

# DENTAL REVENUE DIGEST

Tips & Resources for Dental Practice Success

2022 / Vol. 4 / [dentalbilling.com](https://dentalbilling.com)



Complimentary  
for clients of



**7 ways to keep  
your dental office  
schedule full**  
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**How to increase new  
patient volume by 80%**  
without spending a dime **9**

**Losing track of claims**  
means finding yourself in  
hot water with patients **17**



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## How to increase new patient volume by 80%

While the above statement may sound too good to be true I assure you, it isn't. **pg 9**



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The patients in your dental practice are your most valuable asset and the reason you decided to pursue a career in dentistry in the first place.

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FULL SCHEDULE PROJECT  
MANAGER, eASSIST  
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# 7 ways to keep your dental office schedule full

The patients in your dental practice are your most valuable asset and the reason you decided to pursue a career in dentistry in the first place.

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Article by LINDCEE BARRERA, FULL SCHEDULE PROJECT MANAGER,  
eASSIST DENTAL SOLUTIONS

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**Y**ou entered into the healthcare field to provide 5-star dental care for your community, but as a dental practice owner it's also important to recognize that the total profit from your patient's treatment over time will make or break your practice. In order to keep your dental office on a successful path, you need to know how to keep your dental practice schedule full by improving your scheduling processes, increasing patient volume, and retaining your current dental patients.

## How can I improve my dental office scheduling?

Is your dental office schedule not as full as you would prefer? Does it start full, but end up looking like swiss cheese by lunch time? Here are a few tips to improve your dental office scheduling:

### Invest in smart marketing

You want more patients who don't just come in for one routine check-up and then never come back, right? Focus your marketing on attracting dental patients that will come to you for all their dental needs throughout their entire lifetime.

### Offer easy, online scheduling option for patients

While 85% of all dental appointments are still scheduled with a phone call, a study by Healthgrades found that 80% of consumers said they would prefer to make their health-care appointments online. Offering an easy, online scheduling option for patients will put you ahead of the curve and make sure you are appealing to patients who don't want to call the office.

“

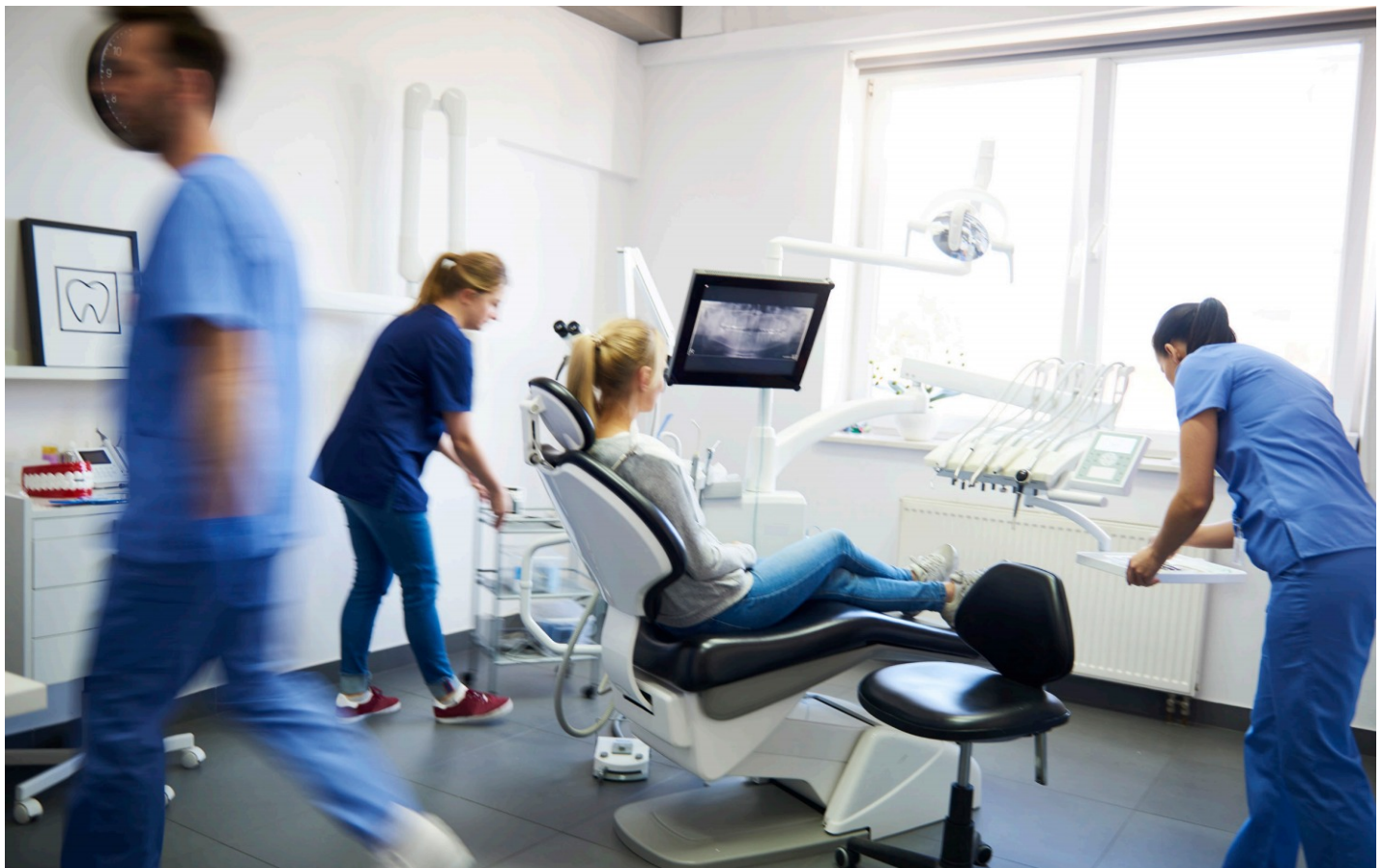
**80% of consumers said they would prefer to make their health-care appointments online.”**



