



What Dental Office Managers Need to Know in 2023





"The job of an office manager expands every year. A small task here, a larger responsibility there - it all adds up. Staying current of trends is essential to moving your office forward. I know it takes time but being prepared is always better than playing catch up."

Teresa Duncan

MS, Founder of Odyssey Management and
Dental Practice Management Thought Leader

Identify Opportunities for Growth and Gain Insight From Current Industry Trends

From managing billing processes, organizing, scheduling, and everything in between, dental office managers carry a diverse skill set and are vital to the success of the practice.

2023 is anticipated to present various challenges and uncertainties for the workplace, including a potential recession, but office managers can identify opportunities for growth and gain insight from current industry trends to foster a thriving dental practice.

Top 10 Things Dental Office Managers Need to Know in 2023

01 With 42% of dental offices reporting staffing concerns, competition is expected to accelerate when hiring skilled dental employees, including dentists, hygienists, and dental assistants.

02 Generation Z patients are more likely to visit Instagram and TikTok over traditional options like Google Search when locating providers, making previously unexplored social media platforms worth considering. Changes to algorithms may also create barriers for many practices, but an investment in paid media and analyzing the performance of past posts can help increase patient engagement.

03 A rise in patients prioritizing green dentistry is expected. Using products that have a minimal impact on the environment, including dental software that reduces paper, eco-friendly sterilization products and procedures, and providing all-natural oral care products, can attract this rising population to your practice.

04 81% of workers report employee mental health support as a top priority when seeking new employment in 2023. Helping employees reduce stress, normalizing mental health topics, and making access to support easier can help identify and assess burnout risk while attracting employees.

05 The uncertainty of appointment volume will be a major concern for dental practices. A focus on patient loyalty and retention will be essential for growth.

08 A focus on creating a special patient experience will differentiate practices from their competitors. Ensuring that the services provided are tailored to your patients and include a mix of entertainment and/or services for all ages will help maintain and attract new patients.

06 An acceleration in the adoption of dental software, such as Vyne Trellis, that transforms practices by allowing patients to book or change appointments easily, make on-time payments, and help office staff work more efficiently is anticipated.

09 The industry will continue to embrace Artificial Intelligence (AI) as dentistry is predicted to be the next frontier for AI. Automation and AI will be implemented to manage practices' business needs, revenue streams, and patient populations and even to detect dental problems like tooth decay, calculus, and root abscesses.

07 With 93% of consumers reporting that a negative review influenced their decision not to visit a practice in 2022, properly managing online reviews helps build authority and trust and improves patient satisfaction.

10 Most practices have rebounded financially from the pandemic and despite whispers of a recession, economic optimism will permeate the industry in 2023 with 57% of dental practices anticipating revenue growth.

Using Technology to Solve the Industry's Challenges

The forecast of revenue growth is promising, and with elite, rapidly growing practices reporting shared common goals of minimizing cancellations, maximizing efficiencies, and improving communications, there is an emerging need for an investment in technology to solve the industry's uncertainties.

To foster growth this year, an end-to-end revenue cycle management platform, such as Vyne Trellis® can help generate more revenue, elevate the patient and employee experience, and promote thriving practices. This technology not only streamlines claims and tracking but also provides real-time eligibility of benefits and additional features including:

- Unlimited Claim Submission For One Flat Fee
- Electronic Attachments
- Secure Email
- Batch And Real-time Eligibility
- Electronic Patient Forms
- Patient Reminders
- Online Review Management
- Mobile Payments
- Intra-office Chat
- Electronic Case Collaboration
- Claim Denial Support
- Electronic Remittance Advice (Era)

Interested in learning more about Vyne Trellis? Connect today and learn how dental practices, insurance plans, and payers have the ability to facilitate the secure exchange of paperless health information to improve their revenue cycle with this end-to-end revenue cycle management platform.

Vyne Dental continuously strives to advance the dental industry by providing technology that improves workflows, decreases administrative costs, and improves reimbursements for service provided. For more information, **visit vynedental.com**.

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