

# dentrix

MAGAZINE

## Become a Dentrix Financial Specialist

Master billing and insurance in Dentrix and earn the recognition you deserve.  
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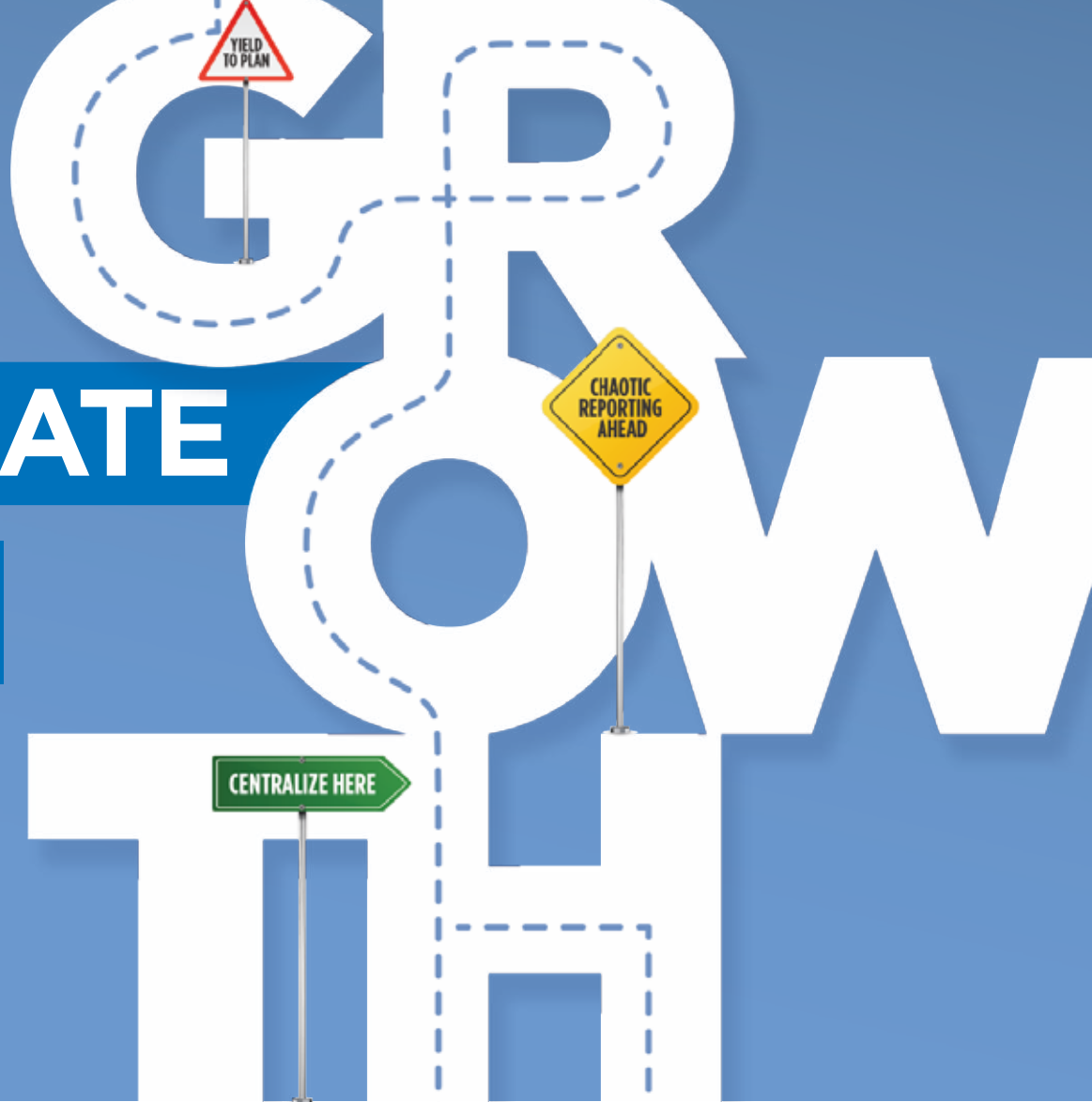


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**dentrix**  
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**5 Dentrix Reports Every Office Should Use**



**3 Important Tips to Attract New Patients Automatically**



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# Dentrix Mastery Tracks

## SPOTLIGHT

Dentrix Mastery Tracks™ helps dental professionals improve, measure, and demonstrate their Dentrix skills. Read on to find out about Paige Lilley, an insurance and billing coordinator who has completed eight Mastery Tracks tests and earned four specialist certificates.



**PAIGE LILLEY** | INSURANCE/BILLING COORDINATOR

### Where do you work?

Horizon Microscope Enhanced Dentistry,  
Dr. Christopher A. Laing D.D.S., Tallahassee Florida

### What is your title?

Insurance/Billing Coordinator

### How long have you been in the dental field?

6 Months

### How long have you worked with Dentrix?

6 Months

### Which certificates have you earned?

All of them! Dentrix Front Office Specialist, Dentrix Financial Specialist, Dentrix Practice Analysis Specialist, and Dentrix Clinical Specialist.

### What got you interested in Dentrix Mastery Tracks?

From the very first day I worked with Dentrix, I knew that there was a lot more to this program than what I was being shown. I started researching Dentrix training, which led me to Dentrix Mastery Tracks. Once I found Mastery Tracks I knew that this was the program for me. I completed all of the certificates and became a specialist in all 4 areas within 6 weeks of finding the program.

