DentalOS™

Powering the Next Generation of Dental Businesses

planet DDS

Contents

The Changing Landscape of the Dental Industry

Legacy dental software is broken.

Dental service organizations (DSOs) have relied on legacy programs that are fragmented and outdated to manage operations for too long. These legacy methods involve multiple data sets and manual charting, leading to significant inefficiencies. Managing schedules, handling cancellations, and ensuring accurate billing is cumbersome, and often plagued by errors and redundancies. These traditional systems are not equipped to handle the complexities of modern group practices, resulting in disjointed patient journeys and operational challenges.

With the many problems DSOs must solve, from the intricacies of practice acquisition to staffing shortages to day-to-day roadblocks like low schedule utilization and diagnosis fatigue, it is time to answer the call to streamline operations and improve resource allocation.

While an "all-in-one" approach might seem to answer these complex problems, every DSO has unique needs requiring sophisticated and customizable solutions. A more flexible and scalable approach is necessary, offering a range of customization options to address the specific requirements of each group practice.

Over the years, the business of dentistry has evolved significantly. There has been a noticeable shift toward greater sophistication, with practices increasingly joining together to form DSOs. This consolidation has been driven by the need for efficiency, improved patient care, and the ability to leverage economies of scale. The shift toward DSOs represents a fundamental change in how group practices operate, emphasizing the need for consolidated, scalable solutions.

Legacy dental software is **broken**

Enter **DentalOS™**

The rapid advancement of technology and the need for secure solutions have also played a crucial role in transforming the dental industry. Modern group practices now have access to sophisticated software, vast amounts of data, and advanced AI-driven tools that were unimaginable a few decades ago. These technological advancements create new possibilities for diagnostics, treatment planning, patient management, and overall practice efficiency. AI and machine learning, in particular, are helping DSOs analyze data more effectively, predict patient needs, and automate routine tasks, thereby enhancing the overall quality of care.

What is more, today's patients have higher expectations than ever before. Massive companies like Amazon and Netflix have ambitiously raised the bar for customer satisfaction, with patients now expecting exceptional and extremely customized experiences in all interactions with their providers. They demand more transparency in their care, treatment plans, and cost.

They also expect ease when booking appointments, accessing their medical records, and paying for services. This shift in patient expectations necessitates a comprehensive, unified solution that can deliver a high level of service and satisfaction.

Despite these advancements, many dental groups still struggle with disparate systems, which hinder their ability to provide the seamless experiences that patients now expect. Having different software solutions that do not connect with each other for practice management, patient records, imaging, billing, and other functions results in a disorganized workflow and an increased risk of human error. These challenges highlight the need for a solution that connects all aspects of dental operations to work together.

All-in-One

DentalOS™

Eliminate data silos and enhance interoperability across systems.

Break Free of Legacy Dental Software

Much like a nagging toothache that will only get worse if it is not addressed, outdated practice management technology will become only more painful as time goes on. And just like an abscess that can be remediated with the right tools and attention, your DSO management tech stack can be significantly improved with the right mindset and approach.

Traditional practice management systems, often siloed and clunky, are increasingly inadequate in addressing the complex needs of modern DSOs. These systems tend to keep data confined within their own frameworks, creating closed, disjointed workflows.

This not only hinders operational efficiency but also limits the potential of innovative technologies that could otherwise enhance patient care and dental management. The DentalOS platform champions the democratization of data, systems, and workflows, ensuring that information flows seamlessly and can be utilized effectively across various platforms.

While the dental industry has more technology options than ever before, many dental providers remain shackled by old-fashioned legacy systems that also do not provide the level of security needed in today's world. Despite the abundance of modern technology choices hitting the market, the capabilities of many new and innovative technologies are being wasted because outdated systems do not know how to play nice.

