



**2024**

# **Dental Practice Management Solution Buying Guide**

for DSOs

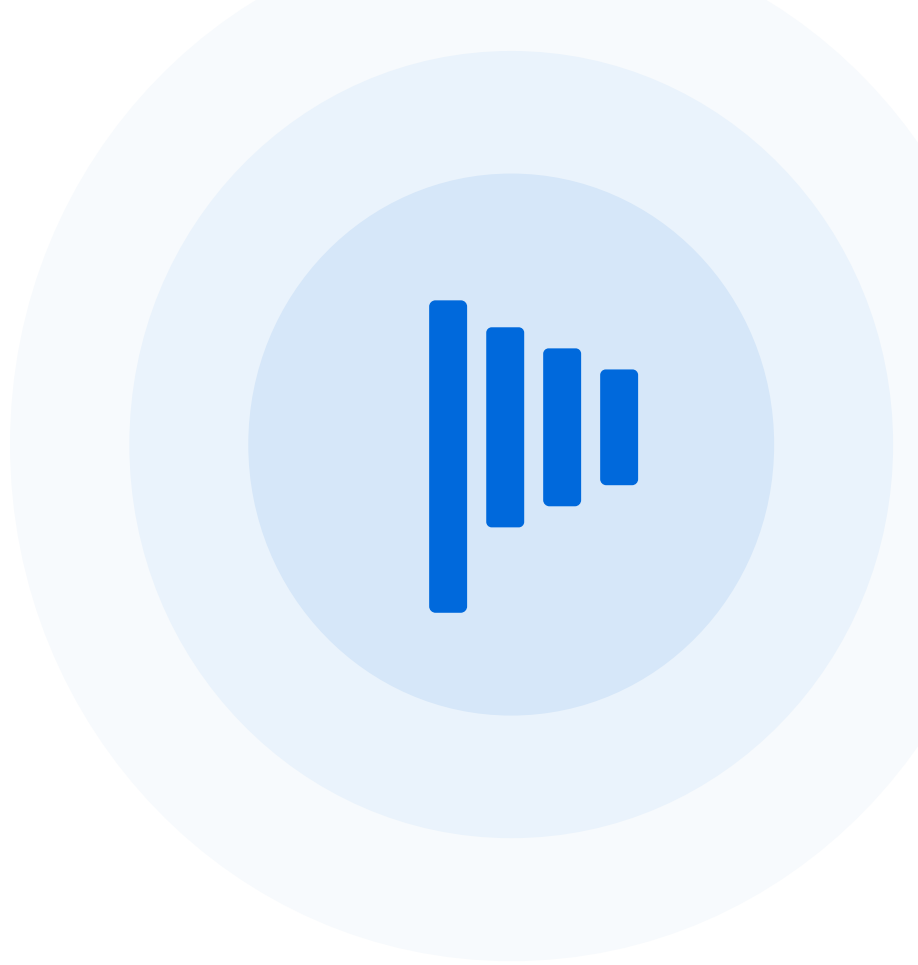
# Contents

**Introduction .....3**

**What You Should Expect from a  
Cloud-Based Practice Management Solution? .....4**

- 1. Is the Practice Management Solution Customizable and flexible? ..... 5
- 2. Does It Have Cloud Access? ..... 7
- 3. How Will It Save Time and Streamline Workflows? ..... 9
- 4. Does It Provide Actionable Insights and Centralized Reporting? .....11
- 5. Does It Have Built-In Security? .....13
- 6. How Does It Enhance the Patient Experience? ..... 15
- 7. Does The Service Company Provide Implementation  
Guidance, Customer Support, and Beyond? ..... 17

**Next Steps ..... 19**



# 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.**

# What Should You Expect from a Cloud-Based Practice Management Solution

**This eBook focuses on what to look for in a  
cloud-based practice management solution.**



# 1.

## Is the practice management solution customizable and flexible?

**Legacy practice management solutions often offer an all-in-one solution that may sound appealing at first glance.** But the limitations of an all-in-one solution only become apparent once your DSO begins to evolve and scale. What once was a solution that met your DSO's needs can now become a hinderance to growth.

One of the most important questions to ask when shopping for a practice management solution is **whether that solution can not only meet the current needs of your DSO but also future needs.** For that, you need to work with a solution provider that offers customization and flexibility via open APIs and an open philosophy when it comes to development of the practice management solution.



# Features and integrations to consider

Consider which patient facing, front/back office features should be native within your practice management solution vs a third-party integration:

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

What opportunities to improve clinical workflows are most important for your DSO?

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

What security features will reduce IT burden for your DSO?

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



**We're saving an average of 4-6 hours per day for our financial analysis people.** Prior to using Denticon, office managers would run multiple reports, including financial analysis, and combine them into one report to make them look good.

