

FORWARD Insight **is One Suite Deal:** The Power of a CFO and COO in One

As a dentist do you ever find yourself struggling with the business side of running your practice and/or multiple practice locations? Would you like to be able to visually see both your financial and clinical data in one place?

Dental school prepares you to exceptionally treat patients; however, there are rarely any business classes that serve to equip graduating practitioners with the financial and management skills they need to start, grow, maintain and eventually sell their own practice at optimum value.

In this Q&A, Chrissy Leggett talks about how HORNE's dental team is stepping up to help dentists bridge the gap between treating their patients and running a practice. At the center of it all is FORWARD Insight, their new technology software that can visually give dentists access to the clinical and financial data they may have lacked in the past.

1

What is the C-Suite and tell us what makes it unique?

A CEO drives the vision and the strategy of the practice. The way we view the C-Suite at HORNE is that the dentist is the CEO of the practice. Dentists can get bogged down in everything operationally and clinically and may look up one day to find themselves perplexed at how their practice got to a certain point. The C-Suite is the operational and financial team of executives – like a CFO and COO – that are the support team for their dentist practice, and HORNE can fill both roles. The CFO focuses on the financial aspect of the business, while the COO focuses on the operational aspect of the business. The CFO and COO are there to help support the vision and strategy to minimize management burden by the dentist (CEO), all while allowing the dentist to maintain control and focus more on patient care.

2

Now that we've talked about what the C-Suite is, what is FORWARD Insight and how can it help dentists maintain that CEO control while also managing what matters in their practice?

FORWARD Insight is a new software that HORNE offers that essentially is a way to visually assess data. It's a bridge between the operational and financial gap in a dental practice that is 100% customizable to the uniqueness of that particular practice. FORWARD Insight is the tool in which we communicate from behind the scenes and understand the health of a practice. We then will bring real-time intelligence to the dentist to enable him or her to practice in a way that allows for quick and informed decisions.

3

Staying with the CEO/CFO/COO analogy, a dental practice is like many other businesses that require these certain roles to be fulfilled to grow and succeed. With this in mind, where does FORWARD Insight help raise the bar?

FORWARD Insight acting as the tool that fills these financial and operational roles like CFO and COO can make a huge difference in a dental practice. Also, the technology can help improve the speed in which our dentists make decisions as the more information that they have quickly at their fingertips, the more that they can take a more proactive approach within their practice.

FORWARD Insight allows us to tell our dentists what is actually happening right now, instead of just a snapshot of the past. Using this intelligence, we can help the dentist stay on track in terms of the vision and strategy for the practice and help forecast and plan for the future. FORWARD Insight, along with our dental team at HORNE, combines consulting, accounting, and operational management all in one at our dentists' fingertips. It's truly one suite deal.



CHRISSY LEGGETT collaborates with dental practices to forecast the future and plan for success. Her strength is to quickly analyze the financial situation and recommend steps to create stability or build on success.

4

This new technology sounds impressive, how does FORWARD Insight make HORNE unique?

There is no one else in the dental industry that has this one suite deal approach currently. We are able to offer accounting, consulting and operational services all in one place, and we provide those services and expertise from our team members in a way that is high level at a great, value-based price. It is much more affordable than placing staff on site full-time in those capacities. We can also customize our packages to allow for varying service options and prices depending on the particular clinic's unique needs and goals. At HORNE, we aim to provide a tailored approach where we provide relevant services at a price point that is valuable, and we do so with a lot of face-to-face interaction and time investment.

5

If a dentist has multiple practices or plans to grow their market share and practice locations in the future, how can FORWARD Insight manage the growth of several locations?

FORWARD Insight works excellent for both solo and multi-location practices. However, when a dentist begins to open multiple locations, it becomes even more critical to use real-time data to make informed decisions. FORWARD Insight combines what was once very fragmented intelligence and displays it all on one screen. Imagine having the power of all of your data on a single screen. The dentist can now make very informed decisions, quickly, to help maximize growth and scalability.

FORWARD Insight also integrates with other commonly used software like Eaglesoft, Dentrix, QuickBooks and Intacct to further bridge the operational and financial gap.

6

What are some specific metrics that FORWARD Insight can help manage to improve true practice profitability and performance?

While a dentist can place value on certain practice metrics that best align with the practice's individual goals, there are some that certainly stand out in all successful practices. They are: 1) net patient count; 2) office operatory capacity; and 3) cashflow and budgeting.



While knowing your new patient count numbers is important, it is even more important to really grasp your net patient count, which is the total of new patients less the total of lost patients in a given time period. Directly tied to that is office operatory capacity. Simply, do you have the availability on your schedule or staff to see the new patients that are needed for growth? From a financial side, FORWARD Insight can help dentists understand true profitability by assessing metrics like cost per day, production per day/per hour, and cashflow. The possibilities with the data are truly endless.

No matter the stage of the dental life cycle that you are in – whether it's starting a practice, growing and maintaining one, or eventually succession through selling your practice, the value of the executive C-Suite that HORNE offers is also through cultivating simplicity. We create simplicity by helping take away the stress of managing a practice so that our dentists can focus on patient care, which is ultimately the thing many of them love most.

To schedule a FORWARD Insight demo

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