

# DE | MAGAZINE

DENTIST ENTREPRENEUR ORGANIZATION

## **Transform Team Overwhelm into Momentum**

Tactical solutions to move from a place of anxiety to confidence and clarity as a leader while guiding your team from chaos to momentum

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## **10 AI Tools You Didn't Know Could Optimize Your Dental Practice**

Discover hidden AI gems that can revolutionize how you manage and grow your practice.

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## **Denti.AI: Empowering Dental Providers and Elevating Standards of Care with AI Solutions**

Users average 50% more perio charts and hygienists can complete them in five minutes.

▶14

Dmitry Tuzoff,  
founder and CEO,  
Denti.AI



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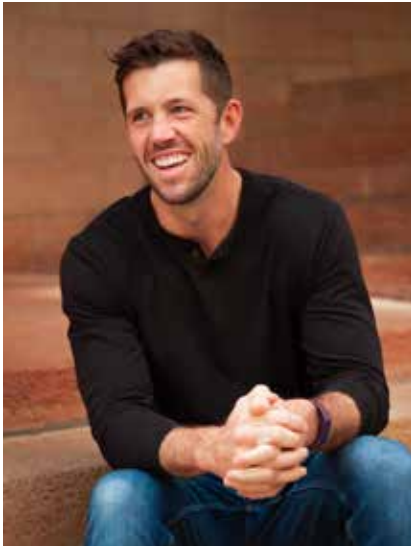
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# Unlocking the Future

BY JAKE PUHL

In an era where technology is rapidly transforming every aspect of our lives, the dental industry is no exception. The ability to adapt and integrate these advancements is no longer a luxury but critical for any dental practice aspiring to thrive.

This issue is your guide to understanding how embracing the latest technology can redefine your practice, enhance patient care, and significantly boost your bottom line.



At the heart of this transformation is Denti.AI, our cover story feature and a leader in dental artificial intelligence. Denti.AI is not just pushing the boundaries of what's possible with diagnostics; they're fundamentally changing how we think about patient care. By leveraging AI, Denti.AI offers precision tools that improve diagnostic accuracy and streamline workflows, making it easier for dental professionals to deliver exceptional care. Their journey exemplifies the incredible potential that technology holds for reshaping our industry.

But Denti.AI is just the beginning. The broader landscape of dental technology is brimming with innovations designed to optimize every facet of your practice. In this issue, we explore how integrating these cutting-edge tools can revolutionize your daily operations, from enhancing clinical workflows to elevating patient experiences. Imagine a practice where technology handles routine tasks, freeing you and your team to focus on what truly matters: providing outstanding care and building meaningful patient relationships.

Attracting and retaining patients is another critical area where technology plays a pivotal role. The ability to leverage digital tools to enhance patient acquisition and retention is essential. This issue provides actionable strategies to help you harness these technologies to draw in more patients and ensure their loyalty and satisfaction.

Finally, our "Best of Technology" section showcases the most innovative solutions available through our strategic partners. These technologies are designed to streamline your operations, enhance patient care, and drive your practice's success. The companies featured here are at the forefront of the dental industry's technological revolution, offering tools that meet today's challenges and anticipate tomorrow's needs.

As you read through this issue, envision how these technologies can be woven into the fabric of your practice. The future of dentistry is being written now, and those who embrace these advancements will lead the industry. Let this issue of *DEO Magazine* be your guide as you navigate the exciting journey ahead.

Cheers!

**Jake Puhl**



# Unprecedented Power

**4.9** HIGHEST RATED HANDPIECE EVER\*

\*Dental Product Shopper Handpiece Evaluation

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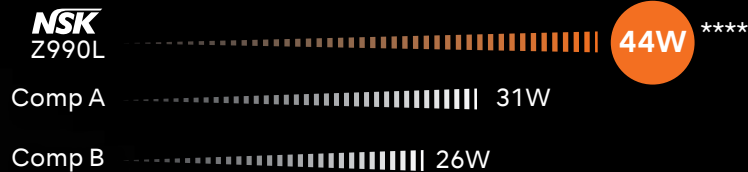
## NEW Ti-Max Z Series Air-Driven Handpieces

Most Powerful at 44W\*\*

\*\* Compared with the same handpiece class offered by other major manufacturers, as of July 2023

### DYNAMIC POWER SYSTEM

Power comparison with competitive products (in-house research)\*\*\*



\*\*\*Air supply pressure specified by each company  
\*\*\*\* Air pressure at 0.42 MPa



Z micro

# Increasing New Patient Acquisition

How a system for new patient acquisition could boost your bottom line.

In dental organizations, growing revenue and expanding locations depends on a company's bottom line. Once you have covered overhead costs (such as doctors' salaries and supply costs), then each new patient that a practice gets to come inside their door falls within the bottom line. For this reason, dental organizations should always be focused on driving new patients.

The following are actionable steps to market to new patients now and prep for the future of your practice's patient acquisition.

## Revenue and marketing

One way a company can increase its revenue and new patient acquisition is through its marketing campaigns. Margins today in dental are getting tighter by the minute, and dental companies must adapt to this by being more efficient with their marketing budgets.

Efficiency in marketing budgets includes changing both a company's messaging and campaign strategies to better target the ideal patient or "avatar," which is specific to the practice's clinical capabilities.

All dental organizations are in the marketing business, and therefore must consider marketing goals. Sometimes, a practice may address advertising responsibilities by hiring a marketing vendor. If your organization doesn't have a vendor or is struggling to know if their vendor is right, DEO has a vendor checklist that organizations can review before making either a change or decision.

Creating marketing campaigns and enticing new patients starts with an understanding of the foundations of successful marketing. DEO's Foundations of Marketing include an understanding of an organization's ideal customer, having a goal for new patients that is tied to the revenue and

profitability for each practice every month, establishing a marketing budget, and understanding KPIs that need to be in place to demonstrate that a company is ready for marketing expenditures (operational KPIs include knowing a practice's target patient, knowing call conversion and answer rates, and knowing how patients are getting scheduled including recall rescheduling and treatment coordination).

## The Four Ms

It is important to first consider strategy when deciding on a marketing plan. Once a marketing plan has been agreed on amongst the leaders of a company, it is time to create campaigns that appeal to potential new patients. When creating a new campaign, follow the Four Ms of marketing:

1. Market
2. Messaging
3. Measure
4. Medium

The first "M", market, determines the ideal audience that a dental organization is trying to attract. Many dental businesses often say that they are a "bread and butter" dental company, referring to the fact that they advertise to all types of patients and ages, and that they will take anyone in no matter the case. It is more likely, however, that the practice has a type of patient they can best assist with their skillset, or that they may prefer treating. This preferred type of patient, also known as an "avatar," is a method for defining and segmenting patient demographics, needs, and preferences. The avatar

## Why marketing strategy matters



is the type of patient that a practice specializes in seeing.

Define your practice's avatar by asking what patients the company is seeing now, and which patients the team would duplicate if they could. Make sure that the patient demographic chosen matches the clinical capabilities and services of the organization. Consider what insurance an ideal patient is on, where they live, and if the patients are from rural, suburban, or urban communities.

It is critical to understand your avatar so that marketing messaging is clearly defined. For example, if a customer does not know the avatar, they might seek emergency services or be an adult walking into a pediatric dental practice. For this reason, it is important for marketing leaders to have a clear understanding of your avatar to properly target new patients. An organization's avatar also determines the medium and messaging that they will use. When you decide on a specific avatar, it allows the whole team to understand and cater to who is coming through the practice's door.

Once an avatar is clearly defined and understood, the second "M," messaging, should be tailored toward these specific clients. In advertisements, highlight problems your avatar might be facing and solutions your company offers. Then, clearly define what you want a potential customer to do with an action statement, such as "click here to call," "book now," "watch this video," or "fill out this form." Craft compelling and enticing messages to attract potential patients.

Once a practice is clear on their message, it is time to work through the

## RISE Dental Practices and keywords

RISE Dental Practices' avatar is patients aged 25-55, with an income of \$70,000 and higher, and within a 10-mile radius of the office. To appeal to them, Katie Vollmer, Marketing Director of RISE Dental Practices, said the company uses keywords such as "same-day" and "emergency" dentistry. RISE Dental Practices' call to action is "click to schedule," "same-day services," "dental implants," "crowns," "latest in dental technology," and more.

Vollmer's company outsources marketing responsibilities, and the digital marketing company supports her organization by using paid Google search and display ads. The digital marketing company also does A/B testing to measure the organization's marketing outcomes, so they can better understand if certain campaigns are working.

For this case study, Vollmer modified the practice's avatar to include another, new neighborhood within a 10-mile radius. For RISE Dental Practices, marketing spend in this specific case study did not increase, however Vollmer did notice that the company was still seeing an increase of 30 new patients per month. Then, they measured the following month and they again saw 30 new patients. Also, 90 percent of the organization's website traffic was new traffic (people who had not been to the website before), simply by implementing the call to action or "click to call" messaging in advertisements. Vollmer recommends measuring who is clicking on each ad and then comparing it to which patients are converting to the schedule. In this case, RISE Dental Practices found success by testing their patient radius, maintaining the same patient avatar, and converting new customers by moving the mileage radius.

third "M" of marketing, the medium, also known as the "channels" you'll deliver the message on. Identify where the organization is planning to deliver the message. This can include social media, digital, on the website, paid ads, flyers, banners, billboards, direct mail, community events, and more. It is important when creating a marketing campaign to be clear about who the practice serves and use that to decide where exactly to deliver that message and how. As an example, if you are building a de novo practice, getting out into the community is important. If your practice has an older demographic, print and media marketing

are very valuable. It often takes 7 to 10 touches to convert an individual to becoming a patient. The more a practice diversifies its marketing channel, the better, as it helps people connect with your business and get those touchpoints faster.

The fourth "M", measure, is a critical step so that an organization can understand its progress. Simplify the process of measuring marketing progress by asking: did our patient numbers go up, and if so, by how much? Measure this number before beginning a new marketing campaign, and after. Ask what the goal of the campaign was, and what the budget

was. Track, measure, and monitor any measurable outcomes, and use these numbers to understand the organization's baseline and to determine where to divert budget dollars.

Once you have a thorough understanding of the Four Ms of marketing, begin implementing your own marketing campaigns tailored to your organization's avatar. This includes working with office managers to define each practice's patient avatar, partnering with a marketing vendor to identify appropriate messaging and medium, deciding a marketing lead/vendor, and measuring reviews or results of the campaign. Through these steps, dental practices can be on their way to increase revenue through new patient acquisition. ■

## MI Smiles Dental Group's referral program

MI Smiles Dental Group tackled a cheap, effective marketing strategy for patient referrals. Referred patients are often more loyal and trusting when it comes to new patient acquisition tactics, so the practice created a referral program to systematically encourage staff and patients to refer their friends and family, said Laura Rogers, Director of Marketing & Finance at MI Smiles Dental Group. The referral program works by giving away a prize for the most amount of patient referrals. This takes place about every three months, with prize options including TVs, grills, kayaks, iPads, gaming systems, and more.

The medium for MI Smiles Dental Group's campaign is printed referral cards, as well as direct-to-patient emails and signage in the office. The call to action on the card is "refer your friends and family." In their office, for every qualified referral card that comes back in, the team member that gave that card out gets a \$20 gift card of their choosing. So overall, this tactic results in lower acquisition costs for patients. It also keeps team members engaged, and it gives them a way to earn a little bit extra money for fun things.

## Dentistes REMA and community events

Dentistes REMA used community events to increase the number of new patients. Valerie Leblanc, Marketing Director of Dentistes REMA, said she and her team participated in an Invisalign community event campaign at their practice with four exam rooms open for three hours with four hygienists, one doctor, and two treatment coordinators for an evening. Each qualified lead went through specific steps with the potential patients including describing what Invisalign is, showing patients visuals such as pictures and X-Rays, and providing a comprehensive oral scan for each patient.

At the event, the patients also got to see their smile simulation and meet with treatment coordinators to discuss treatment financial plans. To give a sense of urgency, Leblanc and her team placed a rebate on the deal that was valid for two weeks only. The ideal market was determined to be both regular patients and prospective patients. Women aged 25-45 years old and adults 18 plus within a 10-mile radius were targeted on Facebook and with flyers placed in the office. The

advertisement's message let patients know that the Invisalign event was taking place, provided a link to register for the event, and let them know that the free consultation had a value of \$195.

