5 CRUCIAL STEPS

to Making Your Dental Practice More Profitable in 2022

With inflation on the rise and a potential recession on the horizon, we're all looking to put a little extra change in our pockets, especially if it means not having to raise prices on loyal patients. As a practitioner, you know all too well that technology plays a crucial role in the success of your dental practice. It can also make your practice more profitable, from streamlining day-to-day operations to automating time-consuming tasks like billing and scheduling.

In our experience working with successful dental practices, growing your practice's revenue really all comes down to a few key pillars, increasing your capacity to see more patients, freeing up your time to work on your business rather than in it, and reducing day to day operations headaches so your team can function at their highest level. Our experts at INI have put together 5 crucial steps to help you achieve those key factors and make your dental practice more technology-friendly, more efficient, and more profitable.
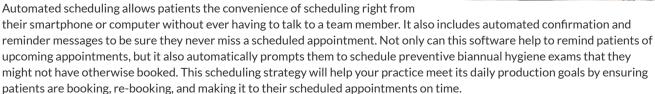
1 Automate Scheduling

As we noted above, the simplest solution to increasing the profitability of your practice is increasing the number of patients coming through the door each day. Automated scheduling makes that a breeze, not to mention minimizes stress.

Appointment scheduling can be one of the most time-consuming operations of a dental practice. Manually scheduling and rescheduling appointments and making reminder calls can monopolize hours of your staff's time every week.

Automated scheduling allows patients the convenience of scheduling right from their smartphone or computer without ever having to talk to a team member. It also includes automated confirmation and reminder messages to be sure they never miss a scheduled appointment. Not only can this software help to remind patients of upcoming appointments, but it also automatically prompts them to schedule preventive biannual hygiene exams that they might not have otherwise booked. This scheduling strategy will help your practice meet its daily production goals by ensuring patients are booking, re-booking, and making it to their scheduled appointments on time.

Implementing this automated strategy may seem intimidating at first, but rest assured, ensuring your scheduling strategy is running smoothly is a team effort. After implementing the software, you want your managed IT service provider (MSP) to train your team to use their software, and your team of INI experts is available around the clock to help fix any hiccups.
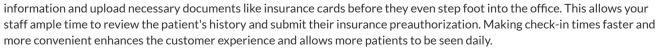
While we're on the subject of scheduling, your dental practice should also have scheduling tools that are accommodating for your employees. Manually scheduling and verifying time cards can be tedious and lead to errors. Automating your team's scheduling and time tracking means less work for you and more convenient for your employees, resulting in an improved work environment.

2 Streamline Intake

Increasing your capacity to see more patients and freeing up your time to focus on revenue-generating tasks means a streamlined patient intake system. Again the automated scheduling system comes into play. In addition to setting new appointments, your booking system can help streamline your patient intake before they even step foot in the office.

Automation helps reduce your administrative burden and cut down patient wait times. Your system can be programmed to send patients intake paperwork at the time of booking. They can fill out new patient forms, confirm and update existing information and upload necessary documents like insurance cards before they even step foot into the office. This allows your staff ample time to review the patient's history and submit their insurance preauthorization. Making check-in times faster and more convenient enhances the customer experience and allows more patients to be seen daily.

Streamlining intake procedures can also reduce common office challenges like misplacing a file or being unable to read someone else's handwriting. Using an online management system means the patient's information is displayed clearly, so your team has all of the necessary information at their fingertips. This helps your team communicate clearly with the patient regarding the procedure and the next steps.

③ Simplify Billing

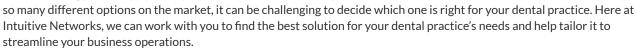Automated, transparent billing practices build trust with the patient and save you time and money.

This step is one that you can work with your MSP and practice management software to tailor to your office's unique needs and culture. This might mean having pricing built into the client-facing booking system and keeping patients' cards on file for hassle-free transactions. Automating billing also means freeing up more time to work on your business rather than in it, further reducing daily operations headaches.

④ Implement Management Software

Dental practice management software is a vital component for any dental office. The system allows you to track patient information, schedule appointments, handle marketing initiatives, and manage your finances in one convenient spot. In short: It's a technology that helps you do your best work, and trust us, you need it. With so many different options on the market, it can be challenging to decide which one is right for your dental practice. Here at Intuitive Networks, we can work with you to find the best solution for your dental practice's needs and help tailor it to streamline your business operations.

Some of our favorite solutions include:

Tab32

This is a leading option for dental practice management software. It has many features designed to make running your practice more manageable, including visual charting, online appointment scheduling, treatment plan presentations, and automatic reminders with two-way texting. That said, the area that Tab32 is lacking in is customer support. There is no chat, email, or support portal, making it a bit hard to reach customer service efficiently. Outside of this, the company charges $100 per feature, and a setup fee, which means things can add up quickly if you're a smaller practice.