With rising patient expectations and increasing operational complexities, the need for a transformative approach in the dental industry's tech stack is undeniable—**the era of legacy dental software is nearing its end**.
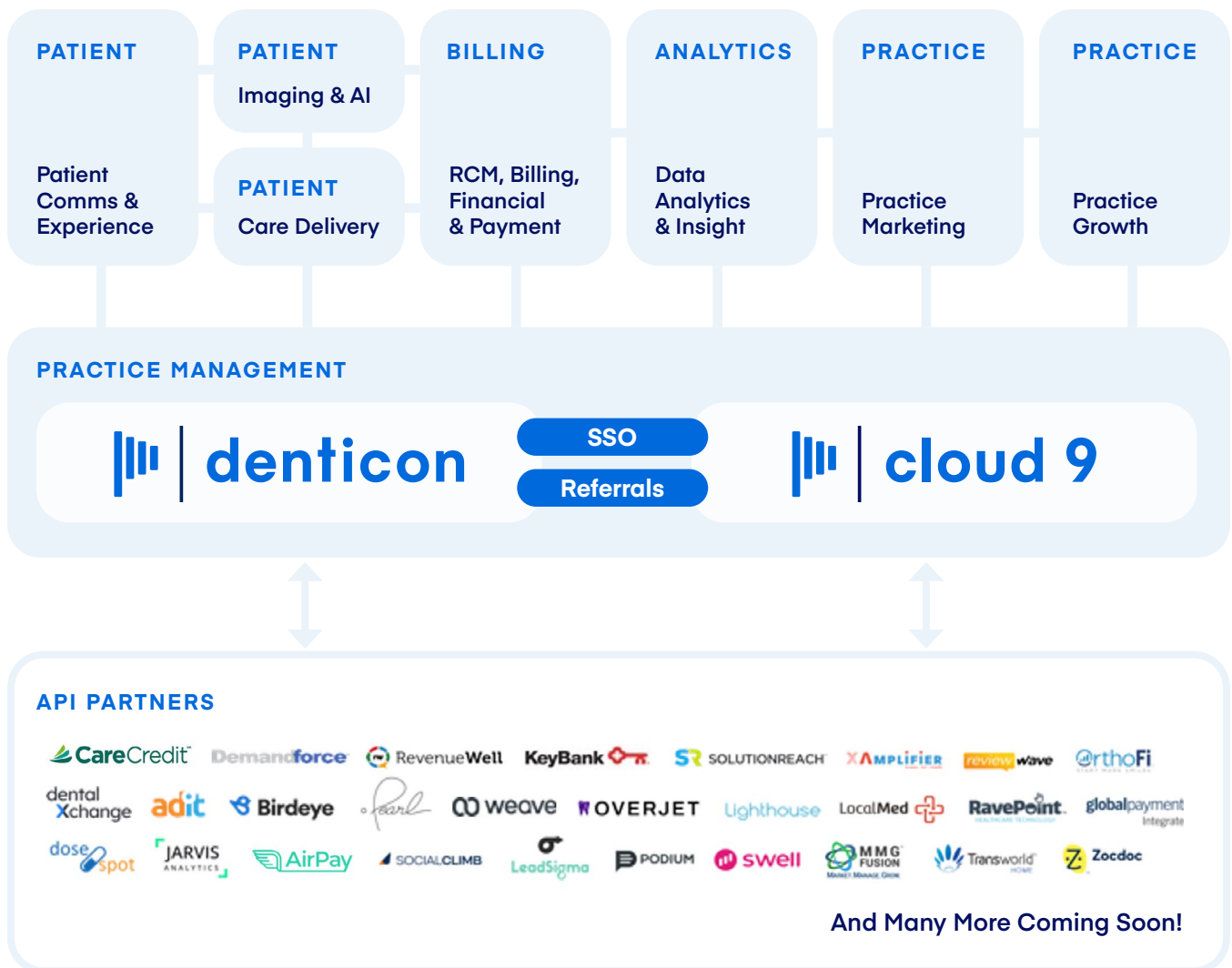
Recognizing these challenges, Planet DDS is introducing the DentalOS™ platform, a new way to think about your technology stack that will transform your dental management. At its core, DentalOS provides DSOs with the power of choice to decide how they enhance operational efficiency and drive growth— whether that be growth in profitability, case acceptance, employee retention, or whatever other goals you may have.

