



eCentralTM

- Web Site Manager
- Communication Manager
- Insurance Manager

Practice Automation

eCentral allows your front office to spend more time with patients and performing other office responsibilities by automating time-consuming tasks. Now you can track insurance claims, verify insurance eligibility, manage your Web site, remind patients of appointments and much more—all from one central location.

The eCentral Managers makes all this possible. With eCentral's Web Site Manager, Communication Manager and Insurance Manager your practice can reach a level of productivity you never thought possible.

More Connectivity

eCentral plays a vital role throughout the entire patient lifecycle. No other single-source product can do that. And, no other product can even come close to eCentral's advanced integration. eCentral will increase your efficiency, improve your patient's experience, modernize your paperless processes and improve your cash flow—all thanks to advanced programming and dynamic interaction with your practice management software. eCentral even gives you the flexibility to use the 'manager' that best meets your needs or a bundle of all three for maximum effectiveness.



eCentral

eCentral Web Site Manager

A practice Web site is an effective way to attract new patients and better connect with existing patients. Unlike other Web sites, an eCentral Web site is seamlessly integrated with your practice management software to become an extension of your front office.

Connect with Your Patients

By providing your patients with the means to securely access personal information online, you reduce the number of phone calls that would normally consume staff time and interrupt productivity. Your patients have round-the-clock access to view upcoming appointments, treatment plans and account balances. Patients can even make online payments, request appointments and complete patient questionnaires that can be imported directly into your practice management software.

Manage Your Site

eCentral's Web Site Manager empowers you to become the Web Master! The simple, yet powerful, editing tools allow you to quickly change messaging, imagery and even navigation. With the click of a button you can hide pages or completely change the theme of your Web site. You can even use basic search engine optimization tools to increase you Web site's visibility.

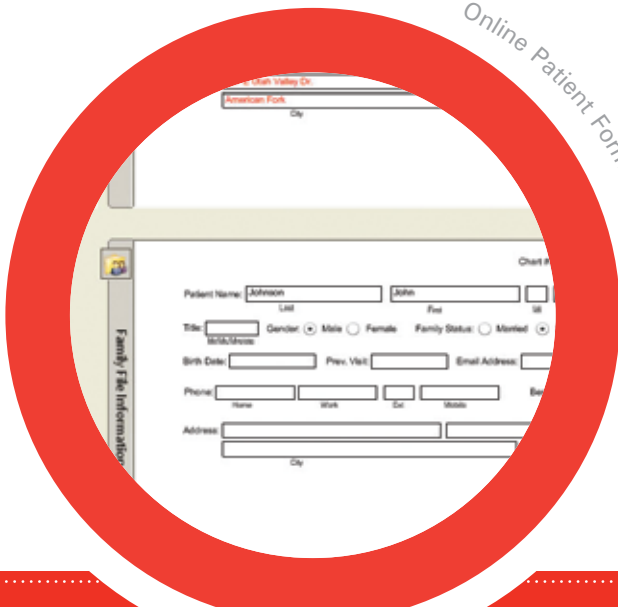
eCentral gives you everything you could ask for from a Web site and more.

The Web Site Manager even has online visitor reports that allow you to view the effectiveness of your Web site and free email accounts that include communication and time management software.

