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 AADOMS 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 could refer to my patients 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, FACP

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wants,” says Kumar, adding that some dentists like to match their Web site colors to their business cards and others 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.

3-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 dentists grow their practices also play a strong role in the product line, which is continually growing.

Three-dimensional patient education 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 inadequate 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 waiting,” 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 telephone/voice service. This includes having patients fill out a survey or form via an automated phone call. American Dental Software also provides automatic appointment reminders, either by phone, text or e-mail, which lets 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. American Dental Software has an option where patients can click a button on the site and be automatically connected 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 Dental Software will keep innovating and leading the industry by offering the dental community great products and customer service at affordable prices.

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Six-year followup photo
photo courtesy of Joseph P. O’Donnell, DMD

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