

Looking to Increase Revenue? Recall. That's Where It's At.

The Recall system is the lifeblood of your practice. Working your Recall list results in these obvious benefits:

- Determining patients who are due in order to generate recall cards
- Filling unscheduled appointments in your schedule to help meet practice goals
- Preventing your patients from "falling through the cracks"



Openings

Creating a Recall Record

When a patient is in your office, always create their next recall date, even if they do not schedule an appointment at that time. When a patient calls in, you can check their recall to know when they are due to come in. This recall record will also let you know to send them a Recall Card when they are due to come in, and put them in your recall tracking reports if they become overdue. You can see how important this one step becomes!

To be put into practice, the recall coordinator can look at these three uses of the recall system to implement into their task flow: recalling patients with unused insurance benefits and existing treatment plans, using Op Codes to create criteria, and implementing the everyday recall task.

Unused Insurance Benefits

Patients with unused insurance benefits and an existing treatment plan are an obvious focus point for recall. They will be spending money that is already earmarked for the dental work. They have dental work they need. They don't have to pay much out of pocket expense. This is a win-win situation for both the patient and the doctor and should be a high-percentage appointment rate.

Within Datacon, you can create a list of patients with unused insurance benefits and then extricate those who have existing treatment plans. Once this group is identified, you now can implement a plan of working this list to schedule appointments. This could possibly generate considerable revenue.

Op Codes

When printing reports or creating lists of recalls for follow-up, you can use Op Codes as a way of selecting different types of recall records. You can establish any meaning you like for each of the fifteen available codes and assign them at the time the recall or appointment is created. Op codes may represent

different types of appointments, different providers, locations or operatories, patient types, or creative ways of categorizing recalls or appointments. The advantage is that you can further sort your patient recall list to adhere to your codes and allow you to schedule patients who fall under a specific category.

Everyday Recall

On your daily "Appointments and Recall" screen, you will have your recall patients at the top of the screen. Best practices have the recall coordinator taking care of everyday recall patients while they have downtime between patients. This daily task can be easily folded into the normal daily routine as an ongoing duty.

We understand that some offices are stellar at working recall, however there are always new things to learn. Feel free to contact our Datacon Software Support to learn about more ways to use the recall system. Schedule a training for your staff to educate them on how to take advantage of the system and generate revenue for your practice.

Apple and the Future



Datacon's decision to use Apple brand products as your practice's central server has many advantages: stability, security, total-cost-of-ownership, capacity, integration, speed, and, moving forward there will be web-serve capabilities and upgradability. We firmly believe that creating a secure and stable atmosphere for your practice paves the way to take advantage of new technologies as they emerge.

The idea that Apple is only a small niche of the computer market has been turned on its ear. Read on:

Reprinted from Bloomberg

"They'll be bigger than IBM next year, and they'll be bigger than HP the year after that."

George Colony, founder of Forrester Research, on Apple's sales prospects. At current growth rates, Apple will reach revenue of \$200 billion a year, he predicts. That would eclipse Hewlett-Packard and IBM, the current technology sales leaders. Apple is already the world's largest tech company by market value.

Remember, Datacon only requires an Apple MacPro or MacMini as a server when upgrading from AlphaMicro servers. The other machines in the office can be either Windows- or Mac-based.

Thinking about going all Mac? Contact one of our representatives today to discuss the possibilities.

Integration Spotlight: DemandForce

by Ramon Garcia, Account Executive

Social media. Facebook. Twitter. LinkedIn. Yelp. These are some of the New Media tools that are driving customer communication and enhanced, focused marketing. Communication enterprise has dominated the world over the last 5 years. Now you can check your email, text messages, social media account and just about everything under the sun with that little phone in your pocket, your laptop, or your iPad. Shouldn't you take your practice that next step, too?

DemandForce, a company founded in 2003, is on the cutting edge of providing businesses with the technology they need to communicate with their clients with one click. Their initial focus was on the dental market and they have since expanded into other markets, exemplifying the success of their model.

Attract, Retain, Measure

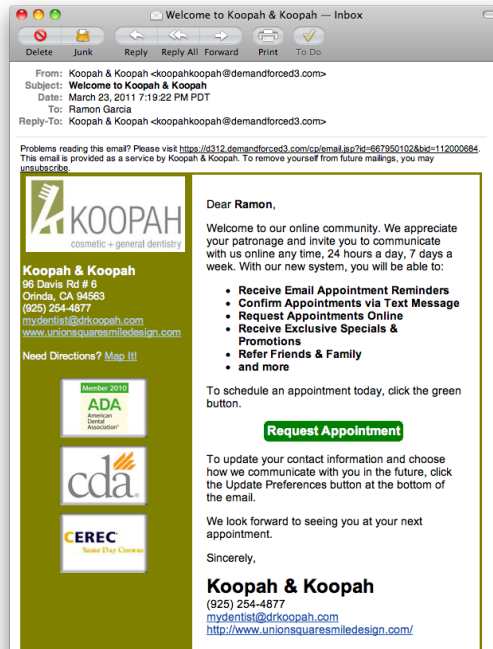
DemandForce has tools to help your practice attract more patients, increase recall and measure the effectiveness of your campaigns.

DemandForce actually guarantees that their customers will receive \$3 in value for every \$1 spent subscribing to their service each month, or the next month is free.

Dr. Alan Cascio of Kentfield, in Marin County, California says, "We love it. But even better is that our patients love it. Everyday we get compliments and 'thank you's' for the service. We never thought we'd get this kind of positive response from our patients. It makes us look more modern. We also get 2-3 survey responses per day! We never had that level of return on surveys before. Now we can improve our practice using real-time communication with our patients."

DemandForce and Datacon

Datacon successfully integrates with DemandForce. Datacon has worked hard with DemandForce to make sure that our integration with them goes smoothly.



A sample email from the offices of Drs. Koopah in Orinda, California. They can be customized for your practice. One click gets an appointment request, confirmation or other response.

Populated email and text messaging fields in Datacon can be culled for use in DemandForce's system.

Dr. Cascio, again, says: "We were at first concerned about integrating DemandForce with Datacon because DemandForce was so new. But in working with you we were very pleased to find out that it wouldn't be difficult at all. As it turns out, it worked out just great!"

Using DemandForce in conjunction with the Datacon Recall system would combine to increase bookings and see instant return on minimal effort and nominal cost outlay.

Take advantage of the tools that are out there. Integrate them with Datacon and you will have your office moving forward in technology that will bring you bottom-line returns.

Upcoming Afternoon Classes and Events

April

Friday, 4/1
9 am - 12 pm
Schedule Profiles*

Monday, 4/25
1 - 4 pm
New User Seminar *

May

Tuesday, 5/3
1 - 4 pm
New User Seminar *

Thursday-Saturday, 5/12-14
CDA Spring Session
Anaheim, CA
Booth #1359

Thursday, 5/26
1 - 4 pm
Power User Seminar *

June

Thursday, 6/16
1 - 4 pm
New User Seminar *

Tuesday, 6/21
1 - 4 pm
AirTight Recall*

Also, all classes are available via the Internet by appointment

* Qualifies for CE Credits



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