### Have a dedicated billing line to keep your main phone line open for scheduling patients

Even with an online scheduling option, anywhere from 70-85% of dental appointments will be made over the phone. But here's the kicker: nearly 90% of new patients that call your office and are sent to voicemail, put on hold, or not appropriately greeted, will not call back. If the largest percentage of your patients schedule via telephone, it makes sense to keep your practice telephone line open and available. Check out the article on page 9 on maximizing your office phone line.





### **How to increase patient volume in a dental office**

Your practice may be experiencing an influx of patients calling your office to schedule, which can seem like a great problem to have. But the hard truth is that the average dental practice patient retention rate is just 41%, which means that only 4 out of every 10 new patients return to your practice for regular appointments. This is why many dental practices are working to fill the schedule but do not achieve their targeted growth goals. Here are a few tips to increase patient volume in your dental office:

#### ***Use the unschedule treatment report in your practice management software***

No matter your dental practice management software, you can find a list of patients with treatment plans that are not scheduled. This report — along with the standard recare cleaning report — should be worked regularly to welcome patients back to your office for the dental care they need.

#### ***Try different communication methods***

Does your office use different communication methods to remind patients of appointments and treatment? According to a [2020 PCMag article](#), [Soprano](#)

[Design](#) conducted a study in [2019](#) and found that 90% of people open a text within 3 minutes. On top of that, 65% of people view businesses that send reminders via text more favorably than businesses that don't!

#### ***Customize communication***

It is no surprise that, when interacting with patients, a real human is always better than a robot. Patients want to know that you are about them and their well-being, so having a [dedicated Scheduling Specialist](#) to reach out to your patients in a cordial, professional manner that positively represents your dental practice is essential.

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### How to retain dental patients

The ideal dental patient retention rate is 85%, which is far from the industry average. Our personal research shows that an average hygiene appointment, and ensuing production from the doctor's exam, leads to an average of \$471 of income per dental patient visit. This means that if you're not retaining your current and new patients, your practice is leaving money on the table.

eAssist Dental Solutions is here to help. As the nation's leading platform for remote dental billing services, eAssist has the network of **Full Schedule** specialists who are part of our platform respect your patient's time and personal boundaries, so you can have the peace of mind in knowing that your practice is represented cordially and professionally. Full Schedule is a premier, personalized communication service used to schedule patients for hygiene recall and unscheduled treatment.

Our platform makes sure that no one slips through the cracks and offers a unique, patient-centered communication plan that positively represents your dental practice. Whether it's been weeks or months since you've last seen your patient, your Full Schedule specialist will provide a personalized, professional message to them to welcome them back to complete their treatment.

**Click [HERE](#) to schedule a no-obligation consultation.**



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**90%**

**of new patients that call your office and are sent to voicemail, put on hold, or not appropriately greeted, will not call back.**

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**41%**

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**85%**

**is the ideal dental patient retention rate.**





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recare and unscheduled treatment  
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appointments scheduled in each tier and  
will offer a discount for any appointment  
not met in the appointment tier.



### Why is re-engaging your patients important?

- There is nothing more expensive in your practice than empty patient chairs.
- The American Dental Association (ADA) has determined that if a dental patient stays with a practice for 7-10 years, **they spend an average of \$653 a year.**
- **The ideal patient retention rate is 85%**, but the actual dental practice average retention rate is 40%. **This means there's lots of room to grow.**

SET-UP FEE	SMALL	MEDIUM	LARGE
<p>\$299 for non-eAssist clients</p> <p>\$199 for eAssist clients</p>	<p>20 scheduled appointments or \$10,000 In production value + 10 inactivations</p> <p>\$875 per month</p>	<p>30 scheduled appointments or \$20,000 in production value + 10 inactivations</p> <p>\$1,275 per month</p>	<p>40 scheduled appointments or \$30,000 in production value + 10 inactivations</p> <p>\$1,675 per month</p>

Add ons: Post op calls, pre-collecting, database cleanup available at an additional cost



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# 30%

The typical medical practice converts roughly thirty percent of calls from a prospective patient into a solid, kept appointment.