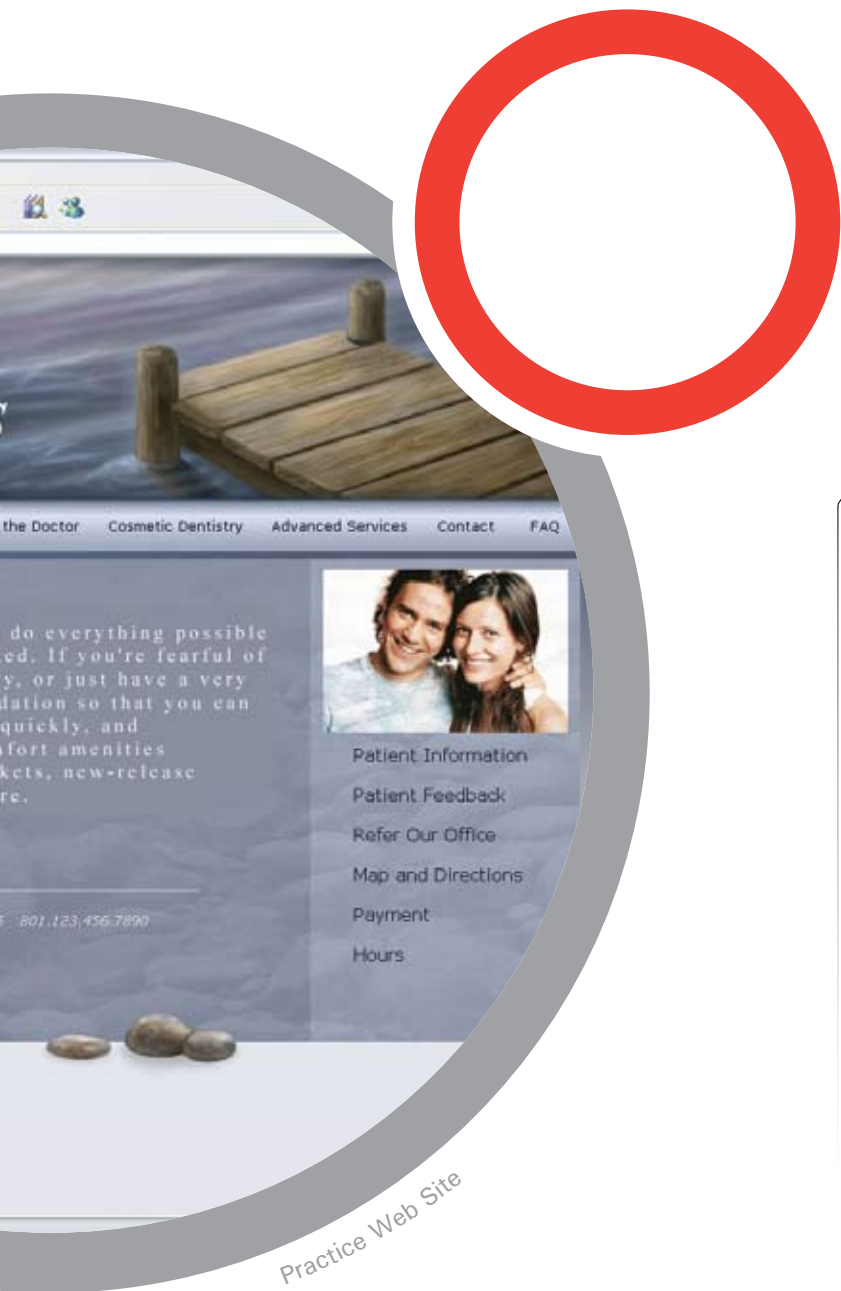
Getting started is easy. Simply choose the plan that best fits your needs and we can handle everything from construction to hosting.



Online Patient Forms



Web Site



Practice Web Site

The Web Site Manager Difference

- Integrated Web site hosting
- Secure patient login
- Automatic synchronization
- Integrated online patient forms
- Easy editing tools
- Comprehensive patient education
- Web site visitor reports
- Free, instant software updates
- Toll-free, live customer support
- No annual contracts



Giving my patients the ability to securely logon to my Web site, check account balances and make online payments has been a terrific mutual benefit. My patients love the accessibility and the convenience.



– Dr. Bill Busch, DMD, FAGD,
North Kansas City Dental Group

Manager

eCentral Communication Manager

The eCentral Communication Manager seamlessly integrates with your practice management software to more effectively and efficiently communicate with your patients and other dental professionals. Imagine how much time your staff would save by eliminating the need to mail postcards or call patients to confirm appointments. eCentral takes over this responsibility and provides your practice with worry-free patient appointment reminders and other correspondence.

Flexible, Effective and Affordable

The eCentral Communication Manager uses popular means of communication to remind patients of appointments or to encourage continuing care visits. eCentral can systematically send TEXT MESSAGES, EMAILS and POSTCARDS that are configured to your preferences. Once set up, eCentral will help reduce missed appointments and optimize your schedule.

