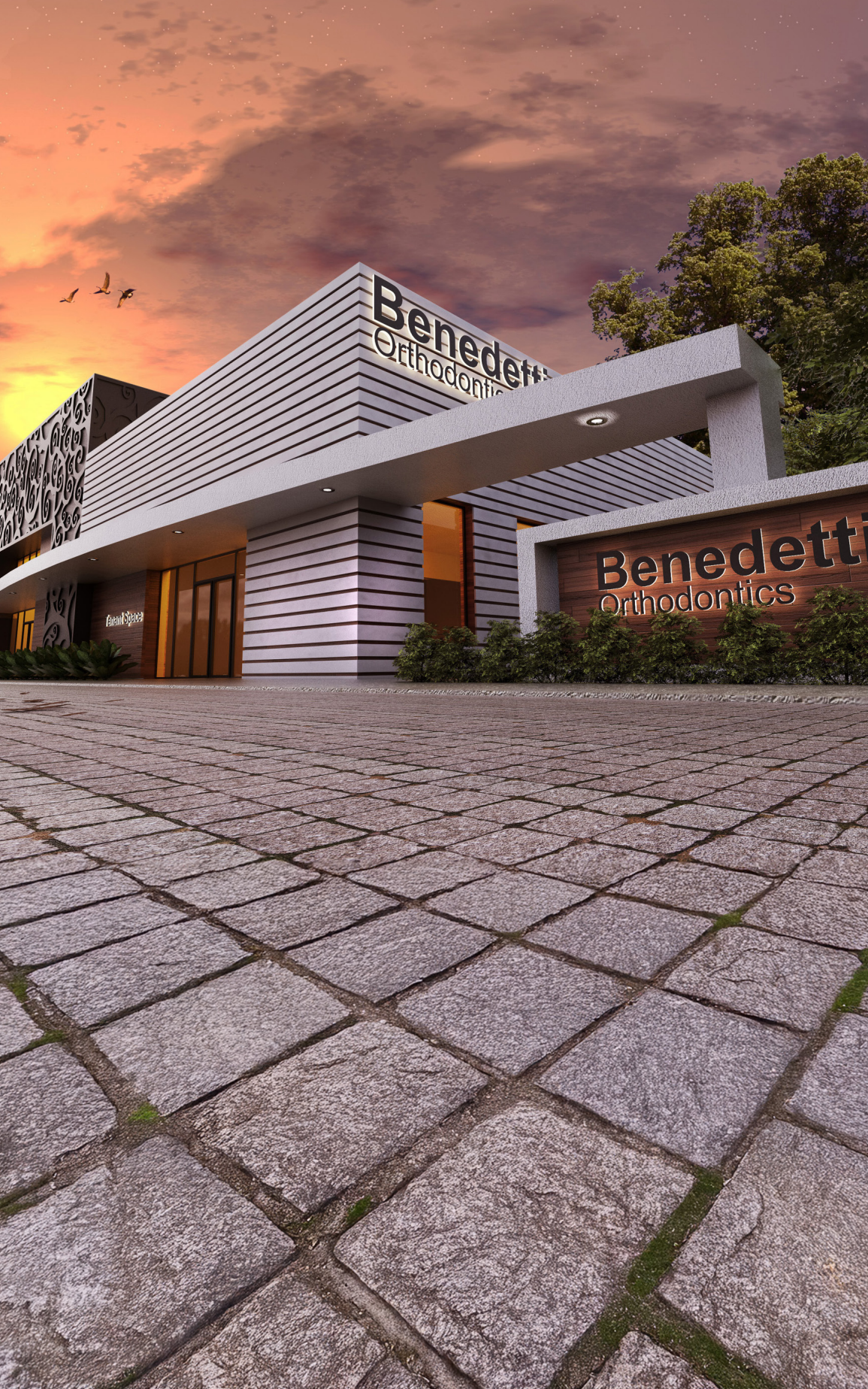


# ASK DENTAL

JOURNAL



SPRING 2025

VOLUME 1

DESIGN ADDITION



# STENZEN CONTENT



01

**The Role of Interior Design in Creating Functional, Practical, and Beautiful Dental Practices**

07

**From Vision to Reality - The Design Process at Arminco Inc.**

13

**Optimizing Dental Office Design with MCC Medical-Grade Cabinetry**

16

**Digitally Designing Teeth for Dental Prosthesis: Precision and Aesthetics**

18

**PPO Insurance Write Offs – Your Biggest Revenue Leak!**

25

**Maximizing Digital Infrastructure for Modern Dental Facilities**

Owned by ASK Dental Journal, LLC  
For further information please contact:  
[info@armincoinc.com](mailto:info@armincoinc.com)

All content, graphics and photographs are provided and sole property of ASK Dental Journal, LLC unless otherwise noted.

# The Role of Interior Design in Creating Functional, Practical, and Beautiful Dental Practices

*By Artin Safarian & Gisselle Martinez*

When designing a dental practice, interior design is not merely about selecting colors and finishes; it's about creating a space that is highly functional, efficient, and visually appealing. Each design decision plays a crucial role in enhancing the patient experience, optimizing workflow, and ensuring the comfort and productivity of the staff. A well-thought-out floor plan forms the foundation of a successful design, ensuring that every inch of space serves a purpose and contributes to the practice's overall success.

At the heart of any well-designed dental practice is patient flow. From the moment a patient enters the space to the time they leave, the experience should feel seamless and stress-free, while simultaneously, efficient for the practice. Poor patient flow can be costly and lead to congestion, unnecessary delays, and discomfort for patients and staff alike. By carefully zoning the practice into public, clinical, and private areas, designers can ensure a smooth transition from one space to another. Reception areas should feel open and welcoming as it is the

first impression of your practice, while treatment rooms are tucked away for privacy. Key clinical areas like sterilization rooms, CBCT area, bulk storage, and lab should be easily accessible, but kept away from patients' reach. This careful orchestration helps reduce traffic bottlenecks, improves efficiency, and contributes to an overall sense of calm and order.

