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**Dental Expo**  
**How Dentists Are Using Extended Tools with Their PMS**  
**To Increase Their Efficiency, Effectiveness & Profits!**

# What is business as Usual?

We're in a financial crisis, highlighted by widespread foreclosures, bank failures, high unemployment, and a slump in manufacturing, which marked the end of the economic expansion.

The Panic of 1819

## Numbers to remember

1776 – Declared our independence

1787 – We became an operating Country

In 222 years, we've suffer from 4 major depressions, 16 major recessions, and 9 major wars totaling 156 years.

That means that we've been in turmoil in the country 69.5% of the time.

Ironically, we go out of business during the good times, we just don't know it.

# The Typical Dental Practice

Beware of Time Posteriority  
Remember I love Lucy

## Posteriority Defined:

“There's only an hour in an hour and you can only do so many things RIGHT in that hour. When you add one more thing to what you can do RIGHT, something takes the rear.”

99% of all problems that occur in business.  
Why dental teams sabotage new technologies,  
consultants, anything new!

## Practice Management Tools (PMX)

What is PMX?

- A software system that interacts with the existing practice management system and performs critical functions automatically
- Eliminates POSTERIORITY from the dental staff

## How Does PMX Work?

- Our software is synchronized with the practice management system every 10 minutes. (True Time)
- Checks for activities
- Uploads to server
- Takes Action

## Why is PMX the best choice?

- PLZ Practice Management Extended Software
- Integrates Direct Mail Marketing
- Handles all types of Patient Communications
- Practice Analysis Reporting
- Remote Data Access
- Best value for price with one vendor

## Direct Mail

- Database analysis of the existing patient base via the Practice Management System.
  - Demographics
  - Geographics
  - Financial position
  - Appointments kept
- Create the marketing piece
- Shell versus One-Up
- Multiple messages & images
- Create the Prospect List
- Scrub against the PMS

- Send to prospects
- Track results of Web hits
- Track results of inbound calls
- Track results of new patient appointments
- Delete new patients from next mailing

## **PMX – Automated Patient Communication**

### Handling The New Patient

- Track/record inbound call
- Update Appointment
- Save the Date
- New patient packet
- Medical/Dental Forms
- Audio/Video Links to Web Site
- New Patient Survey
- Tracks Statistics

### Handling The Short-Term Appointment (usually restorative)

- Appointment Made
- Save the Date email
- Confirm Directly to PMS
- Request New Appointment
- RealCall to Practice
- Subsequent e-mail confirmation
- Automated Outbound Call (optional)
- Text Message Reminder

## Handling The Long-Term Appointment (usually Recall)

- Appointment Made
- Save the Date email
- Sleep until 2 weeks 4 days
- Send E-mail
- Wait 4 days, send Postcard
- RealCall tracks postcards
- Subsequent e-mail confirmation
- Automated Outbound Call (optional)
- Text Message Reminder

## Handling The Recall Process (not appointed)

- Specialized newsletter
- Due Date email
- Phone calls/letters/postcard
- Track inbound calls
- Automated Outbound Call (optional)
- Appoint Recall Appointment
- No Appointment Set past due reminder

## Handling Past Due Recalls

- User Defined Schedule
- 1 day, 1 month, 6 months, 12 year, 18 months
- Track inbound calls
- Automated Outbound Call (optional)
- Appoint Recall Appointment
- No Appointment Set Reactivation Flag

## Reactivation Campaign

- E-mail daily
- Dental Team reviews
- Automated Letter Sent
- PLZ Analyzes daily appointments
- No Appointment made
- Staff Action
- Statistics updated

## Practice Correspondence Loyalty Campaign

- Practice Newsletter
- Specialty Newsletters
- Insurance Benefits Remaining Campaigns
- Birthday Greetings
- Happy Thanksgiving, Christmas or other selected cards or letters
- Specialized Actions – Jump Start Campaigns
- Special Appointment Activity (cancel the day)

## Patient Surveys

- New Patient
- Hygiene
- Restorative
- Customizable by the practice
- Feeds the Search Engines

## Other Activity

- Refer a Friend
- Request an
- Appointment

## PMX – Analysis Reporting

- Morning Huddle
- Things ToDo Today
- End of Day
- Automated Accountability Reports
- Things ToDo Tomorrow
- Email Reports
- Analysis of overall practice

## PMX – Remote Connectivity

- iPod Application to access your database from anywhere
- Computer access to your database

## **Conclusion PMX**

### Eliminates Time Posteriority

- Eliminates menial tasks
- Makes the dental team more efficient and effective
- Extends the reach of the practice
- Helps retain existing patients
- Renews patients that are about to become inactive
- Is cost effective