Dentrix makes your practice more profitable and productive:

- Dentrix Practice Advisor combines all of your practice’s key performance indicator (KPI) information you need into one unified report.
- Practice Advisor recommendations help you track and achieve performance goals and find new areas of opportunity.
- Dentrix Profitability Coaching offers one-on-one, expert recommendations for improving your practice’s best practices and profits.

MAXIMIZE PROFITS AND INCREASE PRODUCTIVITY

Dentrix Practice Advisor and Profitability Coaching

Knowledge is power—and profits. The more you know about your business, the better able you are to maintain a healthy, productive practice. Dentrix helps you compile all the key performance indicators that affect your business, puts them in an understandable context, and provides specific expert suggestions for making your practice more profitable.

The Insight You Need

The Practice Advisor, part of the new Dentrix Productivity Pack 7, compiles all the information you need to boost your productivity and profitability—in a format that makes sense. In just a single report, the Practice Advisor breaks down all your key performance indicators, compares them to industry-standard benchmarks, and clearly identifies areas that need improvement. Practice Advisor also offers the flexibility to customize benchmarks specific to your practice taking into account recommendations from your accountant and practice consultants. This saves your practice the hours it takes to run scores of business reports separately, compile them manually, and turn all that raw data into information you can actually use.

Much More Than Basic Reporting

Clear, comprehensive KPI reports are certainly valuable. But they become infinitely more valuable when you know what they mean and how they impact the health of your practice. That’s why Practice Advisor actually analyzes your reports, identifies problem areas, and presents you with specific, actionable recommendations.

Recommendations represent the latest thinking on best practice approaches and techniques from top practice management consultants. Presented in a clear checklist, the Practice Advisor recommendations allow you to focus on areas of improvement to make your practice more productive and profitable.
For example, imagine if you could see a detailed report on the number of missed appointments your practice is experiencing and how much money you’ve lost. The Dentrix Practice Advisor does this for you. But it doesn’t stop there, Practice Advisor then offers solutions to decrease missed appointments, such as sending reminder cards, emails and text messages with eCentral, just to name a few. Practice Advisor can help you analyze your Accounts Receivables. If your Accounts Receivables to production ratio is too high, Practice Advisor will flag it and offer recommendations such as:

- Review your aging reports, insurance aging reports and payment agreement reports to identify possible opportunities.
- Use eClaims to improve the turnaround time and improve your cash flow.
- See if patients on payment agreements are compliant with payment terms.
- Use PowerPay to automate the monthly payments for all of your payment agreements to improve the timeliness and reliability of payments.
- Use the Insurance Manager to track the status of unpaid claims. And if necessary resubmit or follow up with the insurance company.
- Use the Collections Manager to follow up with patients via phone, letters, etc. And customize messages to specific patients to help with your collections efforts.
- Determine if it is time to start the collections process on some accounts.
- And more...

**Professional Guidance**

Dentrix offers many ways to help your practice integrate industry best practices. The Practice Advisor tool can work hand-in-hand with the Dentrix Profitability Coaching program, a one-on-one solution. Profitability Coaching is an affordable new service designed to strengthen the connections between your Dentrix system and your productivity and profits. Delivered by experienced Dentrix coaches, Profitability Coaching is customized to your unique practice management to help you and key team members incorporate best practices into your daily routines and become more efficient.

After you review your key metrics and goals together, your Profitability Coach will begin a series of ten personalized conference calls. During each session your Profitability Coach will cover the planned curriculum, review your progress, and show you some of the tools that can help your practice achieve goals. And of course, you’ll have plenty of opportunities to ask questions, personalize the discussions, and talk through examples that relate to your own unique situation.

**Get Started Today**

To learn more about how Dentrix solutions can help you improve profitability and productivity for your practice, call 1-800-DENTRIX or visit www.Dentrix.com