MANAGING *today* BY UTILIZING TECHNOLOGY

MEMBER ARTICLE | BY JENNIFER STEADMAN BSDH, RDH, DAADOM

Whether you are managing one office, 50, or 200, you need to stay organized and always be on your game. By implementing and utilizing technology you can use your time wisely and always have your fingers on the pulse of your practice(s) and team. Before implementing any new resource or making appropriate changes, you need to research the best product for you based on the needs of your team. Maybe they have challenges making sure all tasks are completed or communicating between multiple locations. Poll your team and see where their pain points are.

Project management tools can be extremely beneficial to every practice, big or small. The right tool can help you organize your day-to-day checklists all the way to planning your new marketing and rebranding project. This is not your average run-of-the-mill checklist. It is a place where you can assign team members or guests (third party vendors) tasks, they can make updates, mark items as "working on it", "need help", and "completed". It helps to hold people accountable and leaves you time to focus on other things. How great would it be to create something where you could share update requests for your new website with the developer, they could message you through the system, and mark the item completed when they finished? Awesome, right?! At the same time, your assistant just updated the status on her task of cleaning the sterilizers and added a file showing that your autoclave passed the weekly testing.

By utilizing a project management tool in daily practice, your team is responsible for their tasks and they are empowered to do more! Every time they complete a task, they get a virtual "kudos". This is also a great reference when completing your annual performance evaluations because the system tracks each team member's tasks, deadlines, and status updates. You can create different boards for out-of-office tracking, expense reports, equipment warranty/maintenance, and so much more!

Statistic and analytic software can be a wonderful tool to track everything you could ever think of and more. Some software can pull more data than your practice management system is even capable of! You can measure your Key Performance Indicators (KPIs) real-time without having to do any calculations on your own. It is an easy way to keep the pulse of your practice and providers.

Analytic software isn't all about production and collections. Dive deeper and see what the numbers tell you. It can help you determine where your team may need additional training or support.

MEET THE MEMBER

Jennifer Steadman, BSDH, RDH, DAADOM, specializes in business operations, recruitment/ interview strategies, team development, and communication. Her career has evolved from dental assisting to hygienist, practice manager and now her current role as Director of Operations. In 2020 she was named AADOM's Practice Administrator of the year. Her goal is to empower dental professionals to hone in on their strengths and become a positive light in the dental community.

The software can identify who has the highest case plan acceptance rate amongst your hygiene team when your doctors present treatment. If one of your hygienists is doing well in this area, determine what they are doing so they can help train the team.

Patient communication systems are a must, especially in today's world. All patient communication systems are helpful, but they are not all created the same. Do your research and ask questions to determine what will work best for you and your practice. Does it integrate seamlessly with your practice management system? Is it easy for the team and patients to use? Can you create custom campaigns and help obtain patient reviews? Is there a contract?

You want a system that is easy to implement, use, and maintain. When you have a challenge, you need to have reliable customer support. Patient communication systems are integral to your day-to-day practice operations now. You can text patient forms for them to update before they even step foot in your office. When they complete them, you get an alert, and with a click of a button it writes the information into your practice management system! Gone are the days of printing any patient forms. It saves paper and time when you do not have to scan the document into the patient chat.

While researching any new technology, I suggest you add one step in your process; ask your AADOM Tribe! AADOM members are very helpful and want you and your team to succeed. Together we have quite a few years of experience and have tried many things between our practices and teams. Reach out and ask in a forum; plenty of members are always happy to help! ∎

Make a list. Have an ASAP list to call from so that you can accommodate anyone who might want to come in sooner. Add to the team, even if it's only temporary. In our case, we learned we had to add an extra employee. As in any situation, if you are getting more emergencies and cleaning requests, you need the manpower to provide the care. The phone is ringing, emails are coming in, and the text messages are plentiful.

A dental wave is office revenue. You want to look at a way to build and grow the business while also meeting the needs of your clients. In the end, the overall key to success is to have happy patients that want to keep coming back. ∎

MEET THE MEMBER

Claudia has over 20 years of dental experience. She began her career as a dental assistant and transitioned into a management role at Bell Family Dentistry in Cary, where she has led the practice for more than a decade and was recognized as Practice Administrator of distinction in 2019. Claudia achieved her AADOM Diplomate recognition in 2021 and serves as a board member for the AADOM Triangle Area Chapter. She and her family live in Apex, North Carolina.