

dentrix

MAGAZINE



You Asked for It! Patient Health History in Dentrix

Medical conditions and history, medications, and more in one place.
page 6

The Marketing Channel with the Highest ROI
page 10

Are Your Collections Processes Proactive?
page 12

The Dangers of Using Outdated Systems
page 14

DENTRIX
BUSINESS of Dentistry[™]

EXPAND ABILITY.

August 22-24, 2019 | Caesars Palace, Las Vegas, NV

Your Practice. Expanded.

This year, the **Dentrix Business of Dentistry Conference™** is all about **Expand Ability**. Expanding your skills to acquire new patients, deliver better care and boost profitability.

Whether you use Dentrix, Dentrix Enterprise or Dentrix Ascend, you'll experience 3 days of in-depth training for every role in the practice. As your team expands their business skills to streamline operations and work smarter, you'll open exciting opportunities for growth.



At BDC 2019 you'll learn how to improve:

- Practice Marketing
- Patient Communication
- Revenue Cycle Management
- Multi-Location Management
- And Much More!

Expand your know-how. Expand your practice. With the neon lights of Las Vegas as your backdrop, you're sure to get a healthy dose of education and fun, all in one, expanded conference.

DENTRIX **DENTRIX**ENTERPRISE **DENTRIX**ASCEND™

REGISTER YOUR TEAM TODAY!

Act now and take advantage of early bird savings. Add team members and save even more!
WWW.BUSINESSOFDENTISTRY.COM

LEARN TO DO MORE IN LESS TIME.

Make your work faster. Easier. Better.

Get expert guidance at a great-value price and discover the timesaving Dentrix tools you've been missing.

Register today for a Dentrix Workshop!

Seating is limited.

EARLY BIRD DISCOUNT

SAVE \$40

when you register 3 weeks early.

FIVE WORKSHOPS TO CHOOSE FROM!

Accounts Receivable Management

Take control of your patient A/R.

Continuing Care Management

Optimize your continuing care system.

Dentrix Essentials Workshop

Put the power of Dentrix to work for you.

Insurance: Billing and Collections

Do it right to get paid faster.

Treatment Planning & Case Presentation

Create treatment options that get results.

WORKSHOPS ARE A GREAT VALUE!

- Receive expert guidance from Dentrix trainers that you can't get online.
- Get a full day of info-packed, hands-on training.
- Take home your detailed course manual to help you implement what you learned.
- Save yourself and your practice countless hours of work with a few hours of training.
- Get it all at a fraction of the price of other training options.

See course outlines and the schedule online.

visit www.Dentrix.com/DentrixWorkshops

or call **866.367.2711**

CONTENTS

Editor:

Matt Singerman

Senior Editors:

Erin Brisk, Roger Gagon

Contributing Editors:

Sean Eyring, Gary Frazier, Bruce Herbert,
Loren Sucher

Advertising Director:

Thomas Grover

Advertising Editors:

Shar Chavira, Allen Crow, Michael Fillmore,
Tatia Meghdadi, Carlie Pennington, Kati Price,
Patty Reay, Ken Woodbury

Production Director:

Amber Ahlberg

Production Designers:

Amber Ahlberg, Matt Ashcraft, Ashley Borg,
Josh Sorensen, Trevor Robertson,
Mark Vermeulen

ADVISORY BOARD

Kevin Bunker **President**

Michael Allsop **VP of Marketing**

Rhett Burnham **VP of Product Management**

Julie Deveraux **Sr. Director of Customer Services**

Dentrix Magazine is published for the benefit of Dentrix customers. Copyright ©2019 by Henry Schein One. Henry Schein One and its logo are trademarks of Henry Schein One. All other trademarks are property of their respective owners.

To contact *Dentrix Magazine*, send correspondence to Dentrix Magazine, 1220 South 630 East, Suite 100, American Fork, UT 84003; call 801-763-9300; or send email to DentrixMagazine@HenrySchein.com.

Although published material is intended to be accurate and free from error, typographic or otherwise, Henry Schein One will not assume liability for loss or damage as a result of reliance on this material.

dentrix
MAGAZINE

02 DENTRIX NEWS

04 TIPS & TRICKS

06 COVER STORY

You Asked for It: Patient Health History in Dentrix

Medical conditions and history, medications, and more in one place!

10 PRACTICE MARKETING

The Marketing Channel with the Highest ROI

How to increase your practice marketing return on investment (ROI) with email.

12 REVENUE MANAGEMENT

Are Your Collections Processes Proactive?

Take these proactive steps to better manage insurance collections and maintain healthy cash flow.

14 TECHNOTES

The Dangers of Using Outdated Systems

Don't put your practice at risk of cyberattacks by continuing to run outdated hardware or software.



ALSO AVAILABLE AT MAGAZINE.DENTRIX.COM

Visit magazine.dentrix.com/articles to find popular articles and exclusive content, including:



Clean Up Your Active Patient Base



New Connectors Coming for Dentrix Smart Image



▼ Upgrade to Dentrix G7.1 Now!