Dentistes REMA's call to action was to "book now," which led anyone interested to an online signup form. To measure campaign stats, the organization used a shared Excel spreadsheet with basic data and campaign results. In total, 38 forms were filled out, and the practice kept 12 qualified patient leads. The practice spent \$2,000 on Facebook ads and \$50 on posters and received a 1/10 return on investment with two new patients valued at \$1,500. Leblanc says to keep in mind that these procedures can be a lot of money that patients are spending, and that they may be very interested in treatment, but may wait until they can afford the service. The more money a patient is going to spend, often the longer it takes for them to convert. Don't necessarily give up on an ad if it's only been a few weeks. Nurture campaigns once you've gotten a first lead.



# Efficient AI Implementation Insurance Verifications

BY SUPPORTDDS

**Artificial intelligence (AI) is increasingly transforming various industries, and the dental insurance sector is no exception.** With traditional methods of insurance verification being tedious and inefficient, leveraging Artificial Intelligence (AI) for eligibility checks helps to ensure rapid data collection and accuracy upon claim submission. This article explores how AI enhances efficiency in insurance verification, discusses its benefits and challenges, and identifies ways to effectively implement.



## **The Evolution of Dental Insurance Verification**

Dental insurance verification is a daunting and complex task consuming valuable staff time, discrepancies in data, and disruptions to patient care. Standard processes involve contacting payors through automated phone systems with long hold times, and handling extensive paperwork while manually cross-referencing policy details and coverage information. Such inefficiencies often lead to administrative inefficiency, claim denials, and delays in reimbursements.

## **Understanding the Role of AI in Verifications**

AI has significantly impacted dental insurance verification by leveraging advanced machine learning algorithms and natural language processing. These technologies allow AI systems to swiftly collect, organize and validate patient insurance data. Thus allowing dental staff to focus more on patient care rather than getting bogged down by administrative tasks.

## **How AI Works**

AI's effectiveness in this domain is rooted in its ability to handle complex tasks with precision. When patient insurance details are inputted, AI algorithms immediately start processing the information. These algorithms cross-reference data with various insurance databases, policy specifics, and coverage parameters.

## **Steps to Ensure Efficient Implementation**

To effectively implement, several steps are crucial, starting with

obtaining and inputting accurate patient insurance data into the system. Ensuring high-quality data for the AI Tool is essential for accurate results. Implementing best practices by including informed consent, data privacy, and bias mitigation, must be addressed to maintain compliance and trust. Regular monitoring and evaluation of AI system performance are necessary to make continuous improvements and adapt to evolving needs. Understanding the information can be flawed, it's important to have safeguards in place when providing estimates to patients.

## **Implementing best practices by including informed consent, data privacy, and bias mitigation, must be addressed to maintain compliance and trust.**

## **Overcoming Challenges**

Challenges such as data security and skill gaps need to be managed. Complying with regulations like HIPAA is vital for protecting patient data, and AI-driven security features, such as encryption, are essential for safeguarding information. Additionally, addressing the skill gap by investing in staff training is crucial for effective AI implementation.

## **The Human-AI Collaboration - The Hybrid Solution**

While AI offers remarkable efficiency, it is essential to recognize the complementary role of human expertise, what we call the "Hybrid Solution". Companies like SupportDDS

have invested in training university-educated remote/virtual assistants to integrate into dental teams seamlessly while leveraging AI technology with the strength of human oversight.

This enhances and supports the capabilities of dental professionals, making them much more efficient and productive, rather than replacing them. By leveraging AI's efficiency, dental teams can focus on nurturing patient relationships and exceptional patient care.

## **Conclusion**

AI is here to stay but it is not the UNICORN. Its impact on dental

insurance verification is transformative, enhancing accuracy, efficiency, and patient satisfaction. By integrating effectively and maintaining a balance between technology and the capabilities of the amazing human mind, dental practices can improve the verification processes with accuracy and speed which is not possible with a single focused approach.

The future of dental insurance verification promises continued advancements, improvements, and a more efficient, patient-centered experience. We welcome the future where we will continue to integrate technology with the human touch promising a greater patient experience and more efficient workflow for dental professionals. ■

# Transform Team Overwhelm into Momentum

Tactical solutions to move from a place of anxiety to confidence and clarity as a leader while guiding your team from chaos to momentum.

**Overcoming obstacles is a part of growing and succeeding as both a leader and as an organization.** There may be times that both leaders and their teams may feel pulled in many directions, frustrated, or overwhelmed within the workplace.

The DEO provides tools that dental leaders can use to help themselves and their teams work more efficiently and feel less overwhelmed when facing challenges.

In this article, we will discuss strategies that leaders should implement to create immediate actionable steps to avoid workplace and personal overwhelm. We'll also share key takeaways that dental leaders can put into place with teams to tackle issues that will inevitably come up in the dental industry.

The structure of the DEO growth model begins with you, the team, and then business. We will focus on the “you” and “team” aspects of the model, to guide leaders on how to bring themselves from a place of anxiety to confidence and clarity while also bringing teams from a place of chaos to momentum. Leaders will hone in on their executive mindset to make meaningful differences and help their teams move forward.

## Overwhelm

The source of overwhelm is often the result of excessive demands. This includes demands that we've placed on ourselves, circumstances in our home/family life, demands from our team members, supervisors, and more.

Another source of overwhelm is information overload. We live in a digital age, and there's a ton of information coming at us from every direction — all the time — which causes stress. Overwhelm can also be caused by multitasking, as we increase the levels of stress hormones in our body by switching from task to task. Working outside of your natural strengths in a professional setting contributes to stress and internal strain.

In terms of how dental employees deal with overwhelm, we all have different personalities, and therefore we all deal with stress differently. Some people are perfectionists, others procrastinate and let things build up, and others may be wanting to control everything. These different qualities can become stressors when they occur within certain workplace situations. We react to these stressors the best we know how, as we have often learned early on how to cope and deal with life's challenges. Though, when we don't have a place to discharge stress, it continues to build.

## Where does overwhelm come from?



The positive here is that there are many coping mechanisms that can be deployed both professionally and personally. Sources of overwhelm fall into two buckets: the first bucket is external pressures, things that are happening in the environment, and internal pressures, things happening inside of our brains and bodies.

What can you do about external pressures? To address excessive demands, employees can ask supervisors or managers to extend deadlines and keep advocating for these extensions. Leaders can also delegate tasks. If an employee can do a task at 70% of what needs to be accomplished, then a leader should delegate the task. Trust that employees will get better with experience and time, and this will also take responsibilities off your plate.

Dealing with external pressures can also mean saying no, and sometimes this can mean saying

no to ourselves. For pressures such as information overload and multitasking, increase focus through time blocking (putting time on the calendar for certain types of work) and sticking to it. Reduce distractions by closing your door, working on a task outside of the office, or closing computer tabs and putting phones on silent.

With internal pressures, often leaders can feel pressure when they are working outside of their strengths. To determine these, take the Kolbe Assessment to understand the strengths that your role requires. For owners, if there isn't a leadership team built out already, then it can feel like you're in charge of everything and therefore are always operating outside of your strengths.

### Addressing stress

There are a variety of factors within the management of a dental organization



that can cause a buildup of stress. This stress can also be addressed through positive intelligence (PQ). PQ is similar to the measure of your intelligence (IQ) or emotional intelligence (EQ) — it is the measure of your positive intelligence, and serves to help leaders understand the percentage of time your mind is serving you as opposed to sabotaging you. It also assesses how much mastery you have over your own perspective versus how much you are at the whim of your own thoughts ruminating in your mind.

PQ is a way to get leaders to recognize their negative thoughts and transform them into positive ones. Positive intelligence addresses the negative patterns inside of us, called saboteurs, which are a source of negative emotions, causing a set of automatic and habitual patterns of thinking. Negative experiences can cause us to have saboteurs, but there are ways to take action to get these thoughts out of the driver's seat:

- > The first saboteur is the Controller, someone concerned with not messing things up, so they control all the little details.
- > The Pleaser is all about trying to gain acceptance and affection by pleasing other people, but they instead may not hold people accountable when needed, for fear of damaging the relationship.
- > Then, we have the Stickler, who spots inaccuracies immediately and tells teams with frustration, often causing employees to feel on edge.
- > The Hyper-Vigilant always looks out for threats and is constantly

## What can you do about external pressures?



	<b>PRESSURE:</b> Excessive Demands	<b>SOLUTION:</b> Reduce demands <ul style="list-style-type: none"><li>• Extend deadlines</li><li>• Delegate</li><li>• Say no</li><li>• Realign other people's expectations</li></ul>
	<b>PRESSURE:</b> Information Overload / Multitasking	<b>SOLUTION:</b> Increase focus <ul style="list-style-type: none"><li>• Time block</li><li>• Reduce distractions</li></ul>

afraid of what could go wrong, and as a result, can have a hard time quieting their mind at night.

- › The Hyper-Achiever tends to be those who look for a sense of value and self-worth in their achievements, which leads to team burnout, as these types push for things when the team is tired or needs a break.
- › The Restless saboteur constantly has new ideas but has a hard time following through on things, which can frustrate the team because nothing is completed.
- › Avoiders are leaders who struggle to make decisions and hopes things go away on their own.
- › The Hyper-Rational thinks emotions are weak and that they don't belong in the workplace, so the team can feel misunderstood and not validated.
- › Finally, the Victim is a person who always complains and focuses on the negatives.

We all have a mix of all these saboteurs, but some are more prominent than others. If leaders are more aware of these traits, then they can understand themselves and change the way they interact with their teams, ensuring that they are positively interacting with people in a professional setting.

Recognizing your own saboteurs is all about mastering yourself and your thoughts so that you can correct them and interact differently externally, even when they are in one of these saboteur modes. If you know the why and awareness behind your feelings, then you can more readily change

## What can you do about internal pressures?



them. You won't necessarily ever get over these saboteurs, but the more you can understand your micro-signals, the better you can pivot and in turn run the business better. Also, if we reduce the sense of overwhelm across teams, staff will feel more capable, confident, productive, and supported.

### Tools to address overwhelm

There are also tools that can help leaders to address overwhelm. The first tool is the Three Gifts Technique, which helps shift you out of the saboteur perspective. Once you notice that a certain emotion is coming up, you can then practice identifying at least three scenarios where the bad situation could be a gift or an opportunity. To practice this, reframe negative thoughts by naming three things that are positive about the situation. This can help you retrain your thoughts to move forward and reframe when overwhelmed.

Often, leaders can also fall into the trap of focusing too much on the gap, which is when we visualize an ideal goal and measure our success based on what we achieved. Though, when we measure success

on the gap in what we achieved, we feel unhappy and inadequate having never reached the end goal.

The second tool to address overwhelm is measuring success by focusing on what was accomplished instead of the gap. To focus on the gain instead of the gap, look back at where you started to get an idea instead of how far you came. Always measure success backward, focusing on what was achieved from the starting point.

The process of changing your mindset takes reps like building new muscles at the gym. Recognizing saboteurs and utilizing these tools takes consistency and time. Have compassion for yourself and take it slowly, increasingly becoming more familiar with responding to your saboteurs. From here, you can take action by completing the saboteur assessment, and also by practicing noticing your saboteurs in a professional space. When you start feeling overwhelmed at work, try the Three Gifts Technique and Measuring Success Backwards so you can reframe your focus on being in the game of success with your team. ■

# 10 AI Tools You Didn't Know Could Optimize Your Dental Practice

Discover hidden AI gems that can revolutionize how you manage and grow your practice.

As a dental leader managing a growing practice, staying competitive requires tools that enhance efficiency and productivity. While many are familiar with popular AI solutions, several lesser-known tools offer powerful benefits that can help streamline your operations and drive growth. Here are ten highly-rated AI tools that can significantly boost efficiency and productivity in your dental practice.



**1 ClickUp:** This all-in-one project management tool helps dental leaders organize tasks, set goals, and track progress across multiple locations or teams. By streamlining workflows and prioritizing tasks, ClickUp ensures that your practice runs smoothly, reducing the risk of missed deadlines and improving overall efficiency.



**2 Grain:** Grain transcribes and summarizes video meetings in real-time, making it an invaluable tool for recording patient consultations or internal meetings. For dental owners, this means you can easily revisit key points, ensure compliance, and share important highlights with your team, enhancing communication and continuity of care.

The logo for copy.ai, featuring the word "copy" in a bold, lowercase sans-serif font, followed by ".ai" in a smaller, lighter font.