One of the most critical spaces in a dental office is the treatment room. Its design directly affects how efficiently a practice operates and the quality of care provided. An operatory that is poorly laid out can slow down procedures, cause unnecessary movements, and increase fatigue for clinicians. By contrast, a well-designed treatment room supports seamless workflows and ensures that everything a dentist needs is within easy reach. Equipment placement is key—dental chairs, imaging systems, and storage units must be positioned for optimal accessibility and ergonomics. Technology integration is equally important in these rooms. Digital imaging systems, intraoral cameras, and patient education monitors may be built into the design in a way





that is functional yet unobtrusive. These systems not only enhance the treatment process but also improve the patient experience by keeping them informed and engaged.

Cabinetry design plays an essential role in maintaining an efficient workflow, particularly in high-use areas like treatment rooms and sterilization zones. Properly designed cabinetry ensures that instruments, supplies, and equipment are stored logically and remain easily accessible. In sterilization

rooms, cabinetry should support a linear flow from dirty to clean to prevent cross-contamination and meet infection control standards. The length of your sterilization cabinets should be proportional to the number of treatment rooms you have. The equipment in this zone should be properly designed and placed to maintain the process of sterilization. In treatment rooms, built-in storage minimizes clutter and keeps essential tools within arm's reach, allowing clinicians to focus on patient care without unnecessary interruptions. This can be achieved in





multiple ways, therefore, it is crucial to make sure the style matches the business plan of the practice. Beyond functionality, cabinetry can also be a key design element. Sleek, modern cabinets with clean lines contribute to the overall minimalistic aesthetic, creating a space that feels polished and professional. Hidden and creative storage options help maintain a tidy, uncluttered appearance while providing ample space for the practice's needs.

Another crucial element of dental office design

is compliance with building codes and ADA (Americans with Disabilities Act) standards. Building codes are in place to ensure the safety, health, and structural integrity of the space. They govern everything from fire safety and electrical systems to ventilation and plumbing. Overlooking these codes can lead to costly delays, fines, and, in extreme cases, safety hazards. ADA compliance is just as important, ensuring that the practice is accessible to all patients and employees, including those with physical disabilities. This means incorporating



features such as zero-threshold entryways, accessible restrooms, and appropriate counter heights. These elements not only ensure legal compliance, but also demonstrate a commitment to inclusivity and exceptional patient care. A well-designed, accessible space is welcoming to everyone to include patients and employees, while also reflecting the values of a modern dental practice. When designing a practice, it is important to think about your employees as well. The more comfortable your employees are, the more efficient they can be leading to a more productive practice.

In today's digital world, IT infrastructure is a vital component of dental office design. Technology plays a central role in almost every aspect of a dental practice—from patient care and clinical diagnostics to administrative operations. Incorporating IT planning into the design process from the very beginning is essential to avoid costly retrofitting later. Proper IT design ensures that digital

imaging systems, patient management software, telecommunication networks, and data storage solutions are seamlessly integrated into the practice. Secure data storage and network reliability are crucial for protecting sensitive patient information and maintaining smooth day-to-day operations. It is vital, to have a great and well-kept maintenance program to make sure in case of any emergencies, downtime is managed properly, and efficiently. Technology also enhances the patient experience. Features like a digital check-in process, in-operatory entertainment systems, a quick checkout process, and real-time imaging displays create a high-tech atmosphere that sets a practice apart from its competitors. Patients appreciate the convenience and transparency that these systems offer, while clinicians benefit from faster, more accurate diagnostic tools. Careful planning is needed to hide cables and hardware, maintaining a clean, modern aesthetic without sacrificing functionality. Collaboration with IT specialists during the design



phase is key to ensuring that the infrastructure supports both current needs and future technological advancements.

Lighting design is another element that often gets overlooked, but plays a significant role in shaping the atmosphere and functionality of the space. The days of harsh fluorescent lights and standard down lights are gone. Today's dental offices are embracing ambient lighting to create a soft, soothing environment. Ambient lighting reduces glare and shadows while providing even illumination throughout the space. It also helps to reinforce a high-end, tech-forward aesthetic. Accent lighting can be used to highlight architectural features or key design elements, adding depth and dimension to the space. Task lighting is essential in clinical areas, providing bright, focused light for precision work. The right balance of natural and artificial light can dramatically improve both patient comfort and staff performance.

Given the complexity of dental practice design,

hiring an experienced designer who specializes in dental office projects is crucial. Unlike residential or standard commercial spaces, dental offices present unique challenges that require specialized knowledge. An experienced designer understands the intricacies of clinical workflow, infection control, and equipment integration. They also know how to navigate the maze of building codes, ADA requirements, and regulatory standards. By working with an expert, dentists can avoid costly mistakes and ensure that the final design meets their functional needs while reflecting their brand and vision.

Experienced designers also bring valuable industry connections. They can recommend trusted suppliers for cabinetry, equipment, and materials, helping the practice achieve a high-end look without breaking the budget. Perhaps most importantly, they understand how to balance form and function. Today's dental offices are shifting toward a more minimalistic design style, with clean lines, natural materials, and luxurious finishes. Elements like



custom cabinetry, solid surface countertops, and wood accents add warmth and character, transforming the space into something that feels more like a boutique hotel than a traditional clinic.

Ultimately, great dental practice design is about creating a space that serves both patients and employees. It's a balance of practicality and beauty, where every design decision contributes to a cohesive and highly functional environment. A well-

designed dental office improves patient satisfaction, supports employee productivity, and reflects the high standards of modern dentistry. With the right team and a clear vision, a dental practice can be transformed into a space that patients look forward to visiting and employees are proud to work in.

