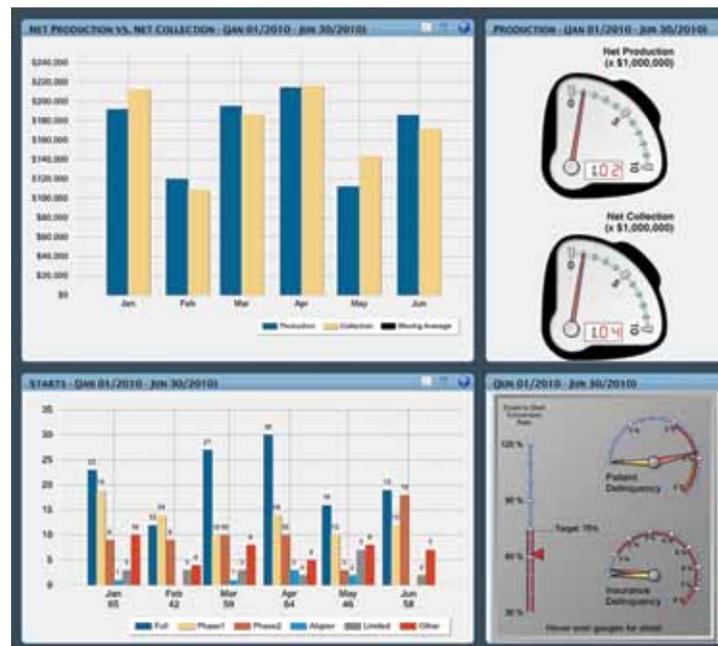


# OrthoMetrics: Measure it. Improve it.

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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](mailto:marketing@orthometrics.com) or call (800) 287-3396.

You can also access [www.orthometrics.com](http://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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### 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](http://www.impact360.com).