





Camie Davis, DDS



Kourtney Kouth, DDS

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

#### PROFILE

- > Founded in 2007
- Two-doctor, womanowned 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**

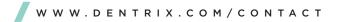
The practice had been using Easy Dental since 2002 and benefitting from electronic claim filing, billing, accounting and scheduling features. But after almost two decades of growth, the practice decided they needed a more robust solution.

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 Dentrix support, and the support's been great. That's one of the main reasons we stay with Dentrix."

~ JASON DAVIS | Hill-Davis Dental Group



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 Dentrix from Easy Dental. Seizing the opportunity, Hill-Davis Dental Group migrated to Dentrix 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, Dentrix 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 Dentrix because of this training and support.

Jason suggests that other practices preparing to move to Dentrix should take advantage of the pre-migration training available online. In retrospect, he believes this early exposure to Dentrix 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, Dentrix 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 Dentrix 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 Dentrix 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 Dentrix 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 Dentrix features.

Additionally, they used Dentrix 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 Dentrix apart from competitors. He explains that other software may have "similar functionality, but Dentrix gives support."

He goes on to explain, "If we have an issue, we go to the Dentrix 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 Dentrix support, and the support's been great. That's one of the main reasons we stay with Dentrix."

# BENEFITS OUTWEIGH THE COST

Dentrix 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 Dentrix: "If your practice has more than two workstations, you should have already switched to Dentrix."

This case study is provided for general informational purposes only and does not constitute legal or professional advice. You should not act on the basis of any material contained herein without obtaining proper legal or other professional advice specific to your situation as needed. The views expressed by the individuals or other third parties herein are those of the individuals or third party and not, necessarily, of Henry Schein One, LLC. Certain components of the products may be provided by third parties. Henry Schein One, LLC, and its affiliates are not responsible for, and expressly disclaim, all liability for damages of any kind arising out of the use of those third-party products or services.



"If your practice has more than two workstations, you should have already switched to Dentrix."

W W W . D E N T R I X . C O M / C O N T A C T

~ JASON DAVIS | Hill-Davis Dental Group





# CALL A COMMUNICATION EXPERT **866.460.3382**

Or visit www.Dentrix.com/Contact

©2022 Henry Schein One. Henry Schein One makes no representations or warranties with respect to the contents or use of this documentation, and specifically disclaims any express or implied warranties of title, merchantability, or fitness for any particular use. All contents are subject to change. Third-party products are trademarks or registered trademarks of their respective owners.

Henry Schein One delivers

connected dental software and services with expert business coaching to help practices improve every aspect of practice management and grow profits.

