



The Evolution of Technology and its Impact on Dental Trends

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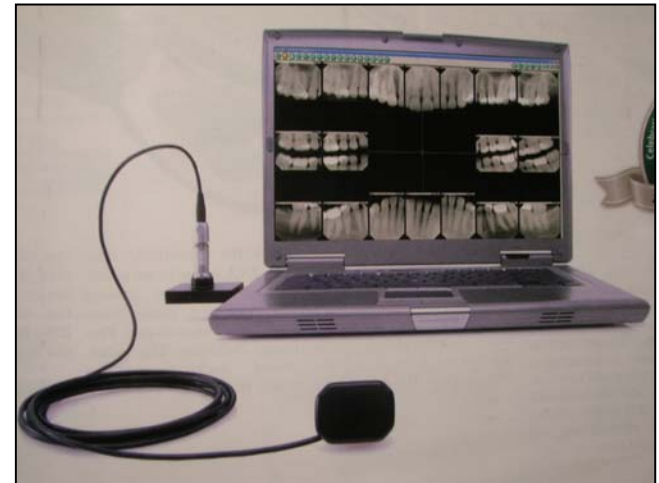
Key messages

- ❖ Dental technology continues to evolve
- ❖ Automation requires implementation of controls
- ❖ Appropriate controls can assist with benefit management

Dental Practice Computerization

Where do we stand today?

- ❖ **Background**
- ❖ **Enticement factors:**
 - ❖ **Benefits of in-office computerization**
 - ❖ **Better productivity**
 - ❖ **Better control**
 - ❖ **Better control over billings and expenditures**
 - ❖ **Profession is getting younger**
 - ❖ **Increased security**
 - ❖ **More sophisticated technology**





Why isn't there a 100% integration of EDI transactions in the markets?

- ❖ **Resistance factors (major stumbling blocks):**
 - ❖ Retirement
 - ❖ Time effort
 - ❖ Resistance to change
 - ❖ Old habits die hard
 - ❖ Universal availability of the traditional “paper” method



What should we expect in the near future?

- ❖ **Constant progression of in-office computerization**
- ❖ **2008 → Trend continues**
- ❖ **Will EDI submissions increase?**

New Technologies: Trends and Impact

Technology is now a key part of dental operations

❖ Intra-oral and digital cameras

- ❖ A picture is worth a thousand words
- ❖ Easier acceptance of proposed treatment
- ❖ Diagnostic aid or treatment generator
- ❖ Transition from 'need' to 'want' dentistry



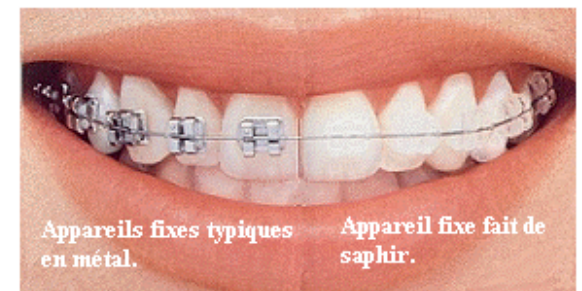
❖ Lasers

- ❖ Used in surgery and operative dentistry

❖ Dental implants

❖ Orthodontics

- ❖ Temporary implants for additional anchorage
- ❖ Invisalign



New Technologies: Trends and Impact (Cont'd)

❖ Endodontics

- ❖ High tech equipment and instruments
- ❖ Sophisticated techniques

❖ Diagnostics

- ❖ New diagnosis instrumentation
- ❖ Digital radiography

❖ Restoration

- ❖ CEREC
- ❖ Laboratory processed onlays (porcelain and composite)
- ❖ All porcelain crowns
- ❖ Faster cementation
- ❖ Painless local anesthesia
- ❖ Microdentistry



New Technologies: Trends and Impact (Cont'd)

❖ Periodontics

- ❖ Sophisticated tartar detector
- ❖ High-tech scaling units
- ❖ Electronic probing equipment

❖ Patient education videos

- ❖ Imaging – Bleaching, esthetic dentistry, etc.





New Technologies: Trends and Impact

(Cont'd)

- ❖ **Impacts on dental plans**
- ❖ **More predictable results – lower costs**
- ❖ **More treatment options – higher costs**



Contentious Billing Issues

Automation of dental claims requires prudent controls

- ❖ **Dental code use → Main areas of concern**

- ❖ Operative dentistry

- ❖ Number of surfaces

- ❖ Periodontics

- ❖ Units of scaling and/or root planing

- ❖ Crowns and abutments

- ❖ Gingivectomies and limited tissue recontouring

- ❖ Surgical crown lengthening procedures

Contentious Billing Issues *(cont'd)*

- ❖ Extractions
 - ❖ Simple VS complicated
- ❖ Endodontics
 - ❖ Multiple canals
- ❖ “Craze lines” and catastrophic diagnosis





Contentious Billing Issues *(cont'd)*

- ❖ **Provider officer, main areas of concerns**
 - ❖ **Waiving of coinsurance and deductible**
 - ❖ **“Doctoring” lab fees**
 - ❖ **Treating the dental plan rather than the patient**
 - ❖ **“Creating billing”**
 - ❖ **Impacted wisdom teeth**
- ❖ **Dental office employees, main areas of concern**
 - ❖ **Employee embezzlement (third party involvement)\Patient/employee conspiracy**



Contentious Billing Issues

How do we control these issues?

- ❖ **Adjudication controls**
- ❖ **Stakeholders involvement**
- ❖ **Adjudication rules**
- ❖ **Technology can assist in achieving benefit management goals**



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