

# Solving your Internet and marketing needs

## From customized Web sites to patient-education videos, American Dental Software has just what you're looking for

Every dental practice needs a Web site. Every dental practice also needs marketing resources and software. Fortunately, American Dental Software has the answer for all those needs.

"We like to think of ourselves as the one-stop company for the needs of dentists when it comes to Internet presence, marketing and software," says Senthil Kumar, co-founder and CTO of American Dental Software. "We started out as a company providing customized Web sites with unlimited changes to dentists, and we now offer more services and products: dental patient education software, patient communicator software, voice services and reception area continuous play."

American Dental Software, a part of Siva Solutions Inc., got its start when Kumar's wife, Dr. Keerthi Senthil, co-founder and CEO, returned from one of her lectures and handed Kumar a brochure of a Web site company charging a lot of money for a simple site. "Her thought was, 'Everyone thinks dentists have a lot of money and want to overcharge them,'" Kumar says. "We wanted to offer services and products at more reasonable and honest levels."

Since then, American Dental Software has focused mainly on providing customized Web sites to dentists, with the level of involvement from the dentists strictly up to them. The company offers unlimited changes and content as well as unlimited videos, interactive



American Dental Software can customize your Web site to fit your practice.

patient forms that are HIPAA compliant and unlimited support. Every Web site from American Dental Software comes with viewer customizable features such as increasing the size and color of the text as well as changing the overall look of the site.

Some of the other features included with every Web site are dedicated search engine, blogs and online chats. All clients receive two sites, one with flash animation, which can be viewed by patients with high-speed connections, and another version without any flash for fast downloading so people who still use dial-up can view it without having to wait for the pages to load.

Turnaround time is just one day,

and the dentists can give as much or as little information as they like.

"It does not matter what it is they want," says Kumar, adding that some dentists like to match their Web site colors to their business cards and others to their office décor. "We can do it and at no additional cost."

"Many dentists believe print is better and invest in print advertising, but the Web site is something that is out there and is working 24/7 for you," Senthil says.

### Software solutions and marketing

Although American Dental Software is primarily focused on the customized Web sites, the company's products don't stop there. Patient education and tools to help dentists grow their practices also play a strong role in the product line.

One of these products is patient education animation software, which not only explains to patients what exactly each procedure is, but it also explains the consequences of not doing the treatment.

"Most of the times, doctors come in and give presentations on why patients should have the treatment," Senthil says. "But what happens if they don't have the treatment done? We want them to understand the consequences of inadequate treatment."

Senthil says the software covers most of the procedures a dentist would normally perform.

Along those same lines, American Dental Software has just introduced its continuous reception play. On a monitor in the waiting room, videos on topics such as implants versus bridges or the need for veneers play.

"It's a way for patients to keep their minds working while they are waiting," Senthil says. "A patient might see something out in the waiting room and then go in to ask the dentist."

Another important product is the telephone/voice service. This includes having patients fill out a survey or form via an automatic phone call. American Dental Software also provides automatic appointment reminders, either by phone, text or e-mail, while letting the patient confirm, reschedule or cancel right then.

Sometimes, Kumar says, prospective patients looking at a Web site want to talk to the office immediately. American Dental Software has an option where patients can click a button on the site and be automatically connected to the office. These calls can be recorded so dentists can listen to them later as a way to gauge quality control. At the same time, the company offers a way for dentists to track these calls along with the number of people who have clicked on the site.

"How good is a Web site if people can't find it?" Kumar says, and then adds that American Dental Software can help dentists ensure their sites will pop up high on search engines such as Google and Yahoo.

Overall, Kumar says American Dental Software hopes to keep innovating and leading by offering the dental community great products and services at affordable prices.

"If the technology exists that is beneficial to dentists, we offer it or are in the process of offering it very shortly," he says. "We have a very simple philosophy: If our clients are doing well, we will be taken care of. So we have an interest in the success of our clients."

To see for yourself what American Dental Software has to offer, stop by the booth, No. 632, at the AACD or one of your local meetings. **DT**

For more information, contact American Dental Software at (866) 342-6547, by e-mail at [sales@AmericanDentalSoftware.com](mailto:sales@AmericanDentalSoftware.com), online at [www.AmericanDentalSoftware.com](http://www.AmericanDentalSoftware.com) or stop by the booth, No. 632, during the AACD.

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is a mass of clinicians repeatedly committing "random acts of case acceptance" and who stay frustrated by the "dirty dozen."

The best news is that high-pressure sales techniques, memorizing a litany of "sales closes," making major changes in clinical procedures or spending time revisiting ineffective models of "educating" patients are not needed as part of an effective case acceptance system. For dentists who realize these realities and who invest the time and resources, their result is predictable success by having cases enter treatment and that run the gamut of complexity with fees worthy of their skills. **DT**

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### About the author



Dr. James McAnally is CEO of Big Case Marketing, a global leader in providing turnkey marketing for the complex

case patient and in teaching a trademarked sales system to dentists who treat elective reconstructive and dental implant patients. Big Case Marketing doctors are on three continents, and programs are conducted worldwide. His two-day-per-week, part-time practice focusing on reconstructive and implant dentistry is in Seattle. To find out more, visit [www.bigcasemarketing.com](http://www.bigcasemarketing.com) or e-mail [info@bigcasemarketing.com](mailto:info@bigcasemarketing.com).