Office management of the digital variety

By Chadette Maragh, today Staff

Dental office-management education topped the schedule on Tuesday of the Greater New York Meeting as dental professionals of all types flocked to educational workshops and seminars with a Big Apple appetite for the latest in techniques and practices. Pioneers of paperless invoicing and payment processing, Dentrix provided dental practitioners with a half-day workshop, “The Dentrix Insight,” sponsored by Henry Schein Dental. Detailing effective approaches of simplifying insurance billing, schedule management and more to ensure a profitable and productive work environment, the three-hour morning event explored Dentrix’s expert-approved tricks and tips of the trade, making for an insightful experience for attendees.

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Scenes from the GNYDM

Dental students take a fun photo opportunity with a giant toothbrush at the Crest Oral B booth, No. 1226, Tuesday at the GNYDM.

The reps at ValuMax International (booth No. 2613) model some of the company’s most colorful gowns.

Visit Supersmile at booth No. 1308 to check out the company’s extensive whitening options available on site at this show.

Lucinda Rogers, right, and Katherine Leigh invite you to visit the Propel Orthodontics booth, No. 418, to learn about how Propel drivers can facilitate accelerated orthodontics.

Photos by Fred Michmershuizen and Sierra Rendon, today Staff
Dr. William Tant talks about the benefits of Planmeca’s ProMax Mid at booth No. 4028.

Stop by the Sensodyne booth, No. 618, and you can attend a mini-symposium, check out the interactive tables, visit the brushing station and, finally, take home a great goody bag of samples!

Stop by the MIS booth, No. 1423, and ask about the new MGUIDE Surgical Templates.

The folks at SS White (booth No. 2814) show off their pearly whites.

Dyan Jayjack of Henry Schein ProRepair (booth No. 4536).

Sam Turner, left, and Lindsay Allen of Coltene (booth No. 4202).

Derrick Parks of Beyes Dental Canada (booth No. 4500).

Mike Lofreso, left, and Chris Podley of CareCredit (booth No. 4212).
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Head over to the Ultradent booth, No. 409, to learn about the company’s many whitening options, including Opalescence Boost, Opalescence Go and Opalescence Take-Home Whitening kits.

Susan Miller helps attendees at the PhotoMed booth, No. 800, pick out the best camera for dental photography.

From left: Brant Herman, Harriet Norris and Bob Bellhouse of Mouthwatch (booth No. 3937).

Dustin Skoubo, left, and Kimberly Byer of PureLife Dental (booth No. 2808).

Dean Paul Hart, left, and Frederick Hart of Baby Buddy/Compac Industries (booth No. 4239).

Cami Hardy of Joey Boards USA (booth No. 5403).

From left: Anna Korpivaara, Brian Forth and Patrik Renholm of Futudent (booth No. 5221).

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Jill Beckman, left, and Allison Jones of the Academy of General Dentistry (booth No. 5703).

W. Michael Simko, left, and Susan Digiambattista of Trojan Professional Services (booth No. 5015).

Want to try out some ‘Amazing’ gloves? Stop by booth No. 1015 and pick up gloves so ‘Amazing’ and thin, ‘you’ll fly through your day’!

If you look hard enough, you just might find some ninja turtles on the exhibit hall floor!

From left: Cliff Jackson, Esther Rahinovich and Matt Robinson of IQ Dental Supply (booth No. 2203).

If you look hard enough, you just might find some ninja turtles on the exhibit hall floor!

Dane Carlson shows off a Seiler precision microscope on display with DC Dental Supplies (booth No. 5200).

From left: Jenny Reichert, RDH, Janie Wright, RDH, and Jason Burke at the Preventech booth (No. 4210).
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You know how those days go — all morning long, it felt like you were struggling to keep on track with the schedule. Your team is frustrated because they haven’t had their full hour lunch more than one day a week in as long as they can remember.

You walked by the sterilization room 15 minutes ago, and it sure sounded like they were complaining to each other because you said to work in that emergency, and they were struggling to figure out how to get to their kid at daycare on time. Again.

You want them to enjoy working here, but you have to be able to pay the bills. And your best assistant asked you again if she can have that raise you have been promising her. Don’t they understand?

Today will be another day of three chairs and patient after patient asking you questions about treatment, all eager to get started with getting their mouth fixed, but yet you still won’t see any of them show up on the schedule. They said they wanted to do the work, but for some reason, they never seem to come back and do it.

