Low price, online payroll services now available

OrthoBanc has leveraged its buying power in order to offer low-cost payroll services to orthodontic offices

Processing payroll and payroll taxes is a tedious and time-consuming task that requires a thorough understanding of federal, state and local payroll tax laws. However, most small business owners have a limited understanding of these laws, and they often rely on inefficient methods — in-house, manual, or accounting software — to process their payroll and payroll taxes.

Orthodontic practice owners who manage their payroll in-house are tasked with responsibilities such as totaling hours, performing gross-to-net calculations for each employee, calculating and depositing payroll taxes and preparing and filing tax returns accurately and on time. Given the complexities of each step and the fast-changing regulations that affect tax laws, outsourcing can provide you with an opportunity to save time and money and ensure compliance.

Run payroll on your schedule with OrthoBanc Payroll Services

OrthoBanc Payroll Services provide a simple, affordable online alternative to expensive, traditional payroll services. You just enter, review, and approve payroll online anywhere, anytime — they take care of everything else.

Clock in, clock out and process payroll

You can also simply import payroll information from your time and attendance system into your OrthoBanc Payroll Services account. This saves time and vastly reduces the potential for data entry errors. Time clock integration works in conjunction with many existing time clock software programs or systems to incorporate employees’ time and attendance information. It allows simple, per-pay-period exports that take seconds to complete, and the integration supports both hourly and salaried employees’ payroll hours.

Eliminate the risk of costly fines with free compliance and human resources tools

This simple online tool can eliminate your risk of incurring hefty labor law non-compliance fines while cutting your time spent searching and creating HR forms and procedures down to a few minutes. HRAdvisor, a free suite of online HR and compliance resources already integrated with your OrthoBanc Payroll Services account, offers customized compliance posters, a complete library of pre-populated business forms, valuable best-practice guides and helpful alerts and reminders.

OrthoBanc services priced lower than traditional payroll management

Because OrthoBanc Payroll is managed online, it can offer the same payroll management features as traditional providers for up to 50 percent of the cost. But online payroll management doesn’t mean watered-down service.

The Payroll Services Team has award-winning customer service including:

- Every year, more than $8 million penalties are assessed because of incorrect or delinquent remittance of federal payroll taxes.

Photo/Provided by OrthoBanc

To learn more

Stop by the OrthoBanc booth at any of these fall shows to learn more: SAO (booth No. 108), PCEO (booth No. 304), OrthoVOICE (booth No. 209), SWSO (booth No. 501) or NESO (booth No. 190).

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characteristics. The mixing of quantitative and qualitative research can take many forms; the possibilities for mixing are almost infinite. There are two broad classes of research studies that are currently being labeled “mixed methods research”: single approach designs and mixed approach designs — in-house, manual, or accounting software — to process their payroll and payroll taxes.

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characteristics. The mixing of quantitative and qualitative research can take many forms; the possibilities for mixing are almost infinite. There are two broad classes of research studies that are currently being labeled “mixed methods research”: single approach designs (SADs) and mixed approach designs (MADs). These are additional qualitative and/or quantitative strategies that are employed to enhance research quality. These classifications require that a distinction be made between research strategies and research approaches. A research strategy is a procedure for achieving a particular intermediary research objective such as sampling, data collection and/or data analysis. Sampling strategies or data analysis strategies are also important factors in research and information gathering. Multiple strategies are used to enhance construct validity, which is a form of methodological triangulation and is now routinely advocated by most methodologists. Mixing or integrating research strategies such as qualitative and/or quantitative approaches in any and all research activity is now considered a well thought-out and common feature of good research design.

A research approach refers to an incorporated set of research philosophies and general practical guidelines. Approaches can be holistic procedural guides or broad methodologies that are associated with particular research analytic interests or motives. Examples of research approaches include surveys, correlational studies, experiments, ethnographic research and phenomenological inquiry. Examples of analytic interests are population frequency distributions and prediction. Each approach is ideally suited to speak to a particular analytic interest: (a) experiments are ideally suited to address explanations or probable cause, (b) surveys address population frequency descriptions, correlation studies and predictions, (c) ethnography addresses descriptions and interpretations of cultural processes, and (d) phenomenology addresses lived experiences or descriptions of the essence of phenomena.

In a single approach design, only one analytic interest is pursued. In a mixed approach design, two or more analytic interests are pursued. However, a mixed approach design may include entirely “qualitative” approaches, such as combining an ethnographic and a phenomenological inquiry, or entirely “quantitative” approaches, such as combining a survey and an experiment. It has become routine to use the terms “method” and “methodology” synonymously, but there are philosophical reasons for distinguishing the two. The term method connotes a way of doing something, as in a procedure. The term methodology implies a dialogue concerning methods, i.e., an exchange of ideas regarding the competence and correctness of a particular combination of research philosophy and actions.
Let the Boyd design team help you design your ideal ‘stericenter’

Some patients may view the sterilization area as a symbol of your practice’s ‘standard of care’

By Boyd Industries staff

The effective processing of instruments has long been a critical part to any successful orthodontic practice. Patients, parents and staff have become very aware of the need to use proper protocol in processing dirty instruments to clean.

