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IT SUPPORT

6080 Fulton St. E
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Practice Management Upgrades

MEMORIAL DAY
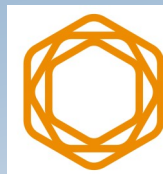REMEMBER AND HONOR

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"No story tonight; the wi-fi's out. Good night, sweetie."

DENTAL TECHNOLOGY ADVISOR
You care for your patients, *we care for your technology*

What's New

Chris and Drew putting the final touches on an install.

Congratulations to **Centerstone Family Dentistry**, and **Complete Health Dentistry of West Michigan** on their recent new construction projects! Our team had an incredibly busy April working with their teams and contractors, and feel honored to have been part of their continued growth!

Thank you for your business!

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CELEBRATING 15 YEARS OF EXCELLENCE

How to market technology in a way that matters to your dental patients ★★★★★

You've just invested in a new panoramic plus cephalometric system and are happier than a kid in a candy store. You selected this model because you know it will provide you with incomparable images and allow you to perform the most precise procedures. You hope patients will love it and you can't wait to tell them about the metal artifact reduction feature, the ceph imaging, the bite selector, and more. You just know they'll be excited!

Record scratch.

If you talk about 3-D volumetric images to your patients, you won't need anesthesia—they'll fall asleep right then and there. Mention canal depth and they might just run away. When you talk to patients about the technology in your office (and you should), remember that they don't share your knowledge of dentistry and need to hear about it in a way that's meaningful to them.

Think benefits, not features.

What truly matters to your patients is how technology benefits them. Using the cephalometric system example, you should point out that it:

● exposes them to less radiation
● provides clear images that improve doctor/patient scans in mere seconds, saving them time

● can be adjusted to their jaw size, providing exceptional comfort
● provides detailed images that predict problems before they can cause discomfort
● provides precise images so that their treatment is completed accurately from the start

Technology matters.

The technology you bring to your practice can be an important selling point for your patients if it's presented effectively. This is especially true if you're the only dentist in your area that offers it. Ultimately, your patients care about the benefits to them. Does it save them time, reduce pain, speed up the healing process, or make them more comfortable? It's *these* details that sell your technology, skills, and practice to patients, not the technical jargon that appeals to you and your peers.

When you're informing patients about technology, put yourself in the dental chair. Sure, the bells and whistles matter to you. But consider how they help your patients have a better experience with you and dentistry in general. Then share that with your patients and you'll have them in your chair for their lifetime!
-denistryiq.com

Security Byte

This section of the newsletter will remove the confusion and fear concerning cybersecurity and how it relates to your practice and home.

In an earlier newsletter issue, we discussed cybersecurity best practices are to utilize LAYERS of security in your network, like the combination of fences, walls, alarms, guards, dogs, and cameras surrounding the precious gold of Fort Knox.

What is Web Filtering?

One way cyber criminals try to get in your system are criminal owned webpages. These are misleading advertisements displayed on webpages (i.e. weather, news sites, free email services etc...) or inside spam emails, and once you click them, they automatically run malicious scripts that try to hack your computer and network devices. These malicious scripts are meant to steal information like passwords and credit card information that is stored on your system so they can use your information themselves or sell it on the dark web. Another security layer is Web Filtering, which is a constantly-updated list of known criminal websites, that will help stop these websites from even coming up at all. Both the SonicWALL and Datto DNA firewalls have Web Filtering as part of their Subscription Services, and are available from Bridge IT Support.

Practice Management Upgrades

If you are considering getting updated to the latest version of your software, contact Bridge IT Support today. Our upgrade process makes this transition smooth for your practice because we contact the practice management provider to coordinate database updates, make an up to the minute backup in case something goes wrong, verify add ons work (i.e. cameras, sensors, printers etc..) and much more. Here are the latest versions from a few of the most popular programs:

DENTRIX G7

Dentrix- G7.1-Now Available. Seems to be running well since they recently released a few minor updates.

eaglesoft a Patterson Technology

Eaglesoft: Version 20 is now available, and seems to be running well since they released a few minor updates.

Opendental software

Open Dental: Version 18 has been available for awhile and is running well. Version 19 is in beta.

SD

SoftDent: Version 17 has been available for quite awhile, and is running well.

easydental

Easy Dental: Version 12 has been available for awhile, and is running well.