

# FIND THE BUNDLE THAT MEETS YOUR NEEDS

With Dentrix Service Bundles you can use technology to avoid problems and improve key tasks in your practice, as shown in the table below.

IF YOU NEED TO:	GET THIS BUNDLE:
<b>Patient Communication</b>	<b>Dentrix Optimum Pro</b>
Avoid over-communicating with patients and sending the wrong message type.	<b>Patient Engage</b>
Avoid phoning again and again to schedule patients for re-care.	<b>Patient Engage</b>
Improve efficiencies with online patient forms.	<b>Patient Engage</b>
Improve appointment scheduling and fill your chairs.	<b>Patient Engage</b>
Improve appointment confirmation rates and avoid no-shows.	<b>Patient Engage</b>
<b>Reputation Management</b>	<b>Dentrix Optimum Pro</b>
Improve the number and quality of patient reviews.	<b>Patient Engage</b>
Improve the patient experience with results from surveys.	<b>Patient Engage</b>
Avoid outdated or incorrect information in online business directories.	<b>Reputation Plus</b>
Avoid falling behind competitors by tracking your reputation over time.	<b>Reputation Plus</b>
<b>Web &amp; Online Marketing</b>	<b>Dentrix Ultimate</b>
Avoid boring website design and uninteresting content.	<b>Premium Website</b>
Improve your website's appearance on mobile devices.	<b>Premium Website</b>
Improve and optimize the content for your website.	<b>Premium Website</b>
Improve online marketing campaigns and SEO rankings.	<b>Premium Website</b>
Improve your web presence with blogs and posts in social media.	<b>Premium Website</b>



## REQUEST AN ASSESMENT

See how Dentrix Service Bundles can support and expand your dental practice. **Call 866.678.8312** to speak with a Henry Schein One representative about the best service bundle for your practice needs. If you already have a service bundle, your representative can help you make sure you are taking full advantage.

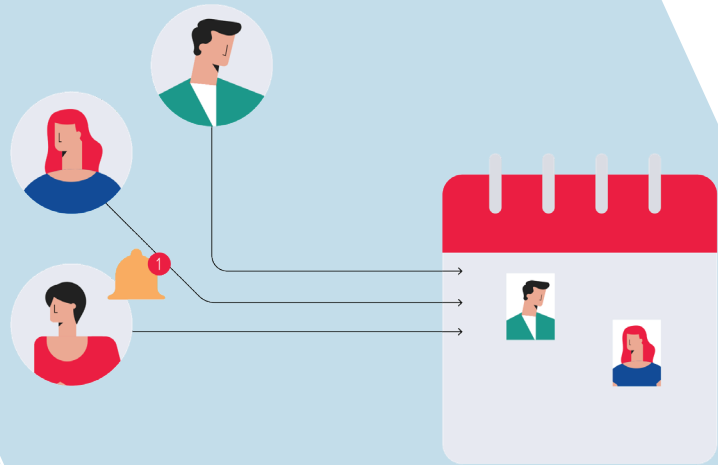


**CALL US TODAY 866.678.8312**  
Or visit [Canada.Dentrix.com/ServiceBundles](https://Canada.Dentrix.com/ServiceBundles)

Henry Schein One delivers **connected management, marketing and patient engagement systems** that work as one to **help practices improve practice management and grow.**



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SUPPORT AND EXPAND YOUR DENTAL PRACTICE WITH ADD-ON SERVICES



# RAISE EFFICIENCY, LOWER COSTS AND ACCELERATE GROWTH

Maximizing productivity is a key to the success of your dental practice. Dentrix integrated eServices boost front office productivity with powerful digital tools that allow your team to get more done in less time.

Henry Schein One offers industry leading, end-to-end dental technology—from patient acquisition to automated reminders to payment and checkout—that work together as one system—supporting all these core tasks in your practice:

- Patient Communications** – Maintain a full schedule and happy patients with effective and proactive communications including patient portal, automated appointment reminders and confirmations, and two-way text messaging.
- Reputation Management** – Actively manage how your practices' reputation appears in online searches using techniques including online reviews, satisfaction surveys, and online business directories.
- Web and Online Marketing** – Build your patient base through active practice marketing including targeted marketing campaigns, website design and hosting, blogging content, and social media services.

