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AAO: New patient starts increased moderately in 2010

Still below record levels of 2004

Patient starts by AAO members increased by 4 percent per member in 2010 over 2008, according to the latest AAO Member & Patient Census Study.

Conducted every two years, the study tracks such trends as patient starts, staffing concerns and referral patterns. The study showed that new patient starts increased moderately from 228 per member to 257 last year.

These figures remain below the peak of 2004 when members experienced an average of 262 new patient starts. In addition, new patient exams dropped slightly from 375 to 359 per member and new case presentations fell from 232 to 226.

Total patients in active treatment increased 0.8 percent per member, from 502 to 506, again indicating a modest rise in volume. The number of active, practicing AAO members continue to

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Bridging the gap with NESO



Boston will be the site of the 90th annual meeting of the Northeastern Society of Orthodontists from Nov. 10-13.
(Photo/Provided by www.sxc.hu)

Northeastern Society of Orthodontists to host 90th annual meeting in Boston

The Northeastern Society of Orthodontists (NESO) will host its 90th annual meeting from

Nov. 10-13 at Boston Marriott Copley Place.

The meeting offers two days of interactive, interdisciplinary team presentations, social networking and activities, a practice risk-management seminar, and more than 100 exhibitors.

The meeting's theme, "Bridging the Gap," alludes to an effort to help practices work better together. The event will offer NESO's first interdisciplinary lecture series for orthodontists, their referrers and staff, and will include lectures, presentations and discussions on the latest interdisciplinary practices to enhance the orthodontic-restorative team.

Interdisciplinary lecturers will include Vince Kokich Jr., Rick Roblee, Ward Smalley, Gerard Chiche, Galip Gurel, Greg Kinzer,

George Priest, Dewitt Wilkerson, Rob Winter, Pat Allen and James Janakievski.

Orthodontic lecturers will include Lysle Johnston, Wick Alexander, James McNamara, Alan Bagden, Hisham Badawi and Jay Bowman.

Staff lecturers will include Gerry Sampson, Charlene White, Lynne Fales, LeeAnn Peniche, Rita Johnson, Ellen Gambardella and Rita Bauer.

For more information on registering for the NESO 90th Annual Meeting, see www.neso.org or call (888) 242-3795.

The fee for the meeting is \$250 if registered through an AAO member orthodontist or \$550 without. If more than three in a group, contact NESO directly for adjusted pricing. Discounts on hotel accommodations are available. **OT**

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Introducing the new cloud-based Sesame 24-7 online patient connection system for the orthodontic industry


Sesame Communications leverages cloud-technology with its new Sesame 24-7 to provide a single point of access to practice analytics anytime, from anywhere. Sesame 24-7 integrates performance data on websites, patient engagement, automated patient reminders, social media, search engine optimization and online marketing into one easy-to-access dashboard. Gain immediate 360-degree views on operations, marketing initiatives, campaign effectiveness, return on investment and operational key performance indicators.

Sesame 24-7 streamlines and optimizes orthodontic practice online presence by integrating all communication channels. Expand awareness with a Top Patient Appeal Rated™ website and enhance online effectiveness with a professional mobile site for on-the-go existing and prospective patients. Reduce no shows and strengthen patient commitment with automated reminders. Open two-way digital communications with your orthodontic com-

munity through effective outreach initiatives. Improve administrative processes and provide patients the convenience of on-demand 24-7 access to appointment and account information, online bill pay and more with a state-of-the-art patient portal.

Available through any web browser, Sesame 24-7 gives orthodontists analytics on team performance and online marketing effectiveness to patient engagement and patient satisfaction levels. With a click, Sesame 24-7 offers real-time, anytime reporting — and detailed graphics and charts, measuring practice

performance is easy and efficient. Sesame 24-7 provides the CEO of an orthodontic practice the right information at the right time to help make better decisions to accelerate practice growth.

For a brief demo to learn how Sesame 24-7 can accelerate the growth of your orthodontic practice, call (866)-530-7295, e-mail solutions@sesamecommunications.com or visit www.sesame24-7.com. 



(Photo/Provided by Sesame Communications)

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grow steadily, from 9,045 in 2004 to 9,456 in 2008 and 9,660 last year.

The total number of patients in treatment by members grew by 2.5 percent in 2010 to 4,888,000. Of the total number of patients treated, about 5,440,000 were children ages 8 to 17, representing about 8.2 percent of U.S. children in that age group.

As the population grows, assuming AAO members continue to treat 8.2 percent of U.S. children, each member will gain, on average, 44 more patients in 2015 as compared to 2010. Adult patients increased 2.5 percent to a total of 1,075,000.

Other survey findings:


- Members saw patients an average of 30 hours a week in 2010, up one hour a week from 2008, while clinicians devoted 45 hours a week to the practice, down an hour from the previous survey.

- Members saw an average of 50 patients a day, up from 48 in 2008.

- The average length of treatment reported is 22 months.

- In 2010 the average AAO member employed seven full-time and three part-time staff members.