This new philosophy will dismantle the inefficiencies of legacy systems and allow dental groups to choose how they build their technology ecosystem. It is time to break free from the past and embrace a future where innovation and flexibility drive success and exceptional patient care.

DentalOS will be your biggest partner in growth.

The Planet DDS DentalOS™ Platform

PATIENT	PATIENT	BILLING	ANALYTICS	PRACTICE	PRACTICE
	Imaging & AI				
Patient Comms & Experience	PATIENT Care Delivery	RCM, Billing, Financial & Payment	Data Analytics & Insight	Practice Marketing	Practice Growth

PRACTICE MANAGEMENT

denticon — SSO / Referrals — cloud 9

API PARTNERS

CareCredit · Demandforce · RevenueWell · KeyBank · SOLUTIONREACH · AMPLIFIER · review wave · orthoFi

dental Xchange · adit · Birdeye · Pearl · weave · OVERJET · Lighthouse · LocalMed · RavePoint · globalpayment integrated

doseSpot · JARVIS ANALYTICS · AirPay · SOCIALCLIMB · LeadSigma · PODIUM · swell · MMG FUSION · Transworld · Zocdoc

And Many More Coming Soon!

DentalOS™
Redefining Efficiency and Innovation

Den·tal·O·S /den-tᵊl-ō-´es/

1: A transformative DSO management platform that allows you to choose how you integrate diverse technologies into a customizable ecosystem, allowing seamless communication between software applications through APIs to enhance efficiency and flexibility. With the many problems DSOs must solve, from the intricacies of practice acquisition to staffing shortages to day-to-day roadblocks like low schedule utilization and diagnosis fatigue, it is time to answer the call to streamline operations and improve resource allocation.

2: The ability to have complete control of workflow consolidation, optimization, and customization.

How DentalOS™ Innovates

✓ **DentalOS is the evolution** of traditional dental group management.

✓ **DentalOS represents the power to pick and choose** core systems of record and connect them together to help you solve more pain points and problems in the office.

✓ **DentalOS provides the flexibility** needed to scale your business.

✓ **DentalOS does not stand in the way of innovation.** Not all innovations can exist within a single software solution, and the future of dental technology is an open ecosystem. We know technology will continue to evolve rapidly, and DentalOS gives you the freedom to build on existing solutions to future-proof your business.

Think back to the launch of the iPhone and iOS in 2007.

Apple debuted iOS as an operating system that manages the iPhone's hardware and software resources, providing a user-friendly interface and essential system functions. With iOS, Apple also created a thriving ecosystem of apps and developers that did not exist previously. Developers could build applications using iOS's APIs (application programming interface), allowing them to perform specific tasks while relying on the OS for core functionalities such as memory allocation and hardware communication.

This revolutionized mobile technology by providing a standardized platform that simplified app development, enhanced user experience with a seamless interface, and allowed diverse applications to run on the same system, thereby accelerating progress and expanding smartphone accessibility.

DentalOS™ will do for the dental industry what Apple did for smartphones with iOS.

DentalOS will transform the dental industry by creating a unified, customizable platform that streamlines operations, enhances efficiency, and allows diverse applications to work together effortlessly, much like how iOS standardized and simplified mobile technology.
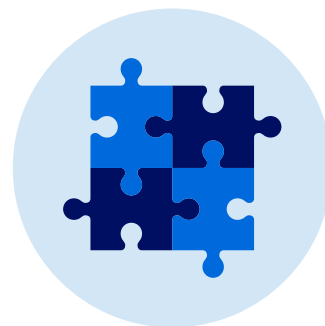
This concept supports DSOs in selecting and utilizing the best tools for their specific needs,

whether these come from Planet DDS or other providers. DentalOS accelerates DSO growth by simplifying technology transitions, which is far easier than implementing an all-in-one solution across multiple locations. This reduces the friction of switching, making the rollout smoother and less disruptive for offices.