### How has participating in Mastery Tracks helped you use Dentrix?

The Dentrix Mastery Tracks showed me step by step how to complete a process the “Dentrix way.” There is no reason to mindlessly click around trying to figure out a way to do something, when Mastery Tracks training shows you exactly how to do it step by step. One of the most impressive things that I found in this training was that the tests were not just multiple choice, they were actual hands on situations that you had to complete to pass. Every time I learned a new process I immediately took that information back to the office to share with Dr. Laing.

### How has becoming a Dentrix specialist improved your career?

Being new into the dental field, becoming a specialist has given me the confidence in myself to know that we are using Dentrix the way it was designed to be used. For me, becoming a specialist was not just about improving my career, but improving the overall productivity and profitability of the practice.

### What is your favorite Dentrix tip or trick?

All of them! But my absolute favorite is entering batch insurance payments. I highlight multiple insurances by holding down the shift key and using the down arrow key on my keyboard. Once I have selected the insurances I click on the patients button that sorts the patients alphabetically. This is the most accurate and effective way to enter batch insurance payments.

Take a course. Take a test. Earn a certificate.

Visit [Dentrix.com/Mastery](https://Dentrix.com/Mastery) and start using Dentrix Mastery Tracks to help your team improve, measure, and demonstrate their Dentrix skills.



## ▼ Announcing New Insurance Payor Connections

### **DENTRIX** Attachments

Send electronic claim attachments.

Payor ID	Payor Name
ARCMS	Arkansas Medicare Advantage
CBWY1	Blue Cross Blue Shield of Wyoming
CBWY1	Blue Cross Blue Shield of Wyoming (FEP)
CX004	Blue Cross Blue Shield of North Dakota

### **DENTRIX** eEOB

Receive electronic explanation of benefits.

Payor ID	Payor Name
02027	Northeast Dental (ME, NH, VT)
02027	Delta Dental of Maine (Northeast)
02027	Delta Dental of New Hampshire (Northeast)
02027	Delta Dental of Vermont (Northeast)

### **DENTRIX** eClaims

Send electronic claims.

Payor ID	Payor Name
54398	Allina Health-Aetna
ARCMS	Arkansas Medicare Advantage
43259	Valor Health Plan
35416	PACE Nebraska
53534	PACE Southwest Iowa
72436	PACE Central Iowa

View the entire list of electronic payor connections using the Payor Search Tool at [www.dentrix.com/products/eservices/eclaims/payor-search.aspx](http://www.dentrix.com/products/eservices/eclaims/payor-search.aspx). You can search for specific payors or download the complete payor list.

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

## ▼ Dentrix G7.2 Completes Health History Module Expansion

In late May, existing Dentrix practices gained access to the latest and greatest Dentrix update, G7.2. Building on the rich legacy of Dentrix and the G7 series, G7.2 completes the three-part expansion of Health History and adds additional new features.

### Health History Conclusion

In Dentrix G7.0 and G7.1, we introduced the Health History module with tools to divide Allergies and Medical conditions into separate lists (with unlimited entries), the ability to enter and view patient medications prescribed by your office or other patient-reported medications, and fields for an emergency contact, a physician contact, and a preferred pharmacy in each patient's Health History.

Now, with G7.2, Dentrix users can rank criticality of conditions. The Health History icon then changes color for each patient, based on the types of alerts and the criticality, providing a quick visual reminder. Patient health pop-up alerts now appear in the Patient Chart even if a Health History pop-up alert is closed in the front office. For time-limited conditions such as a pregnancy, an automatic expiration date can be set when noting the condition in the patient's record, eliminating the need to manually update the patient's record.

### Other Enhancements

Beginning with G7.2, Dentrix Pay (introduced in G6.6) is now on the new WorldPay payments platform and is open to users on all G7 versions. Dentrix Pay lets users charge patients right from the Ledger and save a patient's card securely on file so you can charge it for each visit or for recurring payment plans.

For users who transact their insurance claims through Dentrix eClaims, a new feature allows them to set up credentials just once—from any workstation—and share those credentials with all workstations. Insurance eClaims can then be processed from any Dentrix workstation.

On-going Dentrix enhancements are designed to help enhance practice workflows, automate procedures, and reduce administrative workloads—which supports outstanding clinical care and provides more time to help patients have a great experience. To learn more about G7.2 features—and what is coming in G7.3—visit:

[www.dentrix.com/whats-new](http://www.dentrix.com/whats-new)



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or call **866.367.2711**. Seating is limited. **REGISTER TODAY!**