Health History, the number one user-requested feature in Dentrix 7.0, just took another step forward: helping practices capture and recall even more essential health information in one easy location. Here's some of what you can look forward to:

- **Patient health contacts**—Add an emergency contact, a physician contact, and a preferred pharmacy to each patient's health history
- **Prescriptions**—View patient medications prescribed by your office through ePrescribe or Dentrix and see medications prescribed by other doctors (as reported by the patient)
- **Reminders about patient health conditions**—Get Health History pop-ups that replace Patient Alerts for health-related notifications
- **Hard copy of health history**—Print a patient's health history with the new Health History Report

With Dentrix G7.1, you can easily provide patients the option to use industry-leader CareCredit for financing their

treatments. Dentrix transfers essential patient information to the CareCredit application. You can process CareCredit transactions from within Dentrix and have payments automatically posted back to the Ledger. And, when patients need subsequent treatments, you just look up cardholder account numbers and then access the CareCredit payment calculator—all without leaving Dentrix.

Dentrix G7.1 lets you build Health History questions using the "Yes/No" question type or with traditional check boxes. You can use the new "Medications" question to capture all medications the patient is currently taking. And the health history and medication questions are easily imported into the patient's Health History.

These and other enhancements in Dentrix G7.1 can help you deliver the best care possible to every patient every day. To learn more about G7.1 features visit www.dentrix.com/whatsnew. Then go to your Dentrix Update Manager or call Dentrix Support (1-800-DENTRIX, Option 2) to install this powerful new version.

▼ Announcing New Insurance Payor Connections

DENTRIX eEOB

You can now receive electronic explanations of benefits from the following payors.

Payor ID	Payor Name
71057	Cannon Cochran Management Services
46278	Envolve Health
LCB01	Line Construction Benefit Fund (LINECO)
MAHC1	Medical Associate Health Plan (HEALTH CHOICES)

DENTRIX Attachments

You can now add electronic attachments to claims sent to the following payors.

Payor ID	Payor Name
ARCMS	Arkansas Medicare Advantage
CX004	Blue Cross Blue Shield of North Dakota
CBWY1	Blue Cross Blue Shield of Wyoming
CBWY1	Blue Cross Blue Shield of Wyoming (FEP)
CX077	Quality Plan Administrators, Inc.

DENTRIX eClaims

Dentrix now has an eClaim connection with the following payors.

Payor ID	Payor Name
54398	Allina Health-Aetna
ARCMS	Arkansas Medicare Advantage
61184	Arkansas Superior Select
CHA01	Cascade Comprehensive Care, Inc.
CHCP1	Comprehensive Healthcare Options.Com, Inc.
46251	Ho-Chunk Health Care Center
61185	Kalos Gold Health Plan
22267	NJ Delta DHMO
43259	Valor Health Plan

View the entire list of electronic payor connections using the Payor Search Tool at www.dentrix.com/products/eservices/eclaims/payor-search.aspx.

Call 800-734-5561 to enroll or for help setting up any of these services.



Expand Your Understanding.

Improve your profitability. Meet with a Dentrix Profitability Coach for a free 30-minute assessment. See what your data says about your practice's strengths and weaknesses, and key areas to improve to immediately boost profits. Act now. Consulting slots are limited.

Schedule your FREE Practice Assessment now at
Dentrix.com/FreeAssessment/DTXMag

Tips & Tricks

The tips in this section describe valuable but easily overlooked Dentrix features that simplify workflow and increase efficiency. Find the tips that correspond to your role in the practice and try them out today. Start making your job easier and your practice more profitable.

Clinical

Out With the Old (Expired Codes), and In With the New

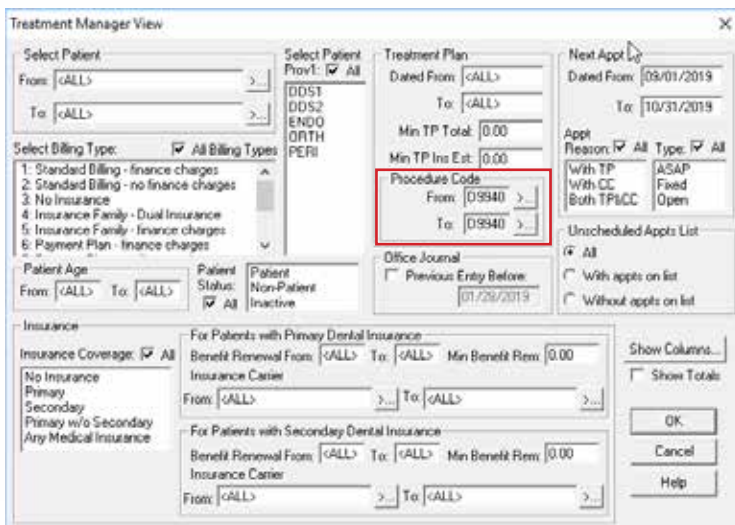
From time-to-time, the ADA expires old procedure codes and creates new ones. Recently they did just that with occlusal guards by replacing one code with multiple possible replacement options. You know that there are patients out there with the old code charted on their treatment plans, but how to do you find them all?

The Dentrix Treatment Manager can help you identify those patients! You can access the Treatment Manager from many areas in Dentrix. One popular way is to open the Appointment Book and select **Options > Treatment Manager**.

In the **Treatment Manager View** dialog box, locate the **Procedure Code** group box. Enter the old occlusal guard code in both the **From** and **To** fields.

Set other view options to be as inclusive as possible (notice in the screenshot how other settings are set to <ALL> or with low minimum amounts). Click **OK** to view the list.

Once you have generated a list of patients, select a name on the list and use either the toolbar buttons or the right-click menu to open the patient's Ledger or Chart, where you can make changes to the treatment plan and update the procedures to the current code.