**3 Copy.ai:** Copy.ai helps dental entrepreneurs quickly generate high-quality content for targeted patient communications, marketing campaigns, and social media. By using AI to craft engaging and professional text, you save time while maintaining consistent and effective communication with your patients and audience.

The logo for Airtable, consisting of a colorful geometric shape made of three overlapping triangles (yellow, blue, and red) to the left of the word "Airtable" in a bold, lowercase sans-serif font.

**4 Airtable:** Airtable combines the functionality of spreadsheets with the power of a database, making it ideal for managing complex data like patient records, inventory, or marketing metrics. For dental practices, Airtable offers robust customization, helping you keep everything organized and easily accessible.

The logo for Notion, featuring a stylized letter "N" inside a square frame, followed by the word "Notion" in a bold, lowercase sans-serif font.

**5 Notion AI:** Notion AI is perfect for dental leaders looking to organize and manage information across their practice. Whether it's note-taking, document management, or task lists, Notion AI helps automate repetitive tasks, summarize lengthy notes, and generate content ideas, freeing up time for patient care and strategic planning.

The logo for SURFER, featuring a stylized orange and red bar chart icon to the left of the word "SURFER" in a bold, uppercase sans-serif font.

**6 Surfer SEO:** For dental practices aiming to improve their online visibility, Surfer SEO provides data-driven insights to optimize website content for search engines. This tool helps your practice rank higher in search results, attracting more potential patients and enhancing your digital presence.

The logo for miro, featuring a yellow square with a black stylized "M" icon to the left of the word "miro" in a lowercase sans-serif font.

**7 Miro:** Miro is a collaborative whiteboard tool that helps dental teams brainstorm, plan, and organize visually. It's especially useful for strategic planning sessions, team meetings, or even patient education, enabling remote collaboration and creative problem-solving within your practice.

The logo for Rytr, featuring the word "Rytr" in a bold, lowercase sans-serif font with a stylized orange and red color scheme.

**8 Rytr:** Rytr is an AI writing assistant that helps dental leaders quickly create content for blogs, newsletters, or patient education materials. This tool ensures that all communications are engaging and informative, enhancing patient relationships and marketing efforts with minimal time investment.

The logo for toggl track, featuring the word "toggl" in a bold, lowercase sans-serif font with a purple and blue color scheme, followed by "track" in a lighter, lowercase sans-serif font.

**9 Toggl Track:** Toggl Track is a time-tracking tool that helps dental owners analyze how time is spent across various tasks within the practice. By identifying inefficiencies and time-wasters, Toggl Track enables you to optimize workflows, improve productivity, and ensure that your team's time is used effectively.

The logo for fyle, featuring a pink square with a white stylized "F" icon to the left of the word "fyle" in a lowercase sans-serif font.

**10 Fyle:** Fyle offers an AI-powered expense management solution, making it easy for dental practices to track and report business expenses. For dental owners, Fyle's real-time insights and seamless integration with accounting software simplify financial management, helping you control costs and ensure accurate financial records.

These tools not only introduce cutting-edge technology into your dental practice but also provide practical, tangible benefits that help streamline operations, enhance patient care, and drive growth. By integrating these AI tools, dental leaders can stay ahead of the competition and focus more on what matters most — delivering excellent patient care and expanding their practice. ■

# Denti.AI: Empowering Dental Providers and Elevating Standards of Care with AI Solutions

**Users average 50% more perio charts and hygienists can complete them in five minutes .**

**Today dentistry is evolving faster than ever. Efficiency, accuracy, improved patient care and experience are all increasingly crucial features of this landscape. Enter Denti.AI, a leader in technological innovation. Through its comprehensive portfolio of AI-powered tools, Denti.AI can transform practices by streamlining complex tasks, reducing human error, and enabling providers to focus on what matters most—delivering exceptional patient care.**





Denti.AI's suite of products—including **Denti.AI Voice**, **Denti.AI Scribe**, **Denti.AI Auto-Chart**, and **Denti.AI Detect**—automates time-consuming tasks such as perio charting, clinical documentation, and diagnostic analysis. By integrating seamlessly into Practice Management Systems (PMS), Denti.AI ensures a smooth fit within existing workflows, maximizing efficiency without disrupting operations.

AI has evolved rapidly and is now evermore present in the mainstream. Denti.AI harnesses its unique advantages to improve areas such as diagnostic precision, standardization across teams and team members. Time-consuming documentation tasks such as patient charting, perio charting, comprehensive note-taking can be completed with less staff and time than ever before. This in turn leaves care providers with more time with their patients and less time with their computers.

“We’re unique in that we support both imaging, voice-enabled software, and natural language processing in a single technological stack,” said Dmitry Tuzoff, founder and CEO of Denti.AI. This integrated approach sets Denti.AI apart in the dental AI market, offering tools that streamline workflows and improve care outcomes.

“Good model accuracy is just the foundation of our product. We’re focused on helping dental professionals complete administrative tasks more efficiently, so they can focus on generating revenue and providing better care.”, said Daniel Brownwood, Vice President of Product, CX for Denti.AI.

## Oral Health Status - PHI

Denti.AI

Created on:  
07/31/2024,  
10:29:33 AM

Patient name: Provider name:

The Periodontal Health Index equals the number of deep pockets over the number of bleeding points. The maximum on a full dentition with no missing teeth is 192/192.



### Suggested Treatment

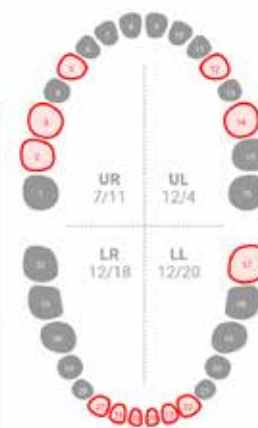
Suggested treatment code: SRP - D4341 generalized/localized

Adjunctive Therapies:

Notes: During your periodontal charting, it was observed that you have periodontitis stage II. This means that there are no sites with pocket depths above 5mm, and the maximum pocket depth is 4mm. Additionally, 28% of the sites showed bleeding upon probing, and there is one site with furcation, with a maximum furcation grade of 1. Fortunately, there are no missing teeth.

To address your periodontal disease, the required treatment is Scaling and Root Planing (SRP). This procedure involves the removal of bacteria from under the gum tissue and is essential for controlling inflammation and preventing further progression of the disease. It is important to note that periodontal disease can lead to permanent bone loss and eventual tooth loss. Moreover, there is a link between periodontal disease and other conditions such as heart attack, stroke, diabetes, Alzheimer's, cancers, respiratory disease, and arthritis. Therefore, it is crucial to treat your periodontal disease in this early stage.

### Where are the problem areas located?



Regenerate Notes

Download PDF

Close

This efficiency is most evident in **Denti.AI Voice**, a voice-activated perio charting tool that allows dental hygienists to complete a chart in just five minutes without assistance.

Denti.AI Voice requires no training for voice or accent and is user-friendly from the start. Providers can

save time while achieving more accurate and comprehensive perio charts. Customers have reported a 50% increase in the number of perio charts completed compared to those who don't use the tool in the same group.

“If you know numbers, you know how to use the product,” Brownwood

said. “It’s intuitive and easy to use, recognizing synonyms and common dental terminology. It feels just like dictating to a dental assistant.” Brownwood added that the learning curve for Denti.AI Voice is minimal. Most clinicians master it after completing just a few charts. Installation takes about fifteen minutes, with another forty minutes of training, and the practice is ready to go in under an hour.

Users of Denti.AI Voice have also seen a 10-15% increase in hygiene revenue and steady utilization rates. The muscle memory of perio charting leads to no churn, and user retention remains high as providers become “married” to the product.

### Elevating Patient Care with AI

Denti.AI not only streamlines workflows but also enhances patient education. One standout feature

is the ability to generate patient-facing reports that clearly explain diagnoses and treatment plans, improving treatment acceptance.

“We help with patient education,” Tuzoff said. “We present the treatment plan, explain it, and generate the narrative and text description.” A comprehensive report is sent to the patient, detailing the diagnosis, recommended treatment, and home care instructions.

### Denti.AI Scribe: Automating Clinical Documentation

Launched recently, **Denti.AI Scribe** automates clinical documentation by transcribing patient-clinician conversations into detailed notes. This AI-powered tool ensures that documentation is comprehensive and tailored to the clinician’s preferred templates, saving valuable time for

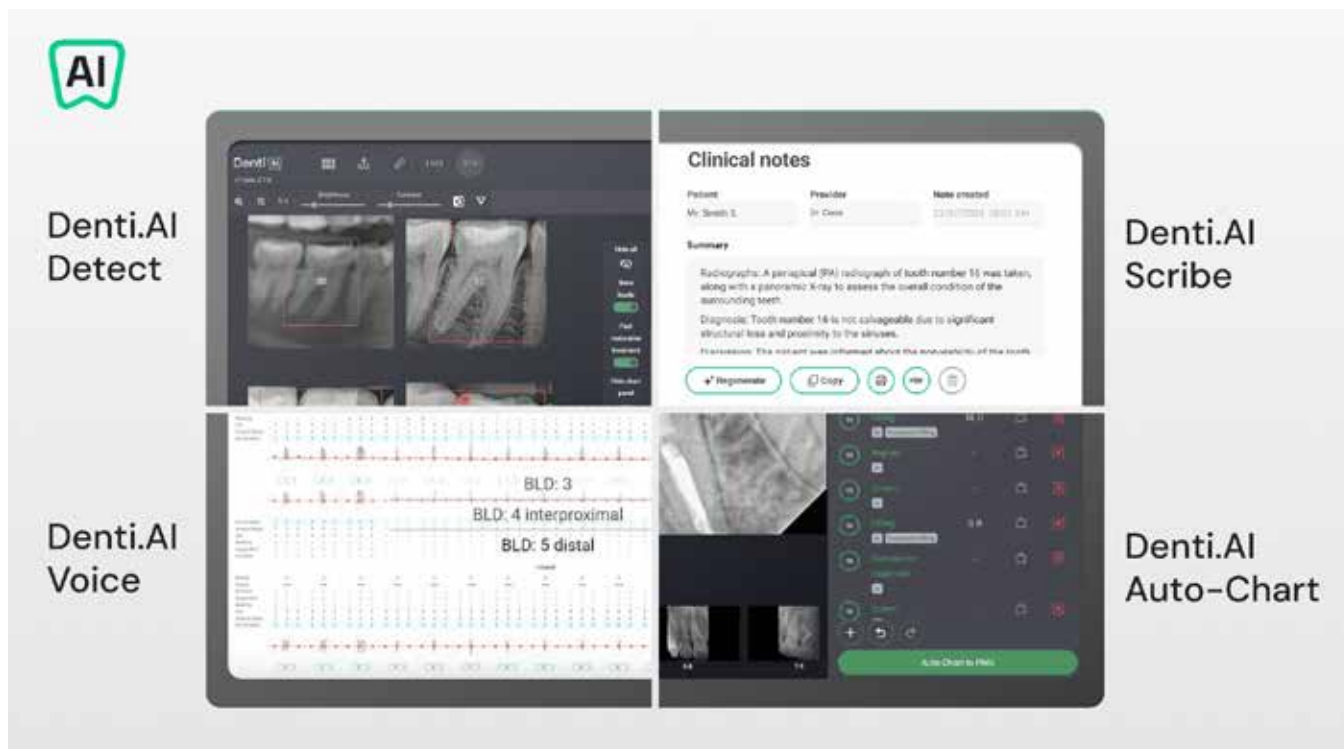
dental professionals and improving note accuracy.

Denti.AI Scribe integrates seamlessly with most Practice Management Systems, improving efficiency while ensuring more detailed and more accurate documentation.

### Improving Diagnostic Accuracy

**Denti.AI Detect** enhances the diagnostic capabilities of dental professionals by analyzing X-rays to identify caries, bone loss, and other dental conditions with a high level of precision. This tool not only improves their diagnostic accuracy but also enables providers to offer more comprehensive treatment plans and calibrates care teams within the practice and throughout dental service organizations.

“The AI flags certain areas, and the doctor confirms them. Some



patients are even asking for bigger treatment plans because they can see the issues for themselves,” Brownwood explained. “One of our doctor partners has a 100% success rate in pitching non-invasive cavity treatments when using AI.” This is due to the “second-opinion” nature of AI, which helps patients understand their conditions and drives trust in their treatment plan.

