

## CASE STUDY

# Denticon Drives Operational Efficiency at **Brush365**

 brush365<sup>®</sup>  
DENTISTRY WITH INTEGRITY

### ABOUT BRUSH365

★ Established 2017

📍 3 Locations

**DR. SARA MAHMOOD**  
Founder of Brush365



### PROBLEM

Using a platform that limited its ability to grow and streamline operations



### SOLUTION

Implementing a new cloud-based solution built to scale and boost efficiency

## How Denticon Supports Growth Operations for Brush365

When Dr. Sara Mahmood opened Brush365 with her first practice in 2017, she had a mindset to scale and immediately knew cloud-based software was the key. Technology designed to support dental clinics aligned with her vision of dentistry with integrity, and Dr. Mahmood sought a dental practice management system that would provide operational efficiency with a great patient experience.

"I've always used advanced technology," said Dr. Mahmood, DSS and founder of Brush365. "I look for how technology can help patients. From practice management software to what I use chairside, the right technology is a huge advantage to patients."

Server-based systems were not an option Dr. Mahmood wanted to consider, so she started working with a cloud-based solution that seemed like the right choice at the time. However, as she added on locations, she realized the software posed limitations that impacted their ability to expand. When she added a third location, her team hit the market seeking a better solution.

They did their due diligence and looked at several options. The Planet DDS Denticon Practice Management solution was highly recommended. Brush365 definitively decided Denticon was the right choice and started using it in January 2022.



### Denticon benefits:

- ✓ Cloud-based software
- ✓ Streamlined operations
- ✓ Multi-office collaboration
- ✓ Centralized billing and scheduling
- ✓ Comprehensive dental reporting
- ✓ Intuitive patient portal
- ✓ Integrated dental imaging with AI
- ✓ Enhanced data security

## Cloud-Based Solution for Third-Party Integrations

**A major consideration for Dr. Mahmood was finding the best cloud based dental practice management software that would easily integrate into how she wanted and needed to work. The previous solution promised some third-party integrations, but she found they did not have what she required.**

“As we continued to grow and add locations, we started having serious limitations on our previous platform. Even though it was a cloud-based practice management system, there was no true third-party integration. There was one integration, and even that was finicky,” said Dr. Mahmood.

With this limitation, Dr. Mahmood found their prior system dated and difficult to use, and she realized they were not using or able to leverage any of the so-called benefits. “The bottom line is that we realized this is not a platform built to scale,” Dr. Mahmood explained.

Denticon features a comprehensive API and developer platform, and partners with leading dental technology organizations to integrate their solutions into Denticon. This allows dental practices using Denticon to deliver more value to customers and provide great patient experiences through innovation and efficiency.



## Centralized Platform to Streamline Operations

**Centralized billing and scheduling in Denticon were among the top features at the Brush365 locations. With multiple practices, Dr. Mahmood and her team recognized the need to make billing and scheduling as streamlined as possible.**

“The platform we were using didn’t offer centralized billing, and we were constantly oscillating between different locations. We also couldn’t see the schedule in one view. There were a lot of issues like this that were creating inefficiencies,” said Dr. Mahmood.

“I have five providers and a team of thirty,” explained Dr. Mahmood. “Being able to open my schedule and see it in one view for me and for my team members, and the ability to easily schedule an appointment for someone in another office without having to toggle between offices, brings a degree of efficiency that we really appreciate. When I think about our growth objectives—if we’re adding ten offices—that ability to centralize everything alone is monumental.”

*Centralized reporting allows you to easily generate reports by office group or individual office, eliminating the need to pull reports one by one.*

*Planet DDS Example Centralized Management Reporting Request*

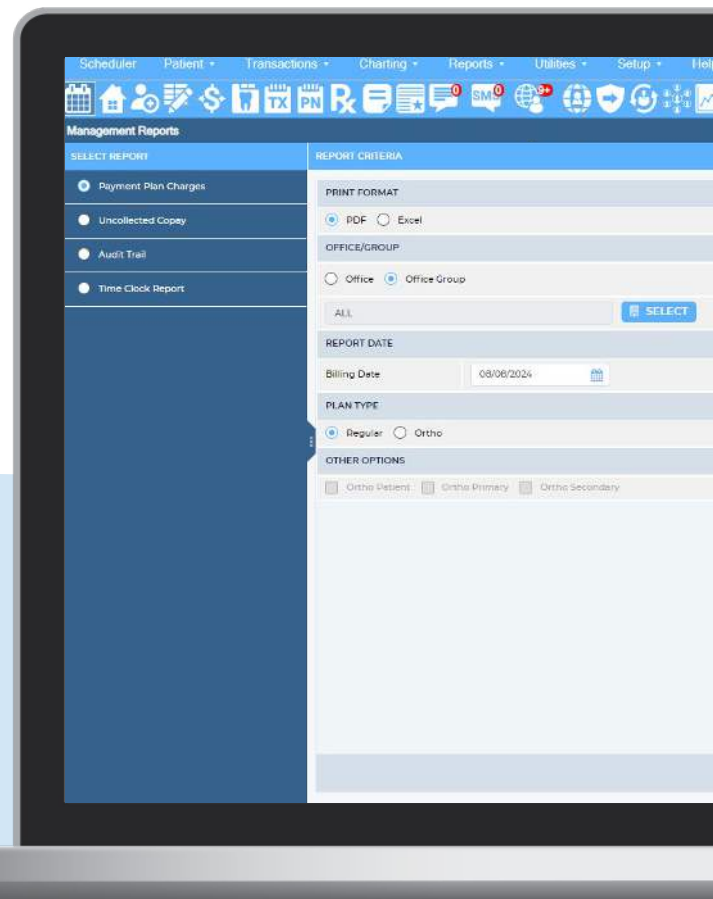


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Denticon centralizes other aspects of Brush365 administration, leading to greater administrative and team satisfaction overall. It also provides a central portal for patients: patient forms, consent forms, and appointment reminders, all items used on a daily basis. Denticon provides these seamlessly, enabling the Brush365 team to operate more efficiently.

