



CASE STUDY

Great Lakes Dental Partners Reduces Accounts Receivable by Nearly 65%



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STRATEGIZING FOR EXPANSION

Great Lakes Dental Partners, a rapidly growing Dental Support Organization (DSO), sought a technology partner to enhance their financial health and support their growth.

Patient payment collections were previously time-consuming and complicated. Additionally, with high staff turnover, they needed a solution to boost efficiency and be intuitive, easy-to-use technology.

Great Lakes chose Rectangle Health and their Practice Management Bridge® platform, starting with the implementation of Bridge™ Payments to simplify patient payments. This decision led to a swift 65% reduction in accounts receivable, significantly improving their financial health and positioning them for continued growth.



[Before partnering with Rectangle Health] our patient A/R levels were rising. When we implemented Text-to-Pay, our A/R went from \$8 million to below \$3 million in a little over 18 months."

Donna Ramadan

Vice President of Revenue Cycle and Compliance,
Great Lakes Dental Partners



At A Glance

Great Lakes Dental Partners is a Midwest-based DSO with over 30 dental practices across Illinois and Indiana.

They use the entire **Practice Management Bridge® suite of solutions – Bridge™ Payments, Bridge™ Engagement, and Bridge™ Compliance** – which seamlessly integrates with their practice management system, Dentrix Enterprise.

Key Results

- Reduced A/R from \$8 million to below \$3 million in 18 months.
- Increased cards on file from zero to nearly 80% across all locations.
- Achieved a 97% time-of-service collection rate across all clinics.

Key Features

- Text-to-Pay to quickly collect patient payments.
- Card on file to increase patient convenience.
- Bidirectional Dentrix Enterprise integration.

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PAYMENTS AND TURNOVER COMPLICATIONS

As a DSO with a continuously expanding portfolio, Great Lakes knows the importance of collecting payments in a timely manner at its locations, each of them having their own brand and logo. Previously, the collections process was complicated by the fact that billing statements were sent to patients under the name “Great Lakes Dental Partners”. This would often confuse patients regarding where the statement came from and whether the balance was something they indeed owed. Delays in payment resulted in an increase in outstanding accounts receivable (A/R).

Additionally, Great Lakes grappled with an ongoing staffing shortage and high turnover in many of its practices, requiring frequent training for employees.

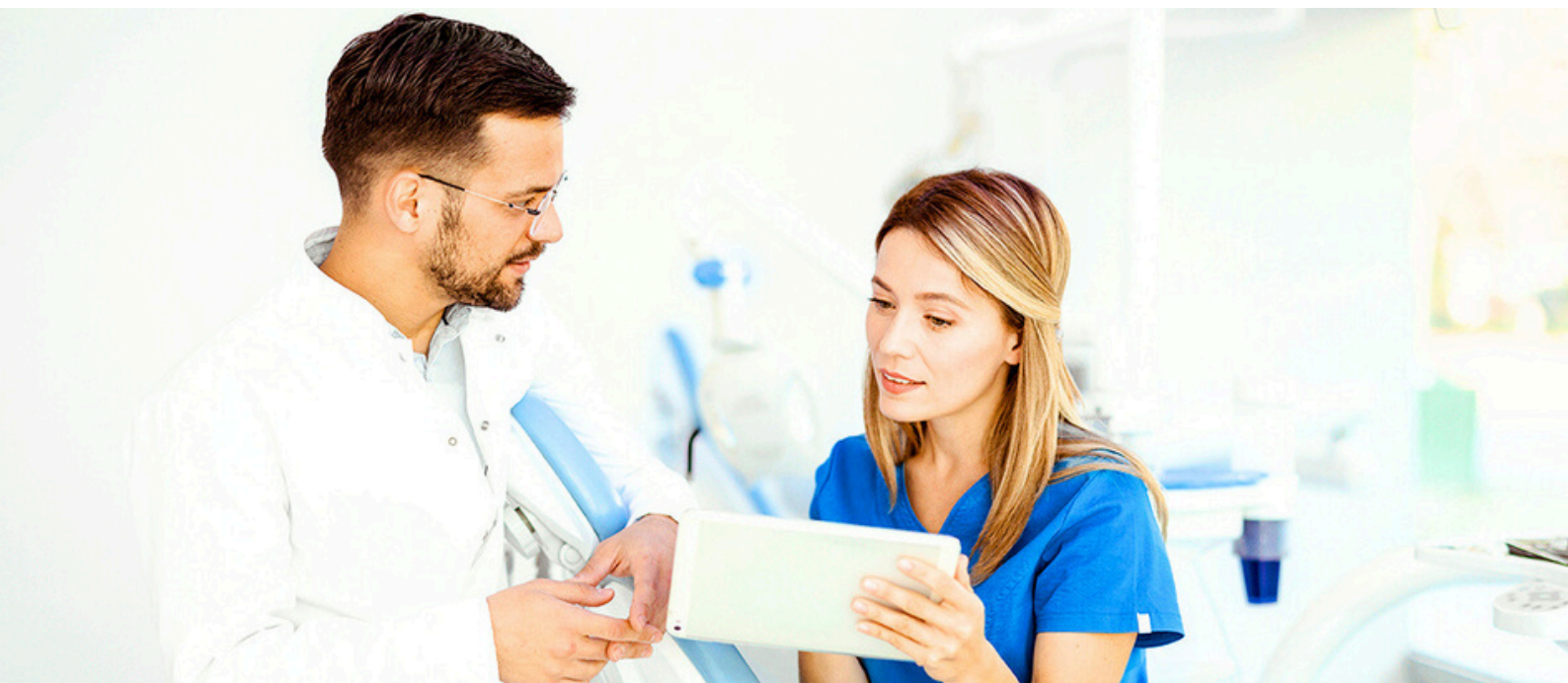
Realizing that a change was necessary, Great Lakes began looking for a new technology partner. The organization eventually found Rectangle Health and was impressed by Practice Management Bridge® for its scalability, robust payment functionality and ability to streamline manual processes.

