

**A SHOP FOR SMILES:
PUTTING PATIENTS FIRST
FOR 37+ YEARS**

ESTABLISHED IN 1984 IN
LA MESA, CALIFORNIA

SOLO DENTIST

ONE FULL-TIME HYGIENIST

THREE DENTAL ASSISTANTS

TWO PATIENT CARE AND
FINANCIAL COORDINATORS

DENTRIX USERS SINCE 1995

DENTRIX BETA TESTER
SINCE 2009

USING DENTRIX VOICE PERIO TO BUILD STRONGER RELATIONSHIPS WITH PATIENTS

If you ask Dr. Rick Hagstrom's patients why they love A Shop for Smiles—a solo dental practice in La Mesa, California—you'll often hear words like “home” and “family,” which aren't typically associated with dental work.

That's no accident. Dr. Hagstrom and his team have spent more than 37 years building a unique culture that makes close patient relationships, personalized care, and giving back to the community the central focus of everything they do. As part of this approach, Dr. Hagstrom actively embraces new technologies and techniques that help his team provide more comfortable, pain-free dental care. For the past eleven years, this has included using a voice recognition system for perio exams to reduce manual busywork and free up more time for patients.

EARLY VOICE RECOGNITION BENEFITS...AND LIMITATIONS

Dr. Hagstrom and his team understood and embraced the value of voice recognition earlier than most. “Before we started using voice recognition technology in our perio exams, we had to call a second person into the exam room during perio exams to enter measurements into the computer,” explained Mary Williams, A Shop for Smile's head hygienist. “But in a small practice like ours, everyone is busy all the time, so it's really difficult to pull someone away from what they're doing to enter measurements into the computer. Plus, that kind of manual busy work draws time away from our patients.”

To address these challenges, Dr. Hagstrom turned to voice recognition technology back when relatively few practices were using it. “We've used Dentrix since the mid-90's, and we've been Dentrix beta testers for about 12 years,” he said. “When

“This new system is incredibly smart and responsive, it makes our staff even more efficient and helps us complete our perio exams more quickly. That means we have extra time to connect with our patients, answer questions, and make sure they’re comfortable with the results of their exams.”

~ Dr. Hagstrom

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we first heard about Dentrix VoicePro back in 2010, we saw the potential immediately, and we were enthusiastic early adopters.” Dentrix VoicePro made an important impact on Dr. Hagstrom’s practice, but it also had certain limitations, especially early on. “Initially, Dentrix VoicePro required hours of voice recognition training,” Williams recalled. “I remember coming in on my days off to train the system, and it took a lot of time and effort to get the accuracy to where it needed to be.”

MOVING TO THE AI-DRIVEN FUTURE OF VOICE RECOGNITION

In November of 2020, Dr. Hagstrom decided to upgrade from their long-time Dentrix VoicePro system to the new Dentrix Voice Perio powered by Bola AI. The differences became obvious almost immediately. “In a lot of ways, it was night and day,” Williams explained. “There was virtually zero voice training required, and Dentrix Voice Perio was even more responsive and accurate than Dentrix VoicePro from the moment we started using it. We never have to tell it to start or stop listening. And it gives us a lot more flexibility to enter new types of exam data that we couldn’t before. Usually, moving to new software requires a learning curve, but for us the move from Dentrix VoicePro to Dentrix Voice Perio was completely seamless.”

MAKING THE MOST OF AN INTELLIGENT VOICE PERIO SOLUTION

Although A Shop for Smiles has used a voice recognition system for years, the move to Dentrix Voice Perio has added the power of artificial intelligence to their practice. “This new system is incredibly smart and responsive,” Dr. Hagstrom said. “It makes our staff even more efficient and helps us complete our perio exams more quickly. That means we have extra time to connect with our patients, answer questions, and make sure they’re comfortable with the results of their exams.”

Williams also uses Dentrix Voice Perio as a natural gateway to meaningful discussions about her patients’ periodontal health. “As I dictate different measurements and notes into Dentrix Voice Perio, patients naturally ask questions about what I’m saying and what it means,” she said. “It’s a great



Embracing the Next Generation of Voice Perio Technology

By moving from Dentrrix VoicePro to Dentrrix Voice Perio, A Shop for Smiles has experienced the advantages of a smart, adaptable, AI-driven voice perio solution:

- Stellar accuracy from day one
- No voice training required
- AI algorithms improve accuracy over time
- Starts and stops listening automatically
- Understands and accepts an expanded range of commands and measurements

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way to educate patients, put them at ease, and recommend tips and tricks.”

Efficiency is an important goal for every dental practice, but for Dr. Hagstrom and his team, the biggest benefits of Dentrrix Voice Perio revolve around the patient experience. “With Dentrrix Voice Perio, our exams definitely take less time,” Dr. Hagstrom said. “We could use that extra time to schedule more

patients, but instead we use it to answer questions, connect with people, and build the kind of long-term relationships that have defined our practice for nearly four decades.”

Dentrrix Voice Perio also showcases A Shop for Smiles’ willingness to embrace the latest technologies and innovations. “Dental practices have been using voice recognition systems to streamline perio exams for years,” Dr. Hagstrom explained. “But it still provides a high-profile and easy-to-understand example of how technology can improve patient care and provide better experiences. Our patients see that difference first-hand every time they visit our office for a regular care appointment.”

As an early adopter of voice recognition more than a decade ago, A Shop for Smiles has watched the technology evolve and improve—from a system that required hours of voice training to the intelligent, flexible, and AI-driven capabilities in the latest version of Dentrrix Voice Perio. “When I look back at the first version of Dentrrix VoicePro we started using in 2010, it’s hard to believe how much the technology has improved, Williams said. “We can’t wait to see what comes next.”



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