# Tips & Tricks

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

## Clinical

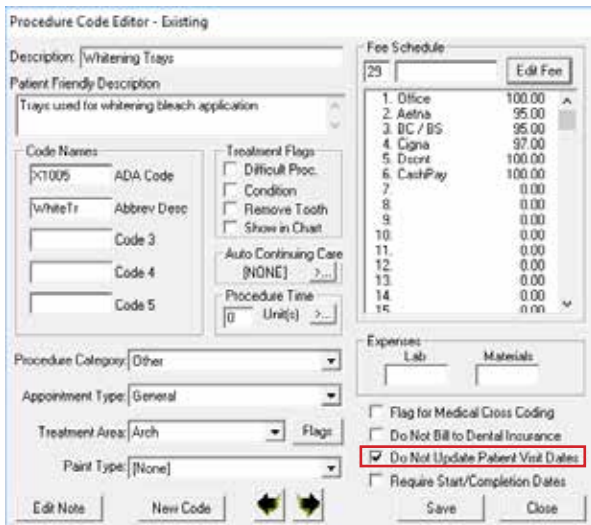
### Do Not Update Patient Visit Dates

When you complete procedures in Dentrix, one of the behind-the-scenes processes that happens is that the patient's last visit date in the Family File is updated to the date the procedure is posted. This date can tell you when you last saw a patient, and it's used to help determine active patient numbers in the Practice Advisor and Daily Huddle reports.

But what if a patient comes in to purchase some whitening supplies or an electronic toothbrush? These products may not require an appointment, but you still post them as procedures so you can add a charge to the Ledger. When you post them in the Ledger, the patient's last visit date is also updated, which may not reflect a true office visit.

In Dentrix G7, you can apply a setting to an individual procedure code so that when it is set complete in the Ledger the patient's last visit date is not updated.

In the Office Manager, select **Maintenance > Practice Setup > Procedure Code Setup**, select the procedure code to apply this setting to, and click **Edit**. Then check the box next to **Do Not Update Patient Visit Dates**.



## Front Office

### Customizing the Appointment Checklist

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

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

#### How To

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

#### Additional Tips

- You can have up to 12 appointment checklist items in Definitions. If you already have 12 items, you will need to either delete the items you aren't using or change them to new items you want to use.
- The **Definition Text** field is limited to 20 characters.
- Appointment checklist definitions are global settings, meaning they will apply to all computers in the office.



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[www.Facebook.com/Dentrix](http://www.Facebook.com/Dentrix)





Clinical

**Adding Patient-Reported Medications in Health History**

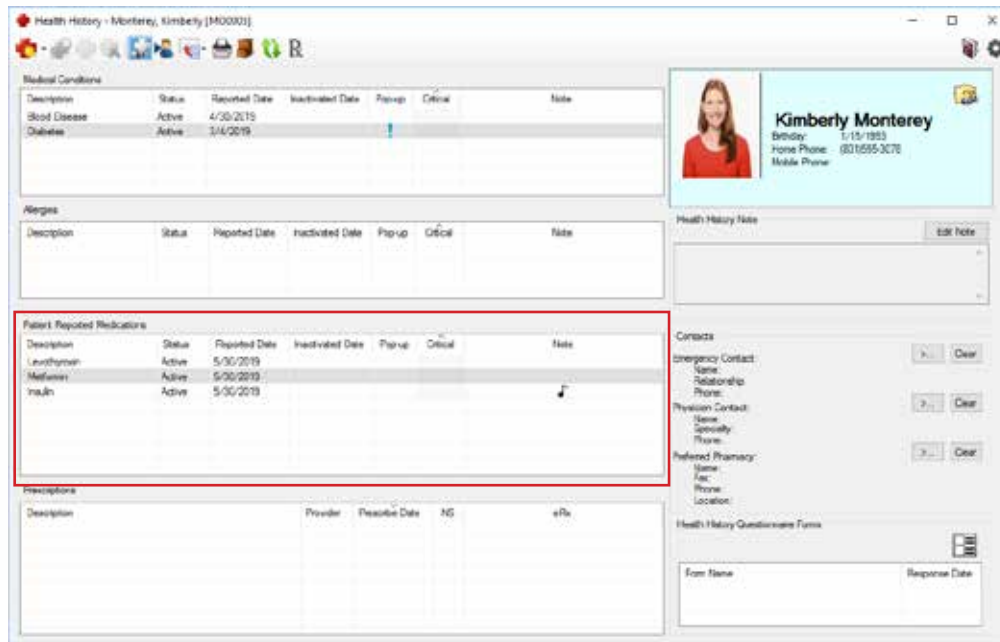
One of the new Dentrix features is the ability to record and track your patient’s medications. When you track patient medications, not only can you create a better understanding of your patients’ overall health, but you can also help to avoid the possibility of prescribing contraindicated medications.

When a patient fills out a questionnaire with the medications they are taking, you can take that information and add it to their Health History in Dentrix.

Here’s how:

1. With a patient selected in the Family File, double-click the **Health History** block.
2. Click the **Add** button from the Health History toolbar, and select **Medication**.
3. Enter the following information:
  - **Reported Date** - Defaults to the current date, but you can edit it if needed.
  - **Start Date** - Defaults to the current date but you can edit the date to reflect when the patient began taking the medication.
  - **Inactivated Date** - The date the patient stopped taking the medication.
  - **Display Pop-up Alert for this Patient** - Check this option to have an alert appear when you create a new appointment, open the Family File, etc.
4. To add a medication, click the **Medication** search button and do one of the following:
  - Select a medication from the list and click **OK**.
  - To add a medication to the list, click the **Setup** button, select the **Medications** tab, and click the **Add** button. Enter the medication description and click **OK**. The medication is added to the list, then click **Close**. Now, select the medication from the list and click **OK**.
5. Click **OK** to attach the medication to the patient.

Once you have added a patient’s medications, they are visible whenever you open the patient’s Health History.