In addition to Detect, **Denti.AI Auto-Chart** automates odontogram charting by identifying and numbering teeth, as well as detecting restorations such as implants, crowns, and fillings. Auto-Chart eliminates the need for manual charting and reduces the time spent on administrative tasks by up to 70%. This automation allows providers to focus more on patient care and less on manual data entry, streamlining the entire diagnostic and treatment planning process.

### Trusted by Providers

Denti.AI’s technology is trusted by leading DSOs and dental practices across North America. As example, Aspen Dental, one of the largest dental service organizations, has used Denti.AI’s solutions to streamline their perio charting processes, leading to improved patient outcomes and greater practice efficiency.

“Once providers see how Denti.AI can improve their workflow and elevate their standard of care, they stick with it,” Tuzoff said. “If dentists who are obsessed with the standard of care see even a small percentage of improvement, they immediately want it.”

These success stories, combined with Denti.AI’s near-zero churn rate,



demonstrate the company’s commitment to providing valuable, lasting solutions. “We retain 95% of our paying customers after one year. We enjoy extremely low churn levels, and that’s just not the same across the industry,” Tuzoff added.

### The People Behind the Innovation

Denti.AI’s success is driven by a talented team with deep experience in both AI and dentistry. **Maureen Howes**, Principal Hygiene Consultant, brings over 20 years of experience in dental hygiene and academia. Her insights have helped Denti.AI create products that seamlessly integrate into hygiene workflows. **Dr. Adam Burr**, Principal

Dental Advisor, leverages his extensive clinical experience to ensure that Denti.AI’s AI-powered tools meet the real-world needs of dental professionals. His work has shaped Denti.AI’s solutions to enhance diagnostic precision and improve patient care.

### A Bright Future for AI in Dentistry

As AI continues to reshape the dental landscape, Denti.AI is leading the way with a comprehensive suite of solutions designed to improve workflows, boost diagnostic accuracy, and enhance patient care. Denti.AI’s innovations are helping dental professionals stay ahead in an ever-evolving industry. ■



# BEST OF TECHNOLOGY 2024

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**The companies featured here are at the forefront of the dental industry's technological revolution, offering tools that meet today's challenges and anticipate tomorrow's needs:"**

- ▶ Klear & Membersy
- ▶ Oryx Dental Software
- ▶ PerfectFitOrtho
- ▶ ZIA
- ▶ CE Zoom
- ▶ National Dentex

# The All-in-One Membership Plan Software You've Been Waiting For

**Kleer and Membersy deliver the full package – the only all in one membership plan solution here to provide you with expert strategy and support, integrated software, and regulatory compliance.**

BY STACEY PALEK, CONTENT MARKETING STRATEGIST, KLEER



**Dental membership plans allow practices to set monthly or annual fees, and in exchange, members receive exclusive savings on dental services, often including free routine cleanings, exams, X-rays, and discounts on other treatments. Unlike traditional insurance, these plans are straightforward, with no hidden fees or complex paperwork for practices or patients. Your practice can experience benefits such as:**

- > Greater patient loyalty
- > Increased case acceptance
- > Better access to care for uninsured patients
- > A new, recurring revenue stream

When it comes to your dental membership software, it is important to have a solution that drives performance, is easy to scale, and adheres to all regulatory requirements. With Kleer and Membersy, we are committed to delivering a comprehensive suite of innovative and unique features designed to streamline your practice's operations.

## **How are we different from other membership plans?**

### **Expert Strategy and Support**

We apply our combined 20-plus years of experience to help partners transform their revenue through membership, from tailored plan design to office education, member support, marketing, and beyond.

Our support team also goes above and beyond to make sure your practice is equipped to succeed. After fully onboarding your practice, we serve as a trusted partner to continually grow your membership plan and beyond.

### Regulatory Compliance

Compliance is often a blind spot for practices interested in a membership plan — and a lack of compliance can have costly implications. Membership plans are currently subject to regulation in a total of 35 states. Of those states, 23 require that the discount medical plan operator (or DMPO) obtain a license from the state insurance department prior to engaging in any DMPO activity.

By partnering with us, practices can avoid the hassle and financial burden of filing, while having confidence that your plan meets the requirements in all the states they operate in.

### Integrated Software

Our integrated software is designed to help teams grow a thriving plan that helps them save time, connect key metrics, and grow your plan in a way that supports your payer strategy.

By integrating with your PMS, things like enrolling members, tracking plan usage, and simplifying renewals are a breeze. Plus, when you enable automated marketing, you'll unlock a new way to invite your patients to join your plan. Integration takes just a few minutes to set up and saves your team time at the front desk while providing new opportunities to grow your plan.

Our platform prioritizes user-friendly interfaces and features created with user feedback to meet the specific needs of your practice, ensuring you can scale effortlessly as your business grows.

Additionally, our solutions are built with robust security measures to safeguard patient information and maintain compliance with industry regulations. By choosing Klear and Membersy, you're not only investing in advanced technology but also in a partnership dedicated to enhancing patient satisfaction, improving operational efficiency, and supporting your long-term success.

### What our customers are saying

Pearl Street Dental Partners is a DSO in the heart of Texas. Known for their personalized approach to managing patient relationships, the team set their sights on improving case acceptance, production, and retention through membership.

**\$2MM+** generated in subscription revenue.

**150%** increase in production.

**18+ Locations** launched.

**“Klear helped solve a lot of the challenges we were facing by providing a great in-house membership plan that we can offer to our patients. Patients get to take advantage of benefits and treatment savings that keep them engaged.”**



**Sarah Martinez, Regional Manager,  
Pearl Street Dental Partners**

### How do I get started?

The only all-in-one dental membership plan platform that delivers a customizable plan for your patients and automated features for your staff. Our focus is on making the process of introducing a membership plan to your patients and staff seamless, so you can focus on reaching the goals that matter most to you. Get started today!

**Stacey Palek**, as the Content Marketing Strategist at Klear and Membersy, Stacey brings over 7 years of expertise in B2B and healthcare content creation. Harnessing her experience she works to craft actionable resources for dental teams to help fuel their growth.

# Oryx Dental Software: The All-In-One Software Transforming Dental Practice Efficiency

Streamline dental processes to improve the patient experience.

Leaders in the dental industry oversee many aspects of a clinical practice, managing daily office operations, revenue, marketing strategy, insurance verification, and more. Software and technology advancements can standardize and automate these processes, freeing up time and energy for clinical leaders to focus instead on supporting their teams.



Oryx is an all-in-one cloud-based dental practice management software, created by dentists, for dentists. The software standardizes patient engagement, clinical operations, and practice management, allowing dental practices to grow without compromise. Oryx is used by over 2,000 dentists in the U.S. and Canada and is currently the only evidence-based software on the market.

“Before software integration, much of a dentist’s job included a significant amount of time spent on completing manual tasks,” said Dr. Rania Saleh, CEO of Oryx. “Oryx streamlines dental processes to improve the patient experience, and patients are at the center of our focus so that we build dentist and patient trust at every interaction.”

Oryx provides dental practices with a platform for online patient engagement, advanced clinical charting, and office management systems that serve to streamline operations and allow each location to operate more efficiently. These features set Oryx apart from its competitors.

“Oryx leads to better patient-clinician communication in terms of appointments, billing, diagnosis, and more,” said Dr. Saleh. “With Oryx, patients have a guided experience within a dental office from start to finish.”

## Patient engagement

Oryx offers extensive patient communication solutions. Online forms allow individuals to fill out clinical information ahead of time and in the

comfort of their homes, ultimately saving time and preventing in-office waiting. Patient communication systems through Oryx also include online scheduling and centralized, internal patient messaging.

“The benefit of these features is that the dentist can spend more time overall with the patient, without wasting time on systems or processes. This creates increased trust for the patient, leading to higher treatment conversion rates,” said Dr. Saleh. “Nine out of ten dentists reported that they had increased referrals and internet marketing success after they started using Oryx.”

Dentists can easily manage patient schedules and save time during appointments using the software’s built-in practice management system. Oryx allows dentists to create concise appointment checklists that are built directly into the schedule. Other time-saving features include invoicing within the software to securely collect co-pays before patients arrive, scheduling of future treatment with customizable treatment plans, and patient-specific re-care planning that is based on an individual’s needs.

Oryx is an all-in-one patient communication center, where dentists can view all patient communication in one place, confirm appointments with patients, two-way text in the software, request patient



updates (such as medical records), and create text and email templates.

Dentists can also send reminders to patients through the software, send office welcome texts and emails, customize templates for automated reminders, and more.

### Standardized operations

A standard operating system across each of an organization's practice locations is crucial. Oryx allows dentists to complete a patient's entire clinical chart online, so that dentists across locations are able to fast-track organizational success. Oryx guides more evidence-based dentistry and improves the patient experience, according to Dr. Saleh.

The software's newest technology, OryxBot, serves to standardize the patient charting process by auto-generating personalized patient risk assessments that are backed by evidence-based clinical practices. This, in turn, promotes patient trust and confidence in a dental organization's subject matter expertise.

"Oryx's technology solutions provide an evidence-based protocol to create a standard operating system. Through Oryx, dentists with different backgrounds are guided to create the same exams, treatment plans, and diagnoses, so that larger

practices can standardize care across different providers," said Dr. Saleh.

### Front office management

Oryx can help ease the workload of the dental office front desk, providing practice management tools needed to smoothly manage a practice's billing and to view practice-specific analytics. The software's practice dashboard allows businesses to track success through a detailed analysis of a practice's production and goals.

The system also allows practices to set goals for earnings and keep track of revenue, with the ability for an organization to sync their POS system and Oryx ledgers across practices. Dental leaders can manage the organization's finances with ease, as the software allows practices to track invoices, adjustments, insurance claims. For future reference, Oryx also stores a record of production and collection of each visit and procedure.

"The software comes as an easy startup from the box with all systems and protocols embedded. Dentists can customize each aspect of Oryx to fit their specific needs," said Dr. Saleh. "Oryx is easy to use because each portion is guided and connected to the other pieces, guiding dentists to not miss any crucial information

when treating patients or managing the organization."

### The future of standardization

Oryx guides the future of evidence-based dentistry and improves the patient experience. Through its software, dental organizations can standardize how they see patients, so that all clinicians are performing the same treatments across each practice. Software makes it easy to standardize the way that organizations see patients, guiding each practice to follow evidence-based guidelines.

"The introduction of automation and AI will continue to make dental processes more efficient. Our systems have quite a bit of automation to our systems that help streamline systems," said Dr. Saleh.

Oryx automates redundant office tasks, without the need for add-ons, and it comes with everything a dental practice needs to get started with software integration immediately, allowing clinicians and hygienists to focus on patient-centered care.

"Since switching to Oryx in the beginning of 2020, it has helped us increase our revenue from an average of \$750,000 a month with eight offices, to an average of \$1,650,000 a month. I chose Oryx and will continue to choose Oryx," said Brad Billings, Operations Lead, Abundant Dental Care.

"We consistently launch more features than any other software, and every month we have a new update," said Dr. Saleh. "Our biggest new features coming in the future will be adding a full voice patient exam and full automated revenue cycle management."



# Success By Necessity: Solving Today's Dental Margin Compression

How advances in tech and turn-key orthodontic services make dentists more money with empty chairs.

BY JOSEPH MALFETTONE, DIRECTOR OF BRAND COMMUNICATIONS & POSITIONING, PERFECTFITORTHO

It's no secret that today's post-covid world hasn't been kind to the general dental industry. A mixture of increased costs, decreased reimbursement from insurance and high employee turnover have created a margin compression wherein the rise in dental salaries have paled in comparison to the costs of doing business.

At the same time, the orthodontic industry is experiencing a renaissance. This year alone, the global clear aligner market is projected to grow from 3.8B to 4.66B. Clear aligner brands have also grown, with 75 different entities entering the market since Invisalign's introduction in 1999. This massive increase in clear aligner treatments is only the tip of an iceberg that will be emerging at a consistent rate every year through 2030.

## Razor Thin Margins

In an industry where margin is mission critical, dentists have traditionally relied on chair time to ensure revenue. Yet, today, this means bucking the trends of more adaptable patient care while trying to maintain margins you can fit between your teeth.

While this may seem dire, the opportunity at hand for every general dentist is simple and groundbreaking.

