

# A powerful system for Mac and Windows

**Cristina Sabau** says that a young dentist can reduce costs by implementing Chiral Systems

## Innovative

The software was born as a response to a market demand for a niche, innovative product that would cater for the next generation of clinical entrepreneurs. As a result, Chiral Systems is easy to learn and use, is priced competitively and allows for integration with new technologies that are vital in today's market. In an industry where the focus traditionally was only on clinical and patient care, with little or no financial discipline, practices are becoming increasingly commercially aware of their business' financial performance; consequently, having good practice management software in place has become essential to running a successful dental business. And young dentists seem to be acknowledging these new business requirements, hence always on the lookout for new, innovative and efficient systems; however, the question is, can they afford them?

## Affordable

Starting a new dental practice can be financially demanding, hence cash flow is of real concern for the young entrepreneurs. That is why the team behind Chiral Systems understands the challenges that young dentists are facing and have strived to address them. In order to ease the financial burden of implementing practice management software, unlike similar systems in the sector, Chiral Systems has no hidden costs or chargeable add-on modules, offering transparent payment terms for both software and hardware (all from one source, no third party involved). Finance is also available, if spread payments are preferred.

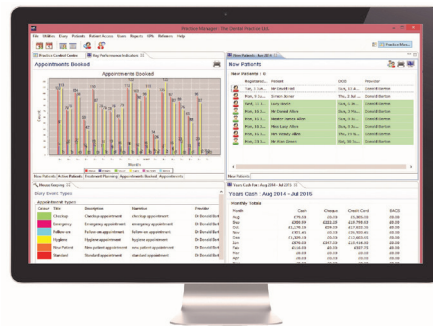
Another area where Chiral Systems can help a young dentists to reduce costs is by using the SMS and telephony integration. Unlike other systems Chiral are looking at the number of recalls and reminders a practice should send in a year, in order to increase their diary density; hence Chiral has implemented its own SMS

gateway with a fixed licence allowing for unlimited texts, based on the number of active patients. Regarding telephony integration, the cost savings could be huge by using a professional Voip Private Branch Exchange (PBX) built right into the system, as phone line rental and cost of calls is kept to a minimum.

The use of Open Office, a software with no license fee that comes part of Chiral, provides the patient document templating framework which enables free customisation by the practice.

## Unique business framework

New practice owners are usually hindered by having low human and financial resources, but in choosing Chiral Systems, they can be on top of their business management, as Chiral



Systems provides the framework and the tools necessary to achieve their business and financial goals. Chiral Systems' collaboration with an accountancy firm specialising in financial advice to dentists, has resulted in the development of a number of unique key performance indicators and financial reports any professional business manager would find vital. The ability to create reports covering the essentials for good practice management is flexible, as layout and appearance of each report is totally definable by the practice; reports are defined in a standard format enabling the practice to easily change the look of any report, as required, allowing for easy and accurate tracking of income within the practice.

## On the go

The mass global migration of internet users from desktop PCs to mobile devices is changing the way that practices are currently run. Providers

and patients both expect information to be available and updated in real-time, not 'when you get back to the practice'. That is why Chiral Systems will soon be releasing secure mobile applications that will allow for complete diary access, as well as patient notes, history, images and chart. Changes to the diary will be notified instantly, which will put the user in full control of their diary management.

## Great security

Your medical information is worth 10 times more than your credit card number on the black market. (New York/Boston, Reuters). Medical identity theft is often not immediately identified by a patient or their provider, giving criminals years to milk such credentials. That makes medical data more valuable than credit cards, which can be quickly cancelled by banks once fraud is detected. Consequently, Chiral Systems takes security threats very seriously and has ensured that all the data is encrypted and stored on a client server within the practice, with no other programs and information running on it. This data is then backed up remotely, securely and hassle free by trained professionals, thus not only freeing up the dental staff to get on with their clinical work, but also avoiding any data loss or corruption.

## System of Choice

Chiral Systems is becoming the system of choice for more and more dental practices, due to its cutting edge technology that enhances the way dentists work and the personal customer support, delivered by a highly enthusiastic and committed team who are there to provide not only technical support, but also business and marketing support based on the practice's needs and vision. **VD**

Chiral Systems is a flexible, intuitive dental practice management system. Initially designed for the high-end private practice, the system has since been certified for NHS EDI submissions.



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