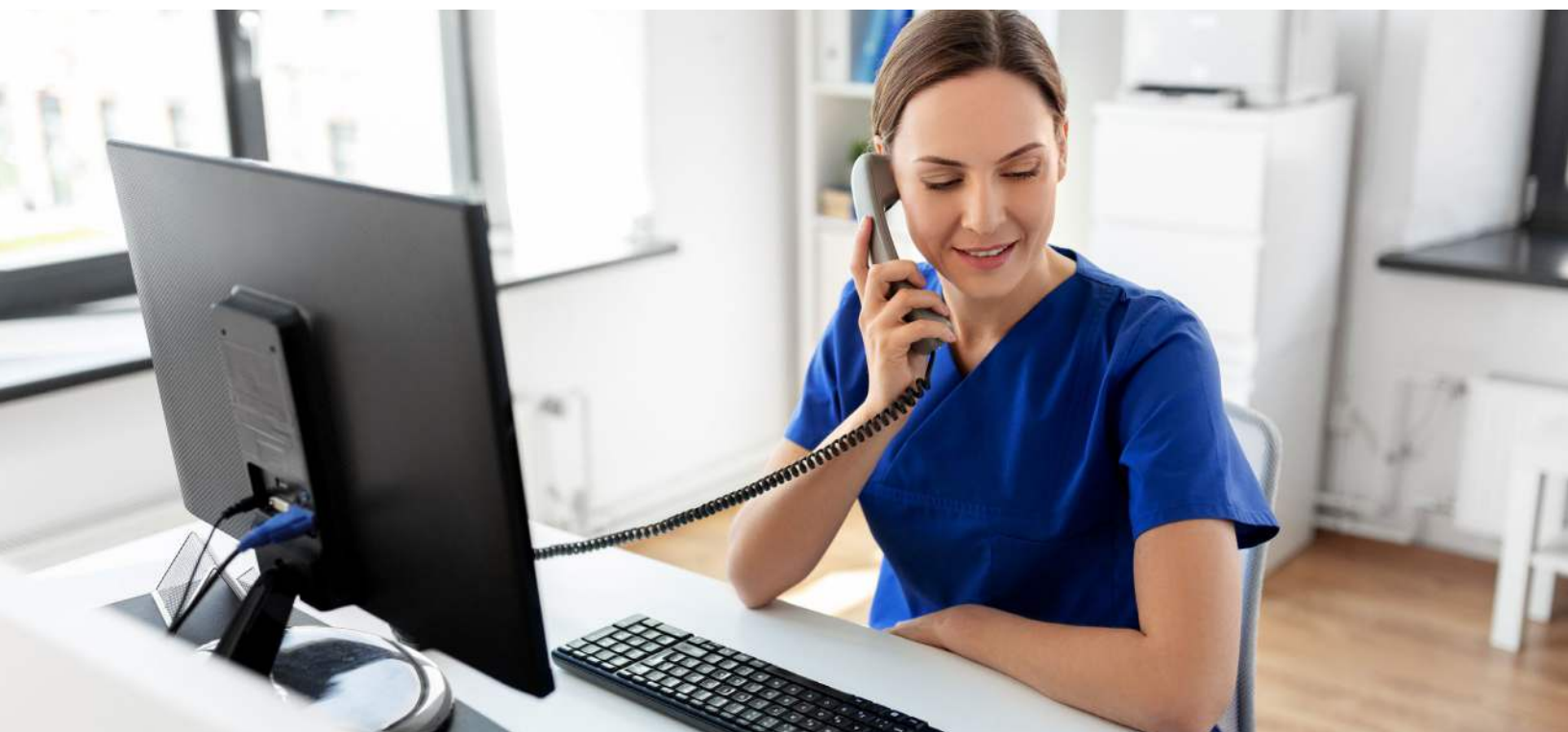
3.

How Will It Save Time and Streamline Workflows?

The right practice management software should work for you, not the other way around. When shopping for an ideal practice management solution for your organization, search for ones that are easy to use and will save your employees time with useful automated tasks. When you save time, you are also saving money. Automation will allow your employees to finish more tasks in any given work day by taking various mundane tasks off their plate, so they can redirect their attention to more intricate duties.