# How to increase new patient volume by 80% without spending a dime

Article by **DANIEL BROBOW, MBA, PRESIDENT, AIM MARKETING**



**W**hile the above statement may sound too good to be true I assure you, it isn't.

It is a generally accepted fact that the typical medical practice converts roughly thirty percent of calls from a prospective patient into a solid, kept appointment.\*

That's less than one in three.

Practices who commit to providing their team members with the training to become what we like to call Master Telephone Communicators convert closer to ninety percent of bona fide new patient calls into kept appointments.

That's nine in ten.

No sleight of hand – just simple math.

Effective health care marketing is about more than simply "leading a horse to water."

Put another way, marketing does not end once the phone rings: it only begins!

In thinking about success with marketing we like to use the chain analogy. As you know, a chain is only as strong as its weakest link. For far too many practices their weakest link is how telephone calls from first-time callers are handled. While you may well have an "A" Team, a specific skill-set is required to ensure calls from people who do not yet know, like, or trust you result in the desired outcome, namely, a solid and kept appointment.

## **Before You Make An Appointment, Make A Friend**

I will, in the lines that follow, be sharing some brief insights concerning this essential link in the success chain, what we refer to as The Art of First Impressions™ (TAFI). I'll simply take a moment to point out here what is likely already obvious to you:

***People don't care how much you know, until they know how much you care.***

It's this human element of the success equation with which TAFI is primarily concerned. We first ensure "buy-in" from the Team about the value of becoming a master telephone communicator, both to the practice, and their career, and how it actually simplifies the process of converting callers to appointments.

Next, we share the three components that comprise effective communication, as well as pitfalls to avoid, and opportunities to exploit.

Then, it's on to the emotional underpinnings of effective communication, followed by the art and science of effective questioning and listening.

We wrap things up with 'real world' cases of how to successfully connect with even the most challenging caller (you know, the ones who insist on knowing if you are in their network, the cost of a given procedure, etc.).

### **The most valuable instrument in your practice**

In a 'Ted Talk' I delivered to the American Academy of Dental Practice entitled All MVPs Know Their Box Scores I used sports teams, and how they, their management, the media, and their fans monitor their progress through the use of statistics, and why the dental practice should employ the same tools to monitor the progress and performance of their team members.

### **Let's Talk Baseball**

Specifically, I talked about: Runs Scored (New Patients), Wins (Patient Value), Team Overall Batting Average (% of calls converted into appointments), and Team Member Batting Average.

*By simply increasing the Team's Batting Average (percent of calls converted into solid and kept patient appointments) you unavoidably increase the number of new patients walking through your door.*

### **For example:**

- Your practice receives 25 prospective patient calls per month,
- Your Average Annual Patient Contribution to Overhead (AAPCO) is \$750 (a quite conservative measure),
- and
- Your current Team "Batting Average" is 30%, the addition to your annual bottom line is \$5,625.

Not Bad.

However, simply increasing your Current Team Batting Average to 80% (quite doable for a master telephone communicator) will result in an increase of \$9,375 (\$15,000-\$5,625) with no additional investment in marketing!

Now that you know the "why", let's address the "how!"

### **When I listen, people talk!**

Listening seems to be rapidly becoming a lost art. We're on a mission to change that. Why? Because people are far more persuaded by good listeners than good talkers.

In fact, it has been observed that, the more someone talks to you, the more likely they are to like you!

I'm reminded of a story related to me by renowned practice management consultant Dr. Bill Blatchford. He knew that one of his fishing guides was universally liked by everyone.

When he asked several such people what they liked so much about him, none could share the reason. So Bill decided to perform some "field research." He watched the guide interact with his clients. He was astonished to observe that the guide hardly ever spoke. When he did speak, it was typically limited to his enthusiastically saying "Really?" to almost anything that was said to him!

Put differently,

### **If you want to be interesting, Be interested!**

### **Seemingly simple things that 'make or break it' with first-time callers**

Now, I want to share several mindsets and behaviors which, while they may seem unimportant or even trivial to some, nonetheless have the potential to determine the outcome of a call from a prospective patient.

### **The "How are you?" Test**

If I were to call your office and, upon hearing your Team Member's greeting say:

**"Hello (Team Member's Name), this is Danny. How are you?"**

What would be his/her reply?

I can tell you that, based on thousands of such calls, in well over nine times out of ten the response would be a variant of:





***"Fine. What can I do for you?"***

While it might seem unimportant, such a response immediately sets the tone for the rest of the call – it suggests the Team Member views the call as an interruption and more important, because he/she does not know the caller, feels no need to show concern or courtesy toward him/her.