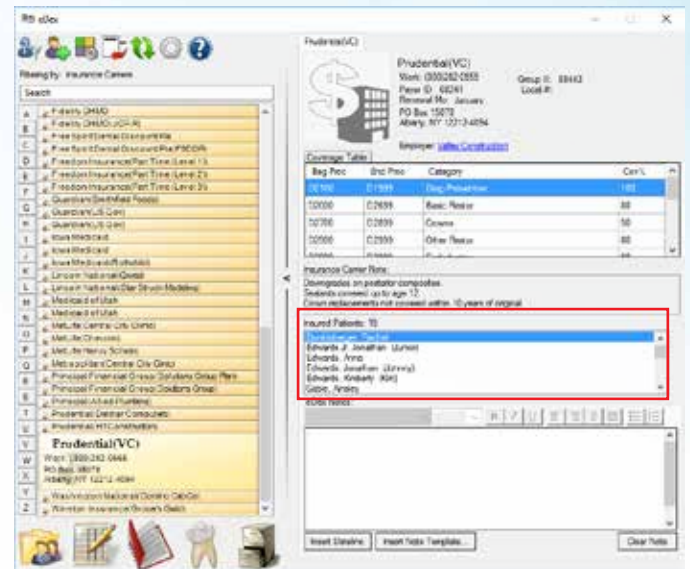
**Using eDex to Find Insurance Subscribers**

The practice owner is debating whether to continue to accept insurance carriers with fewer than 50 patient subscribers. He wants to know how many patients subscribe to each insurance carrier you currently accept.

Did you know you can accomplish this task using eDex? Here’s how:

1. From any Dentrix module, select the **eDex** button.
2. Click the **Set Filter** icon.
3. Uncheck all the filters except **Insurance Carriers**, and click **Close**.
4. From the list of carriers, select a **carrier**.

You can now see how many patients are assigned that insurance carrier, as well as the individual guarantor’s names.





Filing claims outside of Dentrix is a pain in

the <sup>*\*Required*</sup> , especially when

you have to retype information you just

typed two <sup>*\*Required*</sup>  minutes ago.

Get Dentrix eClaims so you can stop

<sup>*\*Select One*</sup>



insurance companies

blasting

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haggling with

and get back to your real job.

*\*Please complete the items highlighted above in red to continue.*

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# Become a Dentrix Financial Specialist

Master billing and insurance in Dentrix and earn the recognition you deserve.

ERIN BRISK | Senior Editor



**E**ven if your schedule is always full and you provide a high volume of quality treatment, your practice will not succeed if you don't manage your accounts receivable well. The bottom line is that your practice needs to bring in money in order to function, so you need at least one team member who specializes in managing accounts receivable and insurance in Dentrix.

Your practice needs someone who knows how and what to bill for procedures, understands how to explain balances to patients, and uses the tools in Dentrix to collect patient balances. It would be even better to have an insurance expert who knows how to set up insurance correctly in Dentrix, get accurate patient insurance estimates in the software, and manage claims and payments.

That's where Dentrix Mastery Tracks™ comes in. The Financial track in Dentrix Mastery Tracks will help you master the Dentrix knowledge and skills to set up and enter financial transactions, manage accounts receivable, create accurate financial reports, set up insurance plans, and process insurance claims.

Best of all, when you complete all of the courses and tests in the Financial track, you'll receive a Dentrix Financial Specialist certificate and earn the respect and recognition you deserve from your dentist and your peers.

#### What is Dentrix Mastery Tracks?

Dentrix Mastery Tracks includes courses and tests that help you improve your Dentrix skills and master the tasks you do every day. There are four tracks: Front Office, Financial, Clinical, and Practice Analysis. The

Financial Mastery track is ideal for office managers, billing/insurance coordinators, and other financial team members who routinely manage payments, billing statements, insurance, and financial reporting.

The courses are online and on-demand, so you can study wherever and whenever it's convenient for you, and you can learn at your own pace. All you need to get started is a Dentrrix Customer Service Plan and your Dentrrix customer ID number.

**Take a course. Take a test. Earn a certificate.**

The process is simple. You take a course and then take the test that goes along with the course. When you pass the test, you earn a certificate (Figure 1).

There are two courses in the financial track: Billing and Accounts Receivable Mastery and Insurance Mastery. You can take both courses from start to finish, focus your study on new skills you want to learn, or study processes you want to improve to make routine daily tasks easier.

The courses contain three to six lessons, and each lesson is made up of several topics. Each topic includes an introduction that describes a Dentrrix task and when to use it, a short video that shows how to perform the task, additional tips that give extra insights about the task, and a practice exercise that helps reinforce learning.

When you complete a course, you can take a test to check your understanding. If you pass the test, you'll earn a certificate to show your achievement.

**Become a Dentrrix Financial Specialist.**

When you pass both tests in the Financial track, you'll earn the Financial Specialist certificate (Figure 2). Earning the Financial Specialist certificate shows that you have mastered the Dentrrix skills to support patient billing and collections, insurance management, and financial reporting.

You have a wide range of experience and expertise, and you deserve to be recognized for everything you can do!