A suitable practice management system should not only meet your DSO's current needs but also have the ability to adapt to your future needs. Some practice management systems simply are not designed to cater to the needs of a growing dental organization.

A practice management system that is constructed to support multilocation practices will help support your organization's workflows and create a more consistent patient experience across all of your locations.



Boost Operational Efficiency

Denticon saves practices time and helps providers focus on what matters most – taking care of their patients.

Denticon helps streamline workflows by giving organizations the ability to:

- Easily chart and view pre-existing conditions
- Access to x-rays within the clinical charts
- Scan progress notes
- Customize clinical charts
- Compare, export, and email encrypted patient images
- Scan or upload patient images
- Digital patient referral management
- Automatic electronic claims filing and payment posting
- Integrated patient communications
- Online patient registration

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Everything is standardized to a much higher level than other cloud companies. From insurance verifications, accounts receivable, billing to EOB entries, we could not do it without Denticon. I don't think there's another cloud technology that can do all of this.

DR. ADRI RAMA | Founder and CEO of American Dental Companies

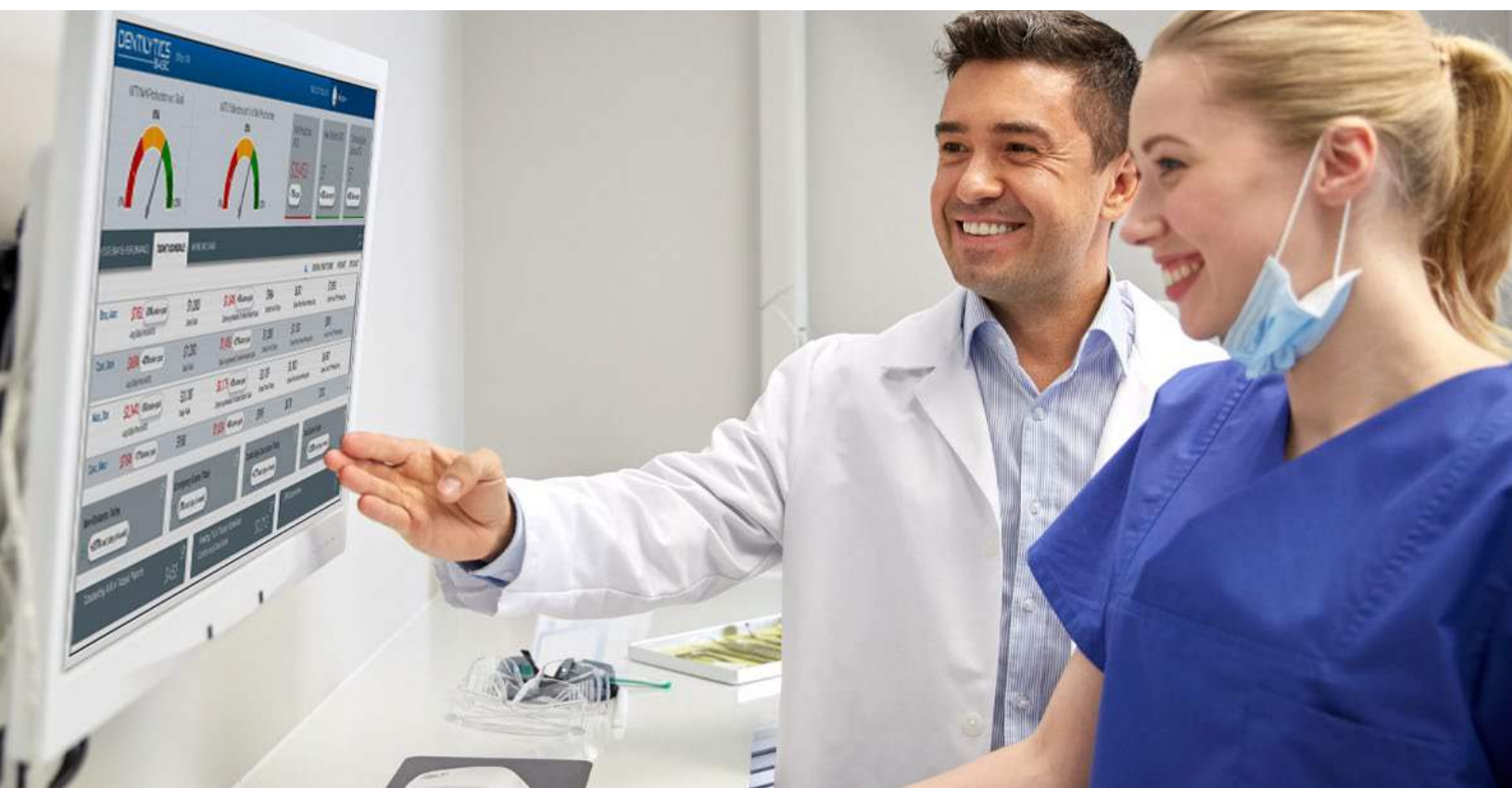


4.

Does It Provide Actionable Insights and Centralized Reporting?

When your DSO is running on multiple practice management solutions, you end up with siloed data that needs to be aggregated and converted in order to understand how the organization is performing. This is time consuming, not reliable, and prevents dental organizations from getting a quick, clear view of their overall performance. DSOs looking to grow need quick and reliable access to data with actionable insights on a regular basis.

With a centralized practice management system, DSOs can quickly and easily access all their data in one system. This gives them greater visibility into the success of their organization. With up-to-date data that can be viewed, drilled down into, and analyzed, DSOs can make better business decisions and maximize their success



Actionable Insights with Denticon

Gain deeper visibility into your dental organization's performance with centralized data and reporting.

With Denticon,
DSO's have
access to:

- **Enterprise level reporting:** access and view data across all locations with the ability to drill down by location, provider, etc.
- **Morning Huddle Dashboard:** quickly visualize the day with total exams to be completed, new patients to be seen, predicted treatment to be completed, and more
- **Hundreds of pre-built reports including:**
 - **Executive Summary:** a summary of day-to-day metrics related to appointments and finances