Now, compare the above response to the following:

***"I'm fine Danny.  
How are you?"***

This simple turn of a phrase, which I hope you will agree, requires no more effort, shows your prospective patient in a matter of seconds that you

care. By using the name (more on this soon), you also show that you *listen*, which, in turn, shows that you *care*. When it comes to connecting with strangers, that's HUGE!

*So if you ask: What's In A Name? The answer is: EVERYTHING!*

Dale Carnegie, author of the seminal publication [How To Win Friends And Influence People](#) (a must read for anyone who, well, wants to do as the title implies), wrote that "A person's name is the sweetest sound they will ever hear." Here's another Golden Opportunity to make a caller feel special and cared about.

Get (and use) their name!

This goes triple for callers with a difficult to pronounce name. Think about it: if you've gone through life where, because your name is hard to spell or say, people routinely refer to you as 'pal', 'chief', 'ma'am', 'buddy', or 'lady,' how refreshing would it be to have someone take the time to say "I'm sorry but, before we continue, would you mind if I confirmed the proper spelling and pronunciation of your name?" More important, *how do you think that would make them feel about you and your practice?*

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### Components of Effective Communication

Prof. Albert Mehrabian\*\* of UCLA published a study showing that the three components of effective communication are Verbal (the words we choose), Vocal (the way we use the words we choose), and Visual (hand gestures, eye contact, 'body language,' etc.). What is perhaps more revelatory and surprising is the percent each of these components contribute to effective communication. The verbal components accounts for only 8%, while the verbal component account for 37%, and the visual component is responsible for 55%; more than half. This alone goes a long way to explaining why people have challenges connecting with people over the phone.

### Bridge The "Visual Gap"

So how does one compensate for this lack of visual communication? It's simply a matter of carefully choosing and using the words with which we communicate. Specifically, we want to be careful to avoid negatively charged words and phrases such as 'don't', 'can't', 'won't', 'only', 'you must', 'it's your responsibility to', 'no we don't,' etc. and replace them with positive words and phrases such as 'concerned', 'caring', 'compassionate', 'affordable', 'yes we can', 'We'd be happy to,' etc.

***I leave you with one final mindset to recognize, and avoid, at all cost...***

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### The Self-fulfilling Prophecy Trap (SFPT)

SFPT holds that, when we label someone as undesirable, the quality of our communications inevitably changes, for the worse.

It's more common than you may realize. When someone calls your office asking how much a crown costs, requesting a second opinion, or wanting to know if you are 'in network' it's instructive to observe your initial reaction or expectation – even more fundamentally, how does such a call make you feel? If you feel uncomfortable, anxious, or have thoughts about the 'quality' of the caller, it is difficult not to have those thoughts and feelings affect your communication with the caller. There are several techniques available to avoid the SFPT including empathy, breathing, prepared responses, etc. all of which and more are part of the TAFI Training Protocol.

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### What's In A Question?

To successfully convert callers into appointments your Team Members must respectfully, yet deftly and quickly, gain control of and manage the call.

The best way to do that is to master the art and science of Effective Questioning Technique.

The master telephone communicator understands, not only *what* questions to ask, but also *how* and *when* to ask them.

---

### Closed Probes Place You In Control

A closed probe is a question inviting a short, simple answer such as yes/no, good/bad, today/tomorrow, etc. Because one need not be overly familiar with the person asking such questions to comfortably answer them, closed probes (also known as closed-ended questions) are a great way to start a conversation.

They're also a terrific way to manage the conversation, which is key to guiding the caller to the desired outcome, namely, an appointment.

### Open Probes Open Doors

Open-ended probes (questions) are more appropriate to ask someone with whom you've established a level of trust. That's why such questions are best left for later in the conversation with a first-time caller.

A significant part of The Art of First Impressions entails becoming adept at applying proper questioning technique which, while there are definite principles to follow, will nonetheless need to be tailored for the call (and caller) in "question."

**Always Remember:  
whoever asks the questions controls the call.**



### Make A Positive First Impression That Lasts!

I want to share with you the simple five-statement communication whose simplicity belies its power and value.

It represents the distillation and embodiment of years of research into quickly and consistently connecting with first-time callers to a dental practice.

We call it The TAFI Introduction.

If you're like me, my willingness to adopt a behavioral change is greatly increased when I understand *why* and *how* adopting the change will result in a significant benefit. I think it is, therefore, only reasonable to take the time to demonstrate why adopting The TAFI Introduction is so valuable.

#### The First 30 Seconds

In 1986 Leonard Zunin, MD published Contact: The First Four Minutes\*\*\*. Its intent was to address a problem its primary audience (physicians) face connecting with patients. As the book jacket explains:

*"In four minutes, you will know if the person you are talking to is someone you're interested in. Yes, it only takes about four minutes to decide. Yet in that brief time, you and your partner will have made an indelible impression on one another."*

When it comes to the telephone, your Team Member has more like 30 SECONDS to show the caller that they are someone to be trusted and believed.

