



DR. DOUG MASON
Current River Family Dental

- Doctor-led and owned group practice based in Thunder Bay, Ontario, Canada
- Founded in 1989
- Three dentists at one location with 14 supporting staff members
- Participating dentists have been practicing up to 30 years

Current River Family Dental

With Perfect Day Scheduler, the team at Current River Family Dental can structure their days to meet productivity and financial goals.

Although Current River Family Dental was enjoying a full schedule, they weren't meeting their financial and productivity goals. After finding the Dentrix Perfect Day Scheduling solution, they can now meet their goals, feel less chaotic during the day and provide better patient care.

PROVIDING A STRESS-FREE EXPERIENCE

The team at Current River Family Dental is dedicated to giving every patient that walks through their doors a comfortable and enjoyable experience. Besides general, cosmetic, restorative and emergency dentistry, the practice specializes in sedation dentistry for quality dental care in a stress-free environment.

SCHEDULING WITH GOALS IN MIND

Their focus on patient care helped the practice stay busy, but the team was often frustrated after working long days to find that they weren't profitable. "If you focus on just filling the holes in the schedule, that can really backfire on you," said Sue Mason, office manager. "You can be down tens of thousands of dollars if you don't schedule right."

Additionally, the team was spending too much time manually entering information. "We had to go day by day, provider by provider, and set up the schedule," she said. And the variety of services also makes scheduling correctly a challenge; for instance, when working with a sedated patient, a doctor can't leave the room to work on another patient.

KEEPING SCHEDULING SIMPLE

When Sue learned of Dentrix Perfect Day Scheduler, she knew it was exactly what their practice needed to help them boost their productivity and revenue. It's integrated into Current River Family Dental's Dentrix software, making it easy to add and remove appointments at any time, set aside time for emergency appointments and schedule different appointment types in the most efficient way, saving the team countless hours. "The ease of using Perfect Day scheduler is the best feature over all the other products and software out there," she said.



BEING MORE PRODUCTIVE WHILE SAVING MONEY

As they've been using Perfect Day Scheduling, the team at Current River Family Dental has been able to improve profitability, in part by gaining insights into what their most productive times are. The team used to work evenings, but when they saw their productivity was low, they switched their schedule to bring in patients earlier in the morning — and now enjoy not needing to work evenings or weekends anymore. “Being strategic about when we are booking is making our production soar, and the schedule is full in a way that makes everything else flow easily,” Sue said. “Plus, it's so easy with Perfect Day Scheduler.”

Perfect Day Scheduling helps the practice determine financial goals and see how many appointments they need to schedule to meet them. “Our treatment coordinator has a dollar per day amount that we give her, and Perfect Day Scheduler helps her meet that,” she said. “In fact, she has surpassed her goal many times using this solution.”

SCHEDULING HOW THEY WANT

The doctors at Current River Family Dental are often pulled in different directions, which used to cause days that were stressful and not as productive as they could be. With Perfect Day Scheduler, the doctors can now create days that work for them. Sue said, “While it is structured, the doctors get to pick exactly what their day looks like — and it makes everyone's' jobs easier.” Dr. Doug Mason, practicing dentist at Current River Family Dental, added, “The Perfect Day Scheduler makes life easier for clinicians because it organizes the day, but it also makes it easier for the administrative staff scheduling patients because they know exactly where to look.”

That flexibility also benefits patients, who can schedule appointments far in advance with multiple time slots to choose from. Sue says, “The Scheduler is so important because if you can't see a new patient within seven to 10 days, they are going to go somewhere else.”

MEETING GOALS EFFICIENTLY AND EFFECTIVELY

With Perfect Day Scheduler, the team at Current River Family Dental can structure their days to meet their financial and productivity goals. Sue says, “When you are just filling holes and running all over the place it's chaotic, stressful and not productive. But with Perfect Day Scheduler, the day flows so much better because you already have a game plan — and it benefits everyone, from the patients to the doctors.”

TO LEARN MORE AND REQUEST A DEMO VISIT
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