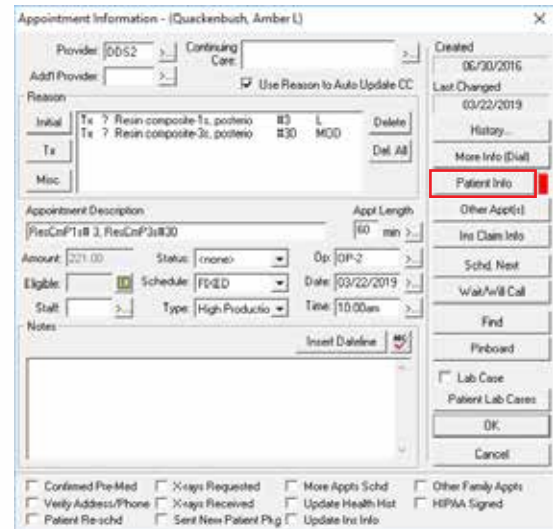


Front Office

Updating Patient Information While Scheduling an Appointment

While you are in the middle of scheduling a patient's next appointment, he tells you that he has a new address. Did you know that you don't have to close out of the Appointment Book (and lose the appointment information you've already entered) to edit his address information?

In the **Appointment Information** dialog box you already have open, click the **Patient Info** button to launch the Family File with the patient already selected. Edit the address information and then minimize the Family File window to continue scheduling their appointment in the Appointment Book.



Front Office

Customizing the Appointment Checklist

There are a lot of things to remember to do when you create an appointment, or when you check patients in at the front desk. And when the phone is ringing and there are patients standing at the front counter, it's easy to forget things.

Dentrix gives you a checklist at the bottom of the **Appointment Information** dialog box that you can use to make sure you have completed common tasks such as verifying insurance, collecting a co-pay, updating health history, or scheduling the next appointment. You can customize this checklist to include the tasks you want taken care of for each appointment.

For example, if you have a new cancellation policy that you want to explain to patients, you can add a checklist item that can be tracked as you create and confirm patient appointments.

1. From the Office Manager, click **Maintenance > Practice Setup > Definitions**.
2. In the **Definitions Type** drop-down, select **Appointment Check List**.
3. In the **Definitions Text** field, enter a checklist item you want to add to the list, and click **Add**.

Front Office

A Tidy Batch Processor is a Happy Batch Processor

You probably know that every time you generate a report, create an insurance claim, print a route slip, or generate a billing statement, a line item is added to the Batch Processor in the Office Manager.

After a busy day, that Batch Processor list can be overwhelming. Chances are you don't need to keep most of those items day after day. If you've printed the report or electronically transmitted the claim, delete it from the Batch Processor. With so many items stored in the Batch Processor, it can be hard to find one specific item you are looking for.

To delete items from the Batch Processor, select the items you want to delete (use CTRL + click to highlight multiple items at once), and then click the **Delete Report(s)** button.

By default, the **Delete Selected Reports** option is selected, but you can change to any other option that fits your needs. Then click **OK**, and you're on your way to an easier-to-manage Batch Processor.

For more information, read the *Batch Processor Overview* and *Deleting a Report* topics in the Dentrix Help.

Date	Description	Status
01/23/2019	Single Patient Ledger	Displayed
01/23/2019	Patient's Ledger Report	Displayed
01/24/2019	Patient's Ledger Report (Condensed)	Displayed
01/24/2019	Patient's Ledger Report	Displayed
01/24/2019	Prm Dent PreAuth(DX2012) Crosby, Brent G-MetLife	Not Sent
01/28/2019	Family WalkOut Statement (Juarez, Josie)	Not Printed
01/29/2019	Prm Dent Ins.(DX2012) Youngblood, Jacob-American Western Life	Not Sent



Follow us on Facebook and receive Dentrix tips in your News Feed.
www.Facebook.com/Dentrix





You Asked for It! Patient Health History in Dentrix

**Medical conditions and history,
medications, and more in one place.**

GARY FRAZIER | Contributing Editor

Today, there should be no doubt that your patients' oral health and overall wellness are linked. Good oral health—just as diet, nutrition, exercise, and sleep—is an essential element of being and staying healthy. That being the case, what does that mean for you as a dental provider? For one, you may want to use a tool to create and maintain a record of your patients' medical conditions, allergies, and medications. You may also want to record your patients' emergency contacts, physicians, and preferred pharmacies. Now you can, in Dentrix.

Health History has been the number one requested Dentrix feature on MyVoice (myvoice.dentrix.com), and we listened. For starters, the new Health History module in Dentrix G7.1 replaces the Medical Alerts feature. But Dentrix Health History is also a more versatile and robust tool than

a simple alert manager. For example, you can view medications you prescribe through ePrescribe or Dentrix as well as the medications prescribed by other providers (as reported by your patients). You can also quickly locate a patient's health information by searching for and viewing Questionnaire forms in Health History. And, using the new Health History Report, you can print a patient's health history.

