

Scaling Compliance through Automation

About Specialty Dental Brands

As the nation's premier multi-specialty support organization, Specialty Dental Brands (SDB) proudly partners with industry-leading thought leaders and dental specialists. The DSO deploys a bespoke integration process tailored to meet the needs of doctors and their staff. SDB's tech-enabled, data driven solutions result in collaborative partnerships which allow for true clinical autonomy and a pathway to financial freedom. The SDB team is led by both deeply experienced dental executives and specialists committed to maintaining private practice identity and culture.

Searching for A Compliance Solution to Support Rapid Growth

When Jennifer Walker joined SDB, the DSO oversaw 67 locations and had ambitions to scale to several hundred in less than two years. Responsible for managing compliance across SDB, Walker quickly realized that she needed a program that would streamline operations as well as support a high standard of compliance and safety.

Although SDB was taking all the right compliance steps, Walker felt that the program was fragmented across different vendors and websites. "I found myself having to call separate suppliers for different aspects of compliance, and the data was not in an easily presentable format," explained Walker. "To support our plans for expansion, I knew we needed to find a scalable compliance platform that would align with our tech-enabled, data driven approach to management."

At a Glance

Specialty Dental Brands

Headquarters:
Nashville, TN

Website:
specialtydentalbrands.com

HealthFirst Solutions

Online program management:
OnTraq

Emergency Medical Kits and Medication Management:
Practice Partner Program

Spore Testing: HealthFirst Spore Testing with OnTraq Reporting

Dental Unit Waterline Management: Agenics water tests quarterly with OnTraq Reporting, Sterisil Straws

Sharps Management and Disposal: HealthFirst CORE Pickup Services, HealthFirst Mailback

AEDs: Zoll AEDs with OnTraq tracking of pads and batteries

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Working with HealthFirst has been a great experience due to their commitment to our partnership. From the beginning, they worked with us to set up a program that fit our organization and way of working. HealthFirst shares their expertise, and they're ready to help us when needed.”



Jennifer Walker
Manager, Compliance
Specialty Dental Brands

A Comprehensive Program with HealthFirst

While looking for a new way to manage compliance, Jennifer Walker discovered HealthFirst and its cloud-based, intelligent platform called OnTraq. As a former dental assistant for more than 10 years, Walker recognized the efficiency and scalability that HealthFirst and OnTraq offered. Because SDB had a short window to focus on operations before accelerating growth, she wanted to identify and implement a robust program as quickly as possible.



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I introduced HealthFirst to our executive team, and they immediately recognized how HealthFirst and OnTraq could support their plans for expansion and growth. With HealthFirst’s comprehensive, streamlined approach, it was a no brainer to adopt their full safety and compliance program.”

- Jennifer Walker
Manager, Compliance
Specialty Dental Brands

A Customized, DSO-Wide Implementation

To deliver a smooth implementation, the HealthFirst team partnered closely with Jennifer Walker to capture each office’s status relating to emergency preparedness, infection control, and sharps waste. Walker commented, “We collaborated with HealthFirst to address each office’s needs so the whole organization could achieve our desired goals.”

With the example of sharps management, HealthFirst offered a variety of mailback and pickup services options. “HealthFirst’s sharps disposal offering allowed us to provide the right solution for each practice based on waste volumes, specialty, and preference. While some prefer a pickup service, the mailback option was better for others – such as many of the orthodontists,” said Walker.

OnTraq for DSO-Level Reporting and Practice-Level Details

Now that each SDB practice uses HealthFirst solutions, Jennifer Walker leverages OnTraq to drive compliance more efficiently. OnTraq's enterprise dashboard provides a bird's eye view of all SDB practices so Walker can see whether the entire organization is up to date and on top of safety and compliance. With just a few clicks, she can review practice-level details such as spore tests or waterline tests.

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I use OnTraq daily for a comprehensive view of our entire organization. It's a great tool for identifying offices that might need a follow-up conversation. The office manager and I can look at their site-specific data and develop a plan to ensure they're in line with our enterprise standards. Using OnTraq, I'm confident that our DSO of more than 230 offices is living up to our high expectations.”

– Jennifer Walker
Manager, Compliance
Specialty Dental Brands

Onboarding New Practices

Due to SDB's rapid pace of growth, Jennifer Walker regularly introduces new practices to the organization's safety and compliance program with HealthFirst. Many of the offices have never experienced a comprehensive program connected by an application like OnTraq. "I'm excited to present OnTraq to new locations and empower office managers. They're able to adopt HealthFirst's solutions, see their compliance data in OnTraq, and use the tasking functionality to stay on top of routine tasks," says Walker.

Achieving Both Growth and Quality

By partnering with HealthFirst, Jennifer Walker has successfully created the systems and standards for SDB to grow aggressively while ensuring a high level of quality. SDB has already expanded from 67 practices to more than 230 at the time of this writing, and they anticipate managing 300 practices in less than a year. "OnTraq has been crucial to developing a scalable compliance program the smart way. As a compliance manager, I can provide real value to the practices, devoting my time to their systems and training."

