

Our first wish is that you, your employees, family members, and friends are well and healthy. We are in an unprecedented period in history and will continue to do our best to serve you and all our wonderful clients in a manner that is safe for our employees.

We know many of you still rely on Trojan to help your office. Some offices have even reported they are taking this opportunity to review their patient accounts to ensure all the insurance information is current and up to date in the practice management system. We invite you to let us know how we can help.

To help you get the assistance you need, here are Trojan's department numbers. We thank you in advance for any delays in responding.

Benefit Service (PPO): 800-633-3060

Managed Care (DHMO): 800-286-6993

Software Support, Dentifi Automation, and Training:
800-451-9723, Ext. 1

Eligibility Coordinator: 800-541-9723, Ext. 6

Collection Services: 800-248-2964

Sales: 800-451-9723, Ext. 3

You may also reach out to us online
at **www.trojanonline.com**

Trojan Professional Services, following the recommendations of the World Health Organization (WHO) and Center for Disease Control (CDC), and the directive from the California governor to stay at home, has closed its office in Los Alamitos.

As we finish getting our employees set up to work from home, connecting with Trojan may take a little more time than usual.
We appreciate your patience.



TROJAN PROFESSIONAL SERVICES



CPR to Revive a Dying Dental Practice

PART ONE: Connect, Promote, Remember

by Belle DuCharme

This article is the first of a two-part series on bringing new life to a faltering dental practice. The following case study is based upon facts. The names and some information have been changed to conceal the identity of the doctor and the practice.

Recently I went to the dental office of a new client who had purchased the existing practice six years ago. Dr. Abbe was concerned because his new patient numbers had fallen off, and there were unfilled hygiene openings.

Practice management experts often agree that a solo general practice must have at least 300 new patients (comprehensive evaluations) yearly. In addition to this benchmark, there are so many other factors involved in making a practice productive and profitable, such as investing time and energy into giving patients an incentive to return.

As I walked through the front door of Dr. Abbe's office, the first thing I noticed was a floor-to-ceiling wall of yellowed, tattered paper charts behind the reception counter. The reception room décor looked like random items picked from the clearance rack at a discount department store, and the patient chairs were stackable aluminum frame, hard, cold, and frightfully uncomfortable. The usual outdated magazines touting health and travel stuffed into

a plastic wall display looked well-used, as if there was a standard long wait to see the dentist.

Dr. Abbe assured me his was a chartless practice; the wall was used as storage for old records. Yet, the perception was the practice was not modern and wasn't as HIPAA compliant as it should be in protecting patient records. Dr. Abbe explained that because the practice was about 90% PPO, he didn't see the need to improve the reception area. "PPO patients come here because we accept their plan and not because they expect anything fancy." He had no marketing plan in place to attract patients without insurance, and he'd done nothing to create a sense of welcome or comfort to his practice.

Meeting with the dental team, we discussed creating a culture of caring that included a pleasant experience for all five senses. If a patient has a dental PPO insurance plan, they are expecting the best dental service just as if they were paying in cash. It was time for **CPR**.

CONNECT VISUALLY, CREATE A CULTURE OF CARE.

People don't return to healthcare facilities for the same reasons they don't return to restaurants. They assess the physical appeal of the entrance, the reception area, the restroom facilities, the décor, the smell, the music, the cleanliness, the evidence of quality before they ever sample the product or service. All these are components of marketing and don't cost much to improve. Patients may not comprehend the value of the treatment they receive, but they always remember how the experience made them feel. A patient will come because you are on the PPO network but may not return because of an unfortunate encounter with the practice environment and culture.

The wall of the old charts went into boxes and were stored elsewhere. The team shopped for new waiting room chair designs and pleasing artwork for the reception wall.

Dr. Abbe wasn't sure of how to define their "culture." Culture is your leadership style, core values for care that make patients choose your office as their dental home. It is the uniqueness you offer that sets you apart from other dentists in the area. It is the culmination of everything within the office walls that defines what the practice stands for, from the welcome mat to the composite restorations.

PROMOTE THE PRACTICE.

Where does your practice show up in a google search of dentists in the area? Search Engine Optimization (SEO) is worth the investment. People search before they buy and look for great reviews of your practice online. Updating your website routinely by making it more patient-friendly with an interactive chat feature and interesting blog should be considered.

Shake up your dead content with some new posts that address problems, concerns, or interests that your patients have shared. Share what you are doing to improve your practice, showcase patient stories, and demonstrate how you helped them become healthy. Social media is a must to promote your practice. Whether it is your choice for Facebook, Instagram, or Twitter, many of your patients will see you as connected to their world.

REMEMBER TO SMILE.