## Client Testimonial

“

I am lucky to have Gisselle and Anna on my design team! They are both good listeners and have great insight. They solved all of the little things that I was troubled by and would not give up until I was satisfied:) They're awesome and can't wait to really have fun and decorate with their unique touches and perspectives!!!

Kavitha Reddy

”



### Helping Dental Practices Make Smarter Financial Decisions



**Ryan Rushe**  
Financial Planner  
[Ryan.Rushe@Prudential.com](mailto:Ryan.Rushe@Prudential.com)

**SPECIALIZING IN:**

- Comprehensive Financial Planning • Asset Protection
- Investment Strategy • Retirement and Legacy Planning
- Wealth Management

**1919 Gallows Rd., #100, Vienna, VA 22182 • (703) 464-0461**

\*Availability varies by carrier and state.  
Prudential Advisors is a brand name of The Prudential Insurance Company of America and its subsidiaries. Offering financial planning and investment advisory services and programs through Pruco Securities, LLC. (PRUCO) under the marketing name Prudential Financial Planning Services (PFPS), pursuant to a separate client agreement. Offering insurance and securities products and services as a registered representative of Pruco, and an agent of issuing insurance companies. Estia Focused Financial is not affiliated with The Prudential Insurance Company of America and its affiliates, including Pruco. Other products and services may be offered through a non-Prudential entity. 1-800-778-2255.  
1061989-00001-00





# From Vision to Reality - The Design Process at Arminco Inc.

*By Artin Safarian &  
Gisselle Martinez*

At Arminco Inc., designing a dental practice is a journey that blends creativity, functionality, and precision. Over the years, Arminco Inc. has successfully designed over 500 dental practices, ranging from general dentistry and orthodontics to pediatric dentistry, oral surgery, endodontics, periodontics, and multi-specialty practices. We've also had the privilege of working on many accredited surgery centers, adding to our diverse and specialized portfolio. Our expertise, combined with an in-depth understanding of the dental industry, allows us to deliver exceptional designs that meet the needs of each client—both functionally and aesthetically.

Each project we undertake is unique, and our

approach ensures that the design process reflects the individuality of the practice. Every step is thoughtfully planned, starting with a comprehensive discovery phase and progressing to construction documentation and contractor preparation. This process ensures that our designs not only look great but also work seamlessly within the client's budget and business plan.

## **Step 1: Discovery - Understanding the Vision**

The design process begins with the Discovery Phase, where we take the time to listen and learn. During this crucial stage, our designers meet with the dentist and all relevant stakeholders to gain a complete understanding of the practice's



vision, short-term and long-term business goals, and operational needs. We go beyond discussing aesthetics; we focus on how the practice will function, what kind of patient experience the dentist wants to create, and how the space will adapt to future growth and plans.

We also aim to get a clear picture of the dentist's preferred style and overall look for the space. This phase is an open dialogue where we gather as much information as possible to ensure that the design reflects the practice's unique personality and brand identity. As part of this stage, we also visit the site and complete a full survey to understand what the site conditions are.

### *Step 2: Conceptual Design – Creating the Framework*

With a clear vision in place, we move on to the Conceptual Design Phase. This is where creativity meets strategy. Our designers develop a comprehensive design concept that aligns with the practice's goals while ensuring the floor plan supports both patient flow and staff efficiency. We focus on creating a layout that eliminates bottlenecks, improves workflow, and provides a pleasant and stress-free experience for patients and staff alike.

During this phase, we finalize the floor plan and ensure that the design meets the practical requirements of a dental office while achieving the desired look and feel. The goal is to strike the perfect balance between form and function.

### *Step 3: Equipment and Cabinetry Design – Fine-Tuning the Details*

Once the floor plan is established, we move to the Equipment and Cabinetry Design Phase. This stage is crucial for ensuring that the practice is equipped with the right tools and storage solutions for optimal functionality. Our team works closely with the dentist to select equipment and cabinetry that best fit the practice's operations and business plan.

Cabinetry design, in particular, is given special attention. Proper cabinetry flow is essential in high-use areas such as treatment rooms and sterilization

zones. In treatment rooms, well-designed cabinetry ensures that instruments and supplies are always within easy reach, helping clinicians work more efficiently and comfortably. In sterilization areas, cabinetry must support a logical flow from dirty to clean to meet infection control standards and maintain an organized, efficient workspace.

Our experience allows us to integrate these elements seamlessly into the design while maintaining a clean, modern aesthetic. Thoughtful cabinetry placement minimizes clutter and maximizes functionality without sacrificing style.

### *Step 4: Final Design – Bringing the Vision to Life*

The Final Design Phase is where the vision truly comes to life. At this stage, we present the overall look of the practice through final material selections, detailed drawings, and, when necessary, 3D renderings of key areas to help the dentist visualize the finished space.

Material selection is a collaborative process. Our design team chooses finishes that reflect the desired aesthetic—whether it's a sleek, modern look with clean lines and luxury touches, a warm and welcoming environment, or a cutting-edge, high-tech atmosphere. Every detail is carefully considered to ensure that the final design is cohesive and beautiful.

### *Step 5: Construction Documentation and Contractor Preparation*

The last step in the process is the creation of Construction Documents. These detailed plans are prepared for county submission and permitting, ensuring that every aspect of the design complies with building codes, ADA standards, and other regulations.

We also begin preparing contractors for the bidding process by familiarizing them with the drawings and design intent. Communication during this phase is critical. Our knowledgeable team, with extensive experience in construction, ensures that the design is practical and aligned with the client's budget. Value engineering plays a significant role throughout



the design stage. While anyone can create a great design with an unlimited budget, not many can deliver a stunning, high-quality space on a practical budget. We take pride in our ability to provide cost-effective solutions without compromising on design or functionality. Our value engineering process helps keep construction costs in check while maintaining the integrity and beauty of the final product.

