

# A SHOP FOR SMILES



**RICHARD J. HAGSTROM**  
DDS

- Solo practice in La Mesa, California, with two staff members
- Practicing since 1987
- Specialties: same-day crowns, cosmetic dentistry, implants, sedation
- Awarded one of only 36 lifetime Qualified Achievement Awards in the Crown Council

## A Shop for Smiles

Dentrix has helped A Shop for Smiles continually expand their high-quality care for the past 26 years.

When Dr. Rick Hagstrom was choosing practice management software in the mid-2000s, he didn't realize how that one key decision would affect everything else in his practice for years to come. Deciding on Dentrix, by Henry Schein One, has kept A Shop for Smiles "on the cutting edge of technology," Dr. Hagstrom says, enabling him to expand his patient care, business abilities and practice efficiencies.

### MEANINGFUL, COMPASSIONATE CARE

Dr. Rick Hagstrom set up his dental practice A Shop for Smiles in La Mesa, California, with the desire to provide meaningful, compassionate care. From the beginning, Dr. Hagstrom has focused on the needs and comfort of each person, specializing in the "dental-phobic" patient. He explains, "I know these people; I know their kids. I have to do what's right for them."

### EXPANDING PATIENT CARE

Knowing that the right technology could help him provide excellent patient care, Dr. Hagstrom chose Dentrix as his practice management software. And he's stayed with Dentrix because it continues to innovate. Using Dentrix, as well as add-ons and eServices, helps expand the practice's ability to provide superior care.

For instance, Dr. Hagstrom uses the integrated Dentrix Imaging Center to seamlessly capture and display multiple images from various devices, so he can focus on consulting with patients instead of scouring different programs to try to find images. Along with that benefit, Dr. Hagstrom appreciates how "it even gives you recommendations. I have so much information at my fingertips all in one place."



## EXPANDING BUSINESS ABILITIES

Staff at A Shop for Smiles also count on Dentrix to help them run an efficient business. Office Manager Mary Williams, who also serves as the practice's registered dental hygienist and financial liaison, says she relies on Dentrix reports to monitor critical key performance indicators so she can always know the health of the practice. Williams regularly runs a day sheet to check production, adjustments and collections, and on a weekly and monthly basis, she uses aging reports to help keep revenue from slipping through the cracks.

Dr. Hagstrom also depends on the powerful practice analysis tools. In particular, they do a five-minute audit every day. "That's been invaluable," he says. "We can easily pull all the information out of Dentrix."

## EXPANDING EFFICIENCIES

In a practice where each person wears multiple hats, working efficiently is crucial. One way the practice uses Dentrix to increase efficiencies is with multICODES. During an appointment, staff quickly enter one of these custom codes in the patient chart for multiple procedures. The multICODES then save further time as they automatically transfer to treatment plans and insurance claims. After treatment, the practice streamlines claim submission with Dentrix eClaims because "it gives us greater efficiency," says Williams. "We get paid much quicker."

Dr. Hagstrom notes other efficiencies that Dentrix creates: "If we're shorthanded we can just print out the treatment plan ourselves. The assistants are scheduling from the back. We can do payments in the back. It's an efficient concept that we can do because of Dentrix." Additionally, the practice has become more efficient with the Dentrix Voice Perio add-on. Williams notes, "From a hygiene standpoint, it's fantastic. It was like hiring a new person."

## "WE COMPLETELY RELY ON DENTRIX"

Dr. Hagstrom says they have no reason to ever switch from Dentrix. "We completely rely on Dentrix to stay paperless. We could never have done anything without it." He praises the way Dentrix continually drives improvement that "benefit the doctors and offices." And he appreciates having a reliable partner in Henry Schein One. "I'd say if you're going to be in dentistry for a long time, you don't want to skimp on your software. We've had really good results with Dentrix. Get the good program. Henry Schein One will stick with you. They're in it for the long haul."



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