Setting up Health History

While Health History is feature rich, you can set it up with a few clicks of your mouse. You can open Health History by either clicking the Health History toolbar button in any Dentrix module except the Office Journal or eDex, or by clicking **File**, pointing to **Switch To**, and then clicking **Health History** (Figure 1). Click

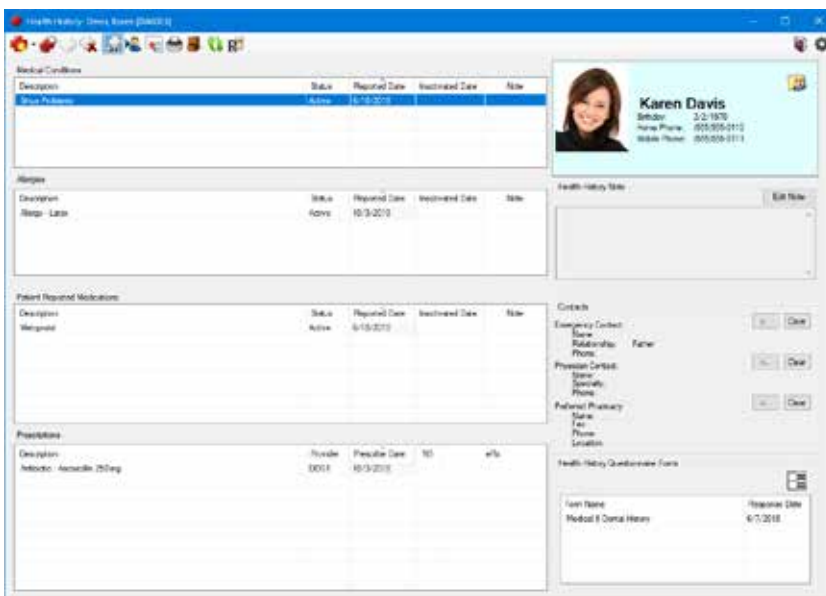


Figure 1 The Health History window is a versatile and powerful tool you can use to track a patient's wellness.

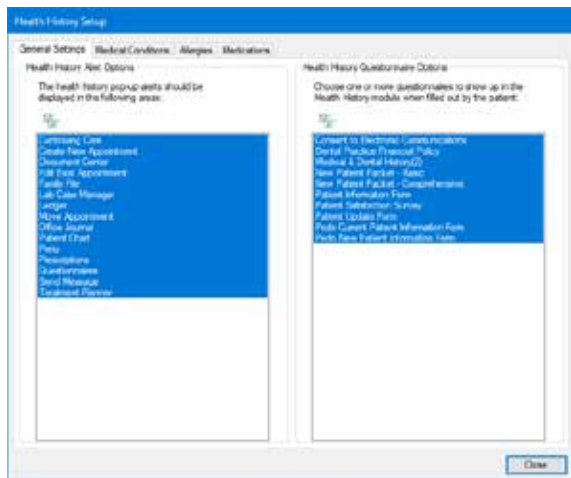


Figure 2 Select which pop-up alerts and questionnaires you want to appear.

the Setup button in the toolbar. The **Health History Setup** dialog box consists of four tabs: **General Settings**, **Medical Conditions**, **Allergies**, and **Medications** (Figure 2).

In the **General Settings** tab, you can select where you want pop-up alerts to appear and which questionnaires you want to appear in Health History once they have been filled out by your patients. The **Medical Conditions** tab contains a list of several medical conditions. Initially, it also lists several allergies and three pre-meds (amoxicillin, clindamycin, and other). If you prefer, you can move these entries to the **Allergies** or **Medications** tabs by selecting the items you want to move and then clicking the **Move To Allergies** or the **Move To Medications** buttons. You can also add, edit, inactivate, and delete the listed medical conditions by selecting the condition from its list and then clicking the button corresponding to the action you want to perform (Figure 3).

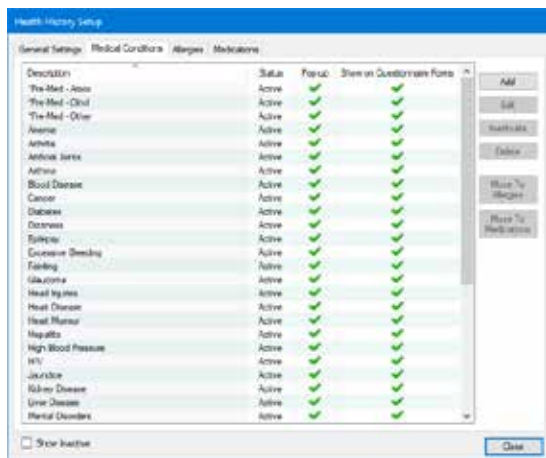


Figure 3 Add, edit, inactivate, or delete a patient's Medical Conditions.



Figure 5 The Add, Inactivate, Copy to Clinical Note, Refresh, Rx, and Setup toolbar buttons.

Assigning Medical Conditions or Allergies

Let's say a family member had his wisdom teeth extracted several years ago and was given penicillin. Unfortunately, he had a severe allergic reaction. In his case, no one knew that he was allergic to penicillin until the symptoms appeared, and he was bedridden for several days.

Knowing what medical conditions or allergies your patients may suffer from is essential. With their consent, you can assign medical conditions and allergies to your patients in Health History.

To select a patient, in the Health History toolbar, click the **Select Patient** button and select the patient you want to assign the medical condition to from the **Select Patient** dialog box. Click the **Add** toolbar button, and from the menu, click **Medical Condition**. In the **Add Medical Condition** dialog box, click the **Medical Condition** search button. From the **Select Medical Condition** dialog box, select the appropriate condition, and then click **OK** (Figure 4).



Figure 4 Select a Medical Condition to assign to a selected patient.

Copying Health History to Clinical Notes

Part and parcel with documenting a patient's health history is having that information readily available. Conveniently, you can copy your patient's medical conditions and/or allergies to Clinical Notes. As a clinical note, your patient's health history appears in the Patient and Perio Charts as a ready reference and reminder without having to open the Health History module or without having to depend on an alert. To copy a patient's health history to Clinical Notes, simply click the **Copy to Clinical Note** button in the Health History toolbar (Figure 5).

