

**DR. NOLAN ANDREWS, DDS**

MAIN STREET IMPLANT  
AND FAMILY DENTISTRY  
EL DORADO, KANSAS

**PROFILE**

Dr. Nolan Andrews, DDS is a dentist/owner, solo practitioner in El Dorado, Kansas, who offers emergency dental, sleep apnea, and TMJ treatment; wisdom tooth extraction; dentures and implants; root canals and crowns; and smile makeovers. Staff includes Scheduling Coordinator Amanda Troxell, one insurance coordinator, three hygienists, three dental assistants and part-time therapy dog “Dr. Herbie” Andrews

## DENTRIX ASCEND PROFITABILITY COACHING CASE STUDY: MAIN STREET IMPLANT AND FAMILY DENTISTRY

Going through Profitability Coaching helped everyone at Main Street Implant and Family Dentistry — from the front office to the operator — use Dentrix Ascend to be more efficient and profitable.

Main Street Implant and Family Dentistry — Main Street Dental for short — offers patients a friendly, laid-back and inviting atmosphere. And despite enjoying a busy practice, Dr. Nolan Andrews recognized that he and his staff could be using Dentrix Ascend better to help them be more efficient.

They just weren’t sure how.

### “I DIDN’T KNOW HOW TO ACCESS EVERYTHING”

Dr. Andrews remembers that when he ran reports, “I knew there was information in Dentrix Ascend, but the software is very robust. I didn’t know how to access everything I needed.”

At the same time, outdated information in their records was skewing some numbers in reports, Scheduling Coordinator Amanda Troxell says. She knew that there was more to discover in the software that could help her and the team use their practice management system better.

**“Unless you are very efficient at running all the numbers and knowing everything inside and out, there’s no reason why you wouldn’t want to do coaching.”**

– DR. NOLAN ANDREWS  
*Dentrix Profitability Coach*

 [DENTRIX.COM/MAIN-STREET-DENTAL](https://DENTRIX.COM/MAIN-STREET-DENTAL)

## IMMEDIATE IMPROVEMENTS

After seeing a few insights reports from Henry Schein One Profitability Coach Kim Thornton, Dr. Andrews was intrigued. He realized how much his practice could benefit from working with a profitability coach.

Dr. Andrews notes, “Kim was excellent. She could answer any question. She’d remote in on the computer and show us step by step how to work something out.” Amanda agrees: “The training we got was really good. Kim gave me ideas of percentages to use and goals to set for re-care.”

It was important to Dr. Andrews that his entire team participate. “We each have different roles,” he says, and learning to use the software in the best ways for each role was “very beneficial for everyone.”

## GETTING ACTIONABLE INSIGHTS

Dr. Andrews says that Kim “simplified searching for different reports” so he could quickly get important information. Main Street Dental then uses that information to improve care. For instance, now the office better tracks patients who need to come back in for the next step in treatment who otherwise would not show up until re-care. Dr. Andrews also appreciates knowing how to build his own reports now so he can get exactly the data he needs.

Amanda says they also learned how to clean up the data in the system so their reports were more accurate. By

better tracking key performance indicators (KPIs) now, Dr. Andrews says, “We know where we’re sitting and where we want to go.”

## IMPROVEMENTS THAT KEPT BUILDING ON EACH OTHER

With each meeting with their profitability coach, Main Street Dental made incremental improvements that built on each other, leading to more and more efficiencies each month. Dr. Andrews says that has helped him gain greater visibility into his practice so he can continue to improve and change what’s not working.

Kim saw Main Street Dental’s numbers improving every time they met. She ascribes the practice’s success to everyone’s willingness to learn and implement new knowledge, and she praises the team’s great effort that brought about positive changes.

The Main Street Dental team went from not being sure how best to use Dentrix Ascend reports and other features to using them to make goals and track KPIs in order to increase both efficiency and profitability. Working with a profitability coach was such a positive experience for his whole team that Dr. Andrews would consider it again for future needs.

He notes, “Unless you are very efficient at running all the numbers and knowing everything inside and out, there’s no reason why you wouldn’t want to do coaching. There were a lot of things that are super beneficial that I would never have known.”



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