

Paradigm Oral Health is leveraging technology to deliver end-to-end clinical excellence and an outstanding patient experience





R Ryan Schleifer RP \$99.15
M Marilyn Gouse \$67.45

Dr. George Francis (DDS) ^
 Dentist
 08:00 AM 09:00 AM 10:00 AM
 11:00 AM 12:00 PM 01:00 PM

Scheduled Appointments
 ↗ **64**
 Up 320.54 %

Claims Acceptance
 ↗ **994**
 Up 2.32K %

CARESTACK

John Doe (1234567890)
Male, 20 years

Choose Appointment

P
CDT

All Conditions 01 Existing 160 Planned 10 Today 10 Compl

Date	Description	Tooth / Area	Surface
02/ 08/ 2022	D0171 - Re-Eval-Post-Op.		
02/ 08/ 2022	D0171 - Re-Eval-Post-Op.		

Unlike many other medical disciplines, oral surgeons have a shared responsibility with dentists. To ensure positive patient outcomes, all details must be communicated to both clinicians. The patient experience extends beyond the procedure, however. Oral surgery practices also must focus on appointment scheduling, communication with payers and patient billing.

Becker's Dental + DSO Review recently spoke with David Rallis, DDS, MD, CEO of Paradigm Oral Health, about the role of technology in oral surgery management and how practice management solutions can support both clinical excellence and business efficiency.



A shared mindset is key in establishing and growing a successful oral surgery practice

A shared patient-centric mindset is key in achieving clinical excellence.

Paradigm Oral Health and its team of over 100 surgeon partners provide outstanding care to patients across the United States. Paradigm's key differentiators include its ability to attract and collaborate with elite surgeons to deliver world class outcomes, through the use of data, technology and digital workflow advancements.

As Dr. Rallis reflected on Paradigm Oral Health's progress since its founding in 2018, he noted that two of the most important success factors have been cultivating a shared mindset within the organization and creating accountability.

"Inspiring our surgeons to work together as a team of leaders is my greatest responsibility," Dr. Rallis said. "The right business decision isn't always the right clinical decision, but the right clinical decision is never the wrong business decision. Leaders need a firsthand understanding of what it means to care for a patient so they can make the right long term decisions that put the needs of the patient first. Creating a shared mindset within our organization has been critical to creating an infectious culture. When we all row in the same direction, we build something special."

CareStack nurtures Paradigm cultural digital transformation.

To support its journey to a shared mindset and shared decision-making, Paradigm Oral Health decided to standardize all its locations on Straumann Group's CareStack cloud-based practice management solution. The goal is to enhance the organization's culture of shared decision-making via digital technology.

"Empowering everyone with a common system means that we no longer look at things in different ways," Dr. Rallis said. "With an enterprise system, we can objectively determine the best way to do things. We don't want to be guessing."

CareStack can electronically integrate facilities across an entire organization. Since Paradigm Oral Health operates in 24 states, this is crucial. It's impossible to "walk down the hall" to see how people are doing. With a sprawling organization, technology might be the best way to support a shared mindset and create a true community of practice.

"CareStack is where we will all work together and all our processes are being brought together in a single system," Dr. Rallis said. "I think of a practice management software as the central nervous system. Many people work in the solution throughout the patient journey, touching different elements ranging from clinical processes to scheduling and billing. The processes are highly complex and we needed a system that could support them all. We are all able to do more now — it's like a rising tide lifting all boats."

"With CareStack, we are all able to do more now. It's like a rising tide lifting all boats."



David Rallis

DDS, MD, CEO of
Paradigm Oral Health



Cloud-based practice management solutions enable teams to work seamlessly across boundaries

Cloud-based technology guarantees seamless and efficient operations.

Cloud technology has supported Paradigm Oral Health's efforts to transform both clinical care and administrative processes. Safety is the top priority for the organization. As leaders identify best practices, CareStack will communicate information effectively to all key stakeholders and help the team implement new approaches to care across more clinics faster.

"Cloud-based technology supports visibility across the enterprise and helps us scale new processes more efficiently," Dr. Rallis said. "By using a unified practice management solution, we can align our clinical processes around best practices."

Setting and conforming to clinical standards is fundamental to Paradigm Oral Health's business. "We feel standardization around best practices is critical and we use benchmarks to measure our performance," Dr. Rallis observed. "We are dependent on data to validate that we are meeting the highest standards."

CareStack empowers an unparalleled patient experience via real-time intelligence.

CareStack is also supporting the organization's efforts to create a more seamless patient experience from start to finish. A big contributor to that is better communication with referring dentists, laboratories and insurance companies. Technology can help optimize workflows and eliminate paper-based inefficiencies. Improved processes may help eliminate billing errors, which would subsequently reduce frustration for patients and staff.

Since CareStack uses a single, consolidated database that is updated in real time across all practices, Paradigm Oral Health's business intelligence team can generate powerful analytics. In the past, the group had to manage data extraction from multiple systems with different data structures. Now, the business intelligence team will be able to focus on more value-added work, providing the group's leadership with valuable operational insights. It is so powerful to be able to use individualized dashboards to identify the impact of initiatives implemented within different locations. Dr. Rallis said, "That informs whether we should deploy the same initiatives in other practices. We are able to implement best practices, study how things are performing and adapt faster. From an efficiency perspective, I think CareStack will enable a significant increase in quality and productivity across our entire platform."