Inactivating Medical Conditions, Allergies, or Medications

There may come a time when you need to inactivate a patient's medical condition, allergy, or patient-reported medication. For example, growing up I didn't have an allergy to either tree pollen or cat dander. That changed in my mid-twenties when I developed allergies to both of these. But then in my forties, my allergy to tree pollen went away.

Health History makes inactivating conditions and allergies simple. In the Health History window, select the medical condition, allergy, or patient-reported medication from the relevant list, and in the toolbar, click the **Inactivate** button.





Since you cannot reactivate an inactivated medical condition or allergy, a warning message appears. Click OK to complete the inactivation.

Adding Medications to Health History

Health History doesn't include a list of medications, so you must add them. You can add medications on a per patient basis, or you can add them without selecting a patient by opening Health History from the Office Manager.

Adding medications is straightforward. In the Health History toolbar, click the Setup button. In the **Health History Setup** dialog box, click the **Medications** tab, and then click the **Add** button. In the **Add New Medication** dialog box, type a description of the medication, and then click **OK**.

Adding a Patient Reported Medication

Since Health History also integrates with the Prescriptions module and ePrescribe, recording and tracking the medications you prescribe is automatic. While convenient, just being able to track the medications you prescribe isn't really adequate for ensuring your patient's overall wellness.



Figure 6 Add a patient reported medication to a selected patient.

For example, even though my dentist and hygienist are aware that my physician has prescribed certain medications, every six months they still ask me what medications I'm taking. If that information was recorded in Health History, they would know what medications I was taking and would just have to ask me if there had been any changes to my medication since they saw me last.

Recording medications reported by patients requires some effort on your part but is well worth it. Among other things, it helps you avoid prescribing a contraindicated medication. In the Health History toolbar, click the Add

button, and then click **Medication**. In the **Add Medication for [Selected Patient]** dialog box, click the **Medication** search button (Figure 6), select the appropriate medication in the **Select Medication/Prescription** dialog box, and then click **OK**. If the medication isn't listed, click the **Settings** button in the lower-left corner of the dialog box, and in the **Health History Setup** dialog box, click the **Medications** tab. Click **Add**, and then add the medication in the **Add New Medication** dialog box.

Writing Prescriptions

The **Prescriptions** section of Health History lists the medications that you have prescribed to a patient. Conveniently, however, since Health History fully integrates with the Prescriptions module, you can also write prescriptions from Health History with a just few mouse clicks.

To begin, click the Rx toolbar button. If the patient has any Health History alerts, the **Health History Alerts** dialog box appears listing any alerts. Click **OK**. In the **Patient Prescriptions** dialog box, click the **New** button, and in the **New Patient Prescription** dialog box, select the medication you want from the **Description** list, and then click **OK**. Click the Refresh toolbar button to add the prescription to the Health History **Prescriptions** list.

Setting Patient Contacts

You should always have a patient's emergency contact information readily available. But why not also have that patient's primary physician and preferred pharmacy information available too?

To set a patient's physician contact information, under **Contacts** in the Health History window, click the **Physician Contact** search button. In the **Select Physician Contact** dialog box, click **New**. Enter the physician's name and phone number in their respective boxes, select the physician's specialty, and then click **OK**.

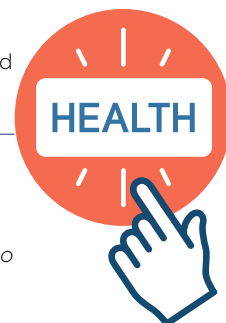
Viewing Health History Questionnaire Forms

When your patients complete and submit a form in the Questionnaires module, it's posted automatically to Health History in the **Health History Questionnaire Forms** section of the Health History window. You can view a submitted form by double-clicking it, or you can open the Questionnaires module from Health History by clicking the button.

More and more research points to the connection between dental health and overall health. Health History is a powerful new tool that you can use to improve and promote your patients' wellness by creating and maintaining a record of their overall health and contacts. **DM**

LEARN MORE

To learn more about the Dentrix Health History module, see the "Health History overview" topic in the Dentrix Help. Watch the feature overview video to see Health History in action. Visit www.Dentrix.com/Resource-Center and click on Dentrix New Feature Videos.



what if
you had a seamless,
complete chairside
workflow within 90 days?

WE MAKE THAT HAPPEN.

Introducing Primescan™ from Dentsply Sirona. Experience the most accurate intraoral scanner* with the most complete support services through Henry Schein Dental.

Primescan



There's no better time to go digital. Henry Schein's team will be there every step of the way — relieving you from any roadblocks that prevent a quick and easy transition into a digital practice.

To truly understand the power and precision of Primescan, you need to experience it for yourself.

**Schedule a demo at henryscheindigital.com/primescan.
Or call: 855-262-9586.**

Process more than
**1 million 3D points
per second — up to
20 mm depth***

The Marketing Channel with the Highest ROI



How to increase your practice marketing return on investment (ROI) with email.

Recent changes in the dental market and technology require that you increase your marketing efforts to attract and keep new patients. In the dental industry, private practices are declining in market share and must compete with mid-size and corporate dental practices (and their larger marketing budgets). Meanwhile, mobile devices and the Internet are creating more marketing channels every day.

With information overload making it harder for patients to pay attention to your practice marketing, how can you get the best return on your investment? The answer is to choose the marketing channel with the highest return on investment (ROI): email.

