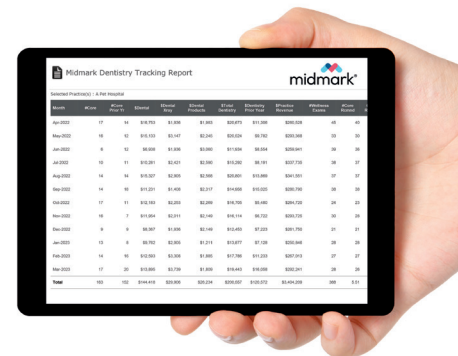# Dental Optimizer™

Track your dental performance!

To get the most out of your investment in dental training and equipment, it's important to set goals and monitor your progress. The Midmark Dental Optimizer™ seamlessly integrates with your practice management software to help you measure and manage the success of your dental services.

INCLUDED FEATURES:

- **DENTISTRY REPORTS* (highlighted below) –** reference up to 24 months of practice data.
- **AUTOMATIC REMINDERS –** create, schedule and send to your clients.
- **INTEGRATION –** with AVImark®, Cornerstone®, ImproMed® and other popular systems.
- **TOTAL DENTAL REVENUE –** enhance reporting accuracy by capturing CORE (Comprehensive Oral and Radiographic Evaluation) procedure costs plus related services such as bloodwork, anesthesia, catheterization, fluids, pre-meds and home care.

*REPORTING HIGHLIGHTS:

- **Tracking Report:** dental performance by month, with lookback data for benchmarking, baselining, goal tracking and compliance monitoring.
- **Monthly Production Detail:** dental performance by doctor, home care sales and invoice list by client. Compare dental revenue to overall practice revenue, or revenue segments by procedures, wellness exams, etc.

GROW YOUR DENTISTRY:

- **Fee Optimizer:** comparative dental procedure pricing in your zip code, with industry benchmarks.
- **Patients Now:** lists unscheduled CORE procedures for targeted reminders and education tips. Emails and texts can be sent from the software.

HOW IT WORKS:

Your authorized team members will have remote access to up-to-date practice data, directly from your practice information management system. Data is housed in a secure cloud server that is updated daily, enabling you to safely access your information, anywhere you have a secure internet connection.

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