

# LET ME HELP YOU!



**“I once burnt my boat for the insurance money... then realized I don't own a boat.”**

I have some great quotes from business leaders on the importance of good help. However, I ran with the insurance money quote because it made me laugh. This article is about help. In my opinion, help is one of the most common quandaries for a dentist. Like many entrepreneurs, dentists often fall into the work trap of a small business. The owner is the operator and often does not ask for help; or does not find the right help; or fails to delegate appropriately. The result is an owner who spends more time at the clinic and often feels less organized. Dentists by nature are caring people and caring people are often even more guilty of taking on more than they ought to. There are solutions. Picture the nicest dental clinic you have ever seen. The office itself is gorgeous! clean and sanitary. The staff appears competent and organized. The dentist has a comfortable confidence with plenty of help all well delegated. Many dentist clinics can and, in fact, are run the very same way.

I have had the pleasure working with dentists for the last 18 years. You may have seen me around. I hold the (self proclaimed) distinction of having attended the most dentist conventions ever! - over 170 conventions attended. My name is Dean Fenwick and I specialize in practice management for dentists. My company sells and supports the DOMx practice management software program. If I am not currently helping you, I would love the opportunity to give you a hand!

When I started in this industry most dentists did not have any help at all. They were a one person show and although they were busy they struggled with the ins and outs of business. Business management has always been my passion. I had started several small businesses myself and taught entrepreneurship and business management at the high school and college levels. I discovered the dentist industry in 1998 and was fascinated by this somewhat under serviced and underground industry. I created the DOM (Dentist Office Manager) software and traveled around Canada in my Volkswagen offering to help dentists manage their business better using software to management advice. Some clinics were shocking to me; looking more like shoe repair services than health care professionals! The most common objections I heard were: I just run a small business, I am

not computer literate, I don't have time for software, I am busy enough and I don't need to recall patients. Oddly enough, these are still the main objections I hear today!

However, the jury is out. Having implemented the DOMx software system and service in over 500 dentist clinics I have excellent before and after pictures. I can tell you exactly how I can help you.

## #1 Utilizing a pro-active and re-active recall methods

Most clinics I start to get involved with cannot tell me how many “active” recallable patients they have. They can tell me how many files or patients they have had but no effective means of querying by age and services performed and do not currently recall effectively. They have not done the calculations on how much revenue they are forgoing by electing not to help these people. In many provinces in Canada a recare and maintenance schedule for your patients is a rule set out by the college of dentists for responsible practices. The potential revenue of effective recare is not a small figure. Here's where I consistently hear “I am busy enough I don't need to recall”. This just tells me the clinic does not have the proper help. Every clinic I hear this from is not doing as well as the clinics that are recalling and have implemented systems to effectively delegate work and efficiency. I can help you with this.

## #2 Canceled and Missed appointments and Vanishing consults

Our software can easily show you every patient that has slipped through the cracks and can help you get them back in your clinic.

## #3 Professionalism - Treatment Plans with higher acceptance rates

Treatment plan acceptance. Many dentists simply explain to the patient their treatment options and may even give them a written quote. Perception of value is often about appearance and trust. Value does not necessarily mean a lower price. A sense of value is achieved when the entire office staff believes in the value of their service, genuinely care about the patients and effectively communicate this. But not all communication is verbal. Offices that access information quickly and present professional

treatment plans; invoices; and statements appear highly competent. And a perception of competence instills even greater trust. Achieving these goals will result in patients accepting more recommended treatment plans and increased referrals. In the province of Alberta Canada the College of Dentists mandate that dentist must provide the following information for a treatment plan:

- 1) Specific Description of the Proposed Treatments
- 2) Professional Assessment of subjective and objective measurements.
- 3) Time Frame
- 4) Expected Outcomes
- 5) Maintenance Procedures and Re-Care

DOMx allows you to create templates and treatment plan packages all professionally laid out with impressive vernacular to give your patients a more professional treatment plan.

## #4 Marketing and Referrals

DOMx allows you to track where your new patients are coming from. Who refers you patients and to whom you refer patients. Allowing to implement managerial accounting techniques via Return on Investment Decisions.

## #5 What gets measured gets improved

There is no greater truth in achievement. The very premise of improvement requires a measurement. Measure > set goals > implement > measure. Software helps you with benchmarks and is the catalyst for improvement.

## #6 Comfortable confidence



**Dean Fenwick, B.Ed, MCP  
CEO Specialized Office Systems INC**

Dean has been an active supporter of the dentist profession for 17 years. A graduate of the University of British Columbia, Dean taught business and computers at both the high school and college level before becoming introduced to dentistry. Seeing a need for office management systems he created the Dentist Office Manager software (DOM). After years of experience working with dentists Dean taught a practice management and charting procedures course to dentist students at the Northern Alberta Institute of Technology (NAIT) 2004-2009. Dean is regularly contracted by the College of Alberta Dentists to provide remedial charting instruction to dentists in both paper and electronic form.

Specialized Office Systems  
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## About DOMx (Dentist Office Manager - practice management software):

- Designed and serviced exclusively for dentists.
- Immunity to network outages and latency for remote clinics and wireless devices. – DOMx is the only practice management system in which the second computer does not require a full-time connection to the server! You can use your portable device out of the clinic and still access data and synchronize later. You can install in multiple locations and synchronize data or the internet but not worry when the internet goes down.
- Customizable charting features to exceed requirements in a paperless environment.
- Specially designed for Tablets & PCs

## ABOUT US

Specialized Office Systems is the only practice management software provider that is exclusively focused on serving dentists. You can be assured our sole mission is to produce and support the best complete practice management system for dentists, period.

Our philosophy is centered on specialized service. We believe that to serve dentists best we can not have a software product that must also consider a dentist's practice or any other health care profession. We know that to add features and functions to our software that would make it appealing to dentists would also make it complicated and less relevant to dentists. So, we have focused exclusively on Dentists, and will continue to do so.