Practice Web

This is another go-to option for dental offices and has been around since 1990. The software itself offers a medley of tools to help you run your dental practice efficiently. A few advantages include having multiple support options when you need them, transparent pricing, and creating a completely paperless process for your patient from start to finish. It is also a more budget-friendly option, starting at under $200 per month. However, some users have reported issues with customer service, an outdated interface, and limited customization options.

Dentrix Ascend

Dentrix Ascend is a server-based software rather than cloud-based, and while it's not as stylish as some newcomers, it has a reputation among dentists for being trustworthy since its 1989 inception. In fact, it is used by over 35,000 dental practices. It has great credibility and solid customer engagement features; many users report a learning curve when first adopting the software. So if you're looking for a more basic solution, this may not be for you.

Dovetail

Dovetail is a software tool for dental practices that creates an entirely paperless, digital experience. Its outstanding features include the ability to automate tasks and reminders, the digitalization of the medical chart, and accessing records as well as your practice digitally from anywhere, at any time. Few users report negatively on the platform, except for the occasional backlog or that there's a learning curve in getting used to the digital interface.

iDental Soft

Idental Soft is a cloud-based dental software that helps you manage your practice, from patient scheduling and treatment planning to charting and claims management. It is known for its intuitive design, ease of use, and comprehensive features like instant messaging with patients for clear communications.

Curve

If you're looking for a comprehensive, all-in-one dental software solution, Curve Dental is definitely worth considering. It has everything you need to run your dental practice smoothly, from patient scheduling and treatment planning to charting and claims management. It is known for its intuitive, modern design and ability to reduce the stress of IT issues among its user base. On top of responsive support, users don't have to worry about managing their servers, backing up data, or cybersecurity protection. The only major downside is Curve Dental may not work with your current image or credit card processors. You'll want to connect with support before making the switch to see what the impact will be.

Dentrix Enterprise

A sister product to Dentrix Ascend, Dentrix Enterprise has a great reputation and is known for its key engagement features and client management system. The core difference is that it was built for group dental practices. The beauty of this dental software program is that it allows you to generate reports across locations for patients and revenue. Plus, it's one of the most competitive options for its class on the market. The real downside is cost; while not published publicly, given the extensive use of the program, it will be higher than others on this list.

Care Stack

CareStack Software is a newer option on the market and has several core advantages. One advantage of CareStack Dental Practice Management Software is they are known for superior customer service and log an average response time of under 30 seconds — which is critical when you need a fast answer. Another advantage is that Care Stack is incredibly customer-centric and has advanced customer engagement features to provide your patients with an amazing dental experience from start to finish. One drawback is that there have been a few glitches in the company's payment processing partner.

Doctible

While not a fully comprehensive software solution with charts and x-ray options, Doctible is a powerful engagement tool to connect with patients. For that reason alone, it made this list. Doctible's core advantage is that it has a ton of features to make your practice one of the best for your patients. You can create automated reminders, patient intake forms, a custom chatbot, and handle reputation management all in one spot. Plus, the company works on a module pricing model ranging from $100-$500 on a per-location basis. There aren't many cons from users; the two main ones commonly cited are that payment tools are not fully integrated with a practice management system, and IM/text images are still being developed.

Maxident

Maxident is a cloud-based dental software that boasts artificial intelligence features, voice input, touch screen integration, and tablet design, allowing for an electronic signature and digital imaging. While it is high-tech, it's certainly not new. MaxiDent has been evolving its dental suite of software solutions for dental clinics for over 40 years. From patient scheduling and treatment planning to chart and claims management. It is known for its intuitive design, ease of use, and comprehensive features like MaxiIM, which allows you to instant message patients for clear communications. One of the downfalls reported in reviews noted that it's difficult to send pre-determinations to the insurance within the software.

5 Keep Data Safe

Threats to your dental practice's data security can be detrimental to your reputation and pocketbook. After all, it is your business's responsibility to keep data safe, and your patients have confidence the practice has proper measures to keep them safe.

As your practice begins to handle more appointments and clients, you will need more robust security as a growing business is a prime target for cyber attacks. If an attack occurs while your office is unprotected, not only will patients likely cancel future appointments, but they'll look to your practice for compensation for damages they incurred. The good news is that threats and damage can be avoidable when you implement proper safeguards to protect your business.

It's also essential to remember HIPPA compliance. If your dental practice is not compliant, it's putting sensitive customer information at risk and facing potentially crippling fines.

Make the change today to see results tomorrow!

Contact Intuitive Networks and Get Started Maximizing Your Dental Practice Revenue Today!