



Camie Davis, DDS



Kourtney Kouth, DDS

Hill-Davis Dental Group
LUBBOCK, TEXAS
WWW.HILLDAVISDENTAL.COM

PROFILE

- › Founded in 2007
- › Two-doctor, woman-owned general dentistry practice
- › Six operatories

GROWING PRACTICE FINDS MOVING TO DENTRIX™ WAS THEIR BEST SOLUTION

When Hill-Davis Dental Group outgrew Easy Dental, it was simple and cost-effective to migrate to Dentrix.

Hill-Davis Dental Group operated successfully for 20 years with Easy Dental by Henry Schein One, but their growth eventually outpaced its capacity. They migrated to Dentrix and found it to be the solution they needed to support their growing practice.

PUTTING PATIENTS FIRST

Hill-Davis Dental Group is a general dentistry practice located in Lubbock, Texas. Camie Davis, DDS, joined the established practice of Dr. Jimmy Hill in 2007 and acquired the practice after Dr. Hill retired in 2019. Kourtney Kouth, DDS, then joined Dr. Davis in 2020. Together, they provide patient-centric service that focuses on high-quality essential care, not upselling.

In 2022, Jason Davis joined the team as office manager, bringing with him business process improvement and technology experience.

BEGINNING WITH EASY DENTAL

The practice had been using Easy Dental since 2002 and benefitting from electronic claim filing, billing, accounting and scheduling features. But after almost two decades of growth, the practice decided they needed a more robust solution.

They eyed Dentrix as their eventual practice management tool because it was more like Easy Dental than other software solutions. Over the years they added other software solutions from Henry Schein One to realize, as Jason describes, the value of having “one integrated service.” He explains, “I don’t want to have to call many vendors to resolve one problem.”

“We will call Dentrrix support, and the support’s been great. That’s one of the main reasons we stay with Dentrrix.”

~ JASON DAVIS | Hill-Davis Dental Group

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Although they expected that the upfront investment would be a major barrier, Henry Schein One minimized this by offering promotional pricing for practices moving to Dentrrix from Easy Dental. Seizing the opportunity, Hill-Davis Dental Group migrated to Dentrrix in 2018.

EASIER THAN ANTICIPATED



Jason Davis was prepared for major hiccups, but the migration went smoothly, and the whole process took less time than he had expected. In addition, Dentrrix sent a trainer to be onsite for 1½ days after the migration, and the Hill-Davis

Dental Group team was able to quickly adopt using Dentrrix because of this training and support.

Jason suggests that other practices preparing to move to Dentrrix should take advantage of the pre-migration training available online. In retrospect, he believes this early exposure to Dentrrix would have given the staff an even quicker ramp-up. He explains that the online training is “concise and doesn’t drag on, in three- to five-minute, bite-sized pieces.” Even in post-migration, he’s found it to be effective when training new team members.

TIME SAVINGS THAT ADD UP TO DOLLARS

Since migrating, Dentrrix has benefited the practice in many ways. Jason explains that the treatment planner helps them present multiple treatment plans to patients, submit plans to insurance companies for pre-estimates and provide the front office a list of procedures to schedule. Smart Image simplified and sped up claims submission, and Dentrrix insurance verification has saved them thousands of dollars compared to standalone insurance verification services.

One of the biggest ways the Hill-Davis Dental Group team has saved time with Dentrrix and its integrated

services is by relying on the solution to automatically perform functions that previously required many staff hours. For example, the ERA/eEOB function makes insurance payment entry automatic, and eCentral automatically verifies insurance eligibility and benefits. The practice sends automated patient recall and appointment reminders using Patient Engage, and Dentrrix Pay’s integrated credit card processing saves time reconciling credit card payments. In all, Jason estimates that his staff saves 20 hours a week using these Dentrrix features.

Additionally, they used Dentrrix to send automated eblasts and texts to inactive patients, resulting in approximately 50 reactivated patients so far. As Jason explains, “The computer can do these tasks as well as a person, so why not take advantage of it?” He further shares that the staff is now “better able to serve patients because they have more time.”

SUPPORT THAT CREATES LOYALTY

For Jason technical support is what sets Dentrrix apart from competitors. He explains that other software may have “similar functionality, but Dentrrix gives support.”

He goes on to explain, “If we have an issue, we go to the Dentrrix website help section, or the help within the software, and most of the time we find what we need there. If not, we will call Dentrrix support, and the support’s been great. That’s one of the main reasons we stay with Dentrrix.”

BENEFITS OUTWEIGH THE COST

Dentrrix has proven itself to be indispensable to the Hill-Davis Dental Group. As Jason explains, “The benefits outweigh the cost.” He recommends that other practices switch to Dentrrix: “If your practice has more than two workstations, you should have already switched to Dentrrix.”

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