## Creating Better Margins With Turn-Key Orthodontics

A turn-key virtual orthodontic treatment



support system like PerfectFitOrtho™ can instantly place the unprecedented demand for clear aligner treatments right in the hands of participating practices. General dentists can now offload the need for hands-on care in order to drive more passive revenue and beat industry margins in just three days.

Without additional education, chair time or investment, any general practice can begin offering world-class clear aligner treatments for any case type and start becoming a contender in the industry's lucrative sector for growth.

Looking to reach even more opportunities for treatment? PerfectFitOrtho's turn-key orthodontic treatment support system provides automated tools and education from the beginning to increase consultations, sales and billing – leaving less for the general

practice's staff to manage while they seamlessly take on more cases.

## Virtual Monitoring and Support

Not sure how to manage a case?

PerfectFitOrtho™ picks up the duties of an in-house orthodontist at scale, monitoring each case virtually. The attending orthodontist also enables doctor-to-doctor calls—giving dentists the confidence to treat from case acceptance to retainer—while performing weekly check-ins and adjustments without intervention from the practice.

## Clear Results From Virtual Turn-Key Orthodontics

This combination of more hands-off treatment, streamlined sales and billing, and improved patient outcomes opens up opportunities at scale previously unseen in the general dental industry.

On average, PerfectFitOrtho's systems have allowed general practices to take on 61% more case presentations and increase case acceptance by 70% (all while reducing treatment lengths to 70% less than traditional treatment plans)... equaling multiples more in case revenue while helping practices earn 4x more per chair hour than the industry average.

Want to see how PerfectFitOrtho™ can improve your practice? Head over to [PerfectFitOrtho.com/my-revenue](https://PerfectFitOrtho.com/my-revenue) to see your results live.

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# How Virtual Talent is Shaping the Future of Dental Practices

Unlock new levels of efficiency and patient care by integrating virtual talent into your dental practice.

BY MICHAEL BONANNO, NLP, PRESIDENT, ZIA

In today's rapidly evolving dental landscape, technology plays a crucial role in shaping how practices operate and deliver patient care. As we explore the "Best of Technology" in this issue, it's the perfect time to highlight a transformative approach that's redefining dental staffing: integrating virtual talent. By moving away from outdated, labor-intensive methods and embracing innovative solutions, dental practices can enhance efficiency, accuracy, and overall patient experience.

## Innovation and Unique Features

What sets the integration of virtual talent apart from traditional staffing methods is its ability to leverage cutting-edge technology to meet the unique needs of modern dental practices. Unlike conventional hiring, which can be time-consuming and geographically constrained, virtual talent integration uses advanced recruitment platforms that connect practices with top-tier professionals worldwide.

These platforms often utilize AI-driven matching algorithms to ensure the right fit for each role, taking into account factors like experience, skill set, and cultural compatibility. Additionally, cloud-based management systems facilitate seamless communication and collaboration between virtual teams and in-office staff, breaking down the barriers of distance and time zones.

**Case Study:** A prime example is Dr. Jensen's dental practice, which

faced chronic staffing shortages, leading to overworked staff and declining patient satisfaction. By integrating virtual administrative talent, Dr. Smith was able to offload time-consuming tasks like appointment scheduling and insurance processing to a team of experts, all managed remotely. This change not only improved operational efficiency but also allowed the in-office team to focus more on patient care, leading to a 28% increase in patient satisfaction scores within three months.

## Benefits to Dental Practices

The adoption of virtual talent in dentistry offers numerous benefits that extend beyond just filling staffing gaps. One of the most significant advantages is the improvement in operational efficiency. Virtual teams can handle a wide range of tasks, from billing and collections to patient outreach and follow-ups, freeing up in-office staff to focus on direct patient care.

Moreover, virtual talent brings a level of expertise and specialization that can be hard to find locally. For example, a virtual revenue cycle management (RCM) expert can streamline the billing process, reduce claim denials, and increase overall revenue – tasks that might otherwise overwhelm an in-house team. This level of specialization can lead to significant cost savings and improved financial performance for the practice.

**Case Study:** Consider the case of Precision Dentistry and Implants, which struggled with a high rate of billing errors and slow payment cycles. After integrating a virtual RCM advisor, the practice saw a 30% reduction in billing errors and a 15-day decrease in the average payment cycle, translating to a more stable cash flow and improved financial health.

## User Experience

One of the most critical factors in the success of virtual talent integration is the user experience. The technology and platforms used to manage virtual teams are designed to be user-friendly, ensuring that dental practices can adopt and integrate them with minimal disruption.

For instance, the onboarding process for virtual talent is often

## The future of dentistry lies in the seamless integration of virtual and in-office teams, creating a model that allows for maximizing patient engagement and EBITDA simultaneously.

streamlined, with platforms offering guided setup and training to ensure smooth transitions. This ease of use is further supported by intuitive interfaces that allow staff to communicate with virtual teams, assign tasks, and monitor progress in real time.

"Integrating virtual talent into our practice was one of the best decisions we've made," says Dr. Ballew. "The platform was incredibly easy to use, and the support we received during the onboarding process made the transition seamless. Our virtual team has become an indispensable part of our operation."

### Scalability and Flexibility

One of the standout features of virtual talent is its scalability. Whether you're a single-location practice or an emerging dental service organization (DSO), virtual talent can grow with you. This flexibility is especially beneficial for practices looking to expand, as it allows them to scale their workforce without the overhead costs associated with hiring additional in-office staff.

Customization is another key advantage. Virtual talent solutions can be tailored to fit the specific needs of a practice, whether that involves specialized administrative support, clinical assistance, or even patient communication services. This adaptability ensures that practices of all sizes and specialties can benefit from virtual talent integration.

Dr. Kildoo in Green Valley, AZ, used virtual talent to support its expansion into cosmetic dentistry. By integrating a virtual team specialized in patient consultations and follow-ups, the practice was able to manage the increased patient load without compromising on service quality.

### Future Development

As the dental industry continues to evolve, so too will the technology that supports virtual talent integration. Upcoming developments in this field include enhanced AI-driven tools for even more precise talent matching, advanced analytics for performance tracking, and expanded platforms that offer comprehensive support for both clinical and administrative roles.

Looking ahead, the role of virtual talent in dentistry will likely expand, with practices increasingly relying on these services to stay competitive in a fast-paced industry. By embracing these developments, dental practices can ensure they are well-equipped to meet the demands of the future, from improved patient care to enhanced operational efficiency.

The future of dentistry lies in the seamless integration of virtual and in-office teams, creating a model that allows for maximizing patient engagement and EBITDA simultaneously.

### Conclusion

As we explore the best of technology in this issue, it's clear that integrating virtual talent is more than just a trend – it's a strategic move that can transform dental practices of all sizes. By harnessing the power of advanced technology, dental practices can not only improve their operations but also provide a better experience for their patients. So, stop giving patients the finger by clinging to outdated methods, and embrace the future of dentistry with virtual talent integration.

Ready to learn more about how virtual talent can revolutionize your practice? Contact us today to see how we can help you integrate these cutting-edge solutions into your operations.



### Michael Bonanno

entered the corporate world of dentistry in 2008 and has since gained over 15 years of experience. He has served as an equity partner in a group of practices, a small DSO, and a dental transitions company. Additionally, Michael owned a virtual support company that supported hundreds of practices across the U.S. Currently, as the president of ZIA, he is focused on helping dental groups and practices maximize EBITDA by aligning their talent strategies with their business strategy, maximizing the value of both onsite and virtual teams.

# Revolutionizing Talent Acquisition and Optimization for Team Excellence



ZIA, led by Industrial Organizational Psychology PhD Candidate, Jonathan Bonanno, specializes in providing top-tier talent solutions tailored specifically for emerging dental groups and Dental Support Organizations (DSOs). Our comprehensive approach includes both virtual and onsite team integration, ensuring your people strategy aligns seamlessly with your business strategy.



## Why Choose US?

- **Leadership in Psychology**
- **Comprehensive Talent Strategy - Virtual and Onsite Teams**
- **Customized Solutions**

From single locations to large networks, we recognize the unique nature of every dental organization. Our strategies in psychology and human resources with an emphasis on cultural competency and organizational development aligns with our holistic approach to talent management, from recruitment and integration to ongoing professional development and performance optimization.

## Our Scope

### Recruitment and Selection:

- Identify and attract top talent for various roles within dental offices, DSOs, and emerging dental groups.
- Conduct comprehensive candidate sourcing, screening, and interviewing processes.

### Organizational Structure Development:

- Assist in designing and implementing effective organizational structures for DSOs and emerging dental groups.
- Provide strategic advice on team composition, roles, and responsibilities to optimize operational efficiency.

### Culture and Engagement Enhancement:

- Assess organizational culture and employee engagement levels.
- Recommend strategies to foster a positive work environment and improve employee retention.

**Tailored Support for In-House Recruiters:** Already have an in-house recruiting team? Perfect! We partner closely with your recruitment team, providing the expertise and resources needed to attract and retain top-tier talent effectively.

Schedule a complimentary talent-strategy call today!

Scan the QR code to connect ▶

[www.talentbyzia.com](http://www.talentbyzia.com)



# Integrating the Best of Technology: CE Zoom's Compliance Tracker Transforms CE Management

BY SHARON K. ALLEN, DIRECTOR OF MARKETING, CE ZOOM

## The Gold Standard in Continuing Education

More dental professionals in the United States use CE Zoom than any other continuing education platform because we are committed to continuous innovation. Our CE Compliance Tracker is the best-in-class solution for CE tracking and management, offering unmatched features, ease of use, and scalability.

## Simplifying CE Management with The SMARTEST Technology

Unlike traditional CE management systems, our CE Compliance Tracker is designed with a focus on automation and ease of use. State regulations can change rapidly, often without direct communication to professionals, and staying compliant can be a daunting task. Our CE Compliance Tracker takes the stress out of this process by automatically updating and monitoring CE requirements and credits in real-time, ensuring that you remain compliant with your state.

It's like having a personal assistant for your CE. Our technology seamlessly integrates with various CE providers, so when you take courses through CE Zoom, your CE certificates are automatically updated in your account. This not



Sharon Allen

only saves time but also reduces the risk of human error. The tracker's intuitive interface, combined with smart algorithms, provides personalized notifications, reminding you of upcoming renewal deadlines and required courses tailored to your state-specific regulations.

## Maximizing Dental Practice Efficiency

Manual CE tracking is simply not efficient. Once you experience the benefits of a digital system, like ADP, you would never go back to paper payroll. CE Zoom offers the same experience through automated tracking and managing CE.

You can easily manage employees and their licenses, along with each state's different rules and regulations. Our tracker ensures that all CE credits are accurately accounted for, reducing the risk of non-compliance and avoiding fines or loss of licenses.

## Transforming CE Compliance for the Dental Industry

The CE Compliance Tracker's scalability is one of its greatest strengths. Whether you're a solo practitioner or part of a large DSO, our tracker adapts to your needs.

We're proud to have a 100% retention rate among DSOs using CE Zoom to manage their employees' CE compliance, highlighting the reliability and value of our platform for dental organizations of all sizes.

## Experience the Best Technology in CE Compliance

CE Zoom revolutionizes tracking and managing Continuing Education for DSOs, companies, and individual professionals. Experience the best in CE technology and the seamless automation and efficiency in your practice.

Ready to bring the CE Compliance Tracker to your office or DSO? Let's get started! Contact us at [hello@cezoom.com](mailto:hello@cezoom.com)

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# Simplify and Scale Full Arch Restorations with Digital Workflows

Digital workflows are revolutionizing both the provisionalization and restoration of All-on-X. See how you can eliminate appointments and increase patient satisfaction.

BY NATIONAL DENTEX

As one of the largest dental laboratories in the U.S., National Dentex (NDX) is uniquely positioned to support your practice with full arch restorations. Our initiative to unify digital offerings provides a comprehensive solution for all workflow preferences and aids in choosing the best approach for your practice. NDX's combination of advanced laboratory technology, extensive field support, and robust educational resources helps simplify, standardize, and scale All-on-X treatments.

## Streamlining Surgical Procedures with Guided Solutions

For practices that value the predictability of guided procedures, NDX nSequence provides a range of proven and reliable surgical and prosthetic guided solutions. Our diverse workflows and pricing options ensure that every practice can find an approach tailored to their specific needs.