Smiles are free yet offer so much to those who give and receive them. Answering the phone with a smile tells the patient your office is a friendly place. Stand to greet your patients as they enter your office and always wear a big smile that says, "Welcome." Smile when you say goodbye and thank the patient for coming.

Administer CPR and watch your numbers grown!



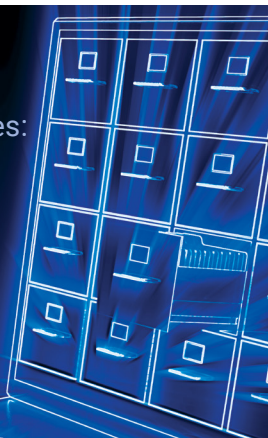
Belle DuCharme, CDPMA, Dental Training Consultant, is a professional writer, speaker, and instructor/consultant for the dental profession. Her long career includes clinical and business practice management and development of systems customized to each practice's needs.

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Check out trojanonline.com for some of our favorite "classic" Trojan Today articles:

4/15 **On to Plan B!**
by Wendy Phillips

4/25 **Secondary Insurance Plans**
by Roz Fulmer



Ask the Consultant

Q: Is there a code for a digital picture of a tooth?

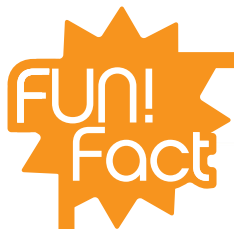
A: **D0351 – 3D Photographic Image**
This procedure is for dental or maxillofacial diagnostic purposes.
Not applicable for CAD-CAM procedure.

Response provided by **Kathleen Johnson**,
President of Kathleen Johnson Consulting, Inc.

Quote-Worthy

“It takes months to find a customer; seconds to lose one.”

— Vincent Lombardi



Think you've heard of it all
in terms of dental legislation?

In Vermont,
when it comes
to dentures,
**the law dictates
women must
obtain written
permission from
their husbands
to wear false teeth.**

Although it is
questionable
whether local
dentists uphold
this rule.

**It is also illegal to
whistle underwater.**



Service Savvy

X-rays: To send, or not to send? That is the question.

X-rays can be a hassle when the time comes to file your insurance claim. Some insurance companies insist you send them with certain procedures, while others do not want them at all, and your decision to send them can make the difference in the turnaround time of your claims. Following are a few hints to help the claims process when x-rays are involved.

Paper Claims

Considering the turnaround time for paper claims through the mail, it is better to send the x-rays if you have any doubt whether the insurance company wants or needs them. **Never send the originals when sending x-rays with paper claims.** Claims for crowns, bridges, dentures, partials, and root canal therapy should all be accompanied by x-rays. Remember to send periodontal charting as well as x-rays with periodontal procedure claims.

Electronic Claims

The turnaround time for an electronic claim is far less than with a paper claim, especially if there is not an x-ray to slow it down. You are better off not sending x-rays and having them tell you to do so, rather than sending unnecessary x-rays and having your claim delayed while the insurance company waits for an x-ray they don't need. To expedite the claim, carriers will usually process without accompanying x-rays.

You can reach the Software Support Department at 800-451-9723, Ext. 1, Monday-Friday 6:00 AM to 4:00 PM PST.

What Clients Say

"All dental offices need to use Trojan Professional Services. I've been using Trojan since 2001, and it has made my job so much easier."

— C.K.



Write for TROJAN TODAY

Share your dental and front office experience with others! Articles should be no more than 750 words. Include a short bio and recent photo.

Submit to: nikkim@trojanonline.com

Trojan encourages a wide variety of contributors and subjects to its newsletter.



Seminars



Dentrix User Meeting

APRIL 10, 2020

Denver, CO

[Click here to download the flyer](#)

Dental Team Training Workshops

Presented by Laura Hatch

JUNE 19, 2020

Indianapolis, IN

JULY 31, 2020

San Antonio, TX

[Click here for more details](#)

Pediatric Dental Business Leadership Conference

Presented by LCP Dental Team Coaching

SEPTEMBER 23–26, 2020

Denver, CO

[Click here for more details](#)

Lion Speak's Leaders of the Pack

A #SeminarsAtTrojan! Event

Presented by Katherine Eitel Belt

NOVEMBER 5–6, 2020

Sky Room, Trojan Office

Los Alamitos, CA

Registration Information coming soon!



Meeting Place

Learn more about your peers!

Check out AADOM's Chapter Meetings
for educational dental events in your area.

PLUS use code **19TROJAN**
for a membership discount.

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TROJAN PROFESSIONAL SERVICES

Accelerating dental practices to excellence by providing services that increase case acceptance, production, and collections.

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