### *A Collaborative Team with Diverse Expertise*

What sets Arminco Inc. apart is not just our experience, but the diverse talents and backgrounds of our design team. Each of our designers brings a unique style and perspective to the table, allowing us to match clients with the perfect designer based on their personality, preferences, and vision. This approach ensures that every project is distinctive and personalized. No two of our designs are alike because no two practices are the same. We take great pride in the quality of our work and

the level of detail in our drawings. Our designs are more than just beautiful spaces—they're strategic solutions that support the long-term success of the practice. The combination of our talented designers, construction expertise, and commitment to excellence makes Arminco Inc. a leader in dental office design.

### *Arminco Inc. is the Right Choice*

With more than 500 successful projects under our belt, we have the experience, creativity, and technical know-how to turn your vision into reality. From concept to completion, we are committed to providing a seamless and collaborative experience that results in a practice that is functional, beautiful, and aligned with your goals.

Whether you're building a new practice or remodeling an existing one, trust Arminco Inc. to deliver a space that exceeds your expectations.

## Client Testimonial

“

It was a pleasure working with Arminco to build our beautiful wellness practice. Everyone from the owner (Art) and design team (Giselle, Hailee, Anna) to the construction team (Vahagn, Rian, Jonas) was easy to work with and solution-minded. We were on a tight deadline to move and Arminco was able to complete the project as promised without cutting corners. Vahagn, our project manager, did a great job managing the crew and keeping us informed of the progress. During the project we had a few change orders and the construction team handled them seamlessly without impacting the timeline. They even went above and beyond to help with small requests. I like the fact that the Arminco team does not just leave you after the project is completed. They were responsive when I contacted them for help or to address issues.

We have received many compliments since we moved in. The design team listened to our needs and came up with a functional workspace better than we had initially imagined. We are so glad we hired Arminco and highly recommend them.

Melvin Ng

”













# ALLURE **NEW!**

**Introducing** our esteemed Allure Collection of Rear, Side, Island, and Sterilization cabinets. This collection is competitively priced and meticulously designed to elevate the efficiency of any office space.

The Allure Rear Cabinets are comprised of premium features including solid surface countertops, PVC edging, medical-grade electrical outlets, and soft-close drawers, complemented by the option of wall-mounted or integrated upper cabinets for optimal customization.

The Allure Collection offers versatility with a range of exquisite laminate and solid surface colors to choose from. Additionally, we stand behind the quality of our products with a comprehensive Six-Year casework warranty, ensuring peace of mind and lasting satisfaction for our customers.



**MCC**  
Dental Cabinet Systems



**TAILORED SOLUTIONS FOR YOUR DENTAL PRACTICE**

*Contact us to learn more about this NEW collection.*

CALL US **1-800-388-6236** OR VISIT US **[www.mccdental.com](http://www.mccdental.com)**

Custom Cabinets • Sterilization Centers • Rear Cabinets • Side Cabinets • Center Island Units • Mobiles • Orthodontic Mobiles • Lab Cabinets • Pediatric Benches • Recovery Beds

f t in @ p y





## Optimizing Dental Office Design with MCC Medical-Grade Cabinetry

When designing a dental office, cabinetry is often an overlooked yet essential component of functionality, efficiency, and aesthetics. High-quality, medical-grade cabinetry plays a critical role in supporting a streamlined workflow, maintaining infection control, and creating a welcoming environment for both patients and staff. During dental office design, cabinetry needs to be considered with the same importance as equipment and layout, as it integrates into both. MCC, a leader in dental cabinetry, provides solutions that integrate seamlessly with modern office design while meeting the highest standards of durability and hygiene.

### *The Role of Cabinetry in Office Efficiency*

Efficient cabinetry design optimizes space utilization and enhances workflow. Dental offices require seamless movement between workstations, and strategically placed cabinetry



ensures that instruments, materials, and supplies are easily accessible. MCC cabinetry is designed with ergonomic features, soft-close drawers, and customizable storage solutions to help dental professionals maintain an organized and clutter-free environment. Properly designed cabinetry minimizes unnecessary movements, reducing fatigue and improving efficiency throughout the day. Often overlooked, trash and biohazard storage are an example of how dental specialty cabinetry can incorporate waste management effectively with under counter and handsfree solutions.

### *Infection Control and Compliance*

In a clinical setting, infection control is paramount. MCC medical-grade cabinetry is built with materials that resist moisture, bacteria, and chemical damage. Seamless, non-porous surfaces prevent the accumulation of contaminants, making cleaning

and sterilization more effective. Compliance with OSHA and CDC guidelines is easier with cabinetry that prioritizes infection control, ensuring a safe environment for both patients and practitioners.

### *Aesthetic Appeal and Patient Experience*

First impressions matter, and dental cabinetry contributes significantly to the overall aesthetic of an office. A well-designed space can help alleviate patient anxiety and promote a sense of professionalism and trust. MCC offers a range of finishes, colors, and configurations that complement various office themes, from sleek and modern to warm and inviting. By integrating cabinetry that aligns with the overall design vision, dental offices can create a welcoming atmosphere that enhances the patient experience.



### *Durability and Long-Term Investment*

Investing in high-quality cabinetry reduces long-term maintenance and replacement costs. MCC cabinetry is constructed with durable, medical-grade materials that withstand the rigors of daily use, including exposure to disinfectants and constant handling. Unlike standard cabinetry, which may deteriorate quickly in a dental setting, MCC cabinetry is built to last, offering reliability and peace of mind for years to come.

### *Customization for Unique Practice Needs*

No two dental offices are the same, and MCC recognizes the importance of customization. Whether a practice requires specialized storage for digital imaging equipment, additional workspace for laboratory procedures, or integrated technology solutions, MCC cabinets can be tailored to meet specific needs. Customization ensures that every inch of the office is utilized effectively, enhancing both productivity and workflow.

