



**EBOOK**

# Jumpstart Guide to Growing Dental Practices with Teledentistry

GROW YOUR PRACTICE BY IMPROVING THE PATIENT EXPERIENCE

# Preface

Patient convenience and sustainable business growth go hand-in-hand. Teledentistry can give your practice the advantages it needs to achieve both of these goals.

Success in a private dental practice means straddling two worlds. Just like a dentist is part doctor, engineer, and artist, they must also pay and manage teams, make investment decisions, and keep an eye on the bottom line. So they live in the intersection of business sustainability and clinical care.



**Teledentistry means improving care—while also improving a dental business.**



# What is Teledentistry?

## Teledentistry isn't...

- A replacement for in-office procedures or in-person treatment
- Only for addressing access to care issues
- Only for mobile practices
- Or only relevant to rural settings
- Primarily about at-home orthodontic aligners

## Teledentistry is...

- The ability to digitally communicate, share and coordinate across the patient journey
- Used by patients and providers
- An opportunity for new revenue streams
- A way to make in-office treatment more efficient
- A cost and time saving opportunity for providers and patients
- A travel saving opportunity for patients
- Proven to be as effective as a clinical evaluation

[MOUTHWATCH.COM/DEMO](https://MOUTHWATCH.COM/DEMO)

## How you Use Teledentistry: Two Modes

Teledentistry can be performed synchronously or asynchronously. Each mode of communication offers its own unique set of benefits.



### 1 Synchronous

Real-time Synchronous communication allows patients and providers to meet in real-time, via video, audio, or both.

### 2 Asynchronous

Anytime Patients and providers communicate when most convenient for them, via video recordings, messaging, file sharing, and/or images.

What are the opportunities in your state? Teledentistry rules and regulations around teledentistry differ by state and may change as teledentistry becomes more commonplace. Check with your state’s dental board for the latest rules and regulations regarding teledentistry. Schedule a conversation and demo with a MouthWatch teledentistry specialist to learn more about the opportunities in your state.

# 7 Steps to Growing Your Practice with Teledentistry

**1**

Get a cloud-based platform that meets these requirements:

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**Security:** Make sure your platform is HIPAA compliant and provides secure messaging and video capabilities to protect both your patients and your practice.

**Cloud-based:** With a cloud-based platform, your platform can automatically update as the product team makes improvements rather than having to manually upgrade to a new version of the platform every time.

**Built for dentistry.** Look for features like the ability to capture remote images and store in the patient record without relying on the patient to capture what you need to see and manually share. Case management and provider workflow tools are also key, such as built in teeth charting, coding and exam data management.

**Ability to build and share visual treatment plans:** Sitting in your chair can be overwhelming for patients so they may not remember every detail you say to them. Having a visual treatment plan that they can review with a partner at home and message you questions about can ease their nerves and improve case acceptance.

**Mobile-friendly:** Being mobile-friendly doesn't just mean being accessible from a smartphone's internet browser. It includes several components, such as allowing patients and providers to access the platform from any device, offering SMS registration and notifications, and joining virtual calls with just one-click.

**Security end-to-end.** End-to-end encryption, password protection, and HIPAA security ensure patient data security and protects your practice.

**Training and support:** Training and support is as important as features. If you don't understand how to use the platform and can't get answers easily, it really doesn't matter how many amazing things the platform could do. Make sure the teledentistry platform you're investing in offers the training and support your team needs to succeed, such as customer success managers, live support teams based in your country, and on-demand learning resources.

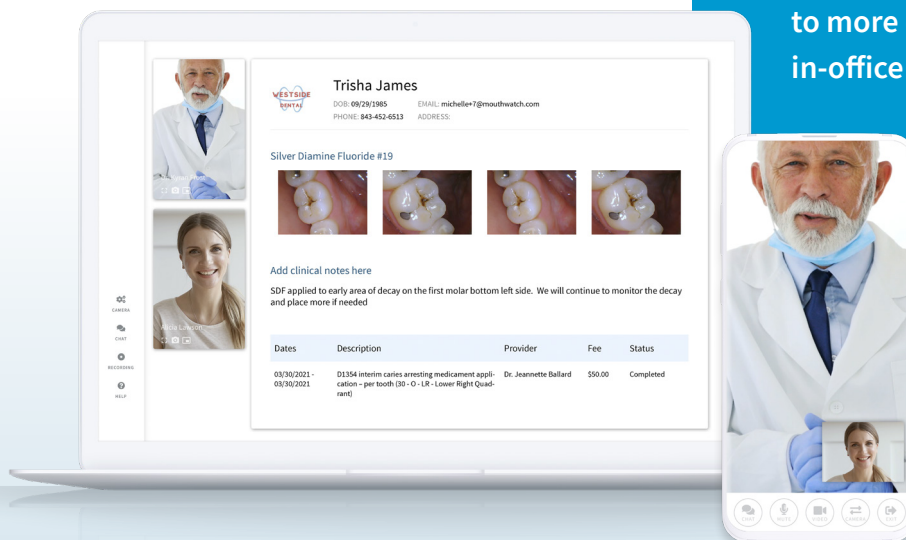
**Scalability:** Can the platform grow alongside your team and practice? Look for a platform that offers custom enterprise support solutions that supports your goals and scales alongside your practice.

