

Oasis Practice Management Software

Case Study: 1300SMILES Ltd

Situation:

With a successful service structure in place and forecasted growth in the pipeline 1300SMILES had established a strong business model – but their current practice management software system was both slow and incapable of expansion.

So in 2005 1300SMILES began looking for a solution that would deliver now and into the future. They found it in Oasis.



1300SMILES provides self employed dentists with access to dental premises, clinical equipment, practice management software and other services so they can operate their own dental practices under the 1300SMILES name in practices throughout Queensland. 1300SMILES' services allow dentists to focus on the delivery of dental services rather than on the administrative aspects of carrying out their businesses.

The dentists who use 1300SMILES services range from new graduates to experienced professionals in their 40's and include senior figures in the Queensland dental community. Several dentists have special interests and experience in such areas as endodontics, oral surgery, and periodontics and cross-refer work to other dentists who use 1300SMILES. In addition to being a service provider, 1300 SMILES also provides their own dentistry services to patients.



With a combined patient base of around 40,000, 1300SMILES requires an extremely reliable and efficient practice management system to ensure all practices are run smoothly and profitably. How is this possible?

According to 1300SMILES Practice Manager Sarah Raymond the key is using capable software. "In 2005 1300SMILES had reached a point where our business had taken off and new practices were being added frequently and with success, however it became apparent the web-based software we were using to book appointments and handle accounts was holding us back."

"When a patient rang in to the 1300SMILES call centre our staff were put in a position where they clicked on a link to access information and that information took longer to download than we felt was appropriate. This meant our patients were waiting on the line and our staff also became frustrated. The other critical limitation to that system was its inability to grow with us, we couldn't archive old records without affecting historical data and it soon became obvious that we wouldn't be able to easily add new practices in the future."

Early in 2005 1300SMILES began to investigate alternative software solutions. "We scoured dental magazines and read up on as many products as we could," said Sarah, "functionality-wise there were only a handful of products we considered relevant so we dug a little deeper. Oasis greatly interested us and we rang other practices that were using Oasis to gauge their experiences of it. Without exception the responses we got were positive."

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"We then called the Oasis reseller and they seriously impressed us by making the trip to our head office in Townsville and sitting down with us to comprehensively assess our needs and discuss options. Their commitment to our business and its future growth won us over."

"Oasis is just a fantastic product; it is capable of handling a huge number of practices simultaneously. Records can be compressed to create more space and allow the system to run at optimum speed."

"We have Oasis installed on a terminal server which allows the system to be seen and accessed 'live' throughout 8 practices that are thousands of kilometres away from each other."



Oasis practice management software is modular, allowing users to add functionality as required. Currently 1300SMILES is gaining specific benefits from the Profit Builder, Front Desk and Query Report modules. Sarah explains;

"**Profit Builder** allows us to assist our dentists to achieve their desired budgets/targets and we can help them to monitor and forecast their financial performance. We will ask them what they want to achieve and based on that requirement we can use Oasis to create a plan for their rate of production."

"The **Front Desk** module is my personal favourite; this is the epicentre of our management set-up. When a customer rings the call centre they can book an appointment there and then because our staff have instant access to every practice and every dentist's schedule through Front Desk. The work itself is colour coded – for example extraction work might be khaki – staff can quickly make smart decisions about the best time of day to schedule customers based on their needs, while ensuring the dentists are not being overloaded. 1300SMILES' policy is 'on-time, every-time'....enter Oasis Front Desk!"

"The **Query Report** module is a statistical dream, it allows us to pull out very specific information across a number of areas including patients, dentists, type of work – all of which can give us some very insightful information about areas of the practices that are working well and areas than can be improved. It can identify opportunities."

What does the future hold for 1300SMILES? "We're planning on more growth, absolutely. In terms of Oasis we're in the beginning stages of setting up SMS (text messages) and email modules so we can contact our customers and/or make recalls. This module has great possibilities, for example you can configure it to remember a patient's birthday and send them a special message on that day. We're looking forward to that; it has a nice personable touch."