That's where The TAFI Introduction comes in. Strict adherence to it empowers your Team Member to quickly and professionally:

- Establish rapport
- Convey empathy
- Exude enthusiasm  
*and most important...*
- Manage the call through effective Questioning and Listening technique.

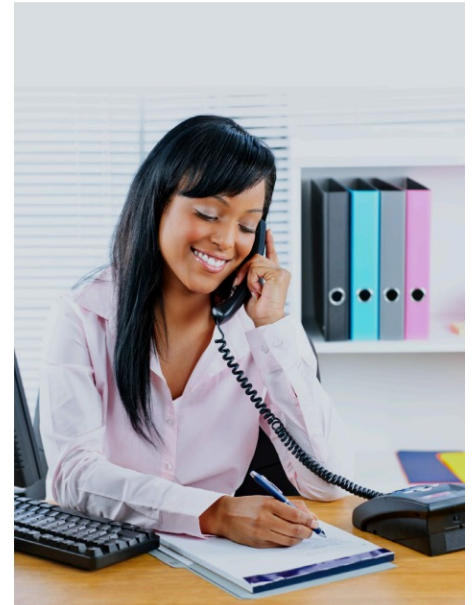
You will notice that the questions in The TAFI Introduction are all Closed Probes. I shared above that, until we earn the Caller's trust, it is inappropriate to ask questions requiring a more detailed response i.e. Open Probes.

Commit to creating a Team of Master Telephone Communicators, and watch your Practice soar!

\*[American Dental Corporation](#)  
Health Partner Survey, March 2014

\*\*[https://scholar.google.com/scholar?q=albert+mehrabian+communication+model&hl=en&as\\_sdt=0&as\\_vis=1&oi=scholar](https://scholar.google.com/scholar?q=albert+mehrabian+communication+model&hl=en&as_sdt=0&as_vis=1&oi=scholar)

\*\*\*<https://www.amazon.com/Contact-Minutes-Leonard-Zunin-M-D/dp/0345336925>



“

**In four minutes, you will know if the person you are talking to is someone you're interested in. Yes, it only takes about four minutes to decide. Yet in that brief time, you and your partner will have made an indelible impression on one another.”**



eAssist Honors

# Dr. William Goodwin

and the Team at Cardinal Dental Specialists

Article by JAMIE KING, eASSIST MARKETING MANAGER



Harrisonburg VA, June 2022 – Dr. William Goodwin and the Team at Cardinal Dental Specialists are eAssist's most recent recipients of the Top Practice Award. This honor is awarded each month to two exceptional eAssist clients who embody the values of integrity, expertise and grace, while providing exemplary patient care, running efficient operations, and giving back to their communities. Presented to the practice as a whole, the award recognizes the need for a cohesive unit to run a practice to the highest standards.

**Dr. William T. Goodwin II, FAGD** grew up in Newport News, graduated from Virginia Tech, and attended dental school at Virginia Commonwealth University.

After completing his Oral & Maxillofacial Surgery Residency at the University of Cincinnati, he and his wife moved back to the Shenandoah Valley where he began serving patients with his years of advanced education and training in oral surgery.

Dr. Goodwin is a Diplomate of the American Board of Oral and Maxillofacial Surgery, Diplomate of the National Dental Board of Anesthesiology, and Fellow of the Academy of General Dentistry.

The team at Cardinal Dental Specialists has grown to 14 strong and is proud to offer an especially wide variety of oral surgery, endodontic and periodontal services. The team includes: William Goodwin, DDS, FAGD; Periodontist Amy Reichert, DDS, MSD; and Endodontists Magdalena Holz, DDS, MSD; and Daniel Bartling, DDS. The dedicated staff includes 3 Surgical Assistants;



# oodwin

## ists with Top Practice Award

3 Patient Care Coordinators; a Financial Coordinator; Systems Coordinator; and Community Involvement Coordinator.

The practice promises excellent quality care, exemplary service, and unparalleled patient experiences. "Ours is a better way to experience surgery. We are dedicated to treating each and every one of our patients like family and to making their experience with us exceptional from beginning to end. We're committed to providing exceptional care using the latest techniques all in a beautiful, state-of-the-art office designed specifically with our patients' comfort in mind," explained Dr. Goodwin.

The experience begins with an inviting waiting room complete with comfortable seating, free wi-fi, work stations, and a beverage bar. The office features a rotating art gallery showcasing the work of Virginia artists. Comforting amenities during treatment include warm towels, blankets, noise-canceling headphones, and lip balm. Personalized after-surgery care packages

are offered to help promote a smooth recovery.

