DTO is the new DSO

Novadontics, LLC, validates the meaning of its brand name with the launch of a new category for implant dentistry, DTO (Digital Treatment Optimization). In response to the DSO model decimating the autonomy and profitability potential of independent dentists, and the overabundance of social media complaints from patients against various faceless conglomerate organizations, Novadontics has created a business model to help implant clinicians remain competitive with even more corporate benefits than a DSO, yet without selling their soul or risking patient well-being.

Corporate dentistry touts three advantages: economies of scale derived from cookie-cutter process replication all under one roof, conglomerate-size purchasing power and limitless advertising spending inundating the market across all media fronts. Consumers feel they have ever-more limited choice as their dentists are unable to compete, hence the rise of corporate dentistry at the expense of independence, specialization and the friendly patient care of your local neighborhood provider. Novadontics provides a solution to this for both dentists and patients.

For renowned implantology expert, teacher and international author Dr. Louie Al-Faraje, the time has come to help independent dentists across America compete against the ever-growing corporate-controlled brands. Novadontics does this through its cutting-edge app-based Smartchecklist™ software featuring its flagship 150 Checks to Perfection™ protocol, together with a refer-in network of integrated solutions ranging from VoIP consultations to in-practice support, plus industry-leading continuing education and training.

“By offering the same benefits as a DSO, such as national brand marketing and unmatched purchasing discounts, then adding cutting-edge technology to drive both performance and predictability, we give the Novadontics network autonomy, empowerment and profitability through DTO and license to use our patented cloud-based software,” Al-Faraje said.

When it comes to patient capture for expensive implant treatments, offering free consultations and CT-scans is not enough. It is imperative to put the patient first by having bullet-proof treatment planning and using the highest quality products available on the market, thus mitigating procedure uncertainty for the patient and practice risk for the doctor, according to Novadontics.

With 32 already Novadontics Smile Providers located throughout the country since the company’s launch in January, Novadontics is positioned to disrupt the dental industry and give many more people — dentists and patients alike — significant reason to smile.

Novadontics is a software company doing it differently in the dental industry with creation of an exciting new category: DTO — Digital Treatment Optimization™. Through this “new dentistry” concept, Novadontics says that it is breaking ground in provider autonomy, practice empowerment and protocol standardization while ensuring patient awareness, choice and positive procedural outcome are an absolute given. By using the latest technologies and the best Swiss-engineered, U.S.-produced implant products available on the market, Novadontics can offer patients the most comprehensive “gratification guarantee™ available today.

“We have ways of making you smile™ with our premier product: the Novadontics Smile™, a next-generation data and technology-driven method of full-mouth rehabilitation using dental implants. Our exclusive clinician collaboration community of Novadontics Smile Providers follows an app-based smart checklist™ procedure designed in accordance with The Louie Al-Faraje Method, a proven protocol comprised of 150 Checks to Perfection™ Al-Faraje stated.

Novadontics doctors are trained to the highest level in implant education through the California Implant Institute and have demonstrated industry-leading competency by performing a requisite number of successful implant surgeries before joining Novadontics, the company asserts.