

## CASE STUDY

# Denticon Supports Scalable Patient-Centric Dentistry at **Seva Dental Team**



## ABOUT SEVA DENTAL TEAM

★ Established 2023

📍 7 Locations

**BRANDON HALCOTT**  
Co-Founder



## PROBLEM

Needing a scalable practice  
management solution for  
a growing DSO



## SOLUTION

Leveraging a cloud-based  
enterprise solution to support  
multi-location growth

## A Growth-Focused Approach to Patient Care

**Seva Dental Team, a dental support organization (DSO) co-founded by Brandon Halcott, prioritizes patient-centric care and operational efficiency.**

As a seasoned entrepreneur in the dental industry, Halcott has extensive experience with building and growing dental groups, including Tru Family Dental (previously acquired by Heartland), and knew the importance of having a scalable practice management solution to successfully grow a business.

When he co-founded Seva Dental Team in 2023, Halcott immediately turned to Planet DDS for Denticon practice management solution, recognizing its capacity to streamline operations and enhance patient experiences across its network of affiliated practices.

### Denticon Key Features:

- ✓ Advanced RCM tools
- ✓ Automated scheduling
- ✓ Centralized practice management
- ✓ Cloud-based accessibility
- ✓ Compliance and security
- ✓ Enhanced patient experience
- ✓ Integrated dental imaging
- ✓ Scalable multi-location support



## Streamlining DSO Practice Management

Prior to implementing Denticon, accessing critical practice information remotely was a huge challenge, leading Halcott to search for a cloud-based solution that could centralize practice management and optimize performance.

"I was building another DSO in 2014, and I knew what I wanted and needed from a software product," said Halcott. "We had to convert thirty offices and did our research when it came to choosing a solution. **Denticon clearly came across as the gold standard.**"

"We chose Denticon back then, and it's even better now," Halcott continued. "**You have better patient communication within Denticon and the user experience is dramatically better.** It's lucky for all of us that Denticon continues to be the leader in cloud-based enterprise solutions for the dental industry."



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### BRANDON HALCOTT



Co-Founder  
Seva Dental Team



# Optimizing Dental Clinic Operations

**Improving day-to-day activities across all clinics is a top priority for Seva Dental. Cloud-based Denticon allows its staff and clinicians to conveniently access essential data from any office, make informed decisions, save time and money, and manage everything in one place.**

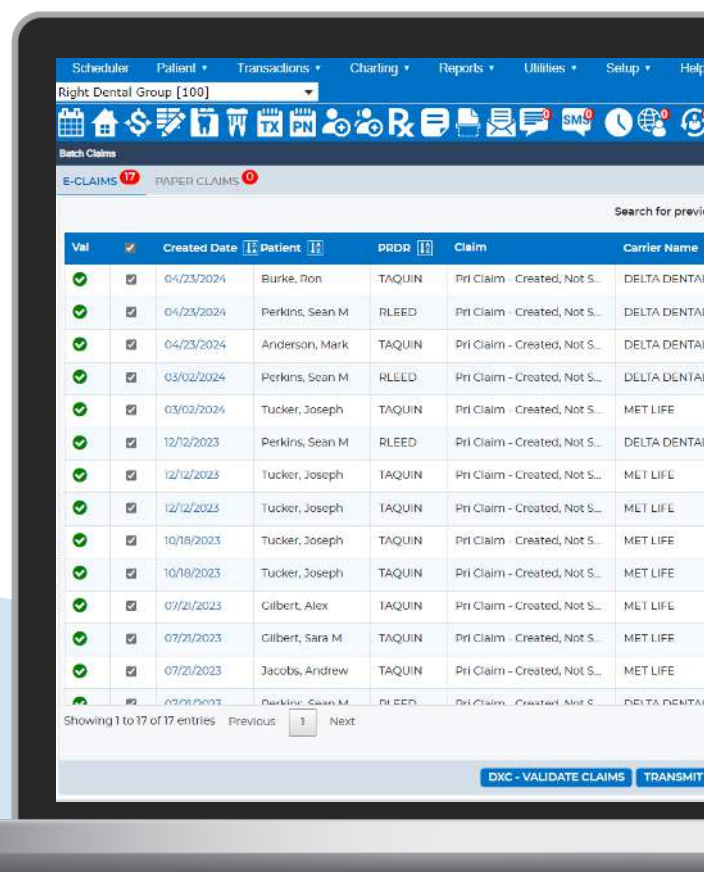
"Using Planet DDS solutions, we're able to maintain IT spending as a percentage of revenue that we believe is far below the industry standard," Halcott said. "We can reinvest those savings in additional training and tools to help continue to grow the organization."

Seva Dental also relies on Denticon to simplify revenue cycle management (RCM). Denticon makes it easier to track insurance carriers and align treatment plan estimates with reimbursements. These features enable the business to **reduce operational costs with an automated RCM process that improves workflow and saves time.**

*Denticon's batch view allows team members to efficiently manage e-claims, making it easy to submit multiple claims simultaneously.*

*Planet DDS Denticon Batch Claims Submissions*

"RCM is generally a challenge within the dental industry because of the complexity of payer plans and credentialing in network and out of network," Halcott explained. **"With Denticon, you get all the insurance carriers in one place.** You can also see providers that have the same plan near your locations. You're able to increase the efficiency of the revenue cycle process within the practice and leverage that efficiency with better patient service."





