

Why Did I Wait So Long?

The following is a letter we received from an office that recently integrated FastAttach™ for their electronic claims. It has allowed them to boost receivables and get paid faster. As bottom-line takes front-seat importance in today's economy, Datacon is constantly seeking ways to form new partnerships, integrate services and offer more to our clients in the name of cost-saving, revenue generation and repeat-customer satisfaction.

Our office recently went digital (awesome). With this addition we also added FastAttach™ for our electronic claims. Besides X-rays, E.O.B's and periodontal charting can be attached for electronic submission.

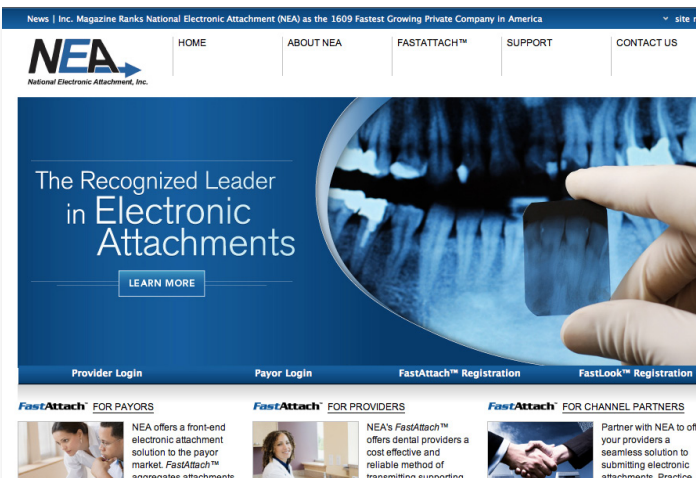
For those of you who are not yet digital you may still be able to use FastAttach™ for X-rays. I have found I am able to scan (with a VERY inexpensive all-in-one unit) our past conventional films and attach them.

Prior to digital we felt FastAttach™ wasn't worth the monthly fee just to attach perio charts and E.O.B.'s....were we wrong! Of course we have the obvious savings: paper, ink, postage. However, the big change is in the turnaround time and not having to resubmit mailed claims because they were "never received." The majority of ALL claims are now paid within two weeks.

We have found FastAttach™ is one expense that really pays for itself.

Kathie Ferrin
Practice Administrator for Michael F. Edziak, DDS
Vallejo, CA

For more information regarding FastAttach™ and services go to <http://www.nea-fast.com/>



Practice Stability in a "Slowed Economy"

by Doug Falk, Pacific Management Consultants

We hear from doctors across the country about patients stating they cannot afford dental treatment because of the "economic slowdown." Before you buy into the concept that people cannot afford dentistry, you should step back and look for yourself. Do you have patients on the schedule? Do patients come back for their recall appointments on a regular basis? When do they tell you that they cannot afford dentistry? Is it when you tell them how much it is going to cost?

Whether there is a recession or not, the majority of patients come to your office hoping that you will not find anything wrong in their mouth. Then, when you do find some situation they are disappointed!

This is a very odd state of affairs. You find a problem that you can help them with, and they are now worrying about how they are going to pay for it. This is where all the "reasons" why they cannot do the treatment actually start. Having consulted practices through several "recessions," over the years, we have found that telling the treatment coordinator: "I cannot afford it," is something patients say whether we are in a recession or not.

Apparently, when it comes to spending money, most people will say to the person asking them to spend money, that they cannot afford to spend the money! I don't think it matters much to them when they are saying they can't afford it, what the service or product is that they can't afford, it is just something they have practiced saying over the years.

The first action to take is to make sure that you and all of your staff actually understand the above phenomena. Have them read the above. Find out if any have seen this occur. Name some of the recent patients who did not accept their treatment and look to see if they possibly had this happen.

The next action to take is to continue to talk about the treatment as the important thing, not just the finances. Sometimes you can say something simple, like: "Set the money aside for now, our treatment coordinator, Sally, is an expert in helping people with the financial end. Right now we need your full attention on what the treatment is and why it is important." Get their agreement.

Next, you need to make sure that you do have options for the patient to pay. Accepting all major credit cards, having one or

Practice Stability in a “Slowed Economy” (cont’d)

more of the dental financing companies that patients can get 15 minute approval on with no or low interest available.

None of the above finance options can take the place of good old-fashioned caring about the patient. If anyone on your team does not really care about people, then a recession will hurt your bottom line, not because of the recession, but because of the quality of service. Spend time in your staff meetings acknowledging good service delivered by staff. Carefully weed out any staff who are only there for a paycheck, not because they care about patients.

We at Pacific Management are always happy to help. If you want to expand, or figure out what exact steps you need to take to improve the bottom line, call us and we will help you to the best of our abilities! 1-800-818-1515.

Pacific™

Pacific Management Consultants
4010 Moorpark Avenue, Suite 222, San Jose · CA · 95125
Tel: (408) 241-0027 · Fax (408) 241-0086
Internet: info@pacificmanagement.com

Using Your Datacon System Effectively to Generate Revenue

Create a Patient “Quick Call” List

Did you know that you can create a list that will show you which patients are available for a last-minute appointment? Your software can also take a patient off this list when you schedule the patient’s appointment automatically. Here are the quick instructions to set up this list:

1. Click on “User Defined Lists” on your main menu
2. Right-Click and “Add” to add your new list
3. Name it Quick Call List. This will be a patient list
4. While on your Quick Call List, arrow over to “List Notes” and SELECT
5. Insert the following in the note area:

```
<next'apt'date>|<frequency>|<Notes>  
<Title:Next Apt .|Recall|Best time to come in>
```

Now populate this list!

As patients call or come in the office (especially when a patient has to cancel at the last minute!) ask them if they are interested in a last minute appointment. If so, simply hit your F6 key (to save your current screen) and click on User Defined Lists. Right-click and search for Quick. Select the list. Right-click and add your patient’s name and any future appointment requests.

Finally, hit your F11 key to restore you back where you began!

To set this list up to automatically update when a patient is scheduled:

1. SEARCH at the Main Menu and type “Events” and click on Define Actions for events.
2. SELECT Appointment Scheduled
3. Type the note as shown below:

```
<( if (pa'list'Quick Call List ) then (if (ask (“do you want to take “ + pa'name + “ off the Quick Call List?")) then ( pa'off'list'Quick Call List)))>
```

Upcoming Classes and Events

November

Monday 11/1
New User Seminar*

Sunday 11/7
Daylight Savings Ends

Wednesday 11/17
Scheduling Profiles Class

CLOSED 11/25-11/26
Thanksgiving Holiday

December

Thursday 12/2 9:00 a.m.
New User Class*

Monday 12/13 9:00 a.m.
Analysis Reports

CLOSED 12/24
Christmas Observance

CLOSED 12/31
New Year’s Eve

January

Wednesday 1/26
New User Class*

Friday 1/28
Air-tight Recall Training*

* Qualifies for CE Credits

Bonus Tip

Holiday List Building

Check inside your statement package this month. We’ve included an added instruction list for the seasonal task of Holiday List Building. Use this set of instructions to create a list to send holiday correspondence to your patients. Another added touch for your dental practice