

## CASE STUDY

How Advanced Dental Brands Improved Efficiency and Centralized Operations with Denticon



ADVANCED  
Dental Brands



### PROBLEM

Needing a centralized solution to manage operations across a growing DSO



### SOLUTION

Leveraging a cloud-based enterprise solution to unify operations and drive growth

## Unifying Operations Across a Growing DSO

**Advanced Dental Brands (ADB) is a dental support organization based in Canton, Massachusetts, partnering with practices across New England.**

With 32 locations and growing, ADB emphasizes the power of partnership, dedicated to preserving the individuality of each practice while providing the support necessary for growth.

As the organization continues to grow, that balance requires more than alignment at a high level: Day-to-day workflows—from referrals to payments to claims—must function efficiently across locations without adding complexity for teams.

For Christopher De La Cruz, director of training and integration at Advanced Dental Brands, that meant taking a closer look at how systems are used across the organization and how processes should be improved to support multi-locations.



### Key Features:

- ✓ Centralized practice management
- ✓ Cloud-based accessibility
- ✓ Scalable multi-location support
- ✓ Advanced RCM tools
- ✓ Integrated dental imaging
- ✓ Enhanced patient experience
- ✓ Integrated payment processing
- ✓ Referral management



## Creating a Connected Operational Experience

**Routine tasks, whether operational or administrative, often required additional steps when teams moved between platforms.**

To address this, Advanced Dental Brands turned to Denticon cloud-based practice management solutions to reduce time and unify operations.

“From a general-time savings standpoint and efficiency within the practice and how the office team operates—even on the corporate level—you have people working across all of these practices,” said De La Cruz. “Not having to log in to multiple servers just to access different PMS systems and different offices, and being able to do everything from one place is a huge time saver.”

Denticon brings these workflows together, allowing teams to complete more tasks without leaving the system.

“From an office standpoint, to be able to do so many things from within the system and not have to log into external portals—and depending on the function, whether it’s payment processing or something else, downloading receipts and uploading them back into the software—there’s just a lot of functionality and integrations that save so much time versus what you may be doing in different software,” said De La Cruz.



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**CHRISTOPHER DE LA CRUZ**  
Director of Training and Integration



# Simplifying Referral Management Across Locations

**Referral coordination across internal providers, specialists, and external practices can quickly become manual tasks when systems are disconnected.**

For Advanced Dental Brands, that meant extra effort to gather documentation, send communications, and track performance.

With Denticon, referrals could be easily managed directly within the system, standardizing the entire process.

“Within Denticon, you have the ability to send referrals to either a specialist within your practice, to a practice within your organization, or to an external doctor who is not in your organization,” explained De La Cruz.

Referrals are sent securely within Denticon and remain HIPAA compliant, with tracking built directly into the software. Instead of relying on separate tools, teams can manage referrals within a single workflow, improving coordination across locations.

“It kind of goes along with other things within Denticon that I personally enjoy—that everything is kept within the system as much as possible,” said De La Cruz. “You don’t have to log in or go to external sources, and all the tracking is there.”

Integrating processes within one platform helped to standardize referral management for locations. ADB was able to reduce operational challenges for teams, making day-to-day workflows more consistent.



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**CHRISTOPHER DE LA CRUZ**  
Director of Training and Integration



## Streamlining Payments with Planet DDS Pay

**Payment workflows are another area impacted by separate systems. Prior to Denticon, ADB practices operated across multiple platforms with external payment terminals, creating additional work for teams.**

With Planet DDS Pay, payment processing could be handled directly within Denticon.

“Planet DDS Pay is an integrated payment solution within Denticon, so all of our credit cards can be processed directly within the system,” said De La Cruz. “There’s a wireless terminal that comes with it, so patients can swipe or tap their cards, but everything is being managed within Denticon.”

This shift allowed teams to manage transactions and maintain records in one place, reducing the need for duplicate steps.

“Prior to moving to Denticon, each practice had their own independent software—we were on six or seven different PMS systems—and most of them had external payment terminals that didn’t integrate,” De La Cruz explained. “That required more effort to reconcile at the end of the day, and it was open to more errors ... [Denticon] helps reduce that error rate.”

