



Perfect case presentations the key to success

BY JOSEPH ALLBEURY

Examination and diagnosis has always been part and parcel of dentistry. It is the key process that must take place before any treatment is commenced and increasingly in the brave new world of litigation, a process where communication must be accomplished and consent clearly informed.

It is also an area where in many cases, the dental relationship between practitioner and patient stumbles.

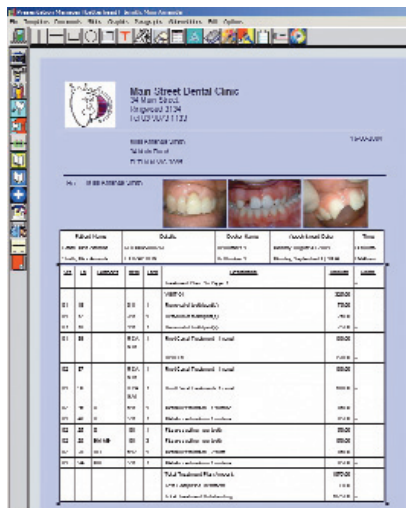
“We’ve been working with our clients for decades and the one thing the majority have in common is a high level of diagnosed but incomplete treatment in the system,” said Noel Morley, managing director of Oasis Software. “Our software tracks this comprehensively and clearly indicates that most practices have a goldmine on their books already but in many cases have been unable to break the surface.

“We see a key way we can differentiate ourselves as more than just a software provider is by helping our clients to use the data they have about their businesses to run their practices better.

“In the overall scheme of things, the process of what is effectively quoting a job is very unprofitable unless you get to follow through with the work. Most patients aren’t getting three quotes on their treatment as is common in most other areas of business, so there must be other reasons why the treatment plan is not being implemented. Some of the work may be discretionary cosmetic procedures but much of it will be necessary to maintain the patient’s overall oral and systemic health.

“We believe that the reason a lot of treatment plans are not being accepted is that our clients are having trouble communicating the information to the patient in a succinct and user friendly way.”

Oasis Software has been developing a software-based solution called Presentation Manager for over two years to assist dentists in presenting treatment plans quickly and easily and incorporating any new technologies that the dentist may already have



in the practice such as digital x-rays, digital cameras and intraoral cameras.

“We’ve been using OASiS ever since I left the Navy six and a half years ago,” said Dr Robert Taylor, who practises in Mount Eliza on Victoria’s Mornington Peninsula south of Melbourne. “We are more than

happy with the software and of course jumped at the chance to be one of the first to trial their new Presentation Manager.

“Essentially, like most dentists, I want a way that I can gather all the information about a problem a patient has or a treatment they are contemplating and present it in a manner that they will understand clearly.

“We want to give patients the right information so they can make an informed judgement about treatment but at the same time, we’re very laid back and not trying to do a high pressure sell.

“In the past, we would run through all the images and x-rays with the patient in the chair and then print out the treatment plan for them to take away, but all the item numbers and jargon made it confusing. You can use things like Microsoft Word to write presentations, but it is a cumbersome process and you need a high level of skill to really make it look professional.”

The Presentation Manager software now allows Dr Taylor to setup templates that he can use to easily assemble presentations

for patients that he can show on the flat screen monitor mounted above his dental unit, or print out for the patient to take home.

To assemble the presentation, the software includes both word processing and Paintbrush-type tools. In Dr Taylor's case, he has setup a template that already includes information on the practice such as the contact details and also their logo. There is a toolbar incorporating all Oasis patient-linked data so it's simply a matter of dragging and dropping the familiar menu icons onto the form to bring in this information including, for example, the patient's chart.

He can then "drag and drop" images from his digital x-ray system and intra oral camera. It will even include a quotation on treatment if required.

With Presentation Manager, you simply select the icon representing an item of information and then drag that object to the position in the presentation on the screen where it's to be displayed. Just like a paint type program, objects can be moved or resized to suit.

Once everything is in place, you can use the same template over and over for different patients which means a customised patient-specific presentation can be generated in 2-3 minutes.

"We've been using Presentation Manager for three months now and so far so good," Dr Taylor said. "Patients have commented on the professionalism of the information about their proposed treatment they are now receiving and our rate of case acceptance has also increased significantly."

For more information on Oasis Presentation Manager, call (03) 9873-1133.
