



**WHITLEY FAMILY DENTAL**  
DALLAS, TEXAS  
[WWW.BILLWHITLEYDDS.COM](http://WWW.BILLWHITLEYDDS.COM)

#### PROFILE

- Established in 2009
- Located in Dallas, TX
- A private practice family dental office
- 8 employees
- Reputation for a warm family atmosphere

## POWERED BY DENTRIX, PRACTICE DELIVERS PERSONALIZED CARE

Whitley Family Dental migrated to Dentrix to continue using their preferred patient communications tool.

In 2018, Whitley Family Dental migrated to Dentrix because their dental practice management software became incompatible with Sesame, their preferred patient communications tool. Now, powered by Sesame and Dentrix, the practice has never looked back.

## EXCELLENT CARE IN A FAMILY ATMOSPHERE

In 2009, after 13 years as an associate in another practice, Dr. Bill Whitley founded Whitley Family Dental to deliver excellent dental care in a warm, family-like atmosphere. Dr. Whitley is a trusted dentist in the community and patients often come to him for second opinions because they know he will carefully consider their conditions without over diagnosing them.




## INFLEXIBILITY FORCED THEIR HAND

Since 2009, the practice had benefitted from using Sesame for patient communication because it allowed them to offer a high level of service and efficiency to patients. However, when Henry Schein One acquired Sesame, their practice management software company at the time balked. Tamara Whitley, office manager and wife of Dr. Bill Whitley, explains: "If we kept Sesame, they would stop supporting and giving us customer service. They didn't realize all that

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**~ TAMARA WHITLEY**  
*Whitley Family Dental*

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Sesame did for our practice.” And so, in October of 2018, Whitley Family Dental migrated to Dentrix and found it to be a superior product.

## **A CUSTOMER WITH HIGH STANDARDS**

Tamara

had joined the practice shortly before they migrated to Dentrix and after an extensive executive career in corporate America. When the practice considered the move to Dentrix, her previous experience with software implementations set a high standard for Henry Schein One to achieve. She admits that she has high expectations from a software team. “I want project plans, I want interdependencies. If I was going to move my data, everybody, all of us, were going to be held accountable for the success.”

She explains that when she presented her expectations to the Dentrix team, “They were willing to commit to me that they would provide it. They had never before had anybody ask for that level of detail on an implementation plan.”

## **RIISING TO THE CHALLENGE**

In contrast to the inflexibility of the practice’s previous system, Dentrix flexed to meet each expectation and provided the plans and interdependencies she requested. But that’s not to say that it went perfectly smoothly.

Tamara recalls one instance early in migration when there was an issue. And when the Dentrix team learned of the issue, they sent out a trainer with 20+ years of experience to resolve it. Not only did the trainer help correct the immediate issue, they also remained onsite during the rest of the migration to ensure there were no further problems. Reflecting on how quickly and thoroughly Dentrix resolved the issue, Tamara explains,

“I know from my 27 years in corporate America, you are going to have issues. But how does an organization respond to those issues? What is their urgency in getting that done?”

## **IMMEDIATE AND CONTINUING SUCCESS**

After the migration, the practice was impressed with Dentrix functionalities and efficiencies. Tamara recalls, “I was beside myself with excitement because of the workflows, the different modules of Dentrix, the efficiencies, getting eligibility automatically three days out and all the different functionalities. So, we jumped in with a big bundle and loved the service immediately.” She explains that her practice relies on Henry Schein One products: “Not just Dentrix, we got everything from Henry Schein One – Omnicore™, Sesame and TechCentral.”

Tamara describes why the clinical team loves Dentrix specifically: “The tooth map chart is so much better. The quality of the integration is better.” Dentrix has also improved communication between the clinical team and the front office, and she explains that “Dentrix helps the clinicians communicate with the front office, and the front office is able to see when a case is critical and to schedule that treatment with the priority it requires.”

The practice uses Dentrix reporting tools to provide more personal, individualized care for their patients. She explains that these reports help them to “bring in the people who haven’t been to the practice in a while, and this makes them feel cared for,” and that the automated efficiencies of Dentrix frees the staff to “build the relationship and focus on the patient.”

## **A BELIEVER IN ONGOING TRAINING**

Tamara identifies training as a key factor in their success with Dentrix: “We signed up for coaching

**“The reports from Dentrrix will help you make better decisions.”**

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because any time you get a new software, you need to know its functionality; most dental offices use maybe 5% of the functionality.” In the first year, they enrolled

in monthly coaching and they now receive coaching quarterly, and they find that they always learn something new from each session.

This commitment to staying on the cutting edge of Dentrrix and Henry Schein One technology has also led Whitley Family Dental to participate in beta testing to provide feedback to the developers. Tamara explained, “I like a beta test because of the quality assurance, the user controls, so when new products come out, I want to jump on board with that.”

## **EMPOWERED TO MAKE BETTER DECISIONS**

Four years after implementation, Whitley Family Dental continues to be pleased with their decision to move to Dentrrix and keep Sesame for patient communications. Tamara Whitley shares that she “can’t imagine trying to exit the PPO process and being able to get detailed, interactive reporting without Dentrrix.” When asked what she’d recommend to practices considering switching practice management software, her answer is simple: Dentrrix. “The reports from Dentrrix will help you make better decisions.”

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