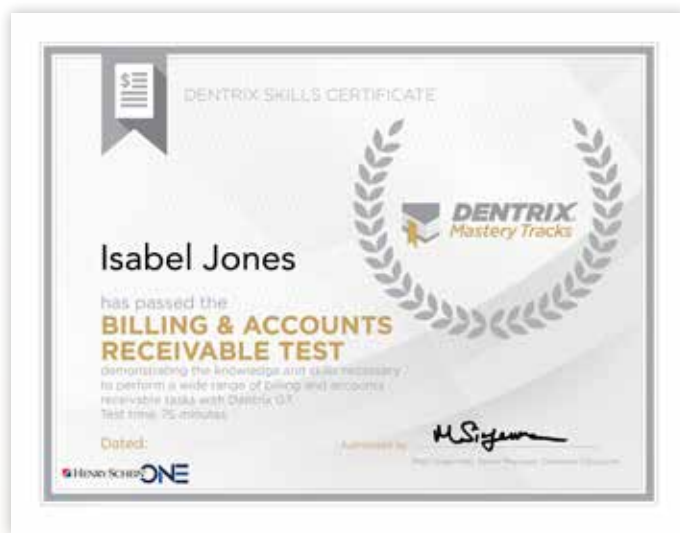


Figure 1 When you pass a test, you'll receive a certificate.

As a Financial Specialist, you'll be able to demonstrate your value as a skilled member of the dental team and earn greater respect, trust, and responsibility. You'll enjoy greater confidence in your own skills and find more opportunities to grow in your career.

Visit [www.Dentrrix.com/Mastery/Spotlights](http://www.Dentrrix.com/Mastery/Spotlights) to read interviews with several Financial Specialists and find out how becoming a specialist increased their confidence and made them a more valuable member of their dental team.

**Learn on your own schedule.**

We know your office is busy. We designed Mastery Tracks online learning and testing with flexibility in mind so you can easily fit it into your day.

You don't have to go through an entire course or lesson at once. Each lesson has 10-15 topics, and each topic is



Figure 2 If you earn both financial certificates, you'll become a Dentrrix Financial Specialist.



# How do I access Dentrrix Mastery Tracks courses and tests?

It's easy to get started!

1. Log in to the Dentrrix Resource Center at [www.Dentrrix.com/Resource-Center](http://www.Dentrrix.com/Resource-Center).
2. In the **Get Your Training** section, click **Enter**.
3. Click **Register** to create your learner account, or log in if you already have one. You will be required to create a personal username and password so you can track your learning progress.
4. Under **Study for Mastery**, click **Courses**, click the course you want to take, and then click a lesson to begin learning.

short and will only take three to five minutes to complete. Plus, the courses are set up in a system that allows you to mark what you have completed as you study. That means you can study a few topics at a time when you can fit in a little learning with the other things you're doing in the office. Then, when you return to the course, you'll know exactly where you left off.

Each Financial mastery test has 53-55 questions and may take up to 75 minutes to complete.\* The good news is that you don't have to take a whole test at once. You can pause a test and save what you have done, and then come back to the test at a more convenient time.

## What about team members who are new to Dentrrix?

The Financial Mastery track is ideal for team members with more than a year of experience using Dentrrix who are ready to advance their Dentrrix skills. If you're new to Dentrrix, there's an option for you too. You can get up to speed and learn basic Dentrrix skills by completing Dentrrix Essentials courses and tests.

The Essentials learning level is the foundation for Dentrrix Mastery Tracks. It includes brief courses and short tests of fundamental skills that are perfect for team members with less than a year of Dentrrix experience.