Many successful orthodontic practices include a tour of their sterilization areas as a part of their new patient introductions to their practices. Being able to present effective procedures for the safety of patients and staff reassures everyone associated with your practice that this is a safe, efficient practice that provides quality orthodontics. For some, the sterilization area has become a symbol of your “standard of care.”

Given the importance of the sterilization area to the overall success of your practice, doesn’t it make sense to invest in a system designed to the way you practice? Being able to “custom” design your sterilization center maximizes your overall efficiency and puts everything where you want it. There are many “cookie-cutter” sterilization centers available from the dental dealer that make you conform to the design, versus you dictating the design.

Boyd Industries has a solution for you. By utilizing our almost 60 years serving orthodontists, let the Boyd design team work with you in the creation of a custom sterilization center that meets your needs. The “Boyd System” uses a five-station approach to instrument processing.

The instruments progress through the five work centers, moving along the same plane, in the same direction (no “transgression”) from dirty to clean. At the end of the process, there is efficient accessible storage and delivery of the instruments to your team.

For more information on a custom solution for your practice, please access our website at www.boydindustries.com or call (800) 255-2693.

Please note: The purchase of a Boyd sterilization center is eligible for Section 179, accelerated depreciation under the current tax code.

At the PCSO
Stop by the Boyd Industries booth, No. 323, at the PCSO to ask about your own sterilization center for your orthodontic practice.
After having radically transformed dental restorations, the CAD/CAM revolution is finally reaching the orthodontic market. 3Shape, a world leader in digital dentistry, is bringing its technology and development power to the orthodontic market with a digital-age solution for orthodontic labs and clinics.

Ortho System™ brings together accurate 3-D scanning, archiving, intuitive treatment planning and analysis, efficient patient management, communication tools and appliance design—all providing streamlined workflows that increase efficiency and productivity for labs and practices, the company said.

The introduction of 3Shape’s TRIOS intra-oral scanner marks a new era for digital orthodontics. This ground-breaking technology offers a more productive, accurate and comfortable way to capture the patient’s impressions at the start of or during the orthodontic treatment, while reducing chair time compared to traditional impression taking.

Digital study models captured with the TRIOS, or with 3Shape’s R700 desktop 3-D scanner, become ready for further processing and manufacturing in 3Shape’s Ortho System, thanks to tight scanner and software integration. With OrthoAnalyzer, orthodontists can perform full treatment planning and fully customized analysis protocols using advanced 2-D and 3-D tools.

Simulation of extractions, interproximal reductions, full treatment planning with detailed movement overview and realistic virtual articulators are all possible in a very user-friendly environment, the company said. Full analysis or validation protocols, such as PAR or ABO, can also be implemented, allowing more consistent and efficient workflows. The unique insight provided by 3-D study models make the assessment of treatment results both easy and accurate.

Appliance Designer is the first complete digital toolbox dedicated to all types of orthodontic appliances. A host of intuitive and accurate tools enables users to create even the most demanding designs.

Appliances such as nightguards, retainers, customized bands, splints, surgical bites, palatal expanders, bionators, Twin blocks, Herbst appliances, Planas tracks and much more can easily be created on screen and made ready for computer-driven manufacturing.

Appliance Designer’s open STL format guarantees complete freedom of choice in relation to materials and 3-D-driven equipment, such as 3-D printers or milling machines. 3Shape’s solutions also allow full integration and file preparation for the equipment chosen. All tools and design parameters can be combined in any way, and these can be stored as reusable and unique workflows to ensure consistency and efficiency. A tight integration between the treatment planning tools in OrthoAnalyzer and the use of realistic virtual articulators allows optimal CAD design and maximum efficiency of the orthodontic treatment, the company said.

3Shape Ortho System is the only fully integrated CAD/CAM system dedicated to orthodontics, which allows full freedom of choice in terms of equipment, material and manufacturing partners—thanks to its open format. It is easy and fast to transfer digital files, and the communication tools offered by 3-D study models enable tighter cooperation between orthodontic professionals.

The applications of CAD/CAM in orthodontics offer a host of new opportunities for more efficient treatments and follow-up. The technology also enables improved communication between orthodontists, technicians and patients, higher accuracy and repeatability, better control of costs and material consumption, and increased patient comfort. Through improved consistency and efficiency in manufacturing, CAD/CAM technologies allow the orthodontic professional to concentrate his or her resources on value-adding activities.