Dentrix eServices work hand-in-glove with Dentrix to provide an intuitive workflow that allows your team to accomplish their tasks more efficiently. Unlike solutions from other software vendors, with Dentrix eServices you don't need to purchase ad-hoc solutions or load software bridges or patches. Integration with Dentrix means you simply click buttons in the Dentrix toolbar to access the services you need.

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For more information, visit [Canada.Dentrix.com/ServiceBundles](https://Canada.Dentrix.com/ServiceBundles)

### CHOOSE FROM THREE DIFFERENT SERVICE BUNDLES

To help lower your costs, Henry Schein One combines integrated eServices and technical support in four **Dentrix Service Bundles**: Essentials, Optimum Pro and Ultimate. Purchasing eServices in one of these bundles, rather than individually, offers significant savings and operational efficiency.

Dentrix Service Bundles require an annual commitment that can be paid in a monthly subscription, so you can add services to your practice without breaking the budget. All service bundles include:

- Dentrix software upgrades
- Unlimited technical support
- Online training

### 1. ESSENTIALS

#### THE FOUNDATION BUNDLE FOR SUCCESS WITH DENTRIX

This basic bundle gives you access to all Dentrix upgrades as they become available and technical support that your practice needs for peak performance. Essentials also includes online training your team can use—at their convenience—to get the most out of your Dentrix investment.

### 2. OPTIMUM PRO

#### THE BUNDLE FOR ATTRACTING AND RETAINING PATIENTS

This bundle includes all Essentials features and adds patient communications and reputation management tools so you can build patient loyalty, keep your chairs full, and attract new patients online.

A patient portal for appointment requests and electronic forms saves time for your patients and your team. Automated appointment reminders and confirmations, plus two-way text messaging, keep your patients connected to your practice. Optimum Pro also keeps online business directories updated and pushes patient reviews directly to Google, Yelp and Facebook where prospective patients are looking for a dentist.

### 3. ULTIMATE

#### THE BUNDLE FOR ACCELERATING PRACTICE GROWTH

This advanced bundle includes all Essentials and Optimum Pro features plus website and online marketing tools to grow your patient base.

Ultimate helps you retain and attract patients with expertly crafted website content and design, and online marketing tools that expand your web presence. You can easily generate social media posts with access to a library of articles to educate your patients. And, you can create targeted marketing campaigns to bring in new patients.

# COMPARE DENTRIX SERVICE BUNDLES

Use this chart to determine which bundle works for your practice, or ask your Henry Schein One representative to help you find the right fit.

		Dentrix Service Bundles			
Product		Feature	Essentials	Optimum Pro	Ultimate
	Customer Service Plan	Dentrix Upgrades & Support	●	●	●
		Online Training	●	●	●
Patient Communications	Patient Engage	Patient Portal (Secure Messaging, Electronic Forms, Appointment Request etc.)		●	●
		Automated Email, Text & Voice Reminders & Confirmations		●	●
		Appointment & Re-Care Campaigns		●	●
		Two-Way Text Messaging		●	●
		PE Live (Desktop Notifications)		●	●
		PE Mobile (Available for iOS and Android)		●	●
		Online Booking for new and existing patients		●	●
		Reputation	Patient Engage	Patient Reviews	
Satisfaction Surveys				●	●
Online Business Directory				●	●
Quick Text Reviews				●	●
Reputation Plus				Add-On	Add-On
Web & Online Marketing	Patient Engage	Targeted Marketing Campaigns			●
	Dentrix Website	Social Media Services			●
		Premium Website Bundle			●
		Premium Themes			●
		Premium Patient Education			●
		Keyword Tracking			●
		Website Blog			●
		Advanced Search Engine Optimization (SEO)			Add-On
		Search Engine Marketing (SEM)			Add-On