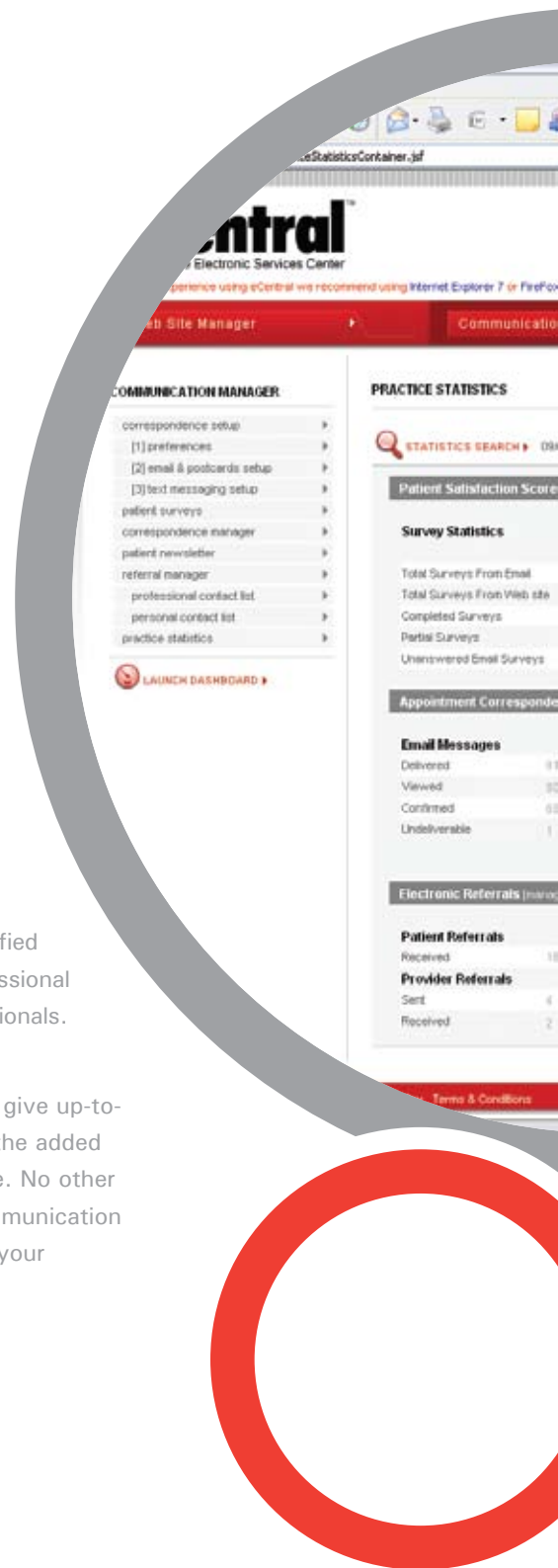
eCentral's email and postcard reminders are personalized with your practice information and are available in a variety of attractive templates. Plus, email reminders have the added ability of allowing your patient to confirm an appointment that is automatically updated in your appointment book. Postcards, like the email, are great for continuing care reminders or appointment reminders. And, eCentral can send postcard reminders less expensively than mailing postcards manually.

Referrals Made Easy

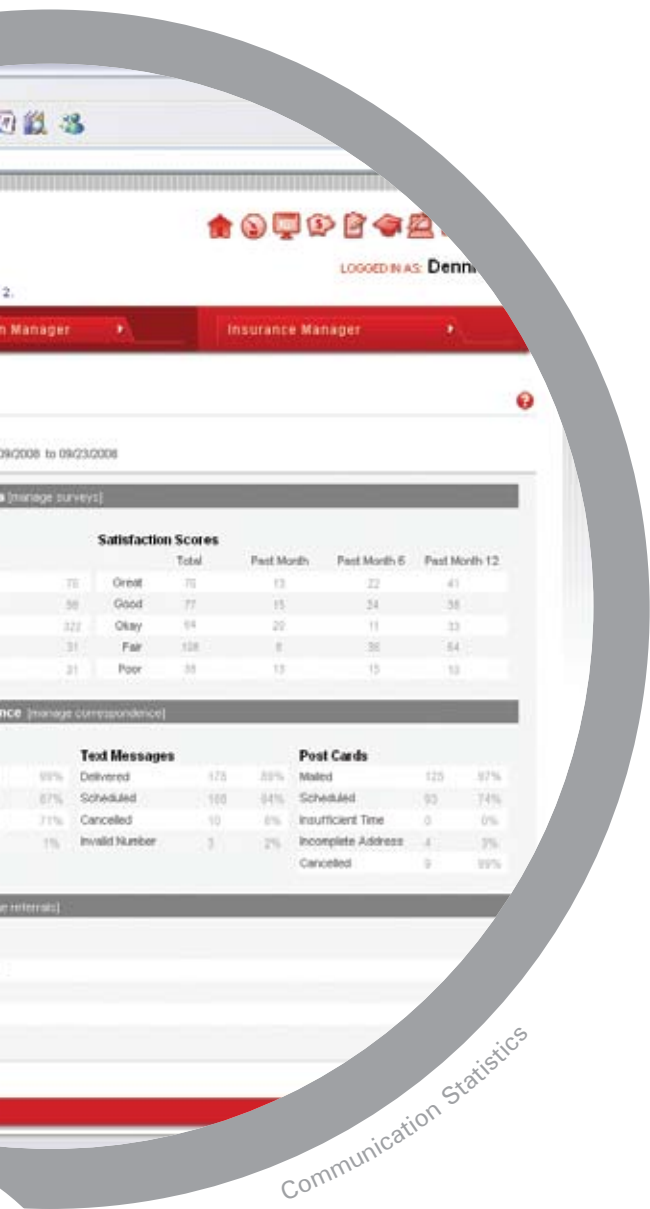
eCentral's Communication Manager includes a patient satisfaction survey that is automatically emailed to your patient after an appointment. The survey also gives a satisfied patient the opportunity to refer friends or family to your practice. eCentral also has professional referral capabilities that allow you to send and receive referrals from other dental professionals.