For more information, visit www.3shape.com.
Creating a win-win in the changing landscape of orthodontic treatment

By Davin Bickford, VP for practice development, WildSmiles Braces

Today, braces are a must-have for tweens and teens. The fact that getting braces is a big step, and often daunting for most kids, can easily get lost in the conversation. Statistics from many of the industry’s leading organizations show that providing treatment focused on patient participation and “buy in” leads to happier and more compliant patients throughout treatment.

Take, for example, your expectation for personal life outside of orthodontics. Society demands a choice in the cars we drive, clothes we wear and shoes we sport. Everyone desires to be different and unique. Body art and piercing have become more and more popular in the past decade and are prime examples of societal beliefs to be different and unique.

In orthodontics, it is important to create a win-win experience for the patient and the practice. Popular choices of mini twins, clear brackets, WildSmiles Braces and clear aligners are an expression of these societal beliefs taking hold in orthodontic treatment.

Just like Nike, Lexus, Louis Vuitton, Walt Disney or Titleist, you are a brand in your community. These brands have learned how to create a win-win experience for their customers, offering options that create customer loyalty and brand ambassadors. The company wins through brand loyalty and referrals. The customers win because they have a choice to build a customized user experience with a quality brand. Simply, they get what they want!

You are a service provider, and you should be exploring every opportunity to build your brand as the go-to practice. This is only achieved through offering options that create win-win experiences, thus creating positive brand ambassadors. Patients seek out the opportunity to customize and participate in their treatment in a caring, full-service environment.

Imagine going to a high-end car dealer and being told the features you desire (leather seats, CD or DVD player, etc.) were not available. Additionally, the salesperson suggests the base model offered on the lot should sufficiently meet your needs. While it might meet your need, getting you from point A to point B, choosing the base model is not what you desired. This experience almost definitely would encourage you to continue your search for your next new car, right?

Well, the patient expectation for his or her orthodontic experience is no different. In the new economy, consumers demand options, such as clear braces, WildSmiles Braces and clear aligners. As a service provider, you must be willing to create these win-win situations. Offering these options in your practice does not cost you anything but gives you the ability to meet customer expectations and create brand loyalty. It’s a win-win.

Brands offering great customer experiences and a wide variety of choice seldom worry about cost on the front end, often sparing little expense to enhance the customer experience. These investments allow the brand to charge higher prices for products, retain a higher percentage of customers and facilitate greater customer loyalty and referrals.

Orthodontic customer expectations and demands are changing with the new economy. What kind of brand are you building in your community? Are you cultivating a win-win experience by offering your patients a variety of choices with a full-service experience?

To learn more, visit wildsmilesbraces.com or call (402) 334-7171.
Mobile applications: What is ‘app’-ening?

By Orthopreneur Marketing Solutions staff

In 2010, mobile marketing was on the periphery of an Internet marketing program. In 2012, mobile has become a central pillar of your Internet strategies. If your practice still has yet to “go mobile,” then you’re already losing ground when it comes to building your practice.

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Dell, Gateway and HP computers have been upstaged by iPhone 4S, Samsung Galaxy, Kindle Fire, HTC EVO, and iPads. Will mobile devices render laptops and desktop PCs irrelevant? Too soon to tell, but the writing is on the Facebook wall: mobile has forced its way into your marketing strategies.

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A convenient, efficient mobile setup offers the consumer a positive experience in a reasonable time frame and will have them eagerly anticipating those same qualities in your orthodontic practice. Conversely, if your site is not mobile-ready (i.e., slow, difficult, dull or unavailable), one might infer that your practice and, more specifically, your orthodontic treatments are outdated.

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One term you’ve undoubtedly heard frequently is “app.” It is short for “application,” and it has myriad possibilities and uses. Mobile apps have been created for software, social media, games and GPS programs, to name a few. The app has mass appeal and a novelty about it. But as an orthodontic practice, don’t miss the boat!

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Parents/patients are not tapping into the app store to look for an orthodontist. What people are doing is web browsing from a phone, and there are applications that don’t require downloading an icon. Therefore, every orthodontic practice should consider a mobile application for its website.

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It does not take long for first-time visitors to decide whether they like being on your site. If they can’t see or tap what they want quickly, they’ll be gone before you finish reading this sentence.

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Search engine bots (or “crawlers”) visit your website once or twice a month; probing, searching, ranking and indexing your written content so the search engines can provide faster, more accurate results to its millions of users. Now the “bots” are looking for mobile content, too. Do you have mobile content?

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The first practices to “go mobile” will reap the recurring benefits of a strong mobile search history, higher mobile search rankings and also have first crack at the prime search engine optimized .mobi domain names.

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Don’t sit idly by as your competitors speed away with your new patients!