“I appreciate the compliance aspect with documentation in Denticon,” said Dr. Mahmood. “Those notes get finalized on the same date and hold everyone accountable. I appreciate the patient portal, where patients can access their documents, including consent and patient communication. To have that ability is huge because we do not have to constantly send them information. Patients can access what they need, and they have it at their fingertips.”



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*The Patient Portal provides patients with easy access to their documents, including consent forms and communication records all right at their fingertips.*

*Planet DDS Example Patient Portal*

## Intuitive Reporting for Operation Efficiency

**Dr. Mahmood found reporting to be particularly frustrating before Denticon. The previous platform claimed to have customizations and flexibility, but it was an uphill battle trying to get the reporting Dr. Mahmood needed. Additionally, she often found there were errors in those reports, so her team was not able to use or leverage them the way they needed to.**

Ultimately, paying premium pricing for something that did not operate well, plus having frequent outages and lengthy updates, made it clear this was not the solution that would support a growing multi-practice dental operation.

“The previous solution made you feel like you had to be an Excel guru to get what you needed out of it,” said Dr. Mahmood. “There were times I would build the report and there would just be errors on the sheet, and I couldn’t understand how to get the numbers I needed. With Denticon, the built-in reports are intuitive and easy to understand. We want straightforward numbers that make sense, and that’s what we get from Denticon.”

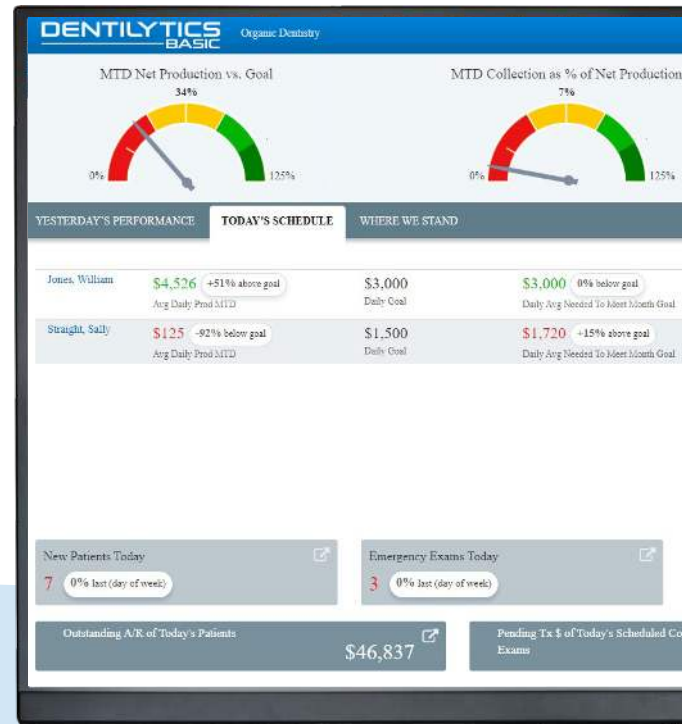


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*Dentilytics offers intuitive and easy-to-understand metrics, allowing you to see how your offices are performing against their goals and track new patient numbers.*

*Planet DDS Example Dentilytics*

## Easy Migration for a Seamless Transition

**Making a technology system migration often makes organizations apprehensive, and Dr. Mahmood was happy to discover that onboarding with Planet DDS was quick and easy, minus the pain points. Her team also uses Planet DDS solution Aptyrx XVWeb Dental Imaging software.**

"I was grateful that during onboarding we were able to easily migrate images over," said Dr. Mahmood. "We had thousands of patients at the point when we migrated, and that was definitely an unnerving part of the process that was made very simple. I know people get anxious about changing the project management software, thinking it's going to be so difficult, but it really wasn't. It was handled very gracefully and easily. We were able to get all the patient data over, including the X-rays."

Using Aptyrx, Dr. Mahmood appreciates that her offices can send records right from the platform that is encrypted and HIPPA compliant without having to download or upload, which saves time.



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## Discover How Planet DDS Can Scale Your Operations

**Brush365 currently has three locations, with a fourth location by next summer, and plans for future expansion. Dr. Mahmood is confident that Planet DDS will be the solution Brush365 relies on to support its growth.**

“I would recommend Planet DDS to colleagues who are looking to scale,” said Dr. Mahmood. “If you have multiple locations, Denticon is built for that, and it’s easy to add locations. I would absolutely recommend it.”

Whether you’re a single practice or a multi-office DSO, Planet DDS offers the best dental management software and solutions to support your objectives so that you can focus on providing excellent patient care. Connect with our team to request a demo and learn how we can best support your business.



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### Ready to See How Denticon Can Help You?

Chat with our team about what your practice needs to save time, increase revenue, and deliver a better patient experience.

[TALK TO OUR TEAM](#)