Unmatched Functionality

You'll never be in the dark with the Communication Manager. eCentral's online reports give up-to-date information on all your reminders, surveys and referrals. Plus, eCentral gives you the added opportunity to stay in touch with patients using the online electronic newsletter feature. No other communication tool can match eCentral for integration and features. The eCentral Communication Manager will streamline your communications, modernize your processes and improve your professional image.



Communication



Communication Statistics

The Communication Manager Difference

- Fully automated patient communication
- Bi-directional integration
- Free, instant software updates
- Toll-free, live customer support
- No annual contracts



Postcard Reminders



Automating our patient appointment reminders was a great decision. It has allowed us to devote more time to caring for our patients and performing other tasks. Plus, the reminders are a hit with our patients! They especially love the email reminders.



– Eric Braswell, Office Manager,
Temiko G. Braswell Family Dentistry

Manager

eCentral Insurance Manager

eCentral can empower you with the latest and most advanced insurance management tools available for your practice. The Insurance Manager improves your connectivity with insurance payors for unprecedented savings of time and money. Your staff will spend less time on the phone tracking electronic insurance claims and checking insurance eligibilities and more time providing exceptional patient care.

Take Your Claim Process Paperless

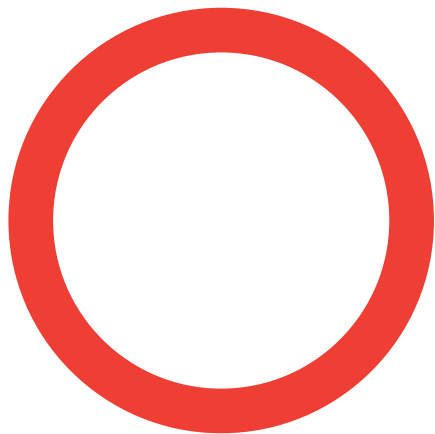
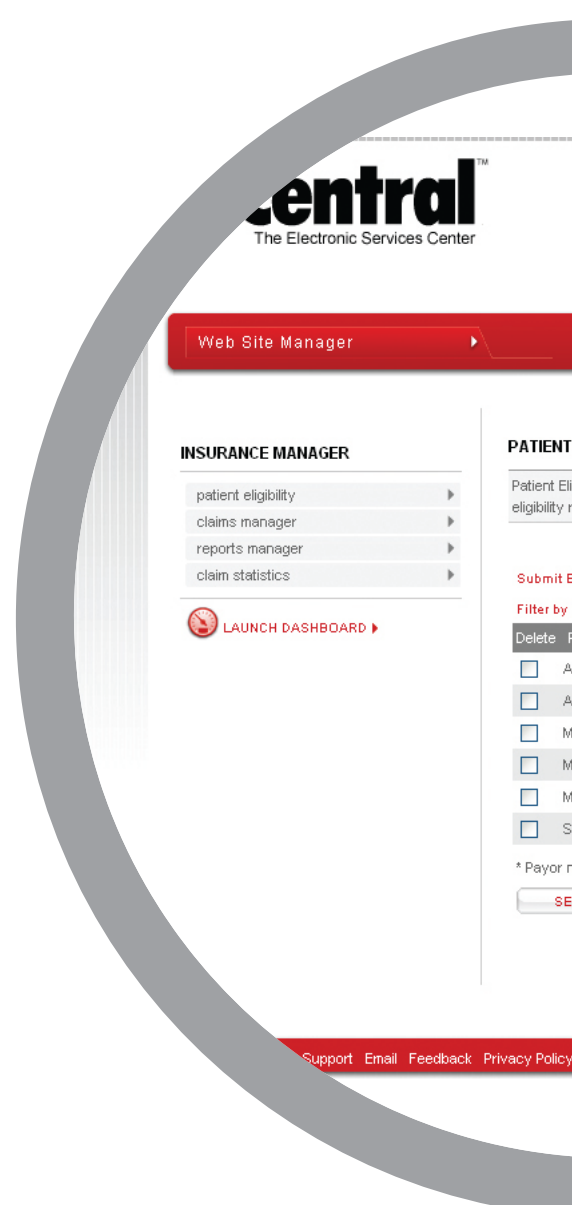
eCentral is the only claim tracking program that can integrate with your practice management software to quickly and easily track electronic insurance claims or view electronic claim archives. The Insurance Manager is a must for any practice using eClaims.