 - **Daily Journal:** an itemized list of total charges, payments, and adjustments over a specified date range
 - **Outstanding Claims:** a real-time list of all outstanding and uncollected claims
 - **Treatment Plan Status:** a detailed report showing all treatment plans and their statuses

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With Denticon we can track things like patients seen per day, number of new patients, number of hours worked per provider, how many canceled and missed appointments, production by provider, and so much more. At the front desk, we get a complete patient overview and scheduler, including check-in, check-out, co-pays due, and so on.

EMILY MAISCH | Director of Operations at BrookBeam Dental



5.

Does It Have Built-In Security?

Trustworthy security is essential to dental organizations to keep patients' information safe, protect the business and comply with HIPAA. Between 2019 and 2020, there was a 45% increase in hacking incidents, and 66% of unsecured electronic protected health information breaches resulted from hacking and other IT incidents. No one is immune to security attacks. Even the American Dental Association was involved in a cyber security incident in April 2022.

You may wonder why hackers would want to target a healthcare organization. Well, health records are sold for hundreds of dollars on the dark web, and the average ransomware payout was over \$500,000 in the first half of 2021. Furthermore, a data breach in the healthcare industry costs the affected organization an average of \$400 per compromised record. **Cyber-attacks can be financially devastating** to any size practice, but DSOs handle much more data than a solo dental practice. That's why it's crucial to have a practice management system with a robust, cloud-based security system and protocols to boost the safety of your patient data and help you remain HIPAA compliant.



Enhance Data Security with Denticon

Protect patient data and gain peace of mind with Denticon's robust security measures.

Denticon helps boost security and compliance for dental organizations by:

- Ensuring regular backups, disaster recovery, and intrusion prevention services
- Offering a secure referral portal to send and receive patient health information to external providers, even if they do not use Denticon
- Providing advanced user permissions with an in-depth audit trail per user
- Reducing the risk of data loss caused by natural disasters, cyberattacks, or physical theft

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My business is dentistry, not cybersecurity. So, it's better to have professionals handle that for me. I had a friend also in the Houston area that had their office flooded. Their server was flooded, and even though they had paid for backup service with a local company even that company got flooded! Meanwhile, we are up and running 24/7. **We don't need to worry about backups because Denticon does it all for us.**

DR. JONATHAN PENCHAS | Founder and Managing Partner, Midtown Dentistry



6.

