

CASE STUDY

Increasing Revenue and Growth with **Denticon**



CHRISTOPHER F. HECK, DMD
MONTGOMERY GENERAL
DENTISTRY

★ Established 2016

📍 1 Location

DR. CHRISTOPHER F. HECK
Founder



PROBLEM

Increase the patient base
year after year while keeping
operations going strong



SOLUTION

Implementing Denticon
solutions to support patient
growth and operations

How Denticon Supports Growth for Dr. Heck

Private practice owner Christopher F. Heck, DMD, had built a steady practice at Montgomery General Dentistry in Ohio since 2016, but he was looking for ways to grow—without adding a second location, expanding his physical space, or bringing on an associate dentist.

As the sole provider at his five-operatory practice, supported by two full-time hygienists by 2023, he needed a way to increase his patient base year after year while keeping operations going strong.

That opportunity came when he learned a nearby dentist, just a half mile away, was preparing to retire.

Denticon benefits:

- ✓ Time-saving front office tools
- ✓ Automated appointment messaging
- ✓ Online patient booking
- ✓ Actionable data insights and reporting
- ✓ Multi-specialty functionality
- ✓ Streamline clinical workflow
- ✓ Scalable revenue cycle management
- ✓ Advanced security



A Strategic Approach to Expansion

Competition for patients is fierce in Montgomery, Ohio, with multiple dental practices located within a one-mile radius of his practice. When Dr. Heck learned about a nearby practice for sale, he was intrigued.

Dr. Heck knew he didn't want to purchase a second location, especially one within walking distance. He offered to meet with the retiring doctor, compare treatment philosophies, and, if it was a good fit, acquire the patient records.

This strategy would allow Dr. Heck to significantly expand his patient volume, adding over 800 potential new patients. However, a successful acquisition would require careful planning and execution—ensuring the practice was properly staffed and able to deploy Denticon practice management solutions effectively.



Leveraging Denticon for Rapid Growth

To accommodate the influx of new patients, Dr. Heck expanded his team, hiring an additional front desk team member and another hygienist, who immediately picked up the Denticon software.

"I've always been a fan of the user interface and usability," said Dr. Heck. "It's a lot more intuitive than other software. The Denticon cloud platform is very helpful, and you know that you're always using the most up-to-date version. You know you're not missing out on functionality."

The patient record acquisition deal was structured so the retiring dentist would receive a percentage of collections for each of his patients who started treatment at Dr. Heck's practice.

"In Denticon, it's really easy to run reports. I assigned all of his records to that doctor's name and then could track it," Dr. Heck explained.

Having detailed reporting allowed Dr. Heck to monitor performance during the acquisition and make operational adjustments as needed.

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 Centralized Management Reporting

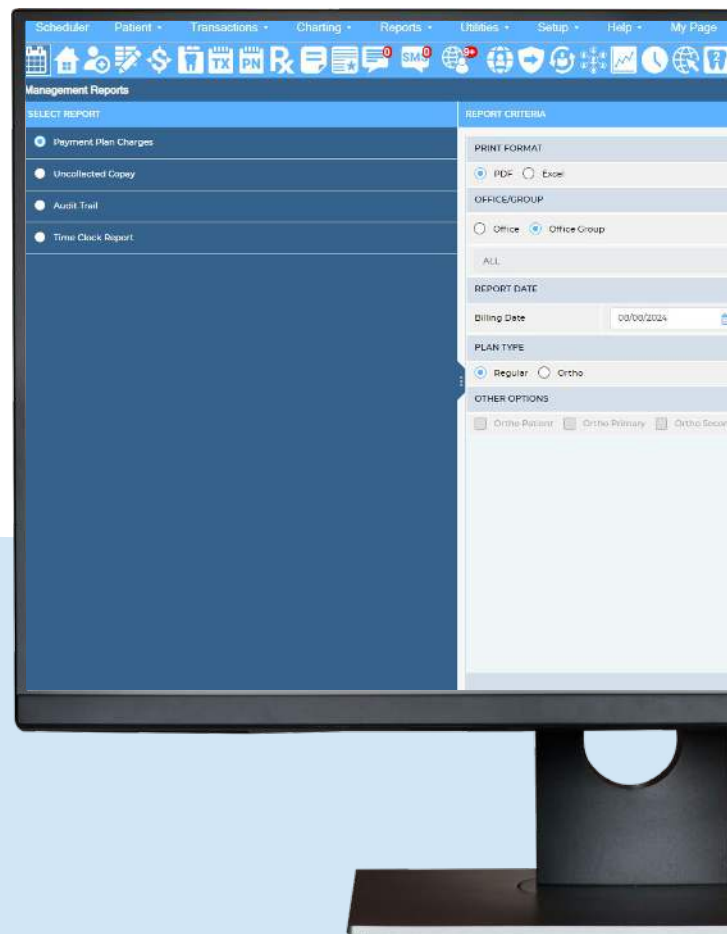


The Denticon cloud platform is very helpful, and you know that you're always using the most up-to-date version. You know you're not missing out on functionality.



DR. CHRISTOPHER F. HECK

Christopher F. Heck, DMD
Montgomery General Dentistry



Enhancing Patient Experience with Denticon

The Denticon advanced integrated tools expedited onboarding for Dr. Heck's team and patients. Online scheduling and digital forms simplified the registration process, reducing administrative burdens, and improving the patient experience.

"I love the ability to customize all the fields on the health history," said Dr. Heck.

With advanced Denticon scheduling and automation tools, the team could transition patients to Christopher F. Heck, DMD dentistry with minimal disruptions, ensuring continuity of care for new patients.



Achieving Operational and Financial Success

By leveraging Denticon's capabilities, the practice saw remarkable financial results. The practice experienced a substantial increase in production, adding \$1.3 million in revenue from 2023 to 2024.

"Denticon made it easy for us to grow rapidly," said Dr. Heck. "I've used it since I got out of residency, and it's constantly improving and adding new functionality. It gives you peace of mind."

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DR. CHRISTOPHER F. HECK

Christopher F. Heck, DMD
Montgomery General Dentistry



Smarter Strategies for Dental Practice Growth

With Denticon, Dr. Heck improved workflows, simplified patient onboarding, and tracked financial performance with ease, ensuring a successful transition for both his team and new patients.

Discover how Denticon can help boost revenue and grow your practice effectively.



Contact us today to learn more.

TALK TO OUR TEAM