They say insurance doesn’t cover it, or they ask for a pre-determination. Too bad they don’t know the pre-determination doesn’t mean much. Today, you have 27 patients on your schedule and will work your butt off and still not have a chance to pee. It looks like you should be able to be done by 5, but today will finish worse than yesterday.

It feels like half of your patients are crankier than you are, and your team isn’t really talking to you today, and you know when you get home, all you will want to do is go to sleep and wake up on Saturday — except it’s still Tuesday!

It doesn’t make sense — you have taken C.E. courses every time they come to town. The new insurance plan was supposed to make things easier. You bought a bunch of new equipment to save money on taxes — of course now you have to pay for it every month — but why does it seem like the harder you work, the further behind you get? There has to be a simple reason.

Well, it turns out there actually is — and it’s something that you learned when you were about 5! Do unto others. More specifically, build systems in your office so that you can treat your patients the way you would want to be treated — comprehensively and with exceptional information to make good decisions — and produce a consistent experience time after time.

While doing that, add exceptional care — esthetic adhesive excellence like you see in the journals. But how? Well, the answer happens to be the foundation that LVI was built upon — building the excellence in a patient-centered practice. And the programs at LVI have been teaching clinical excellence and communication and business systems for almost 20 years to help doctors do a better job of not only seeing the patient but, more importantly, connecting with them. Two decades of not only communication but comprehensive diagnosis and clinical excellence. As a result, the doctors at LVI have a statistically higher professional satisfaction and income.

Isn’t it time you go find out what they are doing differently? Yes. Yes, it is — and congratulations on the journey you are about to start.
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No matter whether you are a general dentist, a specialist, a hygienist or an office assistant, there is something here for you.

On the exhibit hall floor, you can find hundreds of exhibiting companies that have plenty to offer.

At booth No. 3618, you can sit down and take in an educational presentation on many of the offerings available under the KaVo Kerr Group’s global portfolio of dental brands. All day long, speakers are offering information on KaVo, Kerr, Kerr Total Care, Pentron, Axis | Sybron Endo, Orascoptic, Peison & Crane, Marus, Gendex, DEXIS, Instrumentarium, SOREDEX, 1CAT, NOMAD, Implant Direct and Ormco.

Henry Schein Dental, located in the 4000 aisle, also has a wide range of resources available for dental professionals, including new advancements in digital imaging.

“We have multiple platform offerings — anywhere from an Apple OS to a Windows platform to a cloud version — so what we have seen this year is a big advancement in doctors wanting to move to different platforms and engage more in the cloud-type systems,” said Kim Diamond of Henry Schein Dental. “They want to include all of those types of technologies and integrate 3-D imaging, the digital workflow, 2-D intraoral imaging and scanning.”

What Henry Schein has been working on, Diamond said, is pulling these into one storage base. “We have seen a lot of activity in that area, and a lot of sales in that area,” she said.

You can learn more at Henry Schein Practice Management Solutions (booth No. 4627).

Henry Schein ProRepair (booth No. 4536), meanwhile, is offering a course on how to care for and maintain handpieces and other small equipment. The course is being held today from 2 to 5 p.m. in the 5800 aisle, Room 3.

“One of the best ways to maximize the life of handpieces is to learn how to properly care for them and to do some basic repairs in the office,” said Dyan Jayjack of Henry Schein ProRepair.

RevolutionWell founder Alex Nudel kept the ball going with “Growing Profitability in the Internet Age” delving into the profound effects of automatic patient-communication solutions ranging from your professional online presence to the quality of patient experience and retention.

Meanwhile, check out a quick sampling of what’s in store today:

• “Preventative Maintenance Dental Handpiece & Equipment Repair: Hands On Work.” Get your hands dirty with Henry Schein Pro Repair and Pro Service’s three-hour workshop on simple equipment repair and maintenance from air-pressure modifications to split syringes!

• “CPR Certification Course and Recertification.” Don’t choke under the pressure. Get certified at the GNYDM with Mark K. Riley as he demonstrates certified guidelines and applications for child and adult patients.

• “Decoding Digital Dentistry: What Works in Your Practice.” Get informed on the latest advancements in digital dentistry and how it can be implemented for day-to-day practice management and treatment.