Outside the office Dr. Goodwin is passionate about living out his faith by giving back and being involved in the community. Hence, the Community Involvement Coordinator devoted to coordinating their ongoing efforts. Their eAssist team member lauded, "Dr. Goodwin and the team go above and beyond for not only their patients, but the community. Every chance they get they're finding a fun way to give back to the community, whether it's to nurses, teachers, or nursing homes. They make me want to be a better person every day. I couldn't possibly be more grateful to be a part of their family."

The fact that Cardinal Dental Specialists has been nominated as one of the best dental specialty practices in the Shenandoah Valley many times over is testament to how appreciated they are by their patients and community for all they do and how well they do it.

### About Cardinal Dental Specialists

At Cardinal Dental Specialists the team of four doctors and 10 staff specializes in dental implants, wisdom tooth removal, root canals, grafting, as well as many other oral surgery, endodontic, and periodontal specialty services. The practice serves the Harrisonburg, Virginia community and surrounding Shenandoah Valley, and is open five days a week.

#### Learn more at:

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

### About eAssist Dental Solutions

eAssist Dental Solutions, a Henry Schein company, is the nation's leading platform for dental billing and patient billing services for dental offices. eAssist serves thousands of dental practices through a proprietary technology platform that connects dental practices to vetted dental billing specialists, allowing practice owners to fully outsource their billing department to eAssist. The end-to-end solution enhances a dental practice's revenue cycle management and eases the burden on office staff, ultimately helping practices be more efficient, profitable, and patient-focused.

To learn more, visit eAssist online at: [dentalbilling.com](http://dentalbilling.com), [Facebook.com/eAssistMe](https://Facebook.com/eAssistMe), and [@eAssist.me](https://@eAssist.me) on [Instagram](#)





# Losing Track of Claims Means Finding Yourself in Hot Water with Patients

Article by **AMANDA STALNIK, eASSIST DENTAL SOLUTIONS**

**D**o you find yourself having difficult financial conversations with patients over balances that are not verified due to “pending” insurance claims? These conversations can go sideways quickly, with patients potentially losing trust in the office’s dental billing processes — and even overall integrity. While refined levels

“

**Help hold your dental billing processes to your standards, keep the valued trust of your patient base, and collect 100% of what is rightfully owed by tracking your claims.**

of communication is a key resource to have, there is a much more important, skill-based protection needed to stay ahead of these conversations: keeping track of outstanding claims.

## **What does “keeping track of outstanding claims” mean?**

Tracking the claim from start to finish is the best practice for dental billing processes to ensure the payment is received, applied correctly, and all accounts are reconciled. When looking at a patient’s account, here are a few things to notice:

- All claims for services rendered have been created, batched, and sent to the correct insurance company?
- Did the patient pay their estimated copay at the time of service?
- Were payments line-item posted to the correct providers?

- Are there any credits on the account? Are they accurate?

## **Why is this important?**

Collecting outstanding patient balances becomes increasingly harder when the patient’s account is not reconciled and verified as accurate. Many times the patient is confronted with an outstanding balance that is inaccurately calculated in the practice management software due to a claim not being sent to the insurance company, or even created in the first place. This will cause compounding chaos — including distrust in financial protocols and your patient collectibles to appear inflated month over month, just to name a few.

Help hold your dental billing processes to your standards, keep the valued trust of your patient base, and collect 100% of what is rightfully owed by tracking your claims. Need help? **We are here for you.**



**98%**

**Increase in Average  
Monthly Insurance  
Collections**

**70%**

**Increase in in Average  
Total Monthly  
Collections**

**82%**

**Decrease in Total  
Patient Balances**





## Dr. Rob Smith and the Team at Dripping Springs Family Dentistry Enjoy Deeper Connections and Higher Collections

**D**r. Rob Smith of Dripping Springs Family Dentistry founded his practice in 2000 with a mission that includes the simple but impactful phrase:

“

**We are here to serve our patients and each other.”**

– DR. ROB SMITH

From the beginning, Dr. Smith wanted to be more than the premier destination for family-friendly dentistry in a modern and relaxed environment. He established a vision; articulated his values of loyalty, relationships, integrity, compassion, and quality; and set about building a patient-focused culture that was as beneficial to the team as it was to the patients.

“Our goal is to create trusting relationships with our patients and inspire them to a lifetime of healthy, beautiful smiles. We provide state-of-the-art dentistry to achieve the best possible treatment outcomes, always with the patient’s best interests at heart. We’re enthusiastic and considerate, use an old-fashioned caring touch, and treat patients like family to make them feel as comfortable as they would be at home,” said Dr. Smith.

### **Administration: A Make-or-Break Component**

Despite the expertise of the doctor, the caliber of the administrative team, especially the office manager or lead administrator, can make or break the success of a practice.