## 2 Use a virtual-first approach to inbound appointment requests.

**Make initial consultations an efficient part of your practice by finding out what your patient needs before they come into the office with video consultations.** This way you can save them a trip, save yourself on disposables and team time, answer any questions they may have, calm their nerves, and prepare for a productive in-office treatment.

In case you're wondering how billing and coding works with teledentistry, there are two codes you should be familiar with if you're looking to add teledentistry to your offerings. The two teledentistry codes that should be used anytime a virtual dental evaluation is completed or oral health education is delivered are D9995 and D9996. The synchronous teledentistry code (D9995) should be used when a live interaction occurs when the patient and provider communicate in real time. The asynchronous teledentistry code (D9996) should be used during a dental evaluation performed by a doctor when receiving patient data through a store and forward approach.

Virtual consultations free up chair time for production and lead to more efficient in-office visits.



Date	Description	Provider	Fee	Status
03/30/2021	D1354 interim caries arresting medication application - per tooth (30 - 0 - LR - Lower Right Quadrant)	Dr. Jeannette Ballard	\$50.00	Completed



**3**

## Start your new reimbursement journey with D0140

**When a patient contacts a dental office with concerns about a possible “broken tooth” for example, teledentistry enables quick and effective triage.**

The convenience to both patient and provider of providing an evaluation and determining patient needs through teledentistry improves your chair time efficiency and may help divert unnecessary ER visits. Determine the treatment and time needed prior to scheduling treatment.

**Limited evaluation (D0140) is the most commonly reimbursed service provided via teledentistry.**



# 4 Expand services to include D0350, D0703, D0171, D1330...

**Improve the value you provide to patients by expanding the services you offer.** Teledentistry goes beyond limited evaluations, providing opportunities for comprehensive patient care, including education. Depending on your state, you could be reimbursed for providing oral hygiene instruction (D1330), having post-operative visits (D0171), and/or capturing oral/facial photos (D0350 or D0703) via teledentistry. Not only do these additional services help attract new prospective patients, but they also help keep existing patients interested and involved in your practice.

Teledentistry goes beyond limited evaluations.



## 5 Reach out to your existing patient base

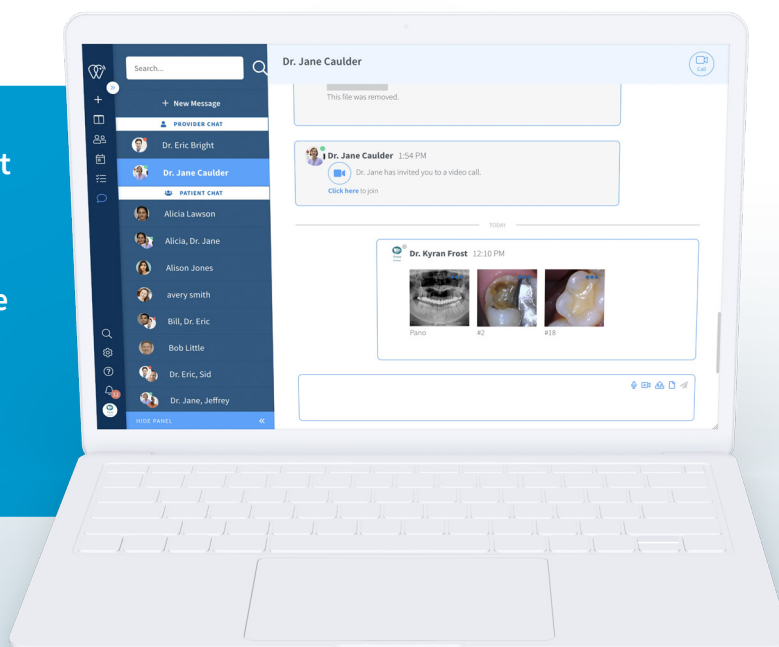
### Now that you have a great teledentistry plan in place, let your patients know!

Include it on your website, outgoing phone messages, social media accounts, and emails. Explain the process in simple terms your patients will understand. They may not know the term “teledentistry” yet but explaining that they can complete a virtual video visit from the comfort of their living room using their phone is an attractive capability.

Getting quotes or reactions from patients using your teledentistry platform can give you valuable marketing content that makes explaining teledentistry’s impact on the patient experience simple and effective.

Explain to your patients how they can save them time and travel with virtual consultations and convenient, secure messaging—and stay connected to the dentist they trust, you.

Let your existing patient base know how they can stay connected with your practice while saving time and travel because your office has TeleDent.





**6** Improve ROI by shifting pre-op, post-op, and monitoring appointments to virtual

**Save chair time for production!** Save chair time for production! For example, when scheduling in-office treatment, invite your patients to schedule their post-op appointment via teledentistry. This will save patients a trip to the office and will also save chair time for production—so that you can see patients who need treatment earlier! Improving the patient experience while also improving your bottom line.