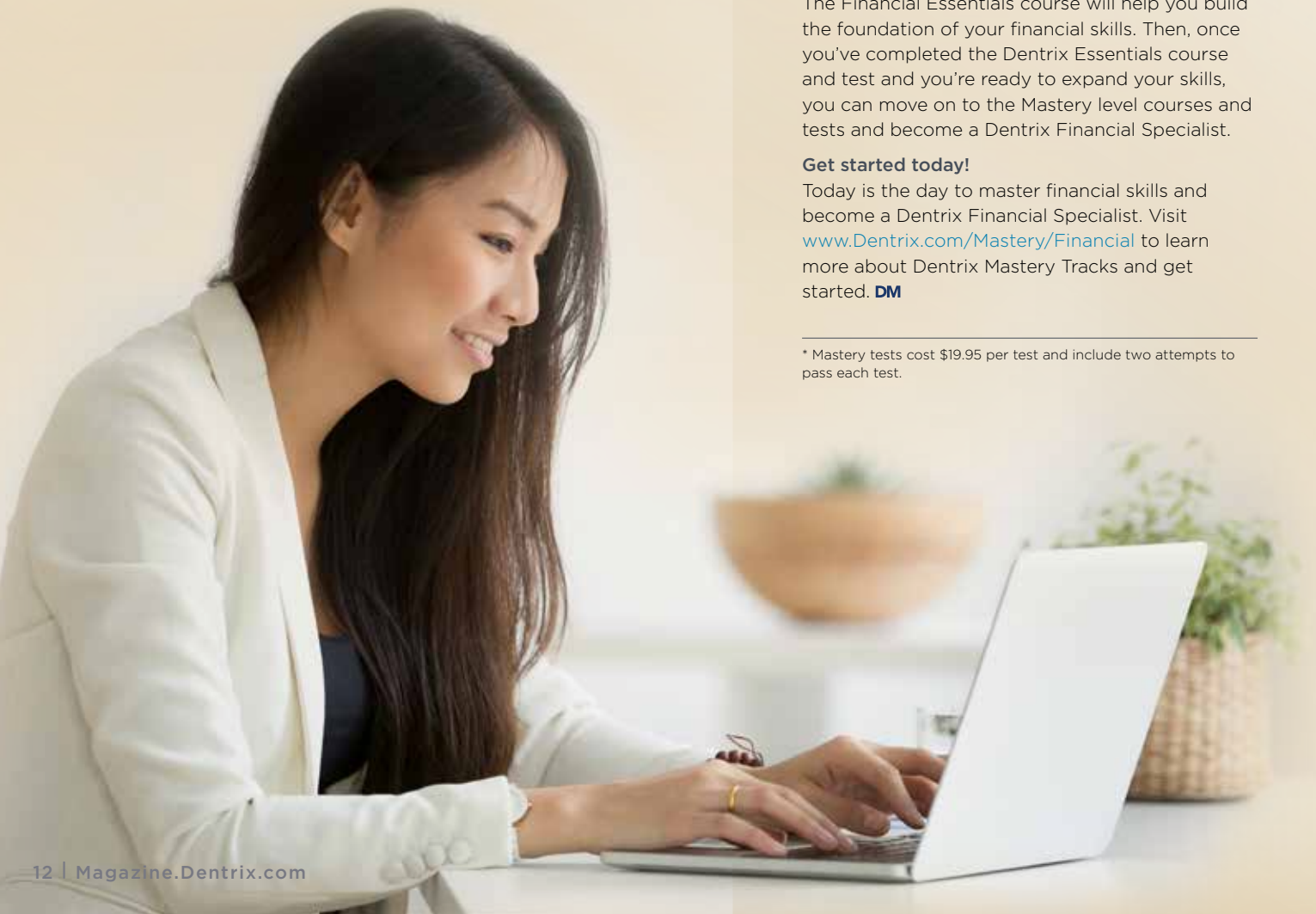
The Financial Essentials course will help you build the foundation of your financial skills. Then, once you've completed the Dentrrix Essentials course and test and you're ready to expand your skills, you can move on to the Mastery level courses and tests and become a Dentrrix Financial Specialist.

## Get started today!

Today is the day to master financial skills and become a Dentrrix Financial Specialist. Visit [www.Dentrrix.com/Mastery/Financial](http://www.Dentrrix.com/Mastery/Financial) to learn more about Dentrrix Mastery Tracks and get started. **DM**

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\* Mastery tests cost \$19.95 per test and include two attempts to pass each test.



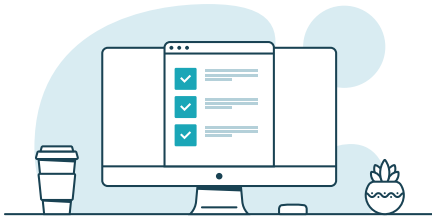
# All-in-one **Health History**



Knowing about a patient's allergies, medications, recent operations and all other medical conditions is essential in providing quality patient care. With Dentrix G7.2's expanded Health History Module, the number one customer-requested feature, you can quickly access vital information and get a full picture of your patient at the click of a button. Customize care by dividing Medical Alerts into Allergies and Medical Conditions and add as many conditions as needed. Take advantage of patient health history and expand the care your practice offers today with Dentrix G7.2.

To learn more visit [Dentrix.com/G7](https://Dentrix.com/G7)

# 3 Ways to Attract New Patients Online



Enhance your online marketing presence to make your practice easy to find.

**A**s a dental professional, you're already focused on delivering an excellent patient-centric experience within the walls of your office. But a lot happens online before your patients ever set foot in your practice—or even make the decision to do so.

In today's digitally-driven world, your online presence can make or break the success of your practice. It's crucial to dedicate the same level of effort and care to your virtual identity to ensure the right patients can find you—and once they do, they receive the best and most accurate impression of your practice.

## Get Social. Your Reputation Will Thank You!

Social media marketing has been steadily climbing for many years and shouldn't be overlooked when it comes to managing your reputation. Consumers—including your patients—turn to social media to share their experiences (both good and bad) and learn about friends' experiences. Too often practices don't take full advantage of social media.

Never underestimate the power of your reputation, especially online. Many consumers search for reviews, including on social channels, before choosing a new healthcare provider. A good reputation can bring those patients in your door, while a poor one can have them steering clear. Remember, positive reviews are a powerful marketing tool.

Managing your practice social media sites can be overwhelming and time-consuming, so let the experts at Henry Schein One help you expand and maintain your online presence with blogs, social media posts, and fresh web content using the practice marketing tools in the Dentrix Ultimate Service Bundle.

## Dip Your Toes in a New Pool of Patients

Accepting dental insurance is no longer the only way to reach new patients. There are additional options, such as dental savings plans, that encourage patients to obtain preventive and restorative care, improving both their oral health and your bottom line.

Dental savings plans are ideal for patients in your practice who cannot complete their treatment plan due to cost. Unlike traditional insurance, there are no health restrictions, annual limits, or caps on procedures, and plans activate

quickly (usually the same day). The patient pays you at time of service, based on the associated fee schedule of the plan they purchased.