The IT effect of the cloud-based solution has also been significant. Moving to CareStack is helping Paradigm Oral Health take advantage of economies of scale. The unified suite eliminates the need for multiple software subscriptions and it dramatically reduces the expenses associated with on-site server and IT maintenance.

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"From an efficiency perspective, CareStack should enable a significant increase in quality and productivity across our entire platform, and dramatically reduce our IT expenses."

When evaluating practice management technology, find a vendor that supports your vision

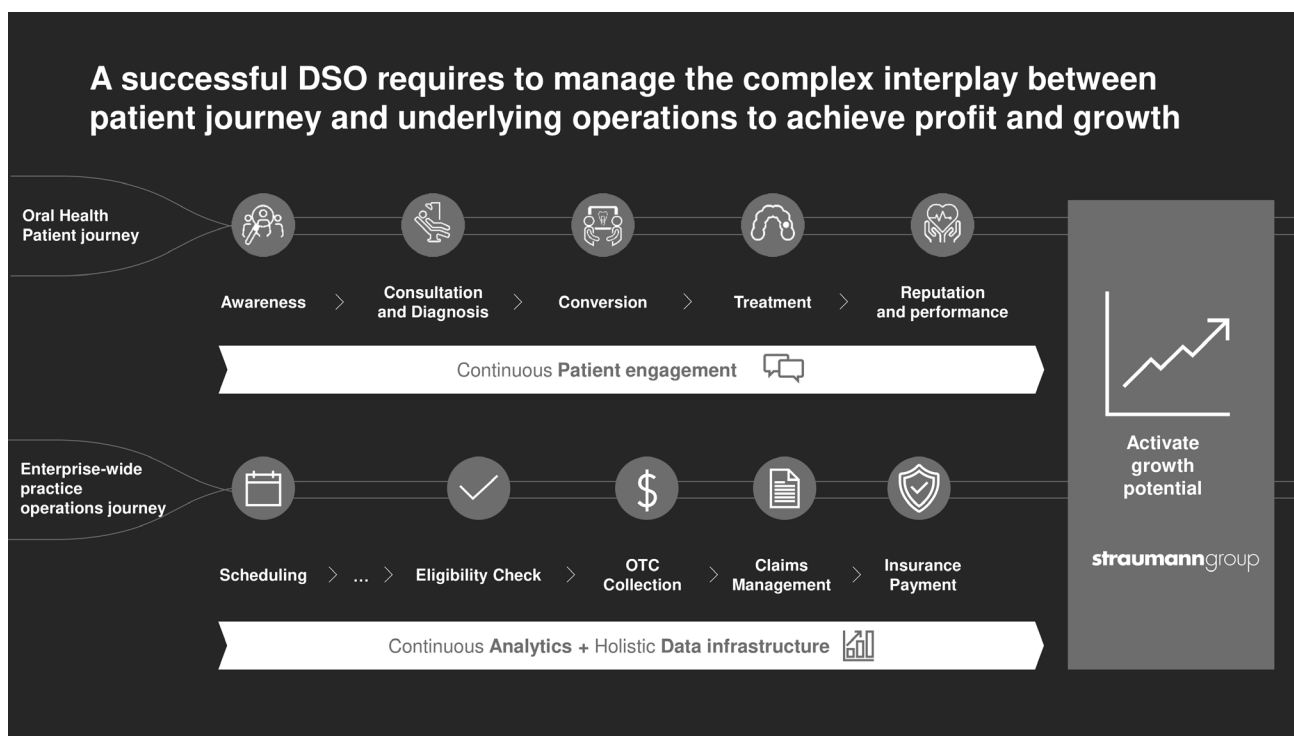
Straumann-CareStack creative spirit is the quintessence of a trusted partner.

While creating a shared mindset is a crucial foundation for oral surgery practices, that's just the first step. "The second challenge is finding a technology that will support your vision," Dr. Rallis said. "If your aspirations are to improve and to grow, you will need infrastructure to help. We found that in CareStack. Implementing this system will probably be the most impactful initiative the company does in the next five years."

Paradigm Oral Health sought a comprehensive technology ecosystem to meet its current and future needs. The team's goal was to find an infrastructure that the company could plug into and expand over time.

According to Dr. Rallis, "We wanted a partner with a vision of everything that we'll need 10 years from now, and the confidence that they will develop those functions within the system. Straumann Group is interested in doing things differently and that aligns well with our philosophy. There's a strong creative spirit in Straumann and CareStack is an amazing representation of that."

"Implementing CareStack should be the most impactful initiative Paradigm does in the next five years. It's one of the most significant things we're doing."



Conclusion

Technology is the driving force of ever-evolving dental organizations.

To get ahead in today's market, organizations like Paradigm Oral Health are adopting cloud-based practice management technology that supports seamless communication, standard setting and data capture.

“In my leadership and business role, I’m interested in technologies that can improve both clinical care and the patient experience from scheduling and check-in to recovery and revenue cycle,” Dr. Rallis said. “CareStack is structured in such a smart way. It’s one of the most significant things that we’re doing.”