**CHRIS BIGGERSTAFF** | Director of IT for 70-location Lone Peak Dental Group



## 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, users can quickly access patient records from the cloud.

Cloud-based solutions give 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



We take pride in implementing state-of-the-art technologies in our offices, and the cloud-based platform by Planet DDS has been an essential technology for us over the past ten years. Through acquisitions and opening new locations, Denticon and Apteryx have been instrumental in our high growth plans while empowering us to continue providing the best patient care.

**DR. SCOTT ASNIS** | CEO & Founder of 110-location Dental365 and Premier Care Dental Management



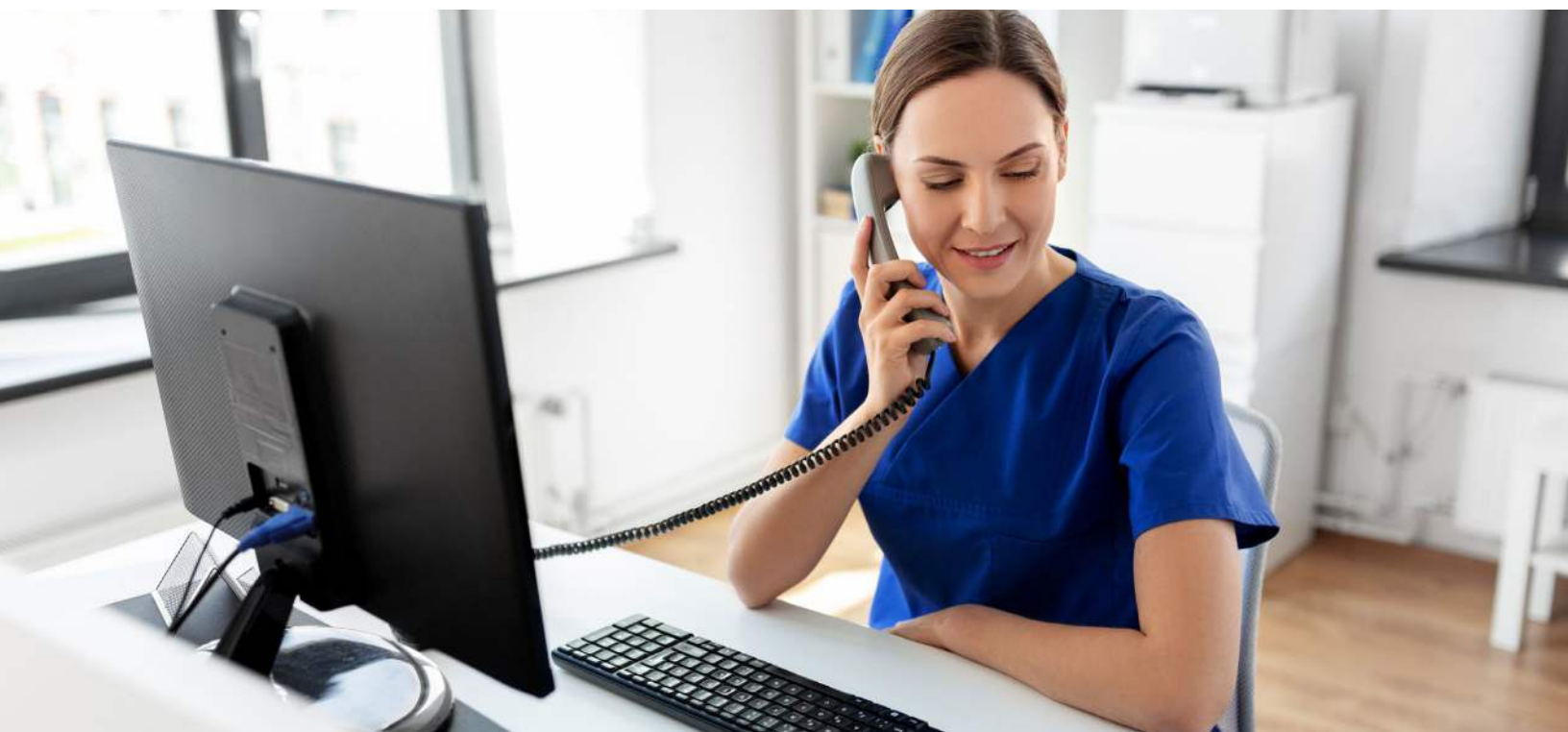
# 3.

## 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

Save time and focus on what matters most - taking care of patients..

