



DR. JACQUELINE REID
DDS, DENTAL DIRECTOR

PROFILE

Dr. Jacqueline Reid has been practicing dentistry for more than 25 years. In 2004, Dr. Reid was appointed director of the same program and the chief of hospital dentistry at RWJ. She is responsible for the educational program of the dental residents, as well as the administrative demands of the program including assisting in bringing the dental programs of RWJ Barnabas, Jersey City Medical Center and Newark Beth Israel Medical Center under one practice management system.

ROBERT WOOD JOHNSON UNIVERSITY HOSPITAL

Dr. Jacqueline Reid, DDS, Dental Director

MEETING THE UNIQUE NEEDS OF THE DENTAL WORKFLOW

Medical and dental clinicians practice differently. Medical practice management systems were not designed for the unique workflow of a dental practice where clinicians need specific data at their fingertips. Without it, dentists can face additional stress, reduced productivity and hindered efforts to provide the best patient experience. Dr. Jacqueline Reid, dental director for Robert Wood Johnson (RWJ) University Hospital in New Brunswick, New Jersey, knows this well.

Dr. Reid joined the RWJ University Hospital in 2004 at a time when the dental clinic was still using paper charts. Her appointment to the director position, she says, was contingent on the clinic upgrading to a dental software management system with at least computerized billing. They chose Easy Dental, a Henry Schein One software system, which in 2009 they upgraded to Dentrix Enterprise. The residents and attendings in the practice see a variety of patients in their clinic as well as in the hospital, which requires flexibility in the system to track where the patient was seen. Dentrix Enterprise has made this efficient and effective for the residents and attendings as it interoperates with the hospital's electronic medical record and shares patient and financial data, according to Dr. Reid.

"This is a general practice residency hospital based in a Level One trauma center, so we're seeing all manner of patients," said Dr. Reid. "We are seeing hospital inpatients, we are seeing Ryan White patients (Ryan White HIV/AIDS Program), we're seeing Medicaid, we're seeing all insurance classes, we're seeing self-pay. We're seeing all of those." In addition, the dental staff does pre-procedure clearances for the cancer and heart institutes. According to Dr. Reid, Dentrix Enterprise provides the right flexibility to manage this special workflow.

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Dentrix Enterprise has continued to play an integral part in the success of her teaching clinic. With six residents and more than 14,000 patient encounters per year, consistent data entry and reporting is critical for Dr. Reid, especially in tracking revenue and procedures.

“We have new residents coming in each year, so Dentrix Enterprise allows us to populate all those residents,” says Dr. Reid. “We don’t lose any of the data from the other providers for all the years that we’ve been working so we can go look back and we have all that information (historically in the system).”

Dr. Reid points to the completely flexible and customizable reporting system as a key factor in managing the program. “It allows us to build the categories that we need for the hospital. We do that by using the insurance classes and creating classifications that we can then sort when we do a utilization report so that we can pull our reports at a moment’s notice,” she says.

RWJ University Hospital is one of three dental sites that are part of RWJBarnabas Health in northern New Jersey. The system’s management made the decision to change their medical practice management system, which meant the dental system would change as well. At the time, each of the three dental sites was using its own version of Dentrix Enterprise.

Dr. Reid was so certain that Dentrix Enterprise and the dental workflows it supports was the right dental system that she spent the past year convincing the senior leadership to continue supporting Dentrix Enterprise. “The ability to customize Dentrix Enterprise is what is really helpful to us. It’s just a very robust software that we’ve developed [over] a long period of time.”

In time, all three sites will develop a single workflow using Dentrix Enterprise, and when the hospital

implements the new medical practice management system, they’ll all be using a single database through Dentrix Enterprise.

COMMUNICATING WITH THE MEDICAL SYSTEM IS KEY

Integrating medical and dental software is not without its bumps in the road, as Dr. Reid says. Security of data and proper firewalls are always issues for hospital IT departments. As a result, many similar institutions Dr. Reid spoke to felt they could not fully communicate with the medical software, so they kept the dental as a stand-alone system.

“I was like, if we’re going to do this, we’re already a horse of another color. Everything about dental billing is definitely slightly different than medical billing,” she says. “It’s the way we process things here with visits. ... There’s multiple visits for say a denture, and then you only bill at the end.”

“We were able to build all these little things in the software so that we can pick up the registration. We work with it in Dentrix Enterprise so my residents can go in and type their notes so that goes into the actual medical record. There is true communication between the dental and hospital software.”

When the hospital moves to their new medical practice management platform, Dentrix Enterprise can support the communications with several HL7 standards.

“I don’t think a lot of the hospitals that have dental programs get Dentrix Enterprise and buy all the HL7s and go through the efforts of linking the medical and dental systems,” says Dr. Reid.

“But once it’s in place, it works great.”

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ROBUST REPORTING EASES REVENUE AND PRODUCTIVITY TRACKING

Key to the practice’s success with Dentrix Enterprise is its intuitive, flexible reporting capabilities. When hospital management decided the dental practices must move to the new software, Dr. Reid worked for a year to successfully change their minds. The ability to track revenue, productivity and educational data through Dentrix Enterprise made the difference.

“The thing that really stopped them is we said ... using Dentrix Enterprise I can keep track of every penny, and we’re not leaving any money on the table. We have a strong process and [the competing dental software] could not come close to the process we have. Everything’s electronic. We send all our claims. We know how much we are dropping.”

A lot of the reports were created specifically for the practice’s needs. “If you need to pull data, if the ADA is coming for a site visit and I need to know how many procedures each resident did, I can easily do that,” said Dr. Reid. “Now, I run utilization reports myself with a click. That’s what Dentrix Enterprise allows you to do.”



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