"The dental industry is undergoing a tremendous amount of change, especially as it shifts from on-premise solutions to the cloud. The best way for dental practices to take advantage of this is to adopt a platform that supports this transition and fosters innovation," explained Planet DDS CEO Eric Giesecke.

DentalOS enables DSOs to innovate and adapt without being constrained by traditional, siloed systems. By leveraging APIs, DentalOS allows various software applications to communicate and work together harmoniously. This DentalOS platform ensures that all components—patient management, treatment planning, operations, AI/analytics, scheduling, imaging, patient acquisition, and reporting—function cohesively, reducing administrative burdens and improving overall efficiency.

PATIENT MANAGEMENT

TREATMENT PLANNING

OPERATIONS

AI/ANALYTICS

SCHEDULING

IMAGING

PATIENT ACQUISITION

REPORTING

DentalOS™

Here are **three real-life examples** that DentalOS™ put into practice, demonstrating how it is already making a difference:

1

The enhanced APIs for Denticon means we're **unlocking a new era of customization and interoperability for our DSO**. This is exactly the innovation we've needed to enhance our operations. **DentalOS means I can now build custom tools and workflows** for our team of clinicians that will make their jobs easier and make the patient experience even more seamless.

RON GANJIFARD VP of Technology, Onsite Dental
A long-time Planet DDS customer

2

DentalXChange leverages Planet DDS's APIs to deliver **transformative RCM experiences**. With Planet DDS APIs, we have consistently delivered high-performing, integrated solutions to our customers with tremendous time-to-value.

PAUL KAISER CEO, DentalXChange
Planet DDS API partner

3

Planet DDS is uniquely capable when it comes to integration. With DentalOS, Planet DDS enabled us quickly and efficiently to deliver an innovative cross-application radiologic AI integration. Together, we've been able to offer **a more streamlined AI-enabled workflow** that not only elevates customer experiences but also increases their productivity and AI utilization.

OPHIR TANZ Founder and CEO, Pearl
Planet DDS API partner

The flexibility, scalability, and interconnected security inherent in the DentalOS™ platform provide DSOs with the tools they need to grow their business and stay ahead of technological advancements. DentalOS encourages an open platform that fosters the development of new solutions and technologies. It empowers dental groups to take control of their technology landscape, making decisions that align with their growth plans and operational needs.

With DentalOS, DSOs benefit from unparalleled transparency in their operations, allowing for clear insights into performance and patient care. The platform's customization options ensure that each dental group can tailor its systems to fit its unique requirements, providing the freedom of choice to integrate the best tools and technologies available. This approach not only boosts operations but also ensures that DSOs can adapt and thrive in an evolving industry.

"DentalOS is going to change how we manage our entire business," said Rod Ganjifard. "It will provide live access to all data, allowing for actionable intel and better decision-making.

This shift will move the dental industry from relying on outdated systems to embracing advanced, integrated technologies."

Within the context of DentalOS, Planet DDS does not act as a gatekeeper; instead, we act as a partner in growth by offering an open ecosystem approach. By placing you in the driver's seat, DentalOS enables you to make the best decisions for your unique needs and future success.

DentalOS is more than just a conceptual upgrade; it represents a paradigm shift in how dental groups operate. Instead of consolidating all dental group management functions into a single one-size-fits-all platform, DentalOS allows you to choose which vendor provides which practice management functions.

DSOs can now customize, mix, and match different tools to build one cohesive ecosystem, providing more data and patient record continuity than ever before.

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The dental industry is undergoing a tremendous amount of change, especially as it shifts from on-premise solutions to the cloud. The best way for dental practices to take advantage of this is to **adopt a platform that supports this transition and fosters innovation**.

ERIC GIESECKE
CEO, Planet DDS

By connecting disparate technologies, DSO can improve syncing and application integrations, use a wider range of solutions, and achieve unprecedented customizability in their workflow. This platform enables DSOs to achieve higher operational efficiency, improved patient experiences, and better data management.
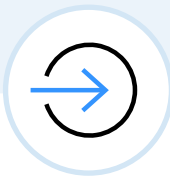
We recognize that the future is unpredictable—and DentalOS will help DSOs future-proof their operations, providing them with the flexibility and optionality needed to grow.