- The number of members in multiple-doctor practices declined from 28 percent to 24 percent, down significantly from 31 percent in 2006.

- Nearly half (47 percent) of members report using Facebook to promote their practices and more than one-third (35 percent) say they spend more than \$10,000 a year to promote their practices. 

(Source: AAO)



Many adults have poorly aligned teeth and would like orthodontic treatment. The majority of these patients do not want to wear braces.

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OrthoVOICE in Vegas

For orthodontists attending the OrthoVOICE meeting in Las Vegas in October, there was no chance they would want to let what happened “stay in Vegas,” because what happened at the OrthoVoice event at Planet Hollywood Resort and Casino was useful, intimate learning experiences with a diverse group of like-minded, growth-seeking orthodontists.

OrthoVoice, which aims to provide unique opportunities not found at larger meetings, included such innovate programs as:

- **Dinner with Strangers:** For Dinner With Strangers, attendees found a list in their registration materials of various restaurants around Las Vegas where OrthoVOICE made reservations for eight to 10 people. Attendees chose a restaurant they wanted to go to and then headed to meet up with other attendees who they haven’t yet met over dinner.

- **OrthoVOICE Charity Golf Tournament:** This scramble-style event allowed attendees a chance to relax and meet new friends and play with their favorite group. Proceeds from the event will support the national Smile for a Lifetime Foundation.

- **VOICE of Excellence Lecture:** Dr. William Proffit gave the inaugural lecture for this series. Proffit is the kenan professor and former chairman at the University of North Carolina Orthodontic Department. According to organizers, Proffit exemplifies excellence in orthodontics and has made many contributions to the profession globally.

Plan now to attend next year’s event, which will take place Oct. 11-13, 2012, at the Planet Hollywood Resort in Las Vegas. Registration is only \$199 per person through Feb. 29, 2012. For more information, see www.ov2012.eventbrite.com. 01



OrthoClassic’s Eric Ackerman, from left, William Alexander and Lance Lipscomb show off the OrthoVend at OrthoVOICE in Las Vegas. (Photos/Sierra Rendon, Ortho Tribune)



Nick Bedlan and Nate Farmer talk about ‘Building Wealth,’ including such topics as investments, savings, financial planning tips and retirement.



Marla Merritt of OrthoBanc, which offers complete account management for orthodontists across the United States.



Staci Hinners of Wild Smiles shows off the unique bracket shapes the company offers such as hearts, stars and sports shapes.



Kirk Winsborrow, left, and Matt Jones of Procter & Gamble explain the proponents of Ortho Essentials.



Frank Meiners of Ortho2 gives a demonstration to an attendee.



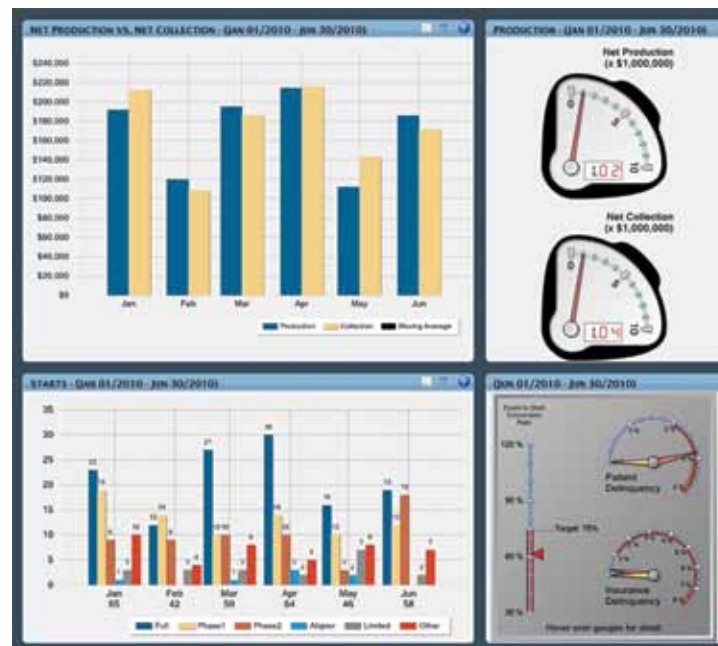
Jeff Nolte and Kathy Farley of SureSmile.

OrthoMetrics: Measure it. Improve it.

Being an informed business manager isn't an option — it's a must

throughout various reports and locations requiring a significant amount of staff time generating, compiling and moving information into a more manageable format at the end of the month. To accomplish one of the core

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OrthoMetrics dashboard gives you a snapshot view of your practice's monthly performance. (Image/Provided by OrthoMetrics)

By Mary Beth Kirkpatrick

We find our practices in a challenging marketplace: a new consumer, increased competition for that consumer and rising costs for delivering treatment. In today's practice, being an informed business manager isn't an option; it's a must.

Maintaining a healthy practice requires managing the clinical and the business components efficiently and profitably. Orthodontic practices need accurate and strategic information to monitor performance, identify trends, target areas of concern and develop a "go forward" business plan.

