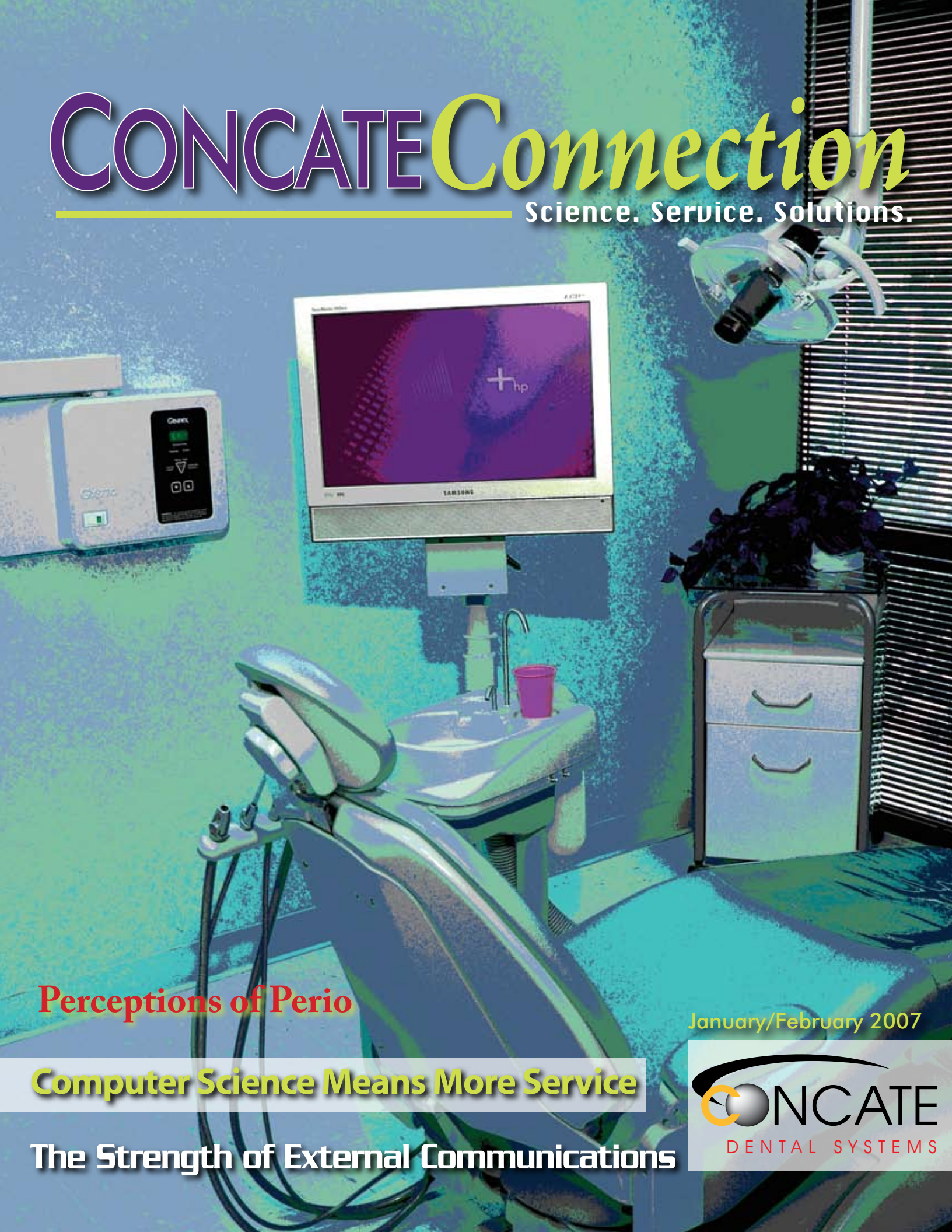


# CONCATE *Connection*

Science. Service. Solutions.



**Perceptions of Perio**

January/February 2007

**Computer Science Means More Service**

**The Strength of External Communications**



# CONCATE*Solutions*

## Practice Solution: External Communication

Good external communication offers opportunities to expand the current patient base and motivate them to do more than come in every six months. Utilizing current general business technologies, the average practice can begin to reach their patients to schedule appointments, introduce new staff and services, educate patients on oral health, and quickly answer general health questions.

### Out of sight, but still in mind

Several electronic phone-based products and services can help you create an effective external communications network designed to strengthen your relationship with patients and improve your practice's efficiency.

An online poll of 2,624 adults in the September 12, 2006 issue of The Wall Street Journal found that the availability of online services could influence how patients choose healthcare providers. When given a choice between a doctor who provides online services and electronic mail and one who doesn't, the majority (75%) wanted the ability to schedule an appointment via the internet and 77% wanted email reminders of appointments.