RESULTS IN RECORD TIME

After the switch to **Bridge™ Payments**, Great Lakes began to see near-immediate results across its practices.

The most dramatic turnaround was with Great Lakes’ A/R numbers. The first improvement was the ability to **customize each dental practice’s statement** based on the location and needs, eliminating the previous patient confusion. Next, Great Lakes began using Text-to-Pay with its patients. Both actions produced quick results.

“[Before Rectangle Health] our patient A/R levels were rising,” explained Donna Ramadan, Vice President of **Revenue Cycle** and Compliance for Great Lakes. **“When we implemented Text-to-Pay, our A/R went from \$8 million to below \$3 million in a little over 18 months.”**



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ADDRESSING ALL THE ISSUES

Keeping patients' credit card numbers on file is another way Great Lakes is ensuring that payments are made on time. They hadn't consistently been storing card information, but that all changed when its locations adopted Bridge™ Payments.

"We've gone from having no cards on file to about 80% across all of our practices, and we've achieved this within the span of a year," Ramadan said. **"That's a pretty steep adoption that we feel really good about."**

Additionally, the DSO has been able to vastly improve collections at the time of service. About a year ago, Great Lakes' time-of-services collections were about 30% across all its clinics. **"Now, we're up to about 97% with Rectangle Health,"** Ramadan said.

Finally, partnering with Rectangle Health has alleviated challenges due to a staffing shortage. Given how frequently the dental offices have had to train new employees, using an intuitive system like Practice Management Bridge® has made that process so much easier.

WHAT'S NEXT?

Great Lakes' experience with Bridge™ Payments has been so successful that the DSO has recently implemented Rectangle Health's other products **Bridge™ Compliance** and **Bridge™ Engagement** as well. All three are easily accessible within the Practice Management Bridge® unified platform, so users can seamlessly move from one product to another in the system.

As the DSO continues to grow its footprint across Illinois and Indiana, the sky is the limit for Great Lakes Dental Partners. And now, powered by Practice Management Bridge®, new locations will be up and running faster, and will be operating more efficiently than ever.

Explore how Practice Management Bridge® enables large and high-volume providers to consolidate vendors and technology, empowers teams and locations to collaborate better, and allows leaders to gain valuable and actionable insights that improve operations across the organization.

Schedule a demo here >>

Practice Management **Bridge**®