A Direct Marketing Association study found that email has a median ROI more than four times higher than other marketing formats surveyed, including social media and paid search. If you want to increase your practice marketing ROI, follow these email strategies:

1. Use Clear and Concise Writing and Formatting

Because you're competing for your patient's attention, be as clear and concise as possible. Keep your email subject line under 60 characters long. This allows patients to read the full subject in their inboxes, which helps your open rates. Preview text (displayed in the email preview area of the inbox) should be between 60 and 90 characters long. Use headlines to make it easier for readers to skim the body of your email. Your headline font should be at least 30 pixels, and your body font should be 13 to 16 pixels. To draw attention to phone numbers and other important information, use bullet points and bolded type. Instead of "Click Here" in your Call-to-Action buttons, use specific phrases such as "Get Started," "Learn More," "Schedule Today," or "Request an Appointment."

2. Personalize Your Emails

Personalizing your emails helps raise response rates and build patient loyalty. Use your patient's first name when you start your emails. Customize your birthday messages and appointment reminders too. Include information about discounts, special offers, and events that are relevant to your patients. You wouldn't send a pediatric promotion to adult patients with no children at home, so don't send a tooth-whitening coupon to your pediatric patients. Imagine the response rate if you emailed personalized coupons based on your patient's particular oral health needs.

3. Segment Your Email List for Relevant Communications

Segmenting your email list allows you to send more relevant communications to your patients, and it also increases loyalty and referrals. Because you know your patients better than any other dental practice in town, you have a marketing advantage. Use that knowledge to segment your messages. Consider how different your message would be to these different segments: patients with confirmed appointments; patients with scheduled (but unconfirmed) appointments; patients who need to schedule continuing care appointments; patients with unfinished treatment plans; patients who submitted referrals; and patients who haven't visited your office in six months or more.

4. Automate Your Thank-you Emails

The thank-you email is an automatic marketing opportunity because you can ask patients for an online review. Include a link in your email to the online review sites where your practice needs more positive reviews. Automate your post-appointment emails to save time for your team and to ensure that no patients are missed. Using Patient Engage by Henry Schein One can make email marketing as easy as clicking a mouse.

5. Track Your Email Marketing Results

You probably know the business saying, "That which is measured improves." It's true for email marketing, too. If you track your email results, you can learn what you need to do next time. For example, during an email campaign, your marketing software can gather data such as: the total emails sent, the total emails opened, and the number of click-throughs or responses generated. The campaign data can help you make intelligent decisions about message content, targeted segments, and special offers. **DM**

LEARN MORE

Find out how to send more effective emails and create automatic email marketing campaigns—and save time while you do so. Visit www.dentrix.com/solutions/patient-engagement for more information.



Provide your patients with an enhanced experience by using Dentrix eServices—powerful tools that help improve each step of your office workflow. Whether you want to market to new patients, keep your schedule full, manage the insurance process, or solicit patient reviews, there’s a Dentrix eService that can help. And when you bundle eServices together, you not only save money, you enhance your team’s productivity and improve the patient experience.

Visit Dentrix.com/Bundles to find a bundle that’s right for you.

Are Your Collections Processes Proactive?



Take these proactive steps to better manage insurance collections and maintain healthy cash flow.

Most dental practices maintain collections in two areas: insurance aging and patient balance aging. While both of these areas deal with cash flow, they can also affect the reputation of the office. The quickest way to lose a patient is to give them the impression that you are not “playing fair” with their money. But, by implementing a proactive approach, you can show patients that you are presenting the best options for their care.

Verify all patients’ insurance prior to the day of the appointment.

It is amazing to think that some offices do not verify insurance at all. How do you know if patients have an insurance plan that allows them to use their benefits in your office? How do you know if they still subscribe to a particular plan?

Do you think that an airline employee would allow you on a flight and only check your ticket at your destination? Or better yet, call you a month later and tell you that you were on the wrong flight? You have arrived at your destination and received all the services you needed from the airline. So you would not be in a hurry to make amends on the outstanding bill, right?

Why would you let a patient come in for a cleaning, extraction, or crown and not know in advance how you will be paid? I know why. It’s all about time. It means that someone will have to call the insurance company or go online to look up the benefits package. Solutions like Dentrix Insurance Manager provide this service for you at a nominal rate.

Follow up with claims over 30 days past due every week.

The first question is when do you consider a claim overdue? Industry and insurance standards dictate 30 days. However, if you use electronic claims processing this number should be decreased to 20 days. In my opinion, monthly follow-up is not an efficient time-frame.

My experience has proven that following up on overdue claims should be on your weekly task list. By following up weekly, you can catch the “non-received” and “additional information needed” claims faster and get paid in a timely

manner. If you are consistently monitoring status reports on claims you submit electronically through Dentrix eClaims, you will catch the claims that require additional information in short order.

When you do have to make that call to the insurance company, I recommend that you document the name of the person you spoke to, the date and time, what was discussed, and the course of action. If the claim has to be resubmitted, document that as well.

It’s nice when you get the insurance aging under control and have that money flowing in on a regular basis. Then you can work on the harder part about revenue management—patient balances.

Send out statements more often.

For some offices, payments received from insurance companies make up the lion’s share of the practice’s collections. It is essential to get a handle on these collections and make sure you enter those payments correctly. Dentrix has tools that enable you to input insurance payments efficiently. Acquiring training in the appropriate processes for effective methods may be worth the investment.

Although insurance does cover some of the patient’s balance, they are still going to have to pay their portion. Ideally a co-pay should be collected at the time of service, but the patient has a balance after the insurance has paid, I advise sending a statement immediately.