OrthoMetrics, a cloud-based business analytics tool, was developed by Mary Beth Kirkpatrick and her practice management consulting team at Impact 360 in partnership with OrthoBanc, a payment management company with services that streamline the payment acceptance process for more than 2,000 orthodontic practices.


In creating OrthoMetrics, their vision was three fold: 1) identify strategic information important in the day-to-day operation of a practice, 2) automatically collect accurate key practice information without the need of staff intervention, 3) deliver the results to the orthodontist/practice in a powerful, eye-friendly graphic format.

Turning practice information into business value

Introduced in January 2011, OrthoMetrics has received strong endorsements from participating practices: "It's a must — I look at it every day" ... "I'm a raving fan!" ... "No more plowing through paperwork. One click, and I have more 'on target' information than we could ever have collected." ... "I never realized how significant the discrepancy was between new patient calls and actual exams. We've changed our new patient greet and enroll process to make sure new patients come for their exam. Thank you, OrthoMetrics."

Although practice-management systems record and generate statistical information, it's often scattered

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goals of providing “ready to manage” information to the orthodontist, OrthoMetrics receives the data and assembles it in a management format.

In addition, acceptable ranges and alerts are incorporated with the ability to review total practice statistics or statistics by location. The data is “pushed” to OrthoMetrics each day to give the practice easy access to up-to-the day information.

The OrthoMetrics dashboard provides six of the most critical charts and graphs for a quick snapshot of practice activity. Other information is categorized by a TAB registry with detailed information about each chart.

As clinicians and managers review strategic information, game changing priorities are established, such

as reducing delinquent accounts, restructuring fee schedules, re-visiting the new patient process, reorganizing the recall system or reducing the number of patients over estimated treatment time.

Initially, a customized set up is completed for each practice. Afterward, the practice-management system is set to automatically upload the required data at the end of each day.

Charts, graphs and statistical information are immediately updated and accessible to the practice on the secure OrthoMetrics website. The days of waiting until the end of the month to review progress and change course are over.

Accurate industry performance trends

Often the question is asked, “What’s

going on with other practices out there?”

Regional and national data comparisons are available in addition to comparisons of averages of other “1 doctor,” “1 doctor with associate” or “multiple doctor” practices. Hours of staff time previously spent collecting and organizing information are no longer necessary, and that time can be spent more effectively.

Because OrthoMetrics data is pulled automatically from the practice-management system and not written surveys, we feel that this database may be the most accurate in the industry.

OrthoMetrics is built on the OrthoBanc platform, which is subjected to numerous governmental and financial industry security standards as well as annual reviews.

Industry standard benchmarks are measuring tools for practice efficiency

The design of OrthoMetrics incorporates more than 25 industry standard benchmarks for achievement. With a system of alerts when the practice is outside the preferred range, tips are generated to help locate the problem and find a solution. Coupled with the unique consultant portal, the practice can grant its consultant(s) access to the data ending the task of generating and transmitting timely information.

Each consulting firm has the ability to set benchmarks for its clients. Through a system of interactive notes or online collaboration, the consultant has an up-to-date vision of the practice and can design action plans and immediate followup.

Practice management software integration

Currently OrthoMetrics is fully integrated with OrthoTrac and on target to have a completed integration with Dolphin Management by the first quarter of 2012. Other software management companies are in line to integrate data with OrthoMetrics.

To obtain additional information or a demo of OrthoMetrics, please e-mail marketing@orthometrics.com or call (800) 287-3396.

You can also access www.orthometrics.com for additional information. Practices that utilize this analytics tool to position themselves in the new marketplace will be greatly rewarded. OT

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Introducing the new

Cloud-based Sesame 24-7.

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The right information at the right time to grow your practice.

Sesame 24-7™ is the revolutionary new cloud-based patient connection suite from Sesame Communications. As CEO, Sesame 24-7 provides the information you need to manage your orthodontic practice more effectively.

This new Sesame 24-7 patient solution suite integrates:

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- search engine marketing
- PPC advertising
- patient portal
- automated reminders
- real-time analytics dashboard

Sesame 24-7 provides key performance statistics and quantifies ROI on patient communications, patient engagement and marketing investments.



“We looked for a company to provide us with a strategic solution for maintaining our practice prominence in this new digital age, and Sesame proved to be the right partner for our practice.” – Dr. Andrew Orchin

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OT About the author



Mary Beth Kirkpatrick is a managing partner of **impact360**, a firm that provides client-focused comprehensive business solutions and technology expertise to orthodontic practices. She consults nationally and internationally to organize day-to-day operational systems, improve practice performance and increase profitability. In addition, the 360 technology team provides innovative hardware and networking solutions to create maximum workplace efficiency. For more information, please see www.impact360.com.

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Scarlett Thomas is an orthodontic practice consultant who has been in the orthodontic field for over 23 years, specializing in case acceptance, team building, office management and marketing. As a speaker and practice consultant, Scarlett has an exceptional talent to inform, motivate and excite!

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