Solving your Internet and marketing needs
From customized Web sites to patient-education videos, American Dental Software has just what you’re looking for

Every dental practice needs a Web site. Every dental practice also needs marketing resources and software. Fortunately, American Dental Software has the answer for all those needs.

“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 CEO of American Dental Software. “We started out as a company providing customized Web sites with unlimited changes to dentists, and we now offer more services and products: dental patient education software, patient communicator software, voice services and reception area continuous play.”

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

Since then, American Dental Software has focused mainly on providing customized Web sites to dentists, with the level of involvement from the dentists strictly up to them. The company offers unlimited changes and content as well as unlimited videos, interactive patient forms that are HIPAA compliant and unlimited support. Every Web site from American Dental Software comes with viewer customizable features such as increasing the size and 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 dedicated search engine, blogs and online chats. All clients receive two sites, one with flash animation, which can be viewed by patients with high-speed connections, and another version without any flash for fast downloading so people who still use dial-up can view it without having to wait for the pages to load.

Turnaround time is just one day, and the dentists can give as much or as little information as they like.

“Does it matter what it is they want?” says Kumar, adding that some dentists like to match their Web site colors to their business card or others to their office décor. “We can do it and at no additional cost.”

“Many dentists believe print is better and invest in print advertising, but the Web site is something that is out there and is working 24/7 for you,” Senthil says.

Software solutions and marketing
Although American Dental Software is primarily focused on the customized Web sites, the company’s products don’t stop there. Patient education and tools to help dentists grow their practices also play a strong role in the product line.

One of these products is patient education animation software, which not only explains to patients what exactly each procedure is, but it also explains the consequences of not doing the treatment.

“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 in search engines such as Google and Yahoo.

Overall, Kumar says American Dental Software hopes to keep innovating and leading by offering the dental community great products and services at affordable prices.

“If the technology exists that is beneficial to dentists, we offer it or are in the process of offering it very shortly,” he says. “We have a very simple philosophy: If our clients are doing well, we will be taken care of. If our clients are in the process of offering it very shortly, we have an interest in the success of our clients.”

To see for yourself what American Dental Software has to offer, stop by the booth, No. 632, at the AACD or one of your local meetings.

For more information, contact American Dental Software at (866) 342-6547, by e-mail at sales@AmericanDentalSoftware.com, online at www.AmericanDentalSoftware.com or stop by the booth, No. 632, during the AACD.