PROFESSIONAL SERVICES

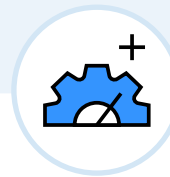| Dedicated Onboarding Team | Expert Data & Imaging Conversions | Comprehensive Training | Unlimited Support | Customer-Driven Product Development | Included Software Updates & Enhancements |

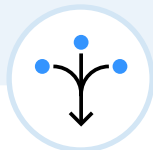## TECHNOLOGY FOUNDATION

| Cloud Infrastructure | Data Security | SSO | Open API | Interoperability | Scalability | Centralization |

Planet DDS is your partner in growth.
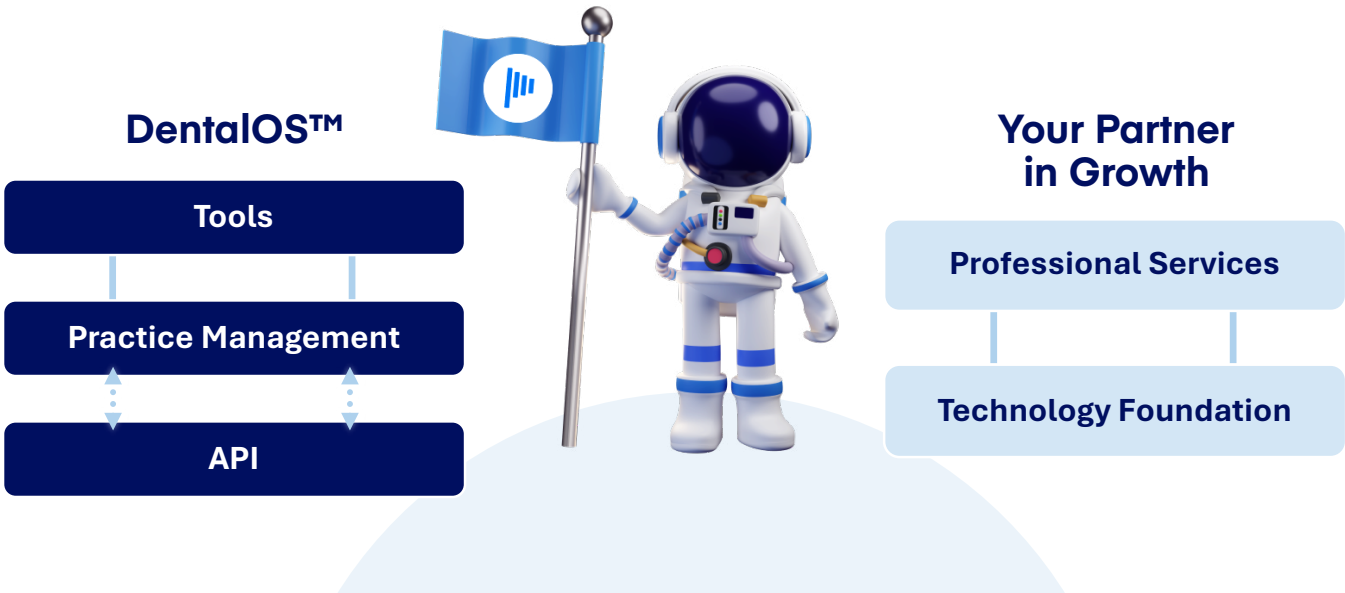
Future-Proofing Your DSO with DentalOS™

Planet DDS is championing the DentalOS platform to emphasize the need for an open and customizable ecosystem. The philosophy behind DentalOS is to be able to take advantage of the fantastic products that make day-to-day lives easier—keeping schedules full, submitting insurance claims efficiently, automating routine tasks, and making it easier for patients to accept and pay for treatment plans.

The DentalOS platform encourages choice and gives business owners the opportunity to make the right technology decisions for their business growth—you are no longer locked into using one vendor for every business function. This ensures that DSO can grow without constraint.