### *Conclusion*

Dental cabinetry is not just about storage—it is a fundamental element of office design that impacts efficiency, hygiene, aesthetics, and overall functionality. MCC medical-grade cabinetry provides dentists with superior solutions that enhance the workspace while ensuring compliance and durability. By prioritizing high-quality cabinetry in office design, dental professionals can create an environment that supports their practice's success while providing the best possible experience for patients and staff alike.



# Digitally Designing Teeth for Dental Prosthesis: Precision and Aesthetics

*By Nish Dalal*

In modern dentistry, digital design has revolutionized the planning and creation of dental prostheses, from simple single tooth restorations to complex full-mouth rehabilitation. In the past, analog methods relied on physical impressions, wax-ups, and manual craftsmanship, often leading to inconsistencies and human error that propagated throughout the process. Clinicians often found these methods to be time consuming which led to outsourcing the planning process or forgoing it all together. Today, by leveraging advanced technology, dental professionals can attain a thorough and accurate 3-dimensional plan of a patient's treatment, ensuring that each restoration harmonizes with the patient's facial features. The process now begins with a face-driven approach, followed by intraoral scanning and photography, resulting in high-precision manufacturing through 3D printing and milling. This digital approach streamlines the planning and production process, reducing errors and significantly enhancing patient satisfaction.

A successful dental restoration must integrate

seamlessly with the patient's overall facial aesthetics. Traditionally, dentists relied on manual measurements and artistic interpretation to shape restorations. However, digital methods utilize facial landmarks to guide tooth shape, size, and alignment with mathematical precision. By analyzing a patient's face in a digital environment, clinicians can determine ideal proportions and symmetry, ensuring restorations enhance rather than disrupt natural features. This data-driven approach minimizes subjectivity and enhances predictability, leading to more reliable outcomes compared to traditional methods.



To achieve high accuracy, various technologies are utilized in the design process. Face scanning is a modern advancement that captures the patient's facial features in full three-dimensional detail, providing a complete digital representation. This facial scan can be aligned with other 3D information such as intraoral scans and CBCT such that the clinician or lab technician has all relevant pieces of information about the patient in one workspace. This is a stark contrast to older techniques, where dentists relied on two-dimensional photographs and plaster models, which lacked the depth and accuracy needed for truly personalized restorations. Similarly, intraoral scanning has replaced traditional dental impressions, which were often uncomfortable for patients and susceptible to distortion. Digital scanners capture the patient's dental structures in real time, ensuring accurate representation in CAD software for case planning. Additionally, high-quality photography continues to play a crucial role, but when combined with digital scans, it provides essential reference points for achieving natural aesthetics with far greater accuracy than analog methods ever allowed.





Once the digital design is finalized, it moves into the manufacturing stage. In the past, technicians handcrafted restorations from wax models before casting them in ceramics or metal, a process that was labor-intensive and prone to imperfections. Today, cutting-edge fabrication techniques such as 3D printing allow for rapid prototyping of dental

prostheses. Using high-resolution printers, dental labs can create highly accurate resin models for try-ins, ensuring optimal fit and function before finalizing restorations. Milling technology further refines the manufacturing process by carving restorations out of solid blocks of ceramic, zirconia, or composite materials. Unlike traditional techniques that required extensive manual polishing and finishing, CAD/CAM milling produces durable restorations with minimal adjustments needed.

Through digital design, dentists can create custom prostheses with a level of precision that was once unattainable. By integrating face scans, intraoral scans, and high-quality photography with state-of-the-art manufacturing, modern dentistry continues to push the boundaries of aesthetic and functional excellence. The transition from analog to digital has not only improved efficiency but also enhanced the predictability, accuracy, and longevity of dental restorations, making the process more seamless and reliable for both patients and practitioners.



# PPO Insurance Write Offs – Your Biggest Revenue Leak!

*Kelsey Porter –  
Beacon PPO Solutions*

Every business has revenue leaks! In other words, expenses or even systems that allow more outgoing money than necessary. Would it surprise you that your PPO insurance contracts are likely your largest revenue leak? Did you know that PPO Negotiations & Optimizing your contract structure can substantially slow that flow and allow you to collect an additional 10%-20% or MORE on the insured side of your practice?

Whether you're just opening a new practice or have been established for quite some time, negotiating your insurance contracts is a must! Insurance companies try to keep their fee schedule flexibility a secret, but anyone can negotiate their fee schedules prior to signing up OR every two years after contracting.

PPO participation makes sense for growth. Being in network with insurance plans allows for your practice to appeal to patients with dental insurance. It also can be a marketing tool to attract new clientele to your practice through online insurance directories.

On the other hand, dentists that are in network with many insurance plans tend to have a full chair and a backed-up schedule. Although the "busy-ness" means collections, of course being an in-network provider cuts into those collections greatly. By contracting as an in-network provider, you are agreeing to a set fee schedule of maximum allowable fees. Most carrier contracts require a 40%-60% write-off. Each carrier typically has a separate fee schedule, and some plans may pay better than others.

If the patients in the chair are taking up x amount of your time and you are only able to collect 40%-50% of your fee, this is where the plans you take start to matter a great deal. 50%-60% of your fee is being written off or in other words, leaking through the cracks.

Your time is extremely valuable. You spend your time working on patients and have the claims submitted to only come back with a payment that is at times less than half of what your UCR fee is. At the end of the day, it's questionable if that payment allowed by the insurance company will even cover the cost of your time, supplies and operation of your practice.

What can be done about this? Being in network with PPOs will always require a write off, but there are ways to improve your situation on the insurance side of things. At Beacon PPO Solutions, we take steps to help our clients collect more and write off less. Negotiating and optimizing your PPO contracts is the solution!





