

case study



## Dr. Gina F. Delia Keeps Her Practice on the Cutting Edge with Dentrix Ascend

Teaching at Columbia University Dental School keeps Dr. Delia on the leading edge of dentistry. To keep her practice on the leading edge of technology, she made the leap to 100-percent paperless records and web-based practice management.

Dr. Delia wears many hats as a solo practitioner. Until recently, one of those hats was computer technician. Her previous practice management system required servers taking up space in her office, plus hours of her time upgrading the software and troubleshooting computer problems.

“I was constantly having hardware issues,” she says. “We bought new computers with Windows 8 on them and they wouldn’t work with our system. Software updates were always a big deal. There were always glitches.”

Wanting to stay on top of current technology, Dr. Delia started researching cloud (web-based) practice management solutions. “Cloud-based is the future for all software programs, for all different types of businesses,” she says.

When Dentrix Ascend from Henry Schein came up in her research, she stopped looking. “No servers in my office, Ascend handles the upgrades. It was very appealing, and I had so much confidence in Henry Schein—why go with a stranger? I know Henry Schein stands behind all of their products and they know what they’re doing.”

## Easy Transition to EHR

After installing Dentrix Ascend, Dr. Delia found it so easy to use that she didn’t finish the training she purchased. “Ascend made the transition to web-based easy. It also made the transition to electronic patient records (EHR) easy as well. I’m fully paperless now,” she says.

Dentrix Ascend allows her to stay in touch with patients when she’s teaching at the university. “I’m very hands-on with my patients. They have my cell phone number. Now, wherever I am, I can pull up my calendar. If something is bothering them, I can immediately pull up their chart. I can access patient information from any type of computer, anywhere.”

## Everything Flows

In addition to the ability to manage her practice from any computer or location, Dr. Delia enjoys the user interface in Dentrix Ascend.

“It’s very easy to use. Everything flows. I love the dashboard and how clear and organized it is,” she says. “The pages are very clear, concise and clutter free. Everything just makes sense in the way you do it. The learning curve is so easy that someone with no technical savvy can get it. It’s not imposing in any way.”

The patient communication tools are another favorite feature in Dentrix Ascend. “I like using emails and text messages for patient reminders. My patients like it and expect it now. They like to see that their dentist is up-to-date with the latest technology.”



## Unexpected Benefits

Only a few months after installing Dentrix Ascend, Dr. Delia realized some unexpected benefits. She had planned to gain instant access to her practice records from any device; what she didn't expect was improved collection rates and bookings.

"Patients want immediate everything. With Ascend, I didn't lose the opportunity to make an appointment and get them in. I didn't have to check my calendar and call them back," she explains. "The insurance claims manager in Dentrix Ascend has helped so much with the speed of collections. I know something isn't falling between the cracks."

## A Lot for Your Money

Since using Dentrix Ascend, Dr. Delia has also experienced fewer missed appointments, better communication with patients, and less time doing paperwork.

"The insurance aspect is so much easier, with the ability to attach X-rays and other forms to insurance claims. And nothing is a la cart—my monthly subscription includes everything. You get a lot for your money."

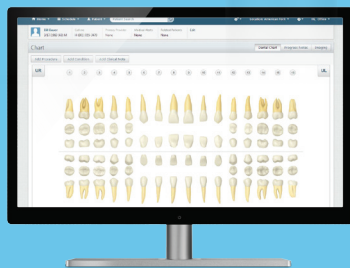
Dr. Delia recommends Dentrix Ascend for any dentist who doesn't want to worry about software. "If you're looking for something fast and efficient, something workable without glitches or navigation problems, something truly easy to use, it's Dentrix Ascend. The technical support is superior, with little waiting time, a knowledgeable staff, and complete follow-up on issues."

## Learn how Dentrix Ascend can keep your dental practice on the leading edge.



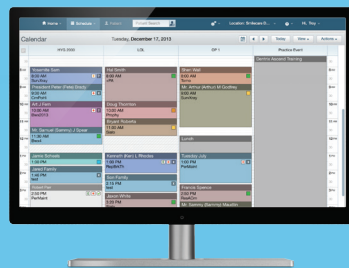
## Designed for the Cloud

Built on a secure, web-based architecture, Dentrix Ascend delivers the information and tools you need in an easy-to-use format. The logical workflow in Dentrix Ascend also makes it easy to get your team quickly up to speed. Each time you log in, Dentrix Ascend is easier to use. That's because the system adapts to the way you work. Over time it gets better and better at delivering what you need, when you need it.



## Clinical Chart

The clinical chart allows you to add procedures, conditions and clinical notes. A powerful filter makes it easy to sort and find your past notes.



## Schedule

The practice schedule lets you select specific operatories or providers. From here you can assign more than one provider to an appointment, confirm appointments and more.

## Practice Overview

Dentrix Ascend includes a predictive problem-solving feature called Goals, Problems and Solutions (GPS). This unique business tool identifies tasks that need attention and provides options for remediation to keep your practice on course.