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



**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

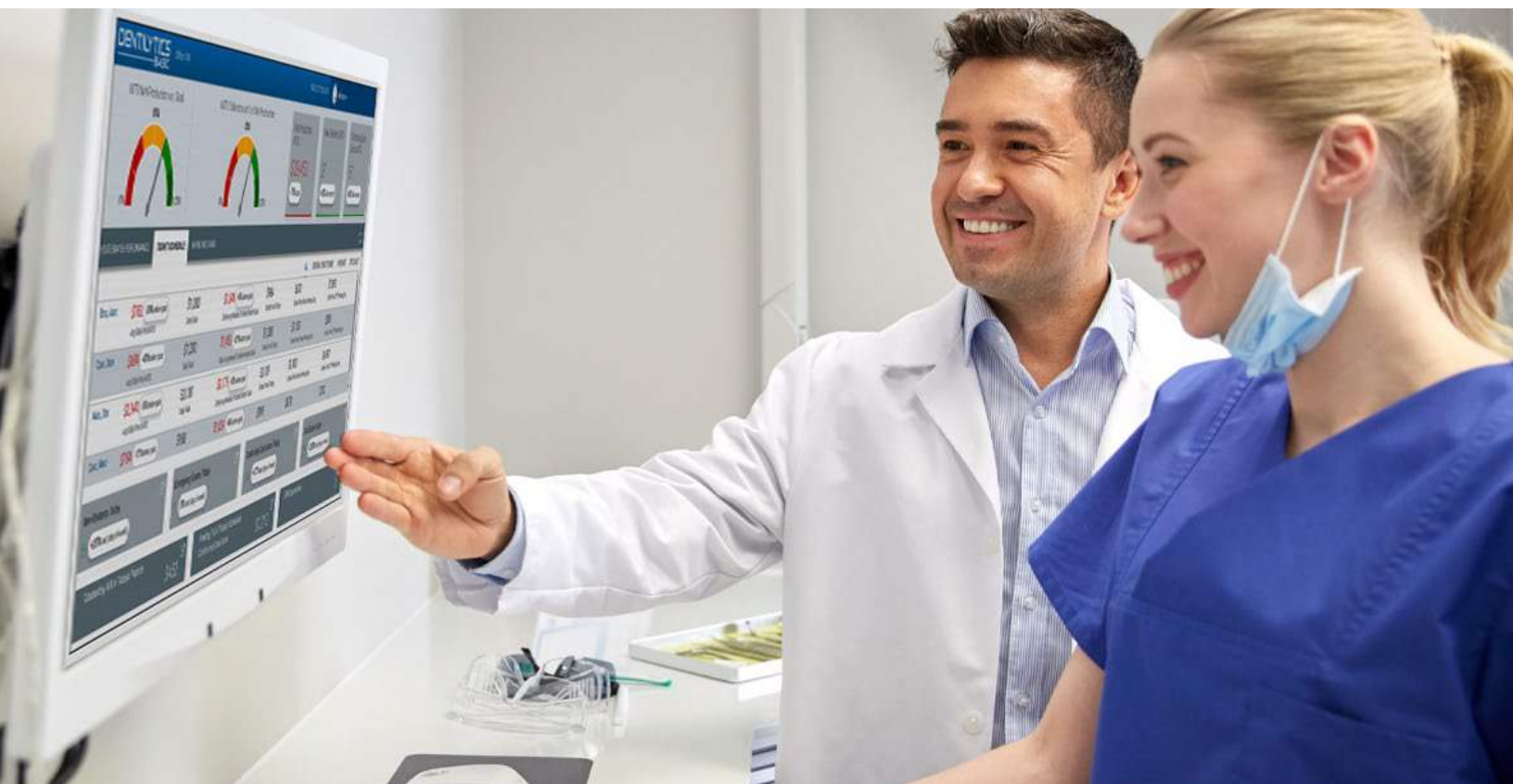


# 4.

## 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

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

DSO's should  
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



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

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

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
- 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



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

From online patient registration to patient communication, select a solution that provides a consistent and positive patient experience.

## Improve 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, CareCredit eligibility checks, and more



The biggest disadvantage of group practice can be continuity of care. With Denticon's centralized scheduling, we label the primary dentist for each patient. Most patients prefer to see the same person, helping develop trust and a certain comfort level. If a patient wants to go to a different practice that has available appointments, using Denticon makes it much more efficient and effective. **It's a better experience for our team as well as our patients.**

**DR. KEVIN COUGHLIN** | Owner and Founder of Ascent Dental Care



# 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.

**Find a partner in growth who has experience in successfully supporting DSOs through the entire customer journey of implementation, conversion, training, customer success, and support.**

- ✓ **Implementation and Conversion:** A dedicated team that has the team and experience that will make implementation and conversion as seamless as possible.
- ✓ **Training:** A team of in-house trainers who can guide your DSO through a proven comprehensive training program so your team can confidently and effectively work in the new software.
- ✓ **Lifetime support:** Inclusive pricing on customer support for the lifetime of the solution with a responsive team.
- ✓ **Customer Care:** Check for positive customer satisfaction scores and a track record of quick resolution of tickets

# 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

has been named 6 times on Inc. Magazine 5000 fastest growing companies and recognized by Appealie & SaaS awards under their customer success category



## Denticon

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



# 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**



Planet DDS is the leading provider of cloud-enabled dental software solutions, serving over 13,000 practices in the United States with over 118,000 users. The company delivers a complete platform of solutions for dental practices, including Denticon Practice Management, Apteryx Cloud Imaging, Cloud 9 Ortho Practice Management and Legwork Practice Marketing. Planet DDS is committed to creating value for its dental practice clients by solving the most urgent challenges facing today's dental practices nationwide.