Fifteen years ago Dr. Smith and Ms. Sunny Cardenas were fortunate to find each other. After opting to relocate away from the hustle and bustle of the Houston area, Sunny submitted her resume as Office

### **MEET DR. ROB SMITH**



#### **Dripping Springs Family Dentistry**

- Doctorate Dental Surgery, Baylor College of Dentistry
- 600+ hours of additional studies
- Founder of Dripping Springs TX Family Dentistry

#### **Learn more at:**

**[DrippingSpringsFamilyDentistry.com](http://DrippingSpringsFamilyDentistry.com)**

Administrator to “a cute little office in the beautiful Texas Hill Country outside Austin. And the rest, as they say, is history!”

In Sunny, Dr. Smith found an Office Administrator and team leader who wholeheartedly believes in the mission and shares his values. In fact, she credits their outstanding culture as one of the primary reasons

Dripping Springs Family Dentistry was honored as an eAssist Top Practice in August 2021 – awarded to the practice as a whole in recognition that it takes a cohesive unit to run a practice to the highest standards.

The precise details of what it takes to be a Top Practice may differ somewhat between the viewpoint of a practitioner compared to an administrator, but clearly Dr. Smith and Sunny have been in lockstep on what's most important over the years. From Sunny's perspective, being a Top Practice entails these key elements:

- A strong doctor with a clear vision who lives the values that support a great culture, provides leadership, and has a heart. And, of course, delivers superior clinical results for his patients. Not surprisingly, Sunny loves working for Dr. Smith, considers him “a really good guy” with whom she has developed a mutually trusting relationship over their 15 years of working together, to the benefit of the patients, the team and the practice.
- A strong team that drives the culture set by the doctor. Everyone must share the vision and core values; always keep the patient's best interest at heart; and communicate and connect with patients and one another. “It doesn't happen overnight; it takes time, resilience, good leadership, and heart from everybody. Everyone who comes into

the office can tell we have a great dynamic. It makes it easy to get up and go to work every day!” observed Sunny.

- Stay humble and hustle; always work to continuously improve for the betterment of the practice and patients.

---

### Improved Patient Connections

Sunny has always viewed dentistry as “extremely relational.” And yet, she and team members were frequently too bogged down with administrative tasks to be able to connect with patients to the degree they wanted to. In April 2020 Dripping Springs joined the eAssist platform to handle both dental insurance billing and dental patient billing.

Ever since, she and team members have had the time and energy to be much more relational with their valued patients. They're able to sit and spend time communicating and connecting on a deeper level, understanding fears and

anxieties, and listening to their stories. Another beneficial outcome is that “treatment plan acceptance has gone up quite a bit” – a plus for the patient and the practice.

Outside the office, Dr. Smith and the team are proud to connect with even more people in the community by supporting local events and school functions, and shopping locally.

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### Improved Operations

Operational excellence and efficiency have also improved as a result of Sunny's time and energy being freed up.

Since joining eAssist, average monthly production has increased by 53%. Instead of the in-house team being bogged down with the additional administrative workload, their eAssist team has simultaneously increased average monthly insurance collections by 98% and average total monthly collections by 70%, and decreased patient balances by 82%.



**eAssist has taken the busy-ness off our plates – time spent on EOBs, posting payments, calling insurance companies, playing phone tag, writing appeals, and following up. It's made all the difference in the world!”**

– SUNNY CARDENAS, OFFICE ADMINISTRATOR



“

**Thanks to eAssist,  
I can better perform  
my role as Office  
Administrator.  
I have time to  
communicate with  
the team, analyze  
systems and  
how well they're  
working across  
departments, and  
provide feedback.”**

– SUNNY CARDENAS,  
OFFICE ADMINISTRATOR

Equally valuable, she now benefits from the feedback she gets from her team because she's more available and accessible to receive it. She used to hear from her team that she was always so busy and they didn't want to bother her. And, she knew patients felt the same way.

She appreciates eAssist as “part of our team; if I have a question they're always there and they know what's happening. They give me and everyone else on the team time to communicate and connect with our patients and each other.”



To learn from others honored as eAssist Top Practices visit [www.dentalbilling.com](http://www.dentalbilling.com), and subscribe to our top-rated **How We Did It** podcasts on which **Dentists Teach Dentists** by candidly sharing their experiences, best practices, and what sets them apart in their communities.



**We have collected more  
than \$9.34 billion from  
insurance companies.**





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TO SCHEDULE

### Why should you completely outsource your billing department?

Dental insurance and patient billing processes have become increasingly complex, and now **requires a specialized skill set that is rare, difficult to find and verify, and often expensive to keep.**

Dental insurance and patient billing require not only skill, but *time* that your in-office team doesn't have. Outsourcing these tasks to skilled professionals allows you to **free up your in-office team's time to focus on what really matters: your patients.**

More than 70% of dentists are only collecting 91% of what they produce — this means **you are probably leaving money on the table that you are rightfully owed.** Increasing revenue means growth, bonuses, or meeting whatever your next goal may be.