By integrating payments with Planet DDS Pay, ADB improved accuracy while simplifying financial workflows.

“Planet DDS Pay streamlines this process by accelerating payment collection, automating revenue cycle management, and enhancing both security and the patient experience,” said Eric Giesecke, CEO of Planet DDS. “With faster collections and optimized cash flow, practices can focus on delivering exceptional patient care.”



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**ERIC GIESECKE**  
CEO of Planet DDS



## Improving Claim Processing and Follow-Up with Patients

**Before moving to Denticon, Advanced Dental Brands relied on separate systems for managing claims, making submissions more difficult to track and often prone to errors.**

With Denticon, ADB locations were able to successfully manage claims throughout the entire process.

“We do use DentalXChange with Denticon, which helps a lot for submitting, reconciling, and following up on claims,” said De La Cruz.

This connectivity into claims activity helped teams stay on top of submissions and address issues as they arise.

“Having that integration within Denticon and getting those alerts of ‘hey, you need an attachment here’ helps a lot in getting claims processed faster,” added De La Cruz.

By bringing these activities into a single workflow, ADB could streamline claim submissions and follow up with patients more effectively.

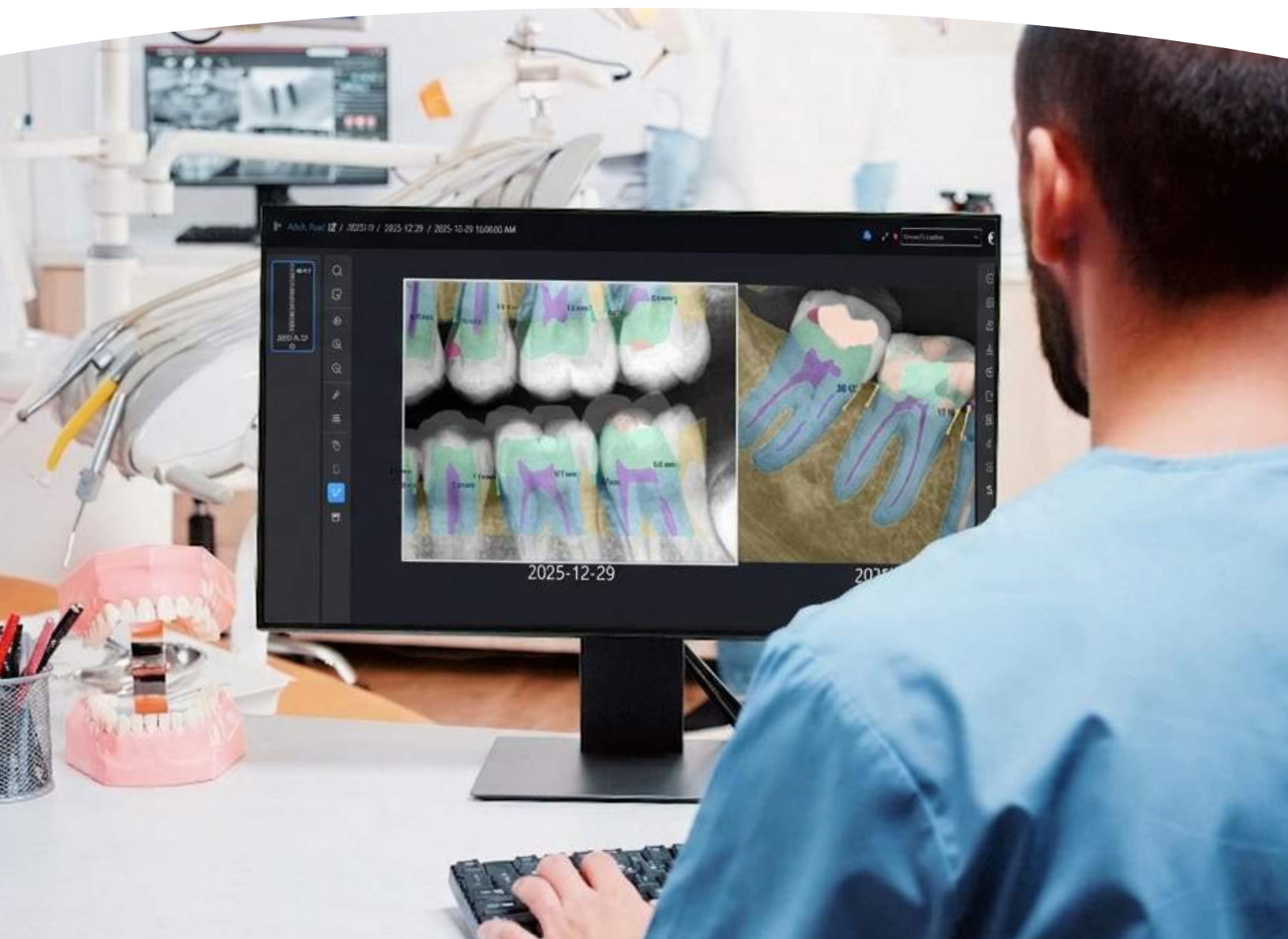


## Enhancing Clinical Workflows with Imaging and AI

**With Denticon, Advanced Dental Brands was able to integrate imaging and clinical workflows through Aptyx, supporting how images were captured and reviewed during patient care.**

“We do use Pearl AI with Aptyx, and a lot of doctors and hygienists really love using that integration,” said De La Cruz.