**When scheduling in-office treatment, invite your patients to schedule their post-op appointment via teledentistry.**

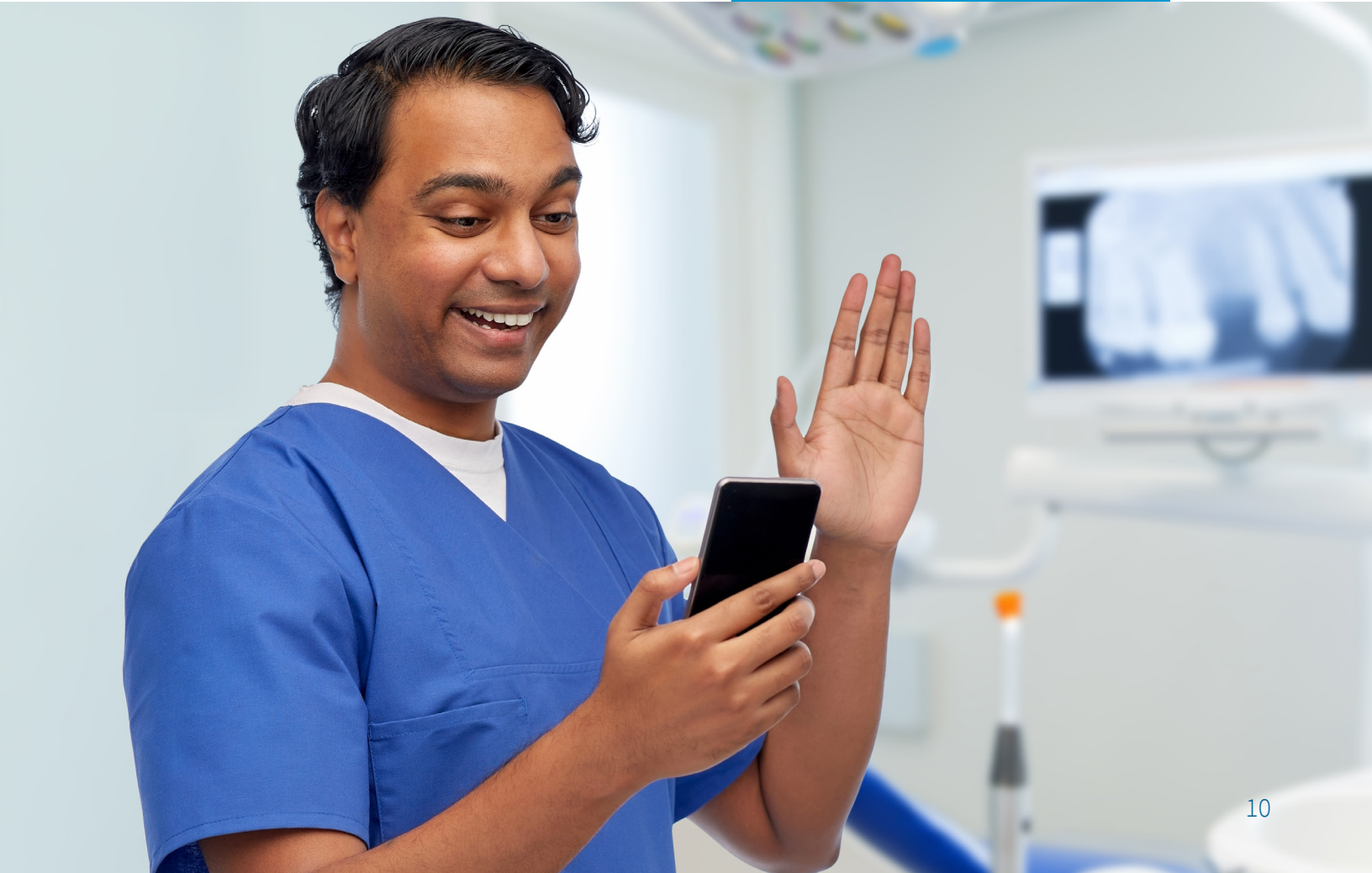


**7** For new patient acquisition, explain how TeleDent makes your practice more convenient

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**Differentiate your practice!** In your new patient acquisition marketing, you can now let potential patients know they can schedule an initial appointment online, and that you offer convenient telehealth options to connect with you and your team, including secure, anytime messaging and live video consults that can save them a trip to the office and significant time.

Let potential patients know you offer convenient telehealth options to connect with you and your team that can save patients significant time.





A woman with curly hair is brushing her teeth with a purple toothbrush. A young girl is standing next to her, looking at her. The background is a light blue wall. The entire image has a blue overlay.

## LET US SHOW YOU!

Learn how your practice can grow with TeleDent, MouthWatch's complete teledentistry platform—built from the ground up for dental professionals and their patients. Schedule a personalized demo at:

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[MOUTHWATCH.COM/DEMO](https://mouthwatch.com/demo)