## ***PPO Negotiations & Optimization***

Negotiating your PPO contracts isn't as simple as it may sound. Yes, you will have some success if someone in your practice reaches out to companies and asks for a fee increase. Some companies will say no, some will say OK and offer something standard and say it's the best they can do (with hopes and crossed fingers that you will accept and lock in those slightly less garbage fees for 2-3 more years). Without proper leverage and knowledge, your negotiation success will be minimal. The main leverage insurance companies care about when negotiating is leasing leverage. Did you know you can be in network with each company through other companies and their fee schedules? This is called PPO leasing. It allows insurance companies to process claims on your other fee schedules and of course, they will choose the lowest option that they see. Leasing can potentially be the worst OR best option for participation. Because all carriers overlap and intertwine, it is important to look at the big picture of all carriers in relation to each other. This takes an in-depth process that is specific to your combination of PPO contracts. There are over 3,000 ways to configure your PPO participation. The odds of you currently having the best combination is very (very, very) low.

Here are the important steps to a successful negotiation process:

- ***UCR Evaluation*** – Make sure your UCR fees are not falling below the market average. This can cause companies to cut into your fee schedules and only pay what you are asking. They often will not increase a fee schedule where they are already (in theory) paying close to your billed UCR fee.
- ***PPO Evaluation*** – Confirm participation with all carriers, identify whether you are in network directly or leasing through a different company's fee schedule, obtain all current fee schedules and analyze. After PPO Evaluation, all of the leverage needed to negotiate is identified and recommendations can start being made and then implemented.
- ***Negotiations*** – The best negotiation strategy

is not held only in a good relationship with the carriers. Although we know this is important, the most tactful leverage is in knowing all of your participation options. This is leasing leverage.

- ***Optimization*** – There are plenty of ways to be in network. Through optimization, contract changes can make a low paying contract into a high one depending on your options. Optimization is when you add, re-structure or change the way you participate with an insurance on the fee schedule side, while remaining an in network dentist on the participation side.

In summation, you are likely doing MORE work for LESS money while that revenue leak can be slowed. PPO Negotiation services are extremely beneficial for many reasons. The number one takeaway is increased reimbursements, which automatically applies to your bottom line. The knowledge of how your plans pay can also help you select marketing strategies that increase patient visits within the highest paying networks you are participating with.

### ***Is your practice a good candidate for PPO Negotiations & Optimization?***

Contrary to what many other consultants in the industry will tell you, not every dental practice is a good fit for PPO negotiation services. Here's a quick quiz for you to know if your practice needs Beacon's PPO negotiation & optimization expertise. You should consider talking to Beacon PPO Solutions IF...

- You are opening a new practice and need to negotiate and know your options before credentialing
- You are in network with the majority of PPO carriers
- You are in network with any third-party administrators or leasing umbrellas (Connection Dental, Dentemax, Careington, etc.)
- You feel as though your fee schedules pay very low



## Upcoming Events

MAR  
**14**

**NVDS**

Fall Church, VA

APR  
**24**

**AAO-Booth 2041**

Philadelphia, PA

APR  
**25**

**NVDS**

Chantilly, VA

MAY  
**1**

**NVDS**

Chantilly, VA

MAY  
**8**

**MASOMS**

Ellicott City, MD

MAY  
**22**

**AAPD-Booth 638**

Denver, CO

JUN  
**6**

**NVDS**

Fall Church, VA

JUN  
**26**

**ASD Symposium**

Washington, D.C.





## Client Testimonial

“

The smooth journey to my new office was handled superbly by Arminco. My first contact was with Araik, who even before I identified a potential space, walked through sites with me and pointed out nuances and potential pitfalls, as well as advantages associated with each. His reassuring and friendly demeanor were needed during this nerve-wracking time. He clearly knows what he's doing.

When I identified my space, both Gisselle and Hailee went above and beyond to design a functional and esthetically pleasing orthodontic space, while taking my ideas into strict consideration. Of course, they were the design experts, but design is a dynamic process that both of them understood so well. Gisselle was always a quick text or phone call away during this process, and really made me feel like a part of her family, as did the rest of the Arminco staff.

My project manager, Mike, went above and beyond to ensure that my space was flawlessly executed. He fought for me when it came to permitting and sub-contractor management. He truly has the client's back.

I cannot say enough good things Arminco, and I'm so happy to say that I'm now good friends with all of the people listed above. Real relationships were formed. That is a job well done.

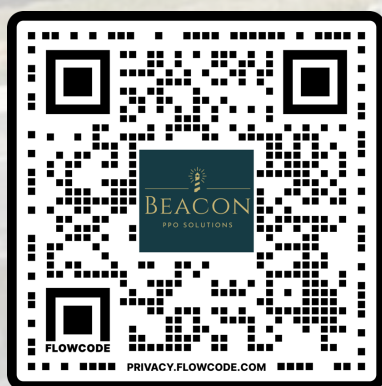
Jordan Katyal

”

- You have a very busy office with a backed-up schedule
- You are out of network with insurances but want to grow exposure through adding some profitable PPO
- You don't know where to start with evaluating your participation or the profitability of your contracts
- Your office is noticing companies using lower fee schedules for claims (default leasing)
- You want to make more money for the work you are doing.

If any of these sound like you...give us a call or schedule a free PPO consultation through our website. The consultation is free, and we will also provide a complimentary evaluation of your PPO participation/ contracts and an Insurance Revenue Analysis. Worst case scenario — you endure some fun small talk and gather important knowledge of the PPO industry; your practice's potential and some simple solutions to quickly improve your practice's systems or participation.

You can book your complimentary consultation by visiting our website and clicking "BOOK NOW". Scan the code below with your smartphone's camera OR go to [www.beaconpposolutions.com](http://www.beaconpposolutions.com).



## **Client Case Studies**

### ***Established Practice – General Solo-practitioner – Virginia Beach, VA***

This practice has thorough PPO insurance participation. Through negotiations and optimization, we were able to increase revenue with negotiable companies by about \$75,000 per year.