## Efficient Provisionalization for an Enhanced Patient Experience

Navigating the All-on-X landscape reveals that an efficient and predictable provisionalization process is crucial for both patient satisfaction and smooth practice operations. NDX supports a variety of workflows, including Photogrammetry and IOS alternative systems (Truss or Optisplint). We can design a provisional within an hour on the day of surgery for in-house printing or provide a fully finished



provisional ready for insertion within 24 hours. Additionally, if your practice utilizes facial scanning, we can seamlessly integrate this data for even more precise results. Our support extends to both guided and freehand surgical approaches.

For those who opt for the nSequence fully guided workflow, the convenience of receiving a planned provisional at the time of surgery, accompanied by support from our industry-leading All-on-Xperts, offers unparalleled convenience.

## Three Appointment Definitive Restorations: A New Standard

In the traditional analog world, definitive restorations typically required around five appointments. However, with NDX full arch options, we can streamline this process to just three

appointments, whether utilizing Photogrammetry, IOS alternative systems, or nSequence workflows. We offer a comprehensive range of restorative options, including solid zirconia, nanoceramic, traditional hybrids bars with acrylic, thimble restorations and other various full arch removable solutions. Your IOS is key to achieving a smooth and predictable All-on-X workflow.

## Unmatched Resources and Support

While many companies offer guides and restorations, NDX stands out with its nationwide network of Full Arch Specialists and Territory Sales Managers. These experts are available to visit your office, helping you navigate the myriad options and find the best fit for your team. For those interested in expanding their knowledge, NDX Education offers a wealth of resources, including on-demand and live webinars, as well as live educational events. Learn from industry experts at your convenience.

No matter where you are on your full arch journey, NDX is here to support you. Whether you're just beginning, seeking to build confidence in treatment planning and implementation, or an experienced practitioner looking to refine your workflow, we have the expertise and resources to assist. ■

# Unlock Your Dental Group's Potential with the New Efficiency Assessment GPT Tool

Discover operational insights and growth strategies with our interactive, AI-powered assessment.

In today's competitive dental landscape, operational efficiency is paramount to sustaining growth and ensuring the long-term success of your dental group. Understanding this, the Dentist Entrepreneur Organization (DEO) has enhanced its popular **Dental Leader Efficiency Assessment** by launching a new, interactive GPT-powered version.

This innovative tool, originally available as a static PDF, has been transformed into a dynamic assessment experience. Now, dental leaders can engage directly with ChatGPT to evaluate their practices in real-time, receiving tailored feedback and actionable strategies that align with their unique business needs.

The **Dental Leader Efficiency Assessment** consists of 20 targeted questions designed to gauge how well your practice is structured to handle challenges, maximize productivity, and achieve sustainable growth. Sample questions from the assessment include:

- > Do we have a clearly developed vision that aligns our team members, systems, and processes?
- > How effective are our weekly leadership meetings in driving consistent results?
- > Are our team members regularly provided with feedback and opportunities for improvement?

By answering these and other critical questions, you can uncover strengths within your organization as well as identify areas ripe for improvement.



## Benefits of the GPT Version

Taking the assessment through our new GPT tool offers several advantages over the traditional format:

- 1. Interactive Experience:** Engage in a conversational assessment that adapts to your responses, offering more nuanced and personalized insights.
- 2. Immediate Feedback:** Receive instant analysis of your responses, helping you pinpoint exactly where your practice excels and where it could benefit from strategic adjustments.
- 3. Actionable Steps:** Along with your results, the GPT tool will provide a clear and actionable next step.

## Why Take the Assessment?

Operational efficiency is a cornerstone of a thriving dental organization. Whether you're looking to streamline processes, improve team dynamics, or set a clear growth strategy, this assessment is designed to be a powerful diagnostic tool. It not only helps you measure current performance but also provides a roadmap for future success.

Furthermore, participating in this assessment allows you to leverage the DEO's proven growth framework, known as the DEO Profit Growth Model, which has already helped thousands of dental groups transform from fragile practices into robust organizations.

## Take the First Step Today

Empower your dental group to reach new heights by utilizing the Dental Leader Efficiency Assessment GPT tool. Discover where your practice stands, uncover opportunities for growth, and start making impactful changes today.

Ready to see how your dental group measures up?

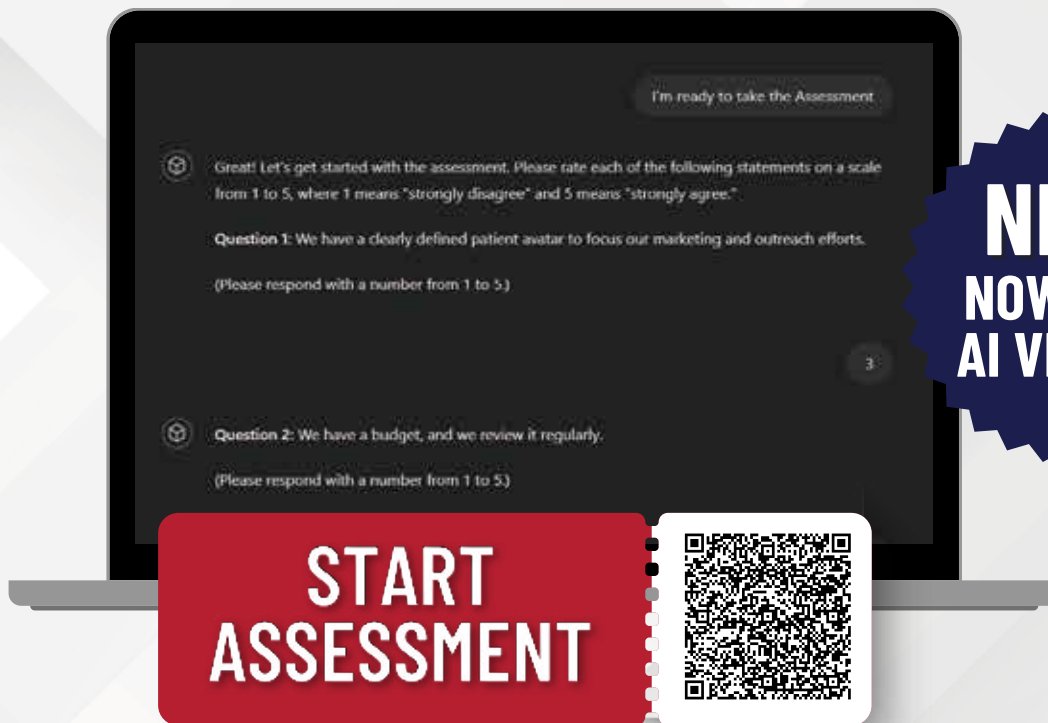
Scan the QR Code to take the Assessment Now! ■





# 20-Question Assessment

## Determine Your Dental Group Operational Efficiency Score



**NEW!**  
**NOW WITH  
AI VERSION**

- Identify business strengths and weaknesses
- Save money by resolving operational issues
- Boost efficiency by optimizing systems

# Beyond the Microphone

Unlock the secrets to building a thriving dental organization with DEO's Growth Secrets Podcast.



**Jake Puhl, CEO of The DEO and host, interviews a diverse line-up of dental industry leaders, revealing the secrets behind their success and extracting the tactics and tools they used along the way that can be incorporated by all listeners. In each episode, guests share their wisdom and insights in never-before-told stories that dig deeper into the challenges, failures, and triumphs that leaders face as they strive to build thriving organizations.**

## **EP #199: Essential Insurance and Retirement Strategies for Dental Entrepreneurs**

Jake Puhl, CEO of The DEO, hosts Shawn Johnson, VP of Business Development, and Lara Blaine, Property and Casualty Manager at Treloar & Heisel. They dive into the essentials of insurance and retirement planning for dental practices. Shawn emphasizes the importance of comprehensive insurance coverage and regular policy reviews, while Lara shares insights on managing property and casualty risks, including cyber threats and natural disasters. They share real-life examples, from tornadoes destroying new



practices to age discrimination lawsuits, highlighting the need for tailored insurance solutions to safeguard your practice and ensure peace of mind. *(Sponsored by Treloar & Heisel)*

## **EP #200: Unlocking the Clear Aligner Economy with PerfectFitOrtho**

In this episode, Jake Puhl, CEO of The DEO, hosts Jay Hogan, Vice President and Co-Founder of PerfectFitOrtho, and Dr. Noel Liu, Owner of Secure Dental. They dive into the thriving aligner economy and its impact on modern dental practices. Dr. Liu shares how he successfully integrated PerfectFitOrtho into Secure Dental, highlighting the ease of implementation and the substantial benefits.



They explore advancements in aligner technology, the financial advantages of incorporating aligners, and strategies to leverage this growing market. They also discuss enhancing patient satisfaction, boosting practice revenue, and streamlining operations by offering virtual consultations and weekly patient monitoring, reducing chair time while maintaining high-quality care. *(Sponsored by PerfectFitOrtho)*



Dr. Noel Liu

### **EP #201: Secrets to Successful Dental Practice Transitions**

Jake Puhl, CEO of The DEO, hosts David Haynes, VP of National Practice Sales at Menlo Dental Transitions. They dive deep into the intricacies of dental practice transitions, focusing on the current marketplace for exits, mergers, and acquisitions. David shares insights on creating competitive environments for selling practices, the importance of financial transparency, and strategies to maximize practice valuation. They also discuss how the market has evolved post-COVID and the growing sophistication of both buyers and sellers. This episode is a must-listen for dental entrepreneurs considering their future transition plans. *(Sponsored by Menlo Dental Transitions)*



David Haynes

### **EP #202: Innovative Strategies for Transforming Patient Experience with Tend Dental**

Listen in as Jake Puhl, CEO of The DEO, hosts Andy Grover, Co-Founder & Chief Development Officer at Tend Dental. This episode dives into Tend's unique patient experience approach, their rapid growth since launching in 2019, and innovative strategies in urban markets. Andy shares insights on navigating the challenges of expanding a dental group during the pandemic and Tend's vision for future growth. He highlights innovative practices such



Andy Grover

as personalized patient care, leveraging technology to enhance the patient journey, and designing welcoming, patient-centric clinic environments. These strategies have significantly increased their Net Promoter Score (NPS), boosted patient retention, and transformed the overall patient experience. Tune in for an inspiring conversation on revolutionizing patient care and setting new standards in the dental industry.

### **EP #203: Increase Practice Revenue and Patient Trust with Smile Warranty's Comprehensive Coverage**

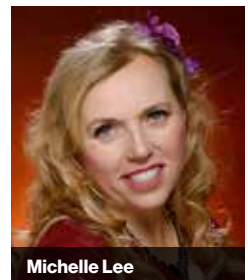
In this episode, Jake Puhl, CEO of The DEO, hosts Hilary Jorgensen, COO of Smile Warranty. They discuss how Smile Warranty covers every 'what if' in life, from accidents to poor hygiene, offering zero-cost retreats or repairs for patients. Hilary explains how this innovative warranty reimburses dentists up to their full fee value, not just what insurance covers. They dive into the benefits for both patients and practices, highlighting how Smile Warranty can enhance patient trust, boost revenue, and ensure comprehensive care. *(Sponsored by Smile Warranty)*



Hilary Jorgensen

### **EP #204: Mastering Dental Financials with Good Margins Dental Accounting**

Jake Puhl, CEO of The DEO, hosts Michelle Lee, Owner of Good Margins Dental Accounting (Super Accountants for Super Dentists). They dive into why having clean financials is crucial for dental practices, how transparency can impact decision-making, and the common pitfalls dentists face with financial management. Michelle also shares tips on optimizing financial practices, understanding where your money is going, and strategies for better financial health. Whether you're a solo practitioner or running multiple locations, this episode is packed with actionable advice to help you thrive in 2024. *(Sponsored by Good Margins Dental Accounting)* ■



Michelle Lee

# A Driving Force

**DSOs continue to transform the dental industry thanks to benefits to patients, practitioners and investors.**

BY ANDREW SMITH, CHIEF EXECUTIVE OFFICER, ADSO

**Over the last two decades, dental support organizations (DSOs) have revolutionized the dental industry, quickly becoming the preferred model for dentistry thanks to the benefits they offer patients, practitioners and investors.**

DSOs are catalyzing positive change by providing essential capital for growth, fostering innovation through strategic business expertise, and expanding access to critical dental care. By offering non-clinical support to dental practices, DSO-supported dentists can better focus on what they do best: providing high-quality oral care. By handling the business side of dental clinics, DSOs enable practices to run more efficiently and profitably.