The idea behind developing an external communication system relies more on strategy and integration than on specific equipment. Like the network in your office, your external system can't survive on a single product or service. You must develop an integrated network to reach an increasingly mobile and Web-savvy society.

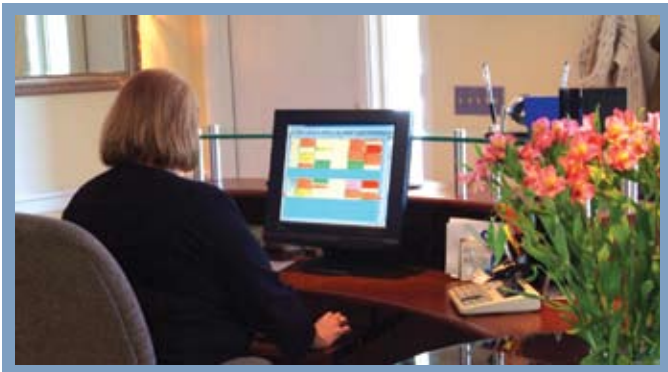
It's important for dentists to have several ways to reach patients. Reminder systems such as the service provided by Lindon, Utah-based Smile Reminder Inc. ([www.smilereminder.com](http://www.smilereminder.com)) allow you to reach patients in real-

time by phone, e-mail, pager, PDA and text messaging. Take the first step and start collecting your patients' email addresses and cell phone numbers.

### Web sites

It is also time to start thinking about launching a basic web site if you do not have one. With an effective website, patients can download educational information; learn about the services your practice provides; make appointments; download patient-history forms and click links to approved oral-care sites. You can also feature images of your staff, practice and before-and-after photos of your work. Web sites are a prime advertising and educational vehicle, effectively keeping your practice open to patients 24 hours a day. Your site can be promoted through your reminder service and by staff every time a patient calls the office. Remember, 77% of consumers polled wanted email reminders of appointments.

*Contact Concate to see how you can develop an external communication system to rival the internal one you have established within the walls of your practice.*



# CONCATE*Science*

## Computers and Treatment Chairs

Most chairs in dental offices today can be expected to last at least 10 years; 15 years with refurbishing. But, computers more than three years old are really old! As a general rule of thumb, computer hardware should be replaced every three to four years. In today's exploding technology market, most dental offices will need three different types of computer technologies—business workstations, a computer network and clinical workstations.

### *Clinical or treatment room computers on a growth spurt*

The use of clinical computers in treatment rooms is one of the fastest growing trends in dentistry. Dental Product Report's 2006 Technology Survey, sent to general practitioners in April, indicated that 62% of the responding dentists had computers in their treatment rooms. That is almost double the number reported three years ago.

With the demand for dental care expected to grow substantially (between 21 and 35 percent) through 2012, computers in treatment rooms are not just for simple data-entry; they are critical multimedia patient education and communication tools to help handle this growth. For example, a treatment room computer can have digital radiographs, patient education, digital image management, multiple monitors, sound and speakers, multiple inputs, computerized probes, shade matching, voice charting, video input, DVD, and even a blood-pressure cuff.

When developing your hardware budget, the fastest, most powerful machines need to be designated as clinical; that is where all the multimedia and communication programs are used. Unlike a well-maintained 10 year-old chair, computers become antiques after three to four years and are not even useful anymore for the front office. Don't be an antique collector- upgrade. The future is coming and it will be amazing!

For more information call Bob Matlack at Concate, 800-957-5470.

# CONCATE *Service*

## Secure Technology through V.I.P. Service

### A Brief History of Computer Repairs

The mainstay computers in the 50's, 60's and 70's were the IBM and DEC mainframe computers that commanded weekly preventive maintenance and 2 hour onsite response for system failures. In the early 80's the personal desktop computers began replacing the mainframe terminals on the desks in the large companies. In 1983 when the first personal computer networks appeared, general industry had been getting top quality computer service from professional mainframe-oriented computer maintenance companies that focused on "quality" customer service and guaranteed response times.

Since then maintenance-focused companies have developed multiple support plans designed to get these new networks and their end-users up and running with the same minimal downtimes as established by the early mainframe service companies.

### Dental Practices on Par with Fortune 1000

The time has come for the dental industry to focus on contracting computer support from service-based organizations willing to provide that same Fortune 1000 level of service to the small and large dental offices.

Computer networks are critical to every size practice. Today's machines drive digital technologies and more robust practice management applications into practices to provide the high level of patient diagnostics and treatment that today's patients demand.

Typical Fortune 1000 companies sign on to "total coverage" support plans providing telephone support, call management, remote application management, hardware, software repairs and guaranteed onsite response for technicians to have systems repaired or replaced. Some companies even have technicians report 1-2 days a week to perform updates, patches and desk side tutoring of new employees.