Here are the results:

- Aflac/Argus - 25% increase
- Altus - 20% increase
- Aetna - 11% increase (direct contract)
- Ameritas - 37% increase (re-structured to higher payer)
- Connection/GEHA - 20% increase (direct contract)
- Dominion - 51% increase (re-structured)
- Guardian - 47% increase (re-structured to higher payer)
- Humana - 18% increase (re-structured to higher payer)
- United Healthcare - 19% increase (direct contract)
- Principal - 57% increase (over current leasing option)

### ***Established Practice – General, 2 Location Practice – Richmond, VA***

This practice has thorough PPO insurance participation. Through negotiations and optimization of their third-party administrators, we were able to increase fee schedules substantially.

- Connection Dental/GEHA - 28% increase
- Aetna - 28% increase (through leasing)
- Ameritas - 35% increase (re-structured to higher payer)
- Assurant/DHA/SunLife - 35% increase (re-structured to higher payer)
- Guardian - 54% increase (re-structured to higher payer)
- Humana - 31% increase (re-structured to higher payer)
- Principal - 35% increase (re-structured to higher payer)



- United Healthcare - 28% increase (through leasing)
- Lincoln Financial - 35% increase (re-structured)

"I highly recommend Beacon PPO Solutions for dental offices with PPO insurance needs! Kelsey and Baylee have helped out with all of the insurance negotiations. They educated us on the umbrella networks and how insurance companies can pay us less based off backdoor leasing through other companies' fee schedules. They talked to us about how the negotiations were going and how things were getting better for us. It was a new but positive

experience for me. They responded to all my questions in a timely manner. They did great by maximizing the insurance collections and getting us the best rates possible. Thank you, Beacon PPO Solutions!"

We assist offices in all situations to understand how their insurance carriers work and ensure maximum reimbursements for the work they are doing. Feel free to call in to have a conversation about your situation and what your options are to increase PPO revenue in 2025.

## Client Testimonial

“

I had a great experience with Arminco and team. I signed them to design my medical office.

Kevin and Gisselle helped put my vision onto paper with ease.

They were very easy to work with and receptive and gave their honest advice.

They finished my design before the timeline provided to me, which was a plus.

Even after the design phase they have been receptive to any questions we have had.

Art, the owner, is easily available and responsible. There were a few hiccups and he was able to handle them for me promptly.

Professional team.

Highly recommended.

Pankaj Kheterpal

”

“

My design team at Arminco helped me create the practice of my literal dreams. Gisselle and Hailee were beyond amazing with helping me and my eclectic vision for the practice. Their knack for finding beautiful and interesting finishes, keen eyes for detail, and just being overall wonderfully awesome people made the entire design process such a joy. Thank you so much!!!

Dr.Liz

”



# BEACON

PPO SOLUTIONS

## PPO Negotiations & Optimization Services

### ❖ Increase practice revenue

Negotiating and increasing PPO rates mean higher collections directly to your bottom line.

### ❖ Decrease write-offs

PPO participation often requires 40%-60% write off of your UCR. Negotiate rates up to collect closer to the fee you charge.

### ❖ Eliminate lower claims repricing

PPOs share fee schedules. We can help clean up the overlap to ensure all companies are paying on the highest option rather than defaulting to lower fees.

### ❖ Contract Analysis

Identify where it makes sense to keep, add or drop participation based on reimbursements, collections, market analysis and your current patient base.

### ❖ Strategic Credentialing

You have dozens of fee schedules to choose from when going in network with a PPO. We negotiate all rates and recommend the highest paying avenue for participation.



Scan here to visit  
our site & book  
your FREE  
consultation.



Kelsey Porter  
Director of Operations



Baylee Porter  
Director of Fulfillment

There are over 3,000 different ways to configure in network participation with PPO insurance carriers. What are the odds that yours is the most profitable?

**BEACON PPO SOLUTIONS**

Email: [info@beaconpposolutions.com](mailto:info@beaconpposolutions.com)

Telephone: (385) 888-3161

Website: <https://www.beaconpposolutions.com/>



# Maximizing Digital Infrastructure for Modern Dental Facilities

*By Daniel De Steno*  
*NOVA Computer Solutions, LLC*

## ***Critical Information Systems Considerations When Choosing Your Dental Practice Office Design***

Modern dental practices require thoughtful integration of technology and design to create an exceptional patient experience. The physical layout and technological infrastructure streamline workflows, enhance communication, and improve treatment acceptance rates.

***A well-planned dental office combines ergonomic design with strategic placement of digital tools to create an environment where patient education and treatment presentation flow naturally within the space.*** From chairside monitors to networked imaging systems, each technological element must be positioned to support clinical efficiency while maintaining patient comfort.

Your practice's success depends on creating an environment where technology enhances rather than interrupts the patient experience. Strategic placement of screens, easy access to digital records, and seamless connectivity between different office

areas contribute to smoother patient interactions and more effective treatment discussions.

## ***Key Takeaways***

- Strategic technology placement enhances patient education and treatment acceptance.
- Integrated office design improves clinical workflow and team efficiency
- Smart infrastructure planning creates a more engaging patient experience

## ***Why Is the Design of Your Technology Solution Critical to the Design and Flow of the Patient Experience?***

Your dental practice's technology solution directly impacts patient satisfaction and operational efficiency. A well-designed system streamlines the entire patient journey, from scheduling to treatment completion.

The right technology infrastructure enables smooth patient flow by reducing wait times and eliminating bottlenecks. Digital solutions can automate appointment reminders, intake forms, and payment processing.

Modern dental practices need integrated systems that connect different areas: reception, examination rooms, and administrative offices. This connectivity ensures seamless information sharing and reduces patient care delays.

## ***Key benefits of a well-designed technology solution:***

- Faster check-in and registration processes
- Improved appointment scheduling efficiency
- Better access to patient records and treatment history
- Enhanced communication between team members
- Streamlined billing and insurance processing

Your technology layout must support natural patient movement through the practice. Strategic placement of workstations, monitors, and digital equipment creates an intuitive flow while maintaining privacy standards.