Eligibilities Made Easy

The Insurance Manager allows you to verify insurance eligibility in real-time or to perform automatic insurance eligibility uploads. Use the Insurance Manager to collect insurance eligibilities in advance for an entire day's worth of appointments.

Your New Assistant for the Dirty Work

The Insurance Manager is like having a dedicated insurance research assistant at your beck and call. The eCentral Insurance Manager is easy-to-use, and puts a wealth of information right at your fingertips.



Insurance

Patient Lifecycle

Patient Lifecycle

eCentral plays a vital role in every stage of the patient lifecycle to create a highly efficient and productive dental practice. The benefits result from the automation of several non-treatment related tasks and the improvement of communication methods. Practices employing eCentral are able to concentrate more on patient care and less on time-consuming processes. The result is a more profitable dental practice and a more satisfied patient base.

Acquisition

Acquire referrals and attract new patients to your practice. eCentral's Practice Web site, patient referrals and provider referrals work to grow your patient base without any extra effort on your part.

Conversion

Convert patients into reliable office visits to reach scheduling optimization. The appointment scheduling and reminders keep your schedule full while reducing missed appointments.

Penetration

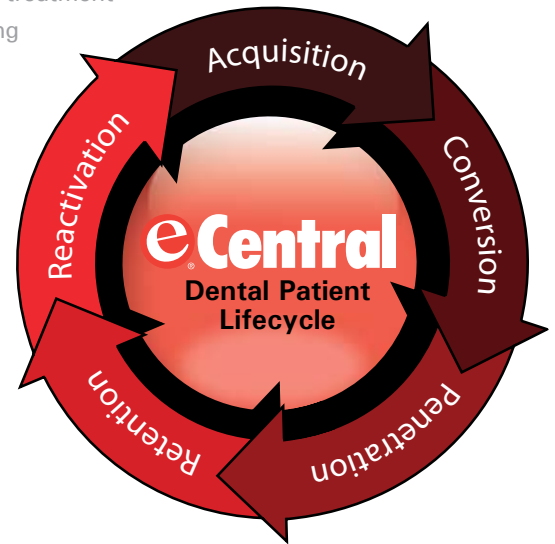
Improve treatment plan acceptance by more effectively managing patient insurance and financing. Insurance eligibility and patient financing are easily accessed to aid in the consultation process. And, tracking the insurance claim process is now easier than ever.

Retention

Improve the patient experience and develop stronger patient relationships to create a loyal customer base. Patients appreciate the availability of information that is provided with secure account access. Plus, patient education and patient satisfaction surveys demonstrate genuine interest.

Reactivation

Engage your existing customer base to increase continuing care appointments. eCentral's continuing care reminders are automatically distributed to help ensure your patient base stays active.



Compatibility

- DENTRIX®
- Easy Dental®



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