This also eliminates paperwork hassles for your practice, as there are no claim forms to submit and no waiting for payment/reimbursement from network carriers. Patients can be presented with a treatment case and start to complete work the same or next day.

There are millions of uninsured and under-insured consumers looking to purchase a dental savings plan each month. Participating in one or more of these plans increases your visibility to these prospective patients.

For instance, DentalPlans.com markets and administers over 30 dental savings plans from 20 well-known network carriers. As a participating provider, your practice can claim your free profile and appear on top of the provider directory, which can help generate new patients. You'll also receive free customized marketing brochures to give to your patients.

## People Search for Everything. Why Not Your Business?

When you look for almost anything in a search engine, do you find yourself typing "near me" at the end of it? Each year this trend continues to increase, and it is now many consumers' preferred way to find everything from retail stores to health care providers. What does this mean for your practice? You must ensure your practice's profile is claimed on all free local directories and that you expand your online presence.

The Dentrix Optimum Pro Service Bundle helps you build a stronger web presence through accurate online business listings and positive reviews on Google and other sites. The reputation management tools in the Bundle can help you attract new patients and help ensure that when people search for dentists "near me" they are seeing your practice information with positive patient reviews.

Managing your digital presence and reputation by leveraging offerings like local search, social media, and dental savings plans are cost-effective and easy ways to market your practice. You can help patients find and engage with your practice and easily access dental care. It's a win-win for everyone. **DM**

## LEARN MORE

Find out if you're spending your marketing dollars wisely with a free, online Practice Marketing Assessment. Visit [assessment.henryscheinone.com](https://assessment.henryscheinone.com) to take the assessment.

To learn more about dental saving plans or to claim your free practice profile and appear in the carriers' provider directory, call 877-511-3720, visit [www.dentalplans.com](https://www.dentalplans.com), or email [PMP@DentalPlans.com](mailto:PMP@DentalPlans.com).

**SARAH PIZZUTELLI**  
SENIOR MANAGER, DENTIST  
MARKETING & OPERATIONS



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for our uninsured patients that  
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# Automate Patient Financing Workflow with CareCredit and Dentrix



Make it easier for patients to accept treatment so you can deliver the care they need.

**A**s a former treatment coordinator, I know there's a lot that goes into running a dental practice. We are tasked with critical functions like ensuring that our patients return for preventive care, that they follow through on recommended treatment, and that the practice gets paid in a timely manner. If you are the financial coordinator, it is also your responsibility to make sure the patient payments are posted correctly and that your team uses the right payment type. Luckily, some of these functions can be automated using Dentrix and CareCredit patient financing.

#### CareCredit payments post automatically in the Dentrix Ledger

In Dentrix G7.1 and later, CareCredit patient financing is integrated into the Dentrix Ledger, making it easier for patients to apply for financing and for your practice to process payment transactions. When clients pay with their CareCredit credit card, the payment is automatically recorded in the Dentrix Ledger. This streamlines the posting process and reduces the likelihood of human error in payment allocation. That's a win-win.

#### CareCredit helps patients accept treatment plans

CareCredit can also help you get patients who have unscheduled treatment back into the practice and healthy. As a former treatment coordinator, I would generate a Treatment Manager Report in Dentrix and then go through the list to identify patients. This part was easy. The more time-consuming task was to research the patients' available benefits and read any notes about why they chose to decline or delay care. Most patients did not schedule care because of cost concerns. When I contacted patients from the Treatment Manager Report, many would repeat their cost concerns to me. In response, I would initiate a conversation with them about financing options through CareCredit.

When a patient showed interest in the CareCredit credit card, I would encourage them to apply online at [carecredit.com](http://carecredit.com). At that time, I often had no idea if they were approved or not. I wouldn't find out until the patient called back or until they came in for their next re-care visit. I wish I were a treatment coordinator in a dental practice now, especially with the new CareCredit integration available in Dentrix G7.1 and later.

When you help patients apply, some of the information for the CareCredit application is auto-filled from your patient screen. And if the patient is approved for CareCredit patient financing, the first payment is automatically posted to the Dentrix Ledger. This feature can simplify and streamline the financing and payment process, saving you time and helping more patients move from the unscheduled treatment report to a scheduled appointment.

#### With CareCredit, you can script a better phone call with patients

My experience in managing a practice showed me how powerful words can be when it comes to helping patients get healthy. When cost is a barrier to dental care, I've found phone call scripts to be highly successful. Of course, whenever you use scripts, you should add your own personality to them, but they can give you a great starting point. Here are a couple of my favorites when patients express cost concerns:

- "I understand the doctor's treatment recommendation is an investment in your oral health. Many of our patients have found financing care is a great solution for their family. Would you be open to learning about financing and how you may be able to break the cost down into smaller monthly payments?"
- "The good news is your benefits will contribute to the cost of care, which means your investment in your oral health is only \$\_\_\_\_. Do you have the CareCredit health-care credit card? No? Would you like to hear about this financing solution many of our patients have found to be a good option for their family?"

You will find the CareCredit payment system and Dentrix integration so easy to use because it does so much of the work for you: choosing the correct payment type and automatically posting the CareCredit payment to the Dentrix Ledger. I encourage you to see for yourself how great this new integration is! **DM**

#### LEARN MORE

For more information about CareCredit, visit [www.dentrix.com/carecredit](http://www.dentrix.com/carecredit) and request a demo, or call us at 800-336-8749. You can also see the "CareCredit overview" topic in the Dentrix Help.

