

KNIGHT DENTAL GROUP

Cuts 40% of Status Calls With DDX



OVERVIEW

Lab:

Warren Rogers
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Highlights:

- Knight Dental Group reduced outgoing calls to doctors for Rx clarification by 40%.
- Knight credits DDX with reducing case remakes—and costly patient rebookings for dentists—by 20%.
- DDX has helped Knight's technicians become more efficient by eliminating 30% of time spent clarifying and coordinating administrative case details.

About Warren Rogers and Knight Dental Group, CDL, DAMAS

Knight Dental Group is made up of modular laboratory divisions within a single complex in Tampa, Florida. For 40 years, Knight has worked with thousands of dentists and every type of restoration, from high-end all-ceramic cases to implant support over dentures. Warren Rogers, President of Knight Dental Group, shares a unique perspective on the cutting-edge efficiency needed to manage a heavy caseload with an extremely successful customer-centric focus—and keep growing.

Challenge

Knight Dental Group has used lab management software for many years, but there was a gap, Warren says. “The challenge was dealing with phone calls from clients on the status of cases. We work with all types of practices—general & family dentistry, cosmetic, prosthodontics, implant, etc. We also have several implant surgeons and pediatric dentists we perform work for. Not only that, we also work with labs, and occasionally outsource our own specialty work. You can imagine this leads to a lot of work for technicians. This is the challenge for any growing business, how to find the balance between managing your customers and produce great quality work. It got to the point where, to meet our productivity and quality standards, we had to find a way to get these technicians focused on fabricating cases. Now, with DDX our clients can go online and look up the status and delivery times without using a lot of our internal resources. This has reduced the outgoing calls we have to make by up to 40% on some case types. That's a huge amount of time saved.”

DDX Solution

Knight has used the Labnet lab management system to process and track lab work for many years, so in 2007, DDX was the next natural step. “Online services are the future for dentistry. It was the next generation for LabNet online, and gave us an opportunity to be connected to the DDX customer,” Warren says.

The real-world benefit of DDX for Knight proved to be that it actually attracts more business from existing customers, and makes it very easy to onboard new customers. “Since we got DDX Enabled a few years ago, we've seen around 30% of our customers send us more work than they used to,” Warren says. “I believe DDX is a draw for them. It's very fast and easy to send a new case. They do it in seconds, and the new Labscripts prescription is by far the best available. My techs are spending 20% less time reading faxed handwriting they can't decipher. Then all the case detail is online, including when case is coming back. It makes the benefits of digital case submission obvious to our practices: they're not calling us, we're not calling them, and cases are on time. Everyone is more efficient. We're actually able to market this as a benefit we offer over our competition: our OnLine™ service is powered by DDX.”

Adrienne Tooley, Director of Business Development for Knight, agrees that DDX is a major benefit for Knight's customers. “We market DDX as a free tool in our OnLine set of services,” Tooley said. “By offering a small discount on each case received via DDX, we've seen our casework skyrocket. Our Sales team also uses DDX as a key benefit when talking to new customers. It really gets practices excited when they hear we can give them access to their case detail and bill them online—for free! It's a major differentiator for us.”

Did You Know?

- 72% of DDX-Enabled dentists now schedule patient followup based on the DDX case return date.
- 22% of dentists reduced rebookings by 25% using DDX.
- Any lab can receive digital cases from any dentist using DDX.

“We have cut down on remakes by as much as 20%, and we have improved staff efficiency both in our lab and the dental practice. This literally means we can produce more cases.”

~Warren Rogers

Knight Dental Group, CDL, DAMAS



“We are a full service laboratory,” Warren says. “Historically, we’ve been known for our crown & bridge department, and in recent years, our removable, implant and all-ceramic departments are gaining in reputation as well. Our team accesses DDX every day, and actually uses DDX to review the new cases and expected delivery dates every morning.

“Our favorite features include the ability for our clients to send an automatic notification for case pickup. We also love that they can see their account balance and receive a return date as soon as they book their case. Anything that we can provide to make their processes easier gives us an advantage over our competitors.”

“It goes further than that. When our clients get DDX-Enabled and start completing their prescriptions online, it makes the case ready for scheduling within our production software automatically. We have cut down on remakes by as much as 20%, and we have improved staff efficiency both in our lab and the dental practice. This literally means we can produce more cases.”

Get DDX-Enabled today

Call **877-244-9345** or visit www.DDXDental.com/Signup. It’s quick, low-cost, and almost certainly the best way to get connected to your dentists.

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