Consider sending statements out on a bi-weekly, weekly, or even daily basis instead of the typical monthly billing cycle. The task is less cumbersome, and you have money flowing into the office on a continual basis. Dentrix QuickBill allows you to easily maximize your statement processes.

Keeping these proactive steps in mind will prevent that dreaded phone call to ask a patient to pay a bill. Additionally, it will let your patients know that you are on top of the game and will be diligent with their benefits. **DM**

LEARN MORE

For more information about managing insurance with Dentrix or to add these features to your service bundle, visit www.dentrix.com/products/eservices/central/insurance-manager, www.dentrix.com/products/eservices/eclaims, www.dentrix.com/products/eservices/quickbill, or call 833.471.7253, option 2.

This article is an excerpt of an article originally published in the Dentrix eNewsletter. Visit magazine.dentrix.com/are-your-collections-processes-proactive to read the full article.

DENISE CIARDELLO
GLOBAL TEAM SOLUTIONS



STEP UP & STAKE YOUR CLAIM



If you're a Dentrix Essentials customer, it's time to step up your game. Right now you can claim deep discounts when you upgrade your service bundle to Momentum or Optimum.

Both bundles include eClaims so you can submit and track insurance claims electronically, directly from Dentrix. Upgrade now to add:

- eClaims for as little as 40 cents each
- Unlimited digital claim attachments
- Integrated billing and collection tools
- Automated appointment reminders
- Up to 20% transaction discount on eClaims, reminder postcards and QuickBill statements

Call **1-800-734-5561, option 2** to determine the best bundle for your practice.

The Dangers of Using Outdated Systems

Don't put your practice at risk of cyberattacks by continuing to run outdated hardware or software.

Your server is the backbone of your dental office's network, housing critical information like financial records and patient health information (PHI). So you should know that after January 14, 2020, Microsoft will no longer support Windows Server 2008 and 2008 R2¹, and it's also discontinuing support for the Windows 7 operating system (OS)².

How does this affect you? Continuing to run hardware or software when Microsoft stops releasing updates puts your practice at risk.

Protecting Against Cyberattacks

Microsoft notes that it's important to update the OS on your workstations and server before next January because as "cyberattacks become more sophisticated and frequent, running apps and data on unsupported versions can create significant security and compliance risks."³

Many IT experts recommend updating your hardware when migrating Windows to a new platform because existing hardware is typically outdated, inadequate, and increasingly subject to hardware failure. Workstation and server hard drives have many components, making them some of the most likely points of failure. It's important for you to understand that when you use outdated hardware, you run the risk of losing all your practice data, including patient and financial records, in the event of hardware failure.

If your practice continues to use Windows 7 or Windows 2008, they won't suddenly stop working on January 15, but as Microsoft notes, "once support ends, your PC will become more vulnerable to security risks."⁴ Additionally, if you continue to run either of these operating systems, new software applications and hardware devices may not be compatible.

Upgrading to the latest supported version of Windows is the recommended solution, but be aware that the latest Windows version will probably struggle to run on old hardware.

Getting out of the Constant Upgrade Cycle

Microsoft says that "the upcoming end-of-support milestone is a great opportunity to transform your applications and infrastructure."⁵ But this won't be the last time they expect you to "transform" your IT infrastructure or discontinue support on their product. With a dizzying amount of information out there, how do you, as a dentist, know how

to keep up? And how can you be expected to take on the expense of replacing several pieces of your office information technology (IT) every few years?

Is it possible to get out of this cycle of staying on top of technology refreshes? I'm here to tell you that it is, when you partner with an IT provider who offers "hardware as a service." This means that rather than incur the cost and frustration of purchasing and supporting your own networking hardware, you simply pay a monthly fee for a trusted IT provider to install, maintain, and monitor your dental office network.

TechCentral, by Henry Schein One, now offers OmniCore™, an all-in-one network infrastructure solution that provides all essential hardware and services needed to run your dental practice. No more building your network from à la carte IT equipment and services. With this solution, TechCentral truly takes the IT stress out of dentistry so you can focus your attention on the expert dental care you provide.

OmniCore helps relieve dentists' IT financial burden as well, because all support, product management, equipment upgrades, and even the replacement of failed hardware is included in one easy-to-budget monthly amount.

This single decision can make life easier for the entire life of your practice because you're handing your IT burden over to a trusted partner, just like you do with many other business or electronic services.

TechCentral will keep your network current now and in the future because they are a one-stop IT partner for dentists able to take care of any network needs, from upgrading your OS, to replacing old workstations and software, to setting up IT equipment and remotely monitoring it.

Partner With an Expert

Don't rely on the local computer guy who may not know anything about the unique needs of the dental industry when you can depend on TechCentral, a trusted IT organization with proven solutions designed specifically for dentists.

The technology professionals at TechCentral offer a free technology assessment to help identify vulnerabilities in your practice, so you can get the IT solutions that are right for your current and future needs.