The growth of DSOs is continuing to transform the traditionally fragmented dental industry. Small, independently owned practices often struggle to keep up with the demands of running a business. It's a situation further exacerbated by the dental workforce shortage, with many dentists spread too thinly and forced to take on additional duties typically handled by administrative staff and dental assistants. But thanks to better access to capital, efficiencies of scale and the ability to commercialize, DSOs are leveraging new technologies and best practices and have more effective workforce mobility. They are also putting patients more in control of their dental care due to



more flexible digital scheduling and access to state-of-the-art technology.

According to data from the ADA Health Policy Institute, more and more dentists are also increasingly choosing DSOs as their career homes. In 2022, for instance, 13% of American dentists were affiliated with a DSO. This is an increase from 10.4% in 2019 and 8.8% in 2017. Those numbers are higher among those who graduated from dental school less than 10 years ago, with 23% of them affiliated with a DSO. More dental school students are also

planning to join a DSO-supported practice, including 34 percent of graduating seniors in 2023, according to the American Dental Education Association (ADEA). This is a sharp increase from 12% in 2015.

As DSOs continue to capture a larger share of the dental market, they present a promising investment opportunity – with their global market size expected to reach \$454.7 billion by 2030. This growth represents a fundamental shift in how dental care is delivered, with DSOs leading the way.

One of the most compelling aspects of services provided by DSOs is the alignment of interests among the dental industry's key stakeholders: dentists, patients, and investors. Dentists are increasingly drawn to the professional and administrative support and the financial stability that these organizations provide. Patients are seeing the benefits in the dental chair, thanks to more face time with their dentist, more flexible scheduling, better access to state-of-the-art technologies and more affordable care. And for investors, this alignment translates into a stable and scalable business model with strong growth prospects. DSOs are not just a good investment – they are a smart one.

By offering a blend of innovation, growth and stability, DSOs have become a driving force in providing high-quality dental care and helping to close the oral care access gap for millions of Americans, including those in underserved communities. In a rapidly evolving market where innovation, accessibility and efficiency are key, DSOs offer a compelling investment opportunity. ■



# The Dental Vendor Directory

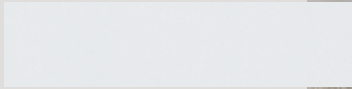
VOLUME 02 | OCTOBER 2025



# A-dec Inspire<sup>®</sup> 300

DENTAL  
FURNITURE  
COLLECTION

## FINISHES



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Designer White



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*Made for dental. Designed to perform.*

With an uncluttered profile and practical set up, A-dec's newest line of furniture bridges the gap between affordable and functional for the dental operator. Durably and sustainably made from top-of-the-line materials, A-dec Inspire 300 is crafted from parts and materials chosen specifically for the dental environment. Intuitive and minimalistic, it's everything you need, in a budget-friendly, pre-configured system.

[a-dec.com/inspire300](https://a-dec.com/inspire300)

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# Discover. Source. Connect.

**We believe the secret to building a thriving dental organization is to establish and cultivate strong relationships with the vendors you choose to work with. The Dental Vendor Directory is a curated list of vendors that comprise some of the most trusted and innovative leaders in the dental industry.**

## **Unlocking benefits**

While the process may feel daunting, investing the time to source and select the right vendor to partner with is crucial to your operations. As vendors learn and understand your unique needs, they become an extension of your business and collaborate with you to create superior solutions that directly affect efficiency and productivity, and ultimately your bottom line.

## **Directory navigation**

Each company is organized alphabetically by category so that you can easily find the product or service you're looking for.

Whether you're looking for practice management tools, the latest technologies, marketing support, or financial advice — use this directory as the starting point to guide you through the decision-making process.

**Disclaimer:** *All information provided is submitted directly from each company listed. The Dental Vendor Directory is an educational tool that should be followed up with due diligence, research, and direct contact with each company to ensure the products are aligned with your business goals and objectives.*

## A/R Management

**BILL**  
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BILL (NYSE: BILL) is a leader in financial automation software for small and midsize businesses (SMBs). As a champion of SMBs, we are dedicated to automating the future of finance, offering solutions that simplify and control financial workflows including payables, receivables, and spend and expense management. BILL connects businesses to a network of millions of members, so they can pay or get paid faster. BILL also helps dental organizations stay HIPAA compliant by safeguarding ePHI in AP and AR workflows. We are a trusted partner of leading U.S. financial institutions, accounting firms, and accounting software providers. For more information, visit [bill.com](http://bill.com) or [bill.com/industry/healthcare](http://bill.com/industry/healthcare).

## AI (Workflow)

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**(888) 683-2063**  
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**Robert.Brenneise@glidewell dental.com**



The [glidewell.io](http://glidewell.io)™ In-Office Solution makes same-day dentistry simple and affordable to clinicians everywhere. An open system design gives you the flexibility to pair the CAD/CAM system with the [fastscan.io](http://fastscan.io)™ Scanning Solution, or to your intraoral scanner of choice. Then, use the [fastdesign.io](http://fastdesign.io)™ Software and Design Station, where AI-powered one-click designs make the process of designing crowns easy and user friendly. Just confirm the crown design, then it's ready to mill. The [fastmill.io](http://fastmill.io)™ In-Office mill allows you to deliver fully sintered BruxZir® NOW crowns and bridges in a single appointment with no oven needed.

To learn more about the power of same-day dentistry with [glidewell.io](http://glidewell.io), visit [www.glidewell.io/promotions/tradeshows-q324](http://www.glidewell.io/promotions/tradeshows-q324).

## AI (Workflow)

**Denti.AI Technology Inc.**  
**(865) 551-9304**  
**www.denti.ai**  
**info@denti.ai**



Denti.AI empowers DSOs and private practices with cutting-edge, AI-driven solutions designed to streamline clinical workflows, reduce operational costs, and elevate patient care. Our suite of innovative tools—including voice-activated, assistant-free perio charting, AI-powered imaging analysis, auto-charting, and voice-enabled note-taking—automating routine tasks, enhancing compliance and documentation accuracy, and saves valuable chair time, all leading to increased productivity.

Seamlessly integrating with major Practice Management Systems like Dentrrix, Eaglesoft, Denticon, OpenDental, and more, Denti.AI provides a scalable solution that supports growth across multiple locations. Discover the transformative power of AI for your organization—visit [www.denti.ai](http://www.denti.ai).

## Clear Aligners

**PerfectFitOrtho**  
**(800) 313-4161**  
**PerfectFitOrtho.com**  
**sales@perfectfitortho.com**



Be happy with an empty chair by gaining the full processes, expertise and support that allow general dentist practices and DSOs to take on lucrative, effective and more hands-free clear aligner treatments. Start earning over 4x the industry average revenue per chair hour, decrease chair time per treatment and treat world-class smiles at scale. Get started with the only aligner agnostic virtual orthodontic service in the United States. Begin to sell, onboard, and treat clear aligner treatments, without the workload, chair time, or staff – in just three days with no upfront cost. Scan the QR code to learn more or book a demo.

SCAN ME





## Dental Marketing

**Influx Marketing**  
(888) 982-0775  
www.influxmarketing.com  
info@influxmarketing.com



### **Influx Marketing — The Digital Agency for Growth-Minded Dental Practices**

Influx is an award-winning digital marketing agency that specializes in crafting bespoke websites and targeted patient-acquisition campaigns exclusively for cash-pay healthcare providers. With more than a decade serving leading dental practices, Influx has earned a reputation for delivering top-tier results and proven strategies that are finely tuned to the unique needs of growth-minded dental professionals.

Combining world-class creative with results-driven digital, Influx's integrated approach to marketing encompasses in-house professional photography, video production, copywriting, digital advertising, and social media management. The company was founded in 2014 and is headquartered in Park City, Utah with offices in Los Angeles and Tampa.

## Dental Software

**ClariFi Health**  
www.clarifihealth.ai  
hello@clarifihealth.ai



ClariFi Health is a Business Management System designed to optimize dental group financial performance. ClariFi uncovers, quantifies and prioritizes the biggest opportunities in your organization to improve patient care and financial performance from a variety of disparate data sources. Our comprehensive operating system not only identifies opportunities, but also provides our customers with proven operating systems and processes to ensure execution from the C-suite to the practice level.

We offer unparalleled financial, operational and organizational reporting and automation capabilities via our vast data integrations with ERP systems, HR systems, Practice Management Systems, Marketing Systems as well as many industry leading vendors and partners.

## Dental Marketing

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What if you could generate more new patients without spending a fortune on marketing? At SMC, we don't just deliver leads — we teach your team how to master phone conversion, close more cases, and build lasting patient loyalty so that you see more production out of every dollar you invest in growth.

Imagine increasing your new production by \$62,256 in just 60 days. We helped one doctor achieve this by combining targeted marketing with coaching to optimize the patient journey. Let us do the same for you.

Schedule a complimentary consult today to see how we can help your practice grow.



## Dental Software

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www.videa.ai  
sales@videa.ai



VideaHealth is the dental AI platform trusted by the world's leading DSOs and dental clinicians. With FDA clearances for detecting potential signs of caries and measuring radiographic bone levels, VideaHealth is proven to improve diagnostic accuracy, clinical consistency, and treatment planning.

Our unique approach combines best-in-class AI capabilities with unparalleled white-glove customer support, ensuring measurable ROI for DSOs and seamless adoption for clinicians. VideaHealth focuses exclusively on empowering DSOs with the tools they need to deliver consistent, high-quality care across all their practices. As your dental AI partner, VideaHealth helps you elevate patient care, build trust between provider and patient, and grow practice efficiencies.

**Financial Services**

**Apex Payment Solutions**  
 (800) 270-7164  
[www.apexpaymentsolutions.com](http://www.apexpaymentsolutions.com)  
[success@apexpaymentsolutions.com](mailto:success@apexpaymentsolutions.com)



At Apex Payment Solutions, we're more than just a payment company. We're a solutions-focused company founded by a practicing dentist and a merchant services expert. Our unique insight into the dental industry allows us to offer a comprehensive suite of secure, transparent payment technologies designed to streamline operations and reduce operating costs, while providing outstanding customer service.

From our innovative Apex Zero Program to customized payment solutions tailored to your practice; we empower you to focus on providing excellent patient care. With a proven track record of supporting over 4,000 dental practices nationwide, we are dedicated to delivering unparalleled service and pricing.



**Law Firm**

**Dykema DSO Industry Group**  
 (214) 462-6400  
[dykemadso.com](http://dykemadso.com)  
[dykemadso@dykema.com](mailto:dykemadso@dykema.com)  
 1717 Main St #4200, Dallas, TX 75201



**The Leading Law Firm in Dental Services.**  
 Our experienced team of attorneys provides comprehensive counsel and skilled representation for a diverse range of sophisticated matters in the Dental Service Organization (DSO) space. Dykema's DSO group is a multi-disciplinary team known for delivering top-tier legal services and strategic guidance. Our expertise spans Litigation, Real Estate, Tax, Brand Protection, Corporate Finance, Mergers & Acquisitions, Employment Law, Health Care, Government Investigations, and Corporate Compliance. With demonstrated accomplishments and proven experience, our practitioners offer both individual and collective legal representation tailored to the unique needs of DSOs.

**Financial Services**

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Treloar & Heisel, an EPIC Company, is a premier financial services provider to dental and medical professionals across the country. We assist thousands of clients from residency to practice and through retirement with a comprehensive suite of financial services, custom-tailored advice, and a strong national network focused on delivering the highest level of service.

For more information, visit us at [treloaronline.com](http://treloaronline.com).

**Manufacturer**

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Adhese Universal is a single-component, light-cured adhesive for direct and indirect bonding procedures and all etching protocols. It is the only universal bonding agent available in the efficient VivaPen delivery form, which provides up to four times more applications per ml compared with conventional bottles. Adhese Universal offers reliably high adhesion values and the included desensitizing effect ensures minimal risk of postoperative sensitivities. Adhese Universal features an integrated desensitizing effect, which eliminates the need for a separate desensitizing agent. The integrated desensitizing effect of Adhese Universal minimizes the risk of postoperative sensitivity without the application of a separate desensitizing agent.



## Manufacturer

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**straumann**group

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[feedback.nam@straumann.com](mailto:feedback.nam@straumann.com)

In close and long-term collaboration with leading clinics, research institutes, universities, networks and communities, we develop, manufacture and supply dental implants, instruments, prosthetics, biomaterials and digital solutions for dental professionals. Our products are used in tooth preservation, regeneration, restoration, replacement and orthodontics. All treatment steps, the complete dental workflows, hardware, software and the customer and patient journey are either digitally supported or fully digitized and completely integrated.



