Curve Dental, developer of Web-based dental software, has introduced a new package of patient communication features called Curve Connex, which includes a patient portal for online payments, an automated appointment reminder system that can help the practice reduce missed appointments. The patient portal is an online extension of the dental practice where patients can make a payment, review current and past statements, view past payments and see when the next appointment is scheduled for the family or individual. In addition, the portal provides the visiting patient with a library of more than 60 fully automated and professionally narrated patient education videos. Whenever a visiting patient watches a video, the date, time and video title are noted in the patient’s record. The Web-based application enables Curve Dental to securely pass data to the patient portal in real time, so synchronizing with a local server isn’t needed.

Automated appointment reminders Curve Connex also includes a fully automated appointment reminder system. Patients can be reminded of appointments by email or text message. With few limitations, Curve Dental customers determine how often they wish a patient to be reminded, when they are to be reminded and how they are to be reminded.

“Curve Connex allows our customers to practice outside the walls of their office,” said Ian Zipursky, president and chief executive officer of Curve Dental. “Consumers use the web because it is much more convenient and flexible, which are hallmark benefits of managing the practice on the cloud rather than with traditional software. More and more of us would rather pay our bills online and learn more about our account at a time and place that fits our lifestyle. We don’t want to be restricted by business hours and weekends. Additionally, our customers should experience a reduction in missed appointments with Curve Con- nex’s automated appointment reminder capabilities.”

As an accessory to Curve Dental’s practice management system, Curve Dental customers have the option to add Curve Connex to their monthly subscription at an additional charge. Curve Dental customers only need to call and ask to add the service to their current subscription.

Command central of the practice Curve Dental is quickly becoming command central in the dental office by seamlessly integrating a growing range of practice-management tasks into its software platform. Recent expansions come via arrangements with Intuit’s Demandforce marketing/communications services and Bluefin Payment Systems’ PayConex all-in-one payment-processing services.

Real-time marketing The two-way integration between Curve Dental’s management software and Intuit’s Demandforce marketing and communication service enables Demandforce users to access appointment information in Curve Dental software to send automated appointment reminders to patients via email or text messages — and also help practices build their online reputation. The two-way data integration is significant for Curve Dental customers because it enables Demandforce and Curve Dental systems to sync data in real time. That means that when a patient confirms an appointment through Demandforce, the Curve management system will automatically update — leaving the practice to focus more on patient satisfaction.

“We are pleased to offer our customers a way to easily and seamlessly link their practice information with Demandforce,” Zipursky said. “Demandforce offers a wide array of services that can help our customers avoid appointment cancellations and no-shows and thereby increase practice productivity. Moreover, Demandforce’s practice-marketing features can assist our customers in successfully competing on Google, social media and other popular sites.”

All-in-one payment solution The partnership between Bluefin Payment Systems and Curve Dental creates an integrated, all-in-one payment solution within the Curve Dental software interface. Through the partnership with Bluefin, Curve Dental clients can process debit card, credit card and ACH payments right within the software interface. They can also easily set up schedules for recurring billing, choose to tokenize transactions for extra security, offer clients enhanced security features (such as point-to-point encryption) and provide online payment capabilities via a patient portal hosted by Curve Dental.

“Curve Dental is on the cutting-edge of innovation in dental software and is an ideal partner for Bluefin,” said Bluefin CEO John Perry. “We seek to partner with companies that offer differentiated products that allow customers to accomplish tasks in less time and with more efficiency.”

In addition to having access to a highly secure integrated payment product, Curve Dental clients will also benefit from a transparent and competitive pricing structure and one-on-one support from Bluefin and Curve Dental team members.

Demandforce and Intuit Demandforce, an award-winning communication platform combined with best-in-class reputation and networking tools, is a powerful Web-based application that seamlessly integrates with existing workflow systems to help strengthen a business’s online reputation and leverage local network marketing. Founded in 2003, Demandforce has collected more than 4 million consumer reviews, which are published across the Web, and has generated more than $3 billion dollars for its clients. Through the Demandforce Network, its end clients are connected to more than 45 million local consumers.

Intuit is a leading provider of business and financial management solutions for small and mid-sized businesses, financial institutions, including banks and credit unions; accounting professionals, and consumers. Its flagship products and services include QuickBooks, Quicken and TurboTax. Founded in 1983, Intuit had annual revenue of $3.5 billion in its fiscal year 2010. The company has approximately 8,300 employees with major offices in the United States, Canada, the United Kingdom, India and other locations. More information can be found at www.intuit.com.

Bluefin Payment Systems Based out of Atlanta with offices in New York, Chicago and Tulsa, Okla., Bluefin is a leading payment processor in the United States and Canada, providing secure payment solutions to Integrated Software Vendors, Saas providers and enterprise management platforms in a variety of verticals including medical, dentistry, health, fitness and more.

Through the company’s PayConex payment gateway, partners and merchants enjoy all major processing products, such as credit/debit/ACH, with the convenience of acceptance through the point-of-sale, virtual terminal or hosted e-commerce pay page. Bluefin’s security suite includes point-to-point encryption, transparent redirection, tokenization and store-and-convert processes. Bluefin partners with more than 100 software companies and serves 15,000 merchants.

Curve Dental Founded in 2004, Curve Dental offers dental practices in the United States and Canada web-based alternatives to traditional dental software applications. Its dental-practice management solutions include cloud-based features such as scheduling, billing, reporting and digital imaging, enabling the practice to access data from any location at any time.

Privately held, with offices in Orem, Utah, and Calgary, Alberta, Canada, the company strives to make dental software less about computers and more about the user experience. Its creative thinking can be seen in the design of its software, which is built only for the Web. Contact Curve Dental at (888) 910-4376 or online at www.curvedental.com.

With Curve Dental’s Curve Connex, patients can make a payment, review current and past statements, see when their next appointment is and access more than 60 professionally narrated education videos. Photo/Provided by Curve Dental

Curves patient portal is an online extension of the practice.