Schedule your free TechCentral network assessment today by visiting <http://www.HSTechCentral.com/Outdate-OS>. **DM**

DONOVAN GREGG

TechCentral Product Manager



¹ <https://www.microsoft.com/en-us/cloud-platform/windows-server-2008>

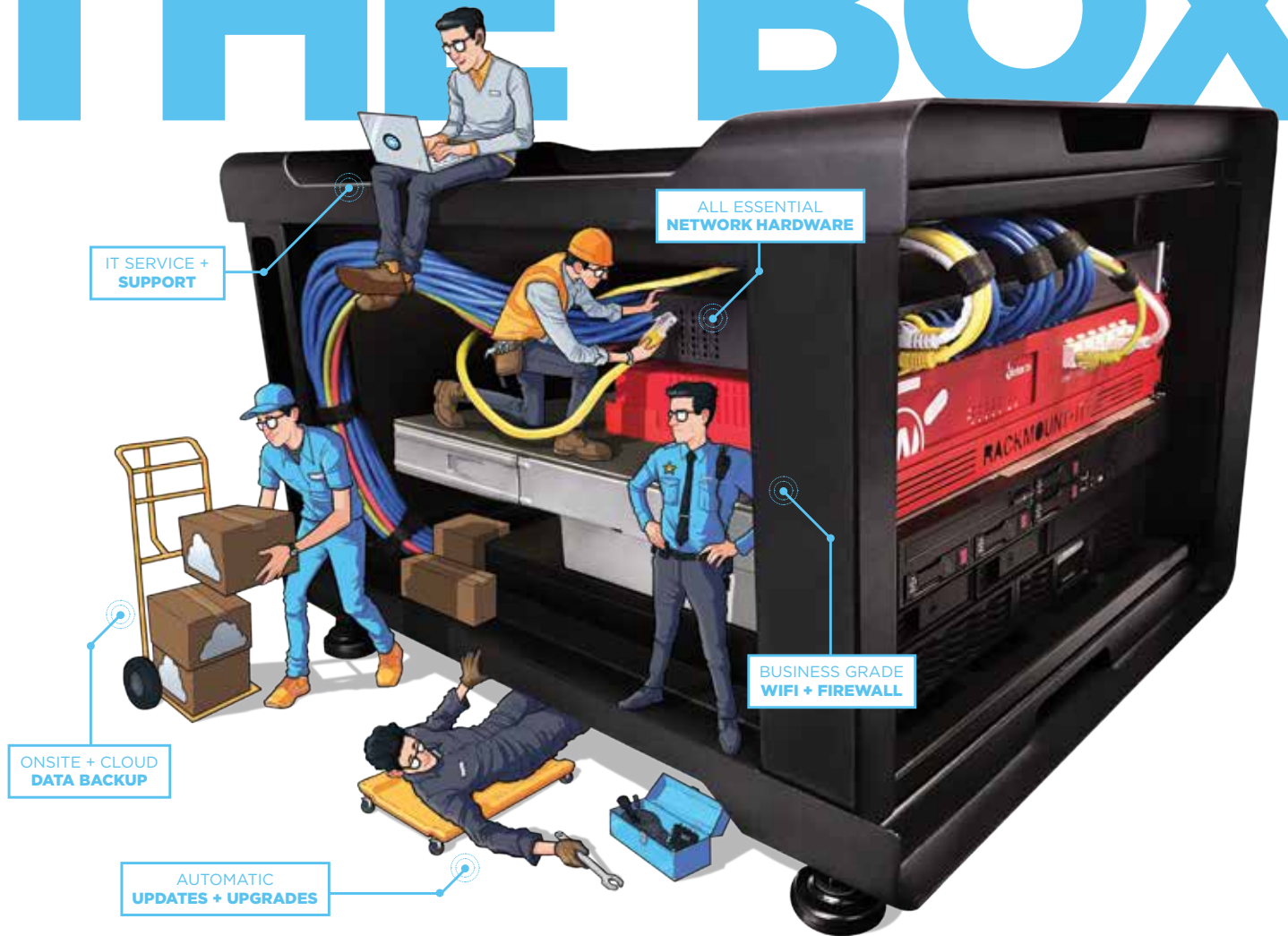
² <https://www.microsoft.com/en-us/windowsforbusiness/end-of-windows-7-support>

³ <https://azure.microsoft.com/en-us/blog/announcing-new-options-for-sql-server-2008-and-windows-server-2008-end-of-support/>

^{4&5} Ibid

Certain components of the products or services described above are provided by third parties. Henry Schein One and its affiliates are not responsible for, and expressly disclaim, all liability for damages of any kind arising out of the use of those third-party products or services.

IT'S ALL IN THE BOX



You're a dentist, not an IT professional. Buying and supporting each component of your dental office network can be overwhelming. TechCentral by Henry Schein One has OmniCore™, an all-in-one dental office network that includes all your essential network IT hardware, services and support for one low monthly cost. It's like having an entire IT team right within the box. Stop worrying about your office network. Find out if OmniCore is right for your practice with a **FREE** technology assessment.

Visit www.HSITechCentral.com/Outdated-OS

HENRY SCHEIN ONE | TechCentral

Copyright © 2018, Henry Schein One. All Rights Reserved. Certain components of the products or services described above are provided by third parties. Henry Schein One and its affiliates are not responsible for, and expressly disclaim, all liability for damages of any kind arising out of the use of those third-party products or services.



DENTRIX

Henry Schein One
1220 South 630 East, Suite 100
American Fork, Utah 84003

HENRY SCHEIN ONE



WOW!
DENTRIX DOES
ALL THAT?

Find out how Dentrix can do more for your practice at these Insight Seminars:

- 35 New Dentrix Features You Should Be Using
- Dentrix Solutions for Your Top 4 Insurance Challenges

Only \$79 each! www.Dentrix.com/InsightSeminar or call 866.367.2711

DENTRIX
INSIGHT SEMINAR

HENRY SCHEIN ONE