One-stop, full service ‘Web Systems’

From customized Web sites to 3-D patient education videos, American Dental Software offers the full array of marketing and educational software for the modern dental practice.

You may ask yourself, “What is a Web System?” Well, it is a fully functioning group of software programs that incorporate a fully customizable Web site, 3-D patient education videos, HIPAA-compliant patient forms and completely environmentally friendly transfer of documentation as well as patient communication software.

These are just a few of the tools to help market your practice to millions of people over the Web, and in your practice to your existing patient population.

“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 for dentists, and since our humble beginnings we have successfully developed a complete Web system for the dental community.”

American Dental Software, a part of Siva Solutions, 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 a more reasonable and honest price.”

Since then, American Dental Software has focused mainly on providing customized Web sites to dentists, with the level of involvement strictly up to the dentist. The company offers unlimited changes and content as well as unlimited videos, interactive patient forms that are HIPAA compliant and unlimited support.

Web site package details

Every Web site from American Dental Software comes with viewer customizable features such as increasing the size and changing the 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 a dedicated search engine, blogs, directions linked to Google maps, a FAQ page, post-op instructions, 100 e-mail addresses connected to the site, gallery pages and online chats.

All clients receive two Web sites: one with flash animation, which can be viewed by patients with high-speed connections, and another version without any flash animation for people who use dial-up.

Turnaround time for the initial Web site and any changes along the build-

Client testimonial

“I began to see the importance of a Web site when I realized that I could have my patients and referring doctors consult my site and learn, clarify and introduce themselves to my office and the services I provide. At the AAGOM meeting in Honolulu I visited several display booths and found the American Dental Software booth to be friendly, unpretentious and helpful. They listened to my needs and assured me that they could provide a Web site that I am confident and my patients would find user friendly.

“During the development phase of my Web site, the company was available, informed and willing to help at all levels to build a Web site that reflected my values, my interests and my office philosophy. The cost was reasonable and included all changes and updates that I would require as long as I wanted. I am glad to recommend its services to anyone in preparing a Web site that you can be proud of.”

Vincent W. Farhood, DDS, FACD
wants,” says Kumar, adding that some
dentists like to match their Web site
colors to their business cards and oth-
ers to their office décor. “We can do it,
and at no additional cost.”
“Word-of-mouth marketing has
been proven to be the most effective
way to build new clients. A Web site,
which is an extension of your practice,
allows prospective patients to view
your services and learn more about
your office from the comfort of their
home,” Kumar added.

5-D patient education
Although American Dental Software is
primarily focused on customized Web
sites, the company’s products do not
stop there. Three-dimensional patient
education and other tools to help den-
tists grow their practices also play a
strong role in the product line, which
is continually growing.

Three-dimensional patient educa-
tion software, not only explains to
patients what exactly each procedure
is, but also explains the consequences
of non treatment in a clear, concise
manner.

“Most of the time, doctors come in
and give presentations on why patients
should have treatment,” Kumar says.
“But what happens if they don’t have
the treatment done? We want them to
understand the consequences of inad-
quate treatment.”

Kumar says the software covers
most of the procedures a dentist would
normally perform, and as American
Dental Software continues to grow, so
does the library of procedures.

Continuous reception play
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 will play
along with videos that inform patients
about specials that are being offered at
the practice.

“It’s a way for patients to keep their
minds working while they are wait-
ing,” Kumar says. “A patient might see
something out in the waiting room and
then go in to ask the dentist.”

Telephone/voice service
Another important product is the tele-
phone/voice service. This includes
having patients fill out a survey or form
via an automated phone call. American
Dental Software also provides auto-
matic appointment reminders, either
by phone, text or e-mail, which let the
patient confirm or reschedule.

HIPAA compliance
American Dental Software also offers
the option to have all of your forms
(medical history, insurance, new
patient registration) converted and
uploaded onto your Web site. Doing
so allows your patients to complete
the form online and submit them 128-bit
encrypted and fully HIPAA compliant
to your practice.

Instant connection to the practice
Sometimes, Kumar says, prospective
patients looking at a Web site want to
talk to the office immediately. Ameri-
can Dental Software has an option
where patients can click a button on
the site and be automatically connect-
ed 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.

Search engine optimization
“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.

An industry leader
Overall, Kumar says American Den-
tal Software will keep innovating and
leading the industry by offering the
dental community great products and
customer service at affordable prices.