How Does It Enhance the Patient Experience?

A strong practice management system shouldn't just make your employees' lives easier, they should improve patient experiences, as well. Online patient access is becoming an increasingly popular demand. 58% percent of US patients want more online access from healthcare providers. Earning a reputation for delivering an ideal patient experience can give your organization a leg up on competitors and get more new patients in your doors.

There are various patient engagement tools on the market, but why gather additional costs when you can find a practice management system that does it all. **Look for a solution with features like online portals, built-in messaging, multiple payment options, online bill pay, and online scheduling.** And as your DSO continues to grow, ensuring a standard patient experience across your locations is imperative. Choosing a centralized PMS system will help your offices continue to grow.



Boost Your Patient Experience with Denticon

From online patient registration to patient communication, Denticon enables practices to provide a consistent and meaningful patient experience.

Denticon improves the patient experience by:

- Allowing patients to schedule appointments, complete their registration online, and make payments at their convenience
- Enabling meaningful patient communications with automated appointment reminders, 2-way texting, customizable marketing campaigns, and more
- Improving clinical outcomes with easy access to patient charts, treatment plans, and x-rays
- Helping provide transparent, accurate treatment estimates and payment options with real-time insurance quotes, Care Credit eligibility checks, and more

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We are able to maintain a high volume each day without sacrificing quality because we have a **streamlined, centralized practice management solution**. Our practice is very patient-oriented, and none of the doctors are an island unto themselves. That's why we needed a solution like Denticon where **we can all access the daily schedule, treatment plans, x-rays, all in one place.**

DR. ADRI RAMA | Founder and CEO of American Dental Companies



7.

Does The Service Company Provide Implementation Guidance, Customer Support, and Beyond?

One of the most common reasons dental organizations hesitate to adopt a new practice management solution is because of the perception that implementing and learning a new solution is challenging and very disruptive to daily operations. However, **partnering with a company that has an experienced team will ensure a smooth transition for your dental organization.**

Additionally, investing in a company this is dedicated to improving their product is a wise decision for a DSO. Not only will you benefit from the product's continuous innovation, but you will also be partnering with a software provider that will grow with you.

When you make the switch to Denticon, our Planet DDS Team is with you the entire way.

- ✓ **Implementation:** Our dedicated team works with you to implement Denticon as seamlessly as possible so you can start enjoying the benefits of Denticon from day one.
- ✓ **Training:** Our in-house trainers will guide you through a proven comprehensive training program so that your team can confidently and effectively work within Denticon.
- ✓ **Lifetime support:** As our Denticon client, you'll receive lifetime support for Denticon. We host monthly support webinars, office hours, and offer the new Denticon University so you can learn and get the most value from our solution.
- ✓ **Customer Care:** We pride ourselves on providing the best customer care. In fact, we resolve 99.9% of tickets within one business day and maintain a positive customer satisfaction score of over 97% out of thousands of tickets. We also take feature requests from customers!

Robust Customer Care with Planet DDS

From implementation to ongoing support, training, and customer care, our team partners with you every step of the way.

White glove service for a lifetime with Denticon including:

- Proven implementation and conversion process
- Comprehensive training program
- All-inclusive, lifetime support
- Best-in-class customer care
- Upgrades, updates, and enhancements included in the monthly subscription
- Online learning courses through our Denticon University

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From the very beginning through the transition onto Denticon, the implementation team was great. I called it minimal chaos. People don't typically like change, **but the training was very smooth, and our employees felt very well prepared for the go-live date.**

EMILY MAISCH | Director of Operations at BrookBeam Dental

Next Steps

Switching to a new practice management system is a huge decision for a dental organization. When you choose Denticon, the practice management solution that is built for tomorrow, you are partnering with a company that has unleashed thousands of dentists and their staff to focus on patient care. Denticon will grow and scale with you.

See for yourself why 45,000 people have chosen Denticon.



**For more information on the
award-winning, cloud-based,
Denticon practice management solution:**

SCHEDULE A DEMO

Email: Sales@PlanetDDS.com

or call 800-861-5098