This means that as future technology evolves, DSOs are set up to take advantage of advancements without being hindered by their core system of record.

Ganjifard added, "With DentalOS, we are not limited by technology anymore. We can customize and expand our system to meet our specific business needs, making implementation easier and more cost-effective. This flexibility allows us to enhance patient engagement and operational efficiency, driving growth and success."

Planet DDS recognized the need for this mindset and developed DentalOS to future-proof the industry, providing DSOs with the flexibility and scalability needed to grow their business and allowing for unparalleled optionality.

DentalOS™

Tools

Practice Management

API

Your Partner in Growth

Professional Services

Technology Foundation

Key Benefits of DentalOS™

IMPROVED OPERATIONAL EFFICIENCY

Workflows can be streamlined by integrating dental management tools into a cohesive system, reducing manual data entry and errors. This allows dental staff to focus on critical tasks while automated scheduling, billing, and patient communications. Centralized patient records ensure easy team coordination, faster insurance checks, and claims processing, with real-time analytics supporting proactive dental practice management.

MORE PRODUCTIVITY

Scheduling is now more optimized to reduce gaps and overlaps in appointments, maximizing time with patients. By reducing administrative burdens, staff spend less time on paperwork and more on patient care, resulting in higher patient volume and improved performance.

ENHANCED PATIENT EXPERIENCES

You can now provide a simple yet personalized experience with omnichannel communications, tailored appointment reminders, and follow-up text and email messages. Patients have on-demand access to treatment plans and medical records, leading to higher satisfaction and better outcomes. Self-service options, transparent pricing, frictionless billing, and automated post-treatment follow-up reminders ensure better continuity of care.

BETTER DATA MANAGEMENT = BETTER INSIGHTS

Centralized patient records provide a single source of truth for all patient information. Secure data storage ensures patient information is protected while being easily accessible to affiliated specialists across locations. This centralized approach allows DSOs to analyze data for actionable insights, enabling them to identify trends, improve patient care, and make informed decisions about dental group management.

Key benefits continued:

SCALABILITY AND FLEXIBILITY

Cloud-based solutions allow DSOs to scale their operations effortlessly. As they grow or as innovative technologies emerge, the DentalOS platform allows you to easily plug new advancements into existing workflows without disruption. This flexibility ensures that dental groups can adapt to changes in the industry and continue to provide top-tier care without being constrained by outdated systems

IMPROVED PROFITABILITY

The DentalOS platform streamlines operations, reducing overhead and increasing revenue. Better patient outcomes and experiences boost retention and referrals, driving new patient acquisition. By mixing and matching your solutions, you can scale and enhance profitability. Automation reduces costs and optimizes resources, supporting new revenue streams and innovative approaches. This combination ensures long-term financial success and fosters patient loyalty.

By embracing DentalOS, DSOs can navigate the complexities of modern dentistry with a flexible, scalable, and patient-centric approach, ensuring sustained growth and excellence in patient care.

Planet DDS Is Leading the Shift Toward DentalOS™

Planet DDS is revolutionizing dental group management with the introduction of DentalOS, which is poised to replace antiquated and fragmented legacy systems.

We are at the forefront of dental technology advancement, providing innovative solutions that help DSOs to operate more efficiently and deliver superior patient care.

Within the context of DentalOS, **Planet DDS wants to be your core operating system of record,** giving you the choice in how you apply other solutions and products on top of our flagship solutions to build out your workflow and meet your unique needs.

Planet DDS is committed to being an open platform that drives innovation in the dental industry. We recognize that we can't always be all things to all people, so we provide the flexibility for our clients to plug in the best solutions that align with their business priorities. This approach ensures that our clients can take advantage of the latest technologies without being restricted by their core system of record.