### Concate Raises the Bar on Service to Dental Practices

As the recognized industry leader in dental technology, Concate Dental has stepped up to the plate to fill the technology service plan gap for dental practices. Concate Dental Systems V.I.P. service plans have the key elements, thought processes and experiences of over 25 years of supporting computer technologies in the financial, pharmaceutical and healthcare environments behind them. We have combined several of our most effective services into a solid, complete package offering all of the technologies present in today's dental practice.

Our V.I.P. plans cover and protect your technology investment by providing enhanced guaranteed response and onsite service for all the computer technologies in your practice. Security, peace of mind, and a single annual service fee are just a few of the features of becoming a V.I.P. member.

We are a different dental company -- distinguished by our complete understanding and the breadth of knowledge that comes with over 75 combined years of computer experience as it relates to all dental technology and digital products on the market.

Please take a few moments and give us a call so we can review your needs. Contact us at 1-800-957-5470 (ask for Bob or Luigi) or [bmatlack@concate.com](mailto:bmatlack@concate.com), [luigi@concate.com](mailto:luigi@concate.com).

***In 2006, operatory computers were used for the following tasks based on a recent survey.***

Scheduling	77%
Digital radiography	75%
Interoral cameras	74%
Treatment planning	72%
Patient education	66%
Tooth charting	61%
Perio charting	57%
Billing	52%
Cosmetic imaging	33%

***\*Taken from a recent DPR survey***

CELEBRATING YOUR STYLE OF FINE LIVING  
**LIFESTYLE**  
magazine

### ***Concate Brings Message of Dental Standards to LifeStyle***

Look for Concate Dental's ad in the latest issue of LifeStyle magazine. Concate, the leading dental technology firm, has chosen this well-read publication to communicate the benefits of a high technology standard of care in today's dental practices.

***Contact Bob Matlack at 1-800-957-5470 and let us know if you would like to be a part of our future advertised messages.***

# HYGIENEMatters

## My Patients Don't Have Perio!

By Judy Rilling, R.D.H.

If I had a nickel for every time I have heard this statement as I make my rounds to area dental offices, I'd be rich! The offices making these claims are not miracle offices that are eradicating periodontal disease; these are offices that are under diagnosing periodontal disease.

Approximately 75 percent of American adults have some form of periodontal disease and the majority of them do not know they have it, because it usually is painless and silent in its early stages. Up to 30 percent of the population may be genetically susceptible to developing severe periodontal disease, according to a study published in the Journal of Clinical Periodontology. These statistics tell us that every dental office in the US has patients with perio.

Any human being can get perio. Perio is caused by bacteria and exacerbated by stress, genetics, smoking, diet and medications. It is a chronic infection with links to several other medical conditions. The 2000 Surgeon General's report, Oral Health in America, has called attention to this connection and states that if left untreated, poor oral health is a "silent X-factor promoting the onset of life-threatening diseases which are responsible for the deaths of millions of Americans each year."

Perio is detected by excellent updated medical history, oral exam, radiographs, thorough periodontal exam (including pocket depth, mobility, furcation involvement, plaque, bleeding, suppuration, recession, and mucogingival junction), and a periodontal disease risk assessment. This data forms the basis of a treatment plan, complete with patient education along the way. Our goal is to catch the disease process in its earliest stages. If an office claims their patients don't have perio- they aren't looking!

## DENTALDigest

### Streamline QuickBooks®

Personalizing your desktop boosts Quickbooks® efficiency and makes the workday more productive.

To begin: from the Edit menu, choose Preferences. Select a functional area on the left and set up the appropriate information.

- Set up your desktop: Choose "Desktop View" and the tab "My Preferences". Check the desktop preference to make sure that "Save when closing" is NOT checked. This can cause problems when many windows are open, including reports. It is best to choose "Don't save the desktop". Also choose "Multiple Windows" so that you can work on more than one task at a time, minimizing if need be.

Hide Navigator and optimize: Not showing the Company Navigator when you open your file will help optimize

performance. Go to Desktop View > My Preferences and uncheck the box for "Show Home Page When Opening a Company File" to turn this off. Set up the Preferences as you like, and then click "OK" on the right.

Customizing the Icon Bar can help organize your daily tasks and include those you perform frequently.

- If the Icon Bar is not already visible, from the View menu choose Icon Bar.
- To customize the Icon Bar: from the View menu, choose Customize Icon Bar or right-click the Icon Bar and click Customize Icon Bar. Choose Add, then select the item you wish to use; click OK. Repeat the steps until you have added all the icons you wish. Click OK to save your changes and view the Icon Bar.
- If the item you want to add to the icon bar is not available as a selection, open that item, then go to the View menu and select Add [feature] to Icon Bar.

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Visit us on the web at [www.ConcateDental.com](http://www.ConcateDental.com)

  
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