

SACRAMENTO DENTISTRY GROUP

Healthy, Bright, Strong

May 2013

We are a general dentistry practice that owns and manages two office locations in the Sacramento area. Our newest location was constructed last year to replace a long-time practice we acquired several years prior. Historically, we acquired the two practices over the last **five** years, and discovered that both used the Kelkom™ communication system to manage the back office. Prior to this exposure, we were unaware of the Kelkom product line.

Our double inheritance turned out to be a godsend because once we got into the daily management of each practice, we discovered we needed something to help manage both back offices with real-time efficiency. We have come to appreciate the **simple-to-use** yet subtle **high-value** capabilities of our Kelkom communication systems.

Both office environments are dynamic with each back office staff servicing **five** treatment rooms with variable patient load and treatment types. Because the offices have an “open” floor plan, we appreciate how Kelkom minimizes background noise while our entire staff moves effectively between patients. Even over a relatively short period of time, we realize how much we rely on our Kelkom to improve productivity due to its features and user terminal design.

When it came time to relocate one of the practices, and as part of the overall consideration of managing double the back office workflow, we decided to review the state of the art of office communication systems. Part of this consideration was driven by our plan to create a high technology digital practice including PC workstations in every OP and staff work area. The PCs could very well have handled communications in our environment.

We moved into the new office several months ago, and based on our extensive technology review discussed below, chose the new digital Kelkom system and its communication and expanded **workflow** control capabilities.

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Here's why -

We made an extensive review of products and services claiming expertise in dental office communications. This included PC-based, stand-alone applications, as well as communication modules available for several popular practice management products. We also surveyed several hardware-based systems that, aside from Kelkom, appear not to have changed in 20 years.

We know we need to communicate but we also need to manage the process steps for each patient – yes, even merely a hygiene visit – because we want to blend a calm office environment encouraging the highest level of service with high performance revenue and profit production.

Because our partners were indifferent **toward** a wired system **or** PC-platform software system, we were able to focus on capabilities and measurable results. Uniformly, and aside from Kelkom, the hardware systems seemed stuck in a time warp offering unconvincing and seemingly unchanged, 20-year old capabilities – even basic communication features were a puzzle of **two**-digit codes or complex combinations of buttons and text messages. The cost to purchase, install, and use was higher than any perceived or claimed savings due to efficiency.

The promise of using a Windows® application on all PCs was compelling, but what we discovered were products with approaches not well thought out or implemented from a user's perspective. We realized that our users would spend too much time interacting with these "message boxes" versus **patient-centered tasks at hand**. This appeared true whether the products were integrated with Practice Management applications or stand-alone. None seemed to grasp the purpose of what we needed to accomplish, and the most efficient and effective way to do it (beyond a very basic message and their text message approaches made these cumbersome to use).

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We decided to stay with the dedicated wired Kelkom system version with low profile panels, because the overall design of communication saves time compared to all the other approaches. We especially did not want our team wasting time with text message "communication" required in the PC platform software products – even with "user defined" text messages. Also, the panels can be placed anywhere in the practice to be easily seen and heard versus limited to the PC workstation display locations.

We expected to save time with Kelkom because we are current users in other office locations. Saving time means to us improved efficiencies delivering client services as well as superior revenue and profit production. Our results to date include a better practice environment, and a surprisingly quick financial return on this investment – we are on track for less than a year break even.

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