By combining these tools directly into workflows, practices could support patient communication without adding additional steps into the clinical process.



# Centralizing Functions for Dental Organizations

**Having a centralized system that supports both operational consistency and collaboration across locations is essential for ADB. Denticon provided that foundation.**

“Anybody who is looking to scale up and grow their business, add more practices and more locations, Denticon is a fantastic tool,” said De La Cruz. “With all the integrations and tools that come with it, it makes it very easy to centralize a lot of your operations and your revenue cycle.”

With centralized access and integrated tools, teams work more effectively across both practice and corporate functions.

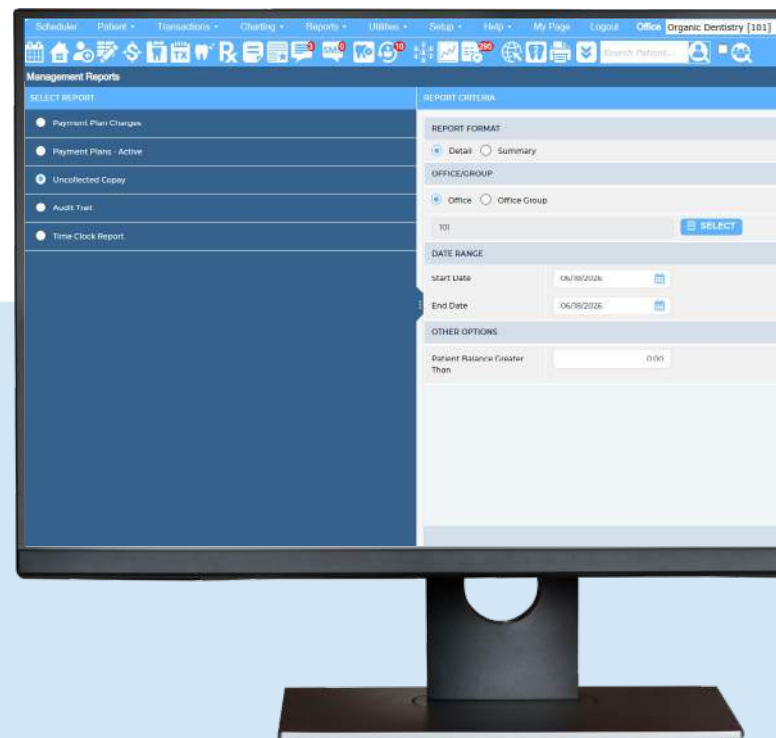
“You put in the investment to build it out for what you want to do and how you want to grow, and it makes it a much easier collaboration between the offices and the corporate level,” said De La Cruz.



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**CHRISTOPHER DE LA CRUZ**  
Director of Training and Integration



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

## Build a Scalable Organization for Growth

**For Advanced Dental Brands, implementing Denticon created a more connected operational model across practices.**

By managing referrals, payments, claims, and clinical tools within a single platform, the organization reduced inefficiencies while improving visibility across locations.



**Looking to standardize operations across your organization?**

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