## Manufacturer

**Zirc Dental Products**  
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Zirc manufactures innovative products that allow dental teams to be happier and work more efficiently. Zirc's extensive line of time-saving products increase efficiency, reduce stress, improve infection control, and elevate the patient experience. From Color Method to get you organized, to the innovative Crystal HD Mirror line that gives you extra brightness and visual acuity, or a wide range of isolation products, Zirc strives to help make patients more comfortable while making dental teams smile!

Ready to get colorful? Transform your practice by organizing instruments and materials effortlessly - schedule a demo today!



## Patient Communication Software

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(833) 200-2069



[www.callbox.com/dental](http://www.callbox.com/dental)  
[content@callbox.com](mailto:content@callbox.com)

As the leading provider of comprehensive phone solutions, Call Box believes the phone should be an asset to your organization, not an overwhelming liability to manage. Being top-notch on the phone shouldn't be complicated or time-consuming. That's where Call Box comes in. Call Box leverages human reviewers and artificial intelligence to track, review, and analyze 100% of the calls generated by thousands of dental practices and DSOs. This allows managers to gain in-depth, actionable insight into the outcome of their calls to connect with more patients, improve caller experience, and convert more appointments opportunities.

Discover how Call Box can help your practice optimize call outcomes and convert more opportunities into appointments!

## Patient Communication Software

**Mango Voice**  
(435) 466-2646



[mangovoice.com](http://mangovoice.com)  
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Mango Voice is the leading VOIP solution in Dentistry.

- 1. Mobile App:** No more missed calls when you're away from your desk. Access voicemails, texts, and make phone calls from your cell phone.
- 2. Support Team:** Our average wait time is 54 seconds. Yes, 54 seconds vs other phone companies 17 minute average.
- 3. Call Recording:** We save your phone calls for 24 months for no extra charge.
- 4. Key Reporting:** Track call usage, call minutes, inbound answer rate, and call volume within the practice.
- 5. Flexible Integrations:** We have integrations into over 30+ dental patient engagement platforms. These integrations range from cloud-based Practice Management Systems to server-based integrations. Visit our website for more details.

**PHILIPS**

# Philips Oral Healthcare teeth whitening solutions

Professional whitening options for every patient

innovation ✦ you





## Philips Zoom! in-office WhiteSpeed

- Fast, brilliant results right in your practice.
- Clinically proven to whiten up to 8 shades in 45 minutes.<sup>1</sup>
- Zoom! 25% HP gel used in combination with our Zoom! lamp targets staining components which Hydrogen Peroxide alone cannot.<sup>2</sup>
- 99% of patients surveyed experienced little to no sensitivity during treatment.<sup>3</sup>

## Philips Zoom! take-home custom trays

- Customizable solutions patients wear in the comfort of home.
- A wide range of hydrogen peroxide and carbamide peroxide gels to suit every patient's need.
- Custom trays ensure perfect fit and best results.
- Optimum whitening results within 2 weeks.



## Philips Sonicare Teeth Whitening Kits

- Professional grab & go whitening, sold through you.
- Whiten patients' teeth up to 5 shades<sup>4</sup>—no chair time required.
- High speed, low sensitivity<sup>5</sup> dentist-developed enamel safe gel formula.
- Patients mold trays in the convenience of their home.

Explore our portfolio of whitening solutions at [philipsoralhealthcare.com](https://philipsoralhealthcare.com).

<sup>1</sup> Assumes application of 25% peroxide gel.

<sup>2</sup> In a lab study, actual results may vary.

<sup>3</sup> Li Y, Lee S, Kwon S.R., Arambula M, Yang H, Li J, Delaurenti M, Jenkins W, Nelson M, Souza S, Ward M. Data on file, 2012.

<sup>4</sup> 72% of 64 participants using 9.5 HP formula, US, 2022.

<sup>5</sup> 81% of 67 participants, US, 2022.



## Membership Plans

**Kleer and Membersy**  
**(844) 965-5337**  
**kleer.dental/deofall**  
**support@kleer.com**



Kleer and Membersy offer a powerful all-in-one solution for dental membership plans, bringing together expert strategy, integrated software, and regulatory compliance to streamline your practice's operations.

Dental membership plans provide a straightforward alternative to traditional insurance. By charging monthly or annual fees, these plans grant patients access to exclusive savings on essential services like routine cleanings, exams, X-rays, and other treatments. This model simplifies care by eliminating hidden fees and reducing paperwork, leading to numerous benefits for dental practices, including:

- > **Enhanced Patient Loyalty:** Members are more likely to return to your practice for their dental needs, fostering a loyal patient base.
- > **Increased Case Acceptance:** With clear, upfront pricing, patients are more inclined to accept recommended treatments.
- > **Better Access for Uninsured Patients:** Membership plans provide an affordable option for those without insurance, broadening your patient base.
- > **A New Recurring Revenue Stream:** Monthly or annual fees create a stable income source, helping to smooth out revenue fluctuations.

Kleer and Membersy excel in providing features that enhance performance, scalability, and compliance:

- 1. Expert Strategy & Support:** With a combined experience of over 20 years, our team offers tailored plan design, office training, member support, and marketing services. We ensure that your practice not only launches its membership plan effectively but also benefits from ongoing assistance to maintain and grow it.
- 2. Regulatory Compliance:** Dental membership plans are subject to regulations in 35 states, with 25 requiring specific licensing. We handle the complexities of compliance for you, ensuring your plan adheres to all state requirements and relieving you of this administrative burden.
- 3. Integrated Software:** Our user-friendly software integrates seamlessly with your practice management system. This integration simplifies tasks such as member enrollment, tracking, and renewals. Additionally, our automated marketing features help attract new members. The quick setup saves time and allows your team to concentrate on patient care while efficiently expanding your membership plan.

By choosing Kleer and Membersy, you invest in a solution crafted to enhance patient satisfaction, improve operational efficiency, and support your practice's long-term success. Our comprehensive approach ensures that your dental membership plan not only meets your practice's needs but also drives growth and satisfaction for both your patients and your team.

Schedule your consultation with a plan expert today!

## Payment Processing Solutions

**NadaPayments**  
(929) 293-1800

**nadapayments**

[www.nadapayments.com](http://www.nadapayments.com)  
[Steven@nadapayments.com](mailto:Steven@nadapayments.com)  
[Roman@nadapayments.com](mailto:Roman@nadapayments.com)

NadaPayments is a cutting-edge payment processing solution designed specifically for dental practices, eliminating credit card processing fees while modernizing how payments are accepted and integrated into dental software. What makes NadaPayments unique is its robust suite of features, including text-to-pay, cards-on-file, bulk billing, and automatic payment plans. These tools streamline the payment process, enabling dental offices to manage billing efficiently and enhance patient convenience. Unlike other processors, NadaPayments removes the burden of transaction fees, allowing you to keep more of your revenue. With seamless integration, user-friendly tools, and dedicated support, Nadapayments is the ideal choice for practices looking to reduce costs, improve efficiency, and enhance patient satisfaction.

DEO members please visit: [www.nadapayments.com/deo](http://www.nadapayments.com/deo)

## Procurement Solutions

**SourceClub**  
(630) 650-6610

**SOURCECLUB**

[sourceclub.io](http://sourceclub.io)  
[Info@sourceclub.io](mailto:Info@sourceclub.io)

SourceClub is a Group Purchasing Organization (GPO) that helps dental offices save thousands of dollars on the same products they use every day. Other GPOs earn commissions, or kickbacks, from the companies they work with. Our no-commission model means we are on your side, with the mission to minimize the amount you spend on services, labs, and especially supplies. The typical practice saves 30-40%, or \$3-5,000 every month. As your outsourced procurement partner, we have never been beaten on pricing. Reach out for a FREE savings analysis today!

## Practice Management Software

**Planet DDS**  
(800) 861-5098

**planet**  
DDS

[www.planetdds.com](http://www.planetdds.com)  
[marketing@planetdds.com](mailto:marketing@planetdds.com)

Planet DDS is the leading provider of cloud-enabled dental software solutions, serving over 13,000 practices in the United States and having over 118,000 users. The company delivers a complete platform of solutions for DSOs and groups, including Denticon Practice Management, Apteryx Cloud Imaging, Cloud 9 Ortho Practice Management, and Legwork Practice Marketing. Planet DDS is committed to creating value for its dental practice clients by solving the most urgent challenges facing today's dental practices nationwide.

## Revenue Cycle Management

**AcceptCare,**  
**OrthoFi Dental Division**  
(833) 214-8036

**AcceptCare**

[acceptcare.com](http://acceptcare.com)  
[support@acceptcare.com](mailto:support@acceptcare.com)

AcceptCare is the first all-in-one fee and treatment presentation software for dental offices, developed by Denver-based software company OrthoFi. Founded by a team of dental professionals and technology enthusiasts, AcceptCare was designed to streamline your practice's case acceptance effortlessly to convert more patients. Trusted by over 2,000 practices and top DSOs, AcceptCare transforms the treatment acceptance process by allowing patients to review treatment fees and financial options digitally in one place, instantly submit one application to multiple lenders, and provide loan offers to every patient, regardless of credit. Automated pending treatment follow-ups via SMS & email allow patients to accept and pay for treatment after leaving the office.

Practice Broker

**McLerran & Associates**  
**(512) 900-7989**  
**www.dentaltransitions.com**  
**info@dentaltransitions.com**



McLerran & Associates is the industry leader in sell-side advisory for large practice owners seeking a DSO affiliation or private equity partner. Our process is designed to educate you regarding the EBITDA/market value of your practice and the options available in today's marketplace. From there, we create a highly competitive environment among multiple DSOs and/or Private Equity Firms to provide you the optionality and leverage necessary to find the right partner for your practice and negotiate the most favorable valuation and deal terms possible. By following our proven DSO affiliation process, we are proud to say that our clients typically achieve a 25% increase in their valuation and far better deal terms than they would have received by attempting to navigate the process on their own.



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**Brannon Moncrief**  
Principal, CEO



**Justin Klingshirn**  
Partner, M&A



## Revenue Cycle Management

**Medusind**  
**(800) 407-0106**  
**www.medusind.com**



Improve revenue, reduce costs, and speed up cash flow. What is Dental Revenue Cycle Management (RCM)? It is the art of managing the financial transactions between a dental provider, patients, and payers throughout the entire patient care journey, from initial appointment scheduling to final payment collection. With the complexities of dental billing and coding and the nuances of different insurance providers, it is no surprise that managing the Dental Revenue Cycle can be overwhelming.

At Medusind, we've provided the highest-quality Dental RCM Solutions for over 20 years. Our dental billing professionals support 21,000 dental providers across the nation, resulting in increased revenue without increased overhead. We can support every PMS and seamlessly integrate into your existing processes. And – because RCM isn't just for DSOs – we support every size dental practice.

Our suite of Dental RCM Solutions:

- › Eligibility and benefit verification
- › Initial claim submission
- › Payment posting
- › Claim denial management
- › Claim follow-up
- › Provider credentialing
- › PMS conversion assistance
- › Fee schedule entry & maintenance

Medusind's Dental RCM Solutions takes responsibility for tasks that keep your staff on the phone or in front of their computer, allowing them to focus on patient care instead of being bogged down by administrative tasks. Interested in learning more? Email [dental@medusind.com](mailto:dental@medusind.com) and start the conversation.

## Revenue Cycle Management

**Rectangle Health**  
**(800) 337.3630**  
**www.rectanglehealth.com**  
**Zack Query: [zquery@rectanglehealth.com](mailto:zquery@rectanglehealth.com)**



A leader in innovative healthcare technology for over 30 years, Rectangle Health is a trusted partner to more than 36,000 healthcare providers. The company's comprehensive platform, Practice Management Bridge®, streamlines daily business operations including communications and engagement, payments and reimbursements, and office compliance. Customers of all sizes, in all sectors of healthcare, rely on Rectangle Health's easy-to-use and scalable software to deliver a measurable increase in productivity and profitability, while improving patient experience.

## Staffing Solutions

**SupportDDS**  
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**www.supportdds.com**  
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SupportDDS provides dental-certified, dedicated and highly educated virtual/remote team members. You have a dedicated person whom you select and they work only for you! Our team members speak the Queen's English and are engaging and easy to understand with no long-term contracts.

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- > Scheduling/Phone Support
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