*Dayna Johnson, founder and CEO of Novonee and Certified Dentrix Trainer, helps cultivate Dentrix super users all over the world. Dayna Johnson partners with CareCredit to provide business advice to the dental industry.*

**DAYNA JOHNSON**  
CERTIFIED DENTRIX TRAINER



This article is an excerpt from "Dentrix and CareCredit Integration: Improve A/R, Scheduling, and Patient Care" originally published in the January 2019 Dentrix eNewsletter.

# CareCredit patient financing is now integrated with Dentrrix G7.1



It's now easier  
to help more  
patients  
get care.

- **Easier to transact.** Now CareCredit credit card transactions can be processed in Dentrrix G7.1 and automatically write back to ledger.
- **Easier to apply.** Patient information is automatically transferred from Dentrrix to the CareCredit application. Simply type in a few fields and click **"Submit"** and receive a credit decision within seconds.
- **Plus,** you can look up cardholder account numbers.

Upgrade to the latest version of Dentrrix today.  
To request a demo of Dentrrix or to see if you're eligible for an upgrade,  
visit [www.Dentrrix.com](http://www.Dentrrix.com) or call 833.471.7253.

To learn more about CareCredit, call [866.304.9064](tel:866.304.9064) or visit [www.carecredit.com](http://www.carecredit.com).



Schein1018DA

# Hardware as a Service: The Vital Decision You Only Have to Make Once

Let someone else take on the responsibility of maintaining, updating, and replacing your hardware.

Throughout my career, I have witnessed several businesses outsource their important processes thanks to technology. These decisions are usually made as companies grow and determine that the risk is too high to continue maintaining these services internally. In the 1980s, I was working at a company with over 100 locations and thousands of employees that outsourced their payroll and benefit services to a third party. Cost savings were significant, but risk and compliance were the driving factors. They made the move once and didn't have to worry about it again—it was a “life-of-the-business” decision.

Whether you've realized it before or not, you've probably made similar life-of-the-business decisions, probably with your practice management software and possibly with an insurance provider. It may be time to include network hardware, the technical foundation of your practice, among those third-party services and move to hardware as a service.

## First, what is hardware as a service (or HaaS)?

Think of it as leasing a car. More auto dealers are including maintenance packages with leases, which makes getting a new car a worry-free experience. Similarly, TechCentral by Henry Schein One has created OmniCore, which combines physical IT equipment with professional services to ensure that IT hardware, software, and security, including backups, are appropriately managed. With OmniCore, rather than incur the cost to purchase and support your networking hardware, TechCentral retains ownership of it, so they take on the responsibility of maintaining, updating, or replacing components automatically as they become out of date.

Based on my experience, here are five advantages of a hardware as a service platform, rather than the traditional method of buying and maintaining your technology on your own:

### 1. Reduced effort to manage computing needs.

Most dental practices simply don't have the resources to price and compare their IT equipment, let alone manage those components after installation. Time is valuable, and your time is better spent on providing patient care. Saving time, reducing effort, and eliminating worry is how a third-party service provides value up front.

### 2. Predictable budget planning.

With hardware as a service, the days of unpredictable service and maintenance fees are over. The hardware components are packaged together, eliminating the need to purchase components individually. That's the basis of OmniCore, also known as the “network in a box,” which meets the IT needs of practices for one low monthly cost. A full service support team is also included with the hardware, so if a dentist is tired of dealing with constant IT issues, OmniCore is a great solution for them.

### 3. Access to the most relevant technology.

By outsourcing your hardware, you no longer have to worry about the latest software patches, antivirus installments, Windows OS updates or even having the latest technology. TechCentral manages, updates, and replaces (if needed) the components. The network hardware, updates, repairs, and replacements are all included.

### 4. Fits the specific needs of your dental practice.

A local provider may not know the specific requirements to integrate tools unique to a dental practice. That's why it's valuable to choose a provider that specializes in dental hardware and software. With years of dental experience and IT industry partnerships, TechCentral is able to offer a free technology assessment to help you find the right IT hardware for your dental practice.

### 5. Helps manage risk as well as security.

The ability to continually monitor and maintain your server, alerting you to any problems or issues, is probably not a service your local IT company or nephew can provide. If you're tired of managing the lifecycle of IT equipment and the risk associated with ransomware and cyber-attacks, OmniCore could be the answer.

Without your network hardware working properly and securely, your practice can't function properly. In order to stay on top of technology you typically need to refresh your IT equipment every three to five years. Why not make a life-of-the-practice decision and put that burden on a trusted partner? Make this decision once and let TechCentral help eliminate your IT stress.

Request a free technology assessment and see if OmniCore is right for your practice. Visit [www.HenryScheinTechCentral.com/Omnimcore](http://www.HenryScheinTechCentral.com/Omnimcore). **DM**

Originally posted on Dental Product Shopper, Feb 20, 2019<sup>1</sup>

## DAVID BROOM

Senior Director of Product and Business Development, Henry Schein TechCentral



<sup>1</sup> <https://www.dentalproductshopper.com/blog/hardware-as-a-service-the-vital-decision-you-only-have-to-make-once>  
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