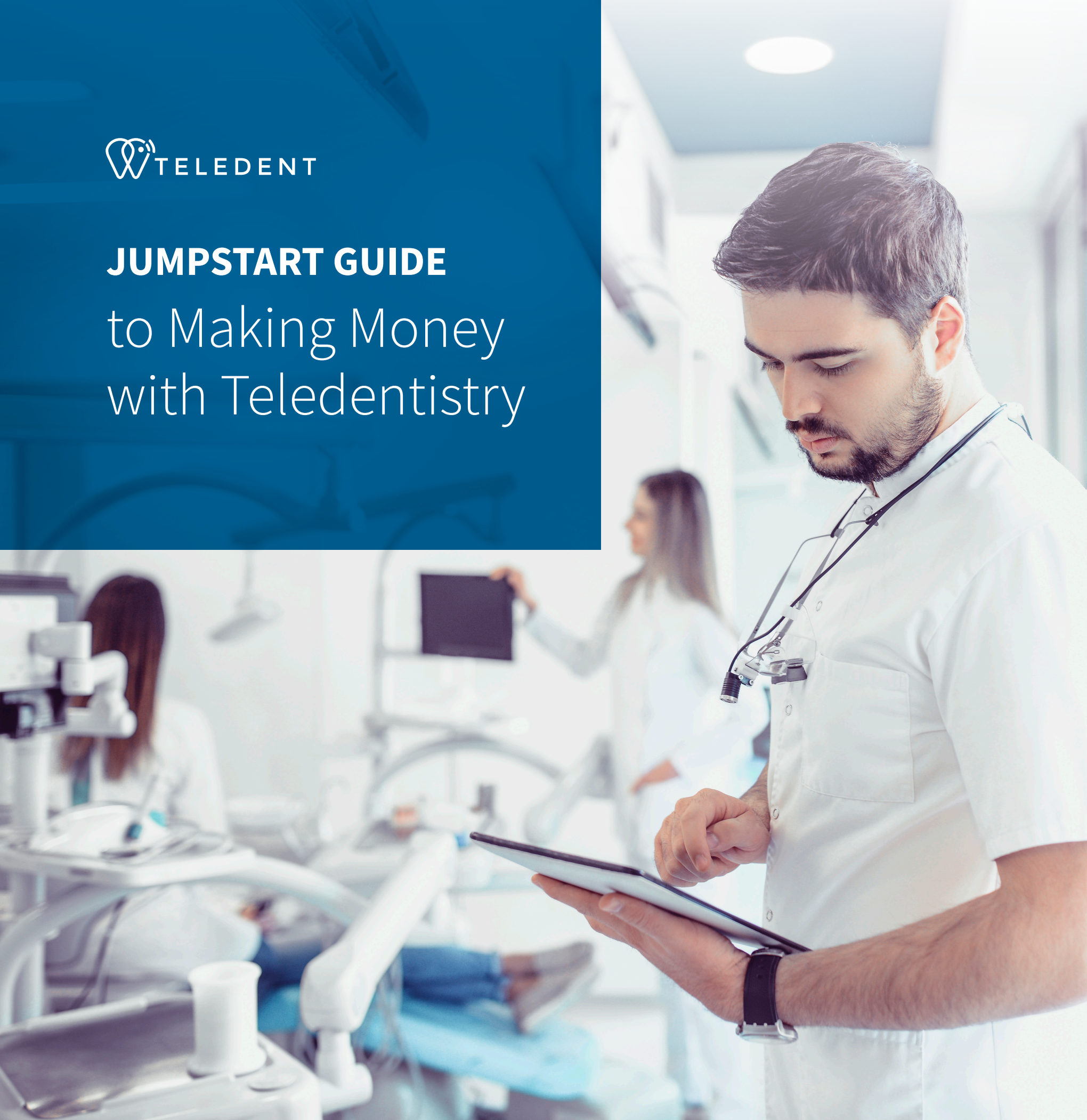




JUMPSTART GUIDE to Making Money with Teledentistry



Increase Revenue by Improving the Patient Experience

Preface

Patient convenience and sustainable business growth go hand-in-hand. Teledentistry can give your practice the advantage 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 improving a dental business. Or doing well by doing good.



Success in a private dental practice means straddling two worlds.

Introduction

Teledentistry isn't ...

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

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 for non-treatment services
- A way to make in-office treatment more efficient
- A cost and time saving opportunity for providers
- A travel saving opportunity for patients
- Proven to be effective clinically

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. In the meantime, here's a state-by-state guide for some quick facts to get you started.

mouthwatch.com/quickfacts

7 Steps to Making Money with Teledentistry

1 Get a cloud-based platform that meets these requirements:

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.

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

This can include several components, such as allowing patients and providers to access the platform from any device, allowing for SMS notifications, or even having an app for patients to download.

Integration with your practice management software

Having your platforms integrated will save you and your staff time and frustration by reducing the need to manually pull data out of one and input it into another.

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? Look for a platform that offers custom enterprise support solutions.

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

Find out what your patient needs before they come into the office with a video consultation. This way you can save them a trip, save yourself and your team PPE, answer any questions they may have, calm their nerves, and prepare for their in-office treatment.

A video consultation before coming into the office can help calm dental anxiety.



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 reserves your chair time for production and may help divert unnecessary ER visits.

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



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

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.

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, your outgoing phone message, your social media accounts, and in email campaigns. Explain the process in terms your patients will understand. They may not know the term “teledentistry” yet but explaining that they can do virtual video consultations with you through their phone’s camera from the comfort of their living room sure is appealing.

Explain to your patients that they can do virtual consultations with you.



6

Add overhead savings by moving pre-op, post-op, and monitoring to virtual

For example, when scheduling in-office treatment, invite your patients to schedule their post-op appointment via teledentistry.

Save money by using teledentistry for appointments, when appropriate.



7 Market teledentistry services for new patient acquisition

Time to expand! Proactively let prospective patients know that you offer teledentistry services through digital advertising, ads in local papers or bulletins, mailers, etc.



Learn more about TeleDent, MouthWatch's complete teledentistry platform—built from the ground up for dental professionals and their patients, at

mouthwatch.com/teledent