MIKE HUFFAKER
Chief Revenue Officer, Planet DDS

Below is an overview of the Planet DDS core products and benefits so you can envision how you would build out your custom workflow:

denticon

This comprehensive cloud-based practice management system is designed to streamline dental operations. It offers features such as online appointment scheduling, digital patient records management, automated billing, and comprehensive reporting tools in a single platform. Denticon's cloud infrastructure ensures data security and accessibility from anywhere, making it an ideal solution for practices of all sizes.

apteryx

This intuitive advanced dental imaging solution enhances diagnostic capabilities. With cloud-based connectivity, Apteryx allows for the consolidation of digital imaging from various systems, facilitating easy access and enhanced collaboration. Its user-friendly interface and powerful imaging tools support accurate diagnoses and effective treatment planning.

cloud 9

This flexible and scalable orthodontic practice management system caters specifically to orthodontic practices' needs. It offers features such as treatment planning, patient scheduling, and billing, all within a cloud-based environment. Cloud 9's robust functionality supports orthodontic practices' unique workflows, ensuring efficient and effective patient care. Its built-in integration with Denticon makes it easy to access patient records for general dentistry or orthodontic care.

legwork

This dental communication software focuses on patient acquisition and engagement, offering tools for marketing automation, Google advertising, patient communication, and reputation management. It helps practices attract new patients, maintain engagement with existing patients, and build a strong online presence. Legwork's integration with other Planet DDS products ensures a great patient experience from initial contact through ongoing care.

Planet DDS Benefits

✓ **Cloud-Based Solutions**

All Planet DDS products are cloud-based, providing secure, reliable access to practice data from anywhere. This enhances flexibility, supports remote work, and ensures data protection.

✓ **Integration and Interoperability**

Planet DDS products are designed to work with each other and with third-party applications through APIs. This interoperability enables practices to create a customized, cohesive ecosystem that meets their specific needs.

✓ **User-Friendly Interfaces**

Planet DDS prioritizes ease of use in its product designs, ensuring that dental professionals can quickly and efficiently navigate the systems without extensive training.

✓ **Advanced Data Security**

Planet DDS is the first dental practice management solution provider to achieve SOC 2 Type 2 certification for its entire suite of products. The robust security measures provide effective enterprise-level data security, availability, confidentiality, processing integrity, and privacy controls, ensuring compliance with industry regulations and giving practices peace of mind.

✓ **Scalability**

Planet DDS products are scalable, allowing practices to grow and expand without outgrowing their software solutions. This scalability supports long-term success and adaptability to industry changes.

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Planet DDS is investing in the future. By championing DentalOS, they are not just maintaining the status quo; they are continuously improving. This commitment ensures that their technology will only improve every day, helping the dental industry advance.

ROD GANJIFARD
Onsite Dental

DentalOS™ Represents a New Era of Dental Software

Planet DDS is dedicated to driving progress in dental software and is the leading cloud-native system of record for nearly half of the top 25 DSOs in the U.S. The company continually invests in research and development to build the latest technologies into its products. By focusing on user-friendly interfaces and smooth interoperability, Planet DDS ensures that its solutions are not only advanced but also practical and easy to implement. This mindset helped us develop and introduce DentalOS.

Adapting to the changing dental landscape is crucial for the success of any dental group. By adopting a DentalOS, DSOs can ensure they remain agile, efficient, and patient-focused. Planet DDS is proud to lead the charge in this new era of dental practice management, empowering providers to choose what is best for their business and positioning themselves as true partners in growth.

With DentalOS, you are in the driver's seat of your business. Where do you want to take your business next?

Ready to See How Planet DDS Can Help You?

Learn more about DentalOS and to explore how Planet DDS can be your partner in growth.

BOOK A DEMO

planet
DDS

denticon | apteryx | legwork | cloud 9

Planet DDS is the leading provider of cloud-enabled dental software solutions, serving over 13,000 practices in the United States with over 118,000 users. The company delivers a complete platform of solutions for dental practices, including Denticon Practice Management, Apteryx Cloud Imaging, Cloud 9 Ortho Practice Management and Legwork Practice Marketing. Planet DDS is committed to creating value for its dental practice clients by solving the most urgent challenges facing today's dental practices nationwide.