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*"Lots of good info!"*

— DR. FORD



*"Format was great!!!"*

— DIONNE





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## Introduction to Dental Billing & Administration

Understanding the basics of coding and insurance administration is vital for effective reimbursement. Many dentists and members of their team seek to learn about these topics, but don't know where to begin.

We are excited to share this introductory series for those who are beginning their education in dental CDT coding and effectively filing dental claims.

***The entire Introduction to Dental Coding and Administration Course Series includes the following:***

- Understanding CDT
- Clean Claims 101
- Navigating the ADA Claim Form
- Coding & Administration Errors
- ...must-have course bonuses!

### The best part?

You can bundle the series with your favorite 2022 Practice Booster resource!

- Coding with Confidence
- Administration with Confidence
- Medical Dental Cross-Coding with Confidence
- Online Code Advisor



**SCAN TO  
GET STARTED**

“

A determining factor in assessing the dental billing knowledge of a new, or current, employee is that many dental administrators have either been self taught or trained by a previous Office Manager.”





# Dental billing knowledge is easier to find than you think

Article by **KINZI OWENS, BUSINESS DEVELOPMENT SPECIALIST,**  
**eASSIST DENTAL SOLUTIONS**

**Y**ou may be among the majority of dental practices that are struggling to find knowledgeable dental billers to add to your dental practice. Even if your practice doesn't participate with multiple dental insurances, a working knowledge of the dental billing processes is crucial to the success of your dental practice. Applicants either seem to possess the dental billing knowledge needed, but are demanding a higher than expected salary, or they don't have the knowledge at all. So this lends the question, is dental billing hard? Let's explore this question, and expand on why — even if it's hard — you need it.

For an explanation of what dental billing encompasses, [CLICK HERE](#).

## Is dental billing hard?

The dental billing processes encompass just about every aspect of your dental practice revenue cycle. A dental billing specialist needs a high level of knowledge to streamline these processes and keep your practice on the path to success. This begins with successful dental practice credentialing — or uncredentialing — and ends with retaining your current patients for life. But there is a long list of steps in between, and if even one of those steps is missed it can result in revenue disruptions.

A determining factor in assessing the dental billing knowledge of a new, or current, employee is that many dental administrators have either been self taught or trained by a previous Office Manager. Until recently, this was the primary form of "training," which usually included practices that worked for that specific office, but aren't universally applicable best practices.

To read all of the 22 dental billing processes, [CLICK HERE](#).

“

Is dental billing hard?



65%

of dental practices  
are participating  
with dental insurance



## Annually, the average dental practice loses 9% of collectible revenue to missed dental billing processes.

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### Why is dental billing crucial?

Research tells us that nearly 65% of dental practices are participating with dental insurance — due to 50.2% of the adult population in the United States utilizing private dental insurance. This means that dental billing is crucial to your dental practice's revenue cycle.

Annually, the average dental practice loses 9% of collectible revenue to missed dental billing processes, which can add up quickly regardless of the size of the practice.

### Here's an example:

---

Dental practice monthly production:

**\$100,000**

---

Dental practice monthly collections:

**\$91,000**

---

Uncollected revenue each month:

**\$9,000**

---

Uncollected revenue over 12 months:

**\$108,000**

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Uncollected revenue over 30 years:

**\$3,240,000**

And this example is only if your dental practice were to stay at a consistent monthly production for 30 years. But you may have goals for growth — adding a hygienist or associate, doubling your new patient volume, etc. Which means your uncollected revenue is in danger of being even higher.

---

### The benefits of having dental billing specialists on your team

This is why it is important to have dental billing specialists on your team, that are extremely knowledgeable in all of the dental billing processes and best practices. [eAssist Dental Solutions](#) is the nation's leading platform for dental billing services and has dental billing specialists that know the dental billing processes forwards, backwards, and upside down. They also have access to industry experts and an expansive knowledge base.

All of this adds up to increased cash flow, more time for patient care, and no more revenue cycle disruptions for your dental practice.

Email [LearnMore@eassist.me](mailto:LearnMore@eassist.me), call (844) 327-7478, or click below to start your enrollment.



# The results are in.

The nation's lead dental billing platform as been named a Dental Product Shopper Best Product

**Dental Product Shopper's review of eAssist Dental Solutions resulted in a 4.9 out of 5**, only the third nearly perfect score in the history of Dental Product Shopper! You can read the full review [here](#).



Key takeaways from Dental Product Shopper's review:

- We help your staff, we don't replace them
- We don't get paid unless you get paid
- No long-term contracts
- No software changes needed

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**Working with Dental Buying Power has been phenomenal! The results speak for themselves. Overhead is lower, net income is higher and I am working less. It has been a career game-changer!”**

— JON FLUID DR. / DMD, MERIDIAN, IDAHO

## HOW IT WORKS

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