## A Patient-First Solution for DSOs

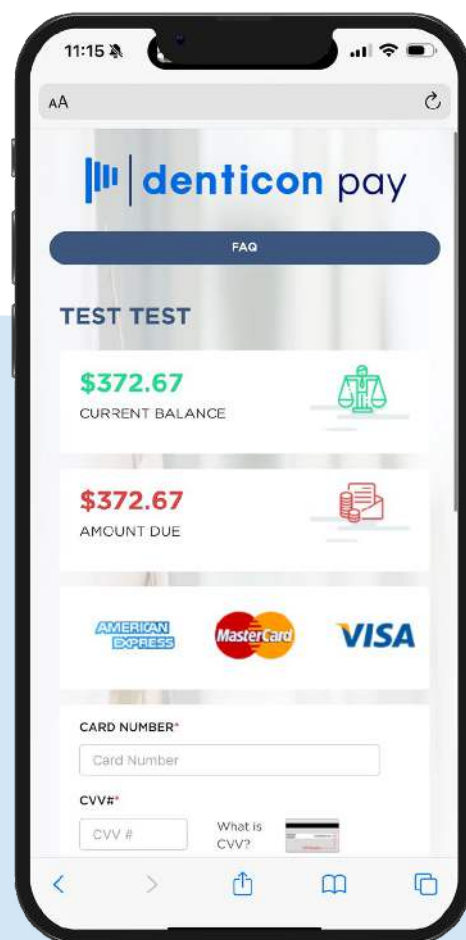
**Denticon became the optimal solution for supporting a high-quality patient experience. Its comprehensive features ensure consistent patient interactions across all Seva Dental locations.**

"The software you use impacts how your organization approaches the patient experience," said Halcott. "Denticon is a patient-centric solution. Patients have the ability to do a medical history before they're in the office. They can get appointment reminder notifications, and they can pay a bill right from their phone."

As the dental industry shifts toward a more consumer-facing business, customer expectations continue to change. "Denticon allows us to fulfill those requirements that patients are looking for," said Halcott. "It provides convenience within the platform to make new patient onboarding and new patient connection experiences as positive as possible."

*With the Denticon Pay portal, patients can manage their information in a secure environment, giving them full control over their financial transactions.*

*Planet DDS Denticon Pay Portal*



Seva Dental leverages Denticon to identify patients needing timely treatments and ensure that dental care is recurring regularly as needed. Using Denticon, teams can easily see who is missing timely treatments and create a campaign to get them back in. “We want our patients to have optimal oral health, and we are appreciative that Denticon can help us do that,” said Halcott.

This patient-centric mindset is a core value of Seva Dental and their commitment to the communities they serve. “Our true north is wanting to be the best practice in every neighborhood we serve,” said Halcott. “We’re part of the communities, and we want to get that population to optimal oral health because we know that’s connected to long-term health outcomes.”

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**BRANDON HALCOTT**

Co-Founder  
Seva Dental Team



## Acquisition and Affiliate Integration

**Seva Dental Team is an affiliation-based organization that partners with other practices. With Denticon, dental practices have the ability to sync imaging, even from different imaging software, making it easier for Seva Dental to manage partnerships.**

Because Denticon can integrate with other imaging software solutions (up to three), clinicians can launch imaging directly from the patient chart while maintaining connectivity to legacy images—a powerful differentiating factor from other practice management solutions.

The adoption of Denticon has yielded tangible benefits: “Our ability to easily partner with other practices from an affiliation perspective is greatly increased with having Denticon as our go-to partner,” Halcott said. “We’re able to do that so much faster with Planet DDS because it’s an integrated enterprise solution that’s cloud based. **We can do everything remotely and that increases the productivity that is necessary to run the business.**”

*Denticon integrates with leading imaging software, improving workflow and enhancing patient care.*

*Planet DDS Aptyx Integration with Denticon*





"We believe there is no more important facet of the ability to grow a DSO than having scalable, patient-facing software," said Halcott. "And so, our success and ability to easily partner with other practices from an affiliation perspective is greatly increased by having Denticon as our go-to partner to accomplish that."

"Brandon has been a long-time friend and customer of Planet DDS, and we couldn't be happier to partner with him again and the entire Seva Dental Team to support their mission to deliver high-quality dental care to patients," said Eric Giesecke, CEO of Planet DDS. "Through our collaboration, we aim to continue providing solutions that optimize practice management processes and enhance the overall patient experience."



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**BRANDON HALCOTT**

Co-Founder  
Seva Dental Team





## Optimize Your Dental Practice Management

**Seva Dental Team's commitment to innovation and operational excellence has helped them simplify operations, reduce administrative burdens, and create more opportunities to focus on patient care.**

By unifying practice management solutions, Seva Dental has built a stronger foundation for growth while ensuring a smooth experience for both staff and patients. Its forward-thinking approach continues to set the standard for delivering exceptional dental care at every level.



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

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

**TALK TO OUR TEAM**