Digital tools can predict patient patterns and

optimize scheduling. This data-driven approach helps prevent overcrowding and reduces patient waiting time.

Patient satisfaction increases when technology enhances rather than hinders their experience. Simple interfaces and user-friendly systems make interactions more comfortable for patients and all team members.

**What Are the Best and Most Efficient Ways to Educate a Patient When They're in the Chair and You Are Presenting Treatment?**

Modern dental practices offer multiple tools to educate patients during treatment presentations effectively. Your practice can leverage these resources to improve patient understanding and treatment acceptance.

Digital tablets provide an interactive way to show patients their x-rays, intraoral photos, and treatment simulations. You can zoom in on specific areas and annotate images to highlight areas of concern.

#### **Visual Learning Tools:**

- Chairside monitors
- 3D treatment animations
- Digital x-ray displays
- Intraoral camera feeds
- Treatment simulation software

Patient education videos can demonstrate procedures and explain complex treatments in simple terms. These can play on mounted screens while you discuss specific details relevant to the patient's case.

The teach-back method proves highly effective - ask patients to explain their understanding of the proposed treatment in their own words. This confirms comprehension and reveals any areas needing clarification.

#### **Technology Integration Tips:**

- Position screens at comfortable viewing angles
- Use wireless tablets for flexibility
- Keep educational content brief and focused
- Incorporate simple diagrams and models
- Enable easy access to patient records and images

Remember to combine digital tools with clear verbal explanations. This multi-sensory approach helps patients retain information better and make informed decisions about their treatment options.

#### **How Does The Design Of The Practice And The Technology Solutions Impact Patient Experience?**

Your dental practice's layout and technology integration directly influence patient comfort and satisfaction. Modern practice design should create a welcoming atmosphere while seamlessly incorporating digital solutions.

Your waiting area serves as patients' first impression. Strategic placement of digital check-in kiosks and informational displays can reduce perceived wait times and streamline the intake process.

Digital technology in treatment rooms needs thoughtful positioning. Mounting screens where patients can easily view their dental records, x-rays, and treatment plans enhances communication and builds trust.



#### **Key technology elements that enhance patient experience:**

- Digital patient portals for appointment scheduling
- Electronic health records are accessible at each workstation
- Integrated imaging systems



- Smart notification systems for appointment reminders

Proper cable management and equipment placement prevent clutter and create a clean, professional environment. Hidden wiring and well-organized workstations demonstrate attention to detail and hygiene standards.

When positioning technology, consider ergonomic factors. Screens should be easily viewable by team and patients without requiring awkward movements or straining.

Practice management software needs to integrate smoothly with your office layout. Strategically placed workstations ensure team can access patient information efficiently while maintaining privacy standards.

### ***Patient Experience Is Critical To Your Overall Office Design***

Your dental office design directly impacts how patients perceive the quality of care they receive. A well-designed space demonstrates your commitment to patient health, safety, and comfort from the moment they walk through your doors.

Modern dental practices must prioritize patient-centered design elements that reduce anxiety and create a welcoming atmosphere. Strategic layout choices can help optimize flow, making patients feel more at ease in your space.

Consider these key design elements that enhance the patient experience:

- Comfortable seating with adequate personal space
- Natural lighting creates a calming environment
- Clear wayfinding for easy navigation
- Private consultation areas for confidential discussions
- Advanced technology seamlessly integrated into treatment spaces

Patient satisfaction is strongly connected to the physical environment. Research shows that evidence-based design choices in healthcare facilities improve patient outcomes and increase satisfaction scores.

Your office layout should balance clinical efficiency with patient comfort. Focus on creating inviting spaces while maintaining the professional atmosphere expected in a medical setting.

Smart technology integration can streamline check-in processes and reduce wait times. Digital solutions complement your physical design rather than detract from the patient experience.

Remember that every design decision affects patient perception. From the reception area to the treatment rooms, each space should reflect your commitment to exceptional patient care.

### **Client Testimonial**

“

Had an awesome experience working with Gisselle and Anna for the design process. I had a few out of the box ideas and they were able to bring my vision to life. They were also super responsive and easy to communicate with. As my first major points of contact at Arminco, both Giselle and Anna made me feel confident Arminco was hiring talented people and put me at ease going forward for the rest of the remodel.

Trevor Maples

”



## You look after your patients. We look out for your dental practice.

We're specialists, just like you. While you keep your patients healthy, we are here to help keep the financial side of your dental practice healthy. We offer fresh insight, intelligent advice, and innovative practice finance solutions:



Concierge Service



Practice Lending



Commercial  
Real Estate



Practice Management  
Solutions

Solutions to help manage and grow your dental practice include:

- Up to 100% financing
- Up to 15-year terms to help cash flow
- Deferred and interest-only payments



**Ready to get started?**

Scan the QR code or visit [huntington.com/PracticeFinance](https://huntington.com/PracticeFinance)  
to learn more about the services available.

Credit products are subject to application and approval.

Member FDIC. ®, Huntington® and ®Huntington® are federally registered service marks of Huntington Bancshares Incorporated. Huntington Practice Finance<sup>SM</sup> is a service mark of Huntington Bancshares Incorporated. ©2022 Huntington Bancshares Incorporated.





# COMMERCIAL REAL ESTATE BROKERAGE

We work with our clients to properly understand their business plan and budget to find the location that best fits their needs.

## OUR SERVICES:

- *Tenant Representation*
- *Lease Review, Negotiations, and Renegotiations*
- *Demographic Studies*
- *Cost Comparison*
- *Project Budgeting*

***If you have an existing space, let us evaluate your lease, renegotiate, and present you with better options.***

*Call Alexandrian Partners today to discuss local market opportunities.*



**ALEXANDRIAN**  
PARTNERS

 240-997-6199

 45449 E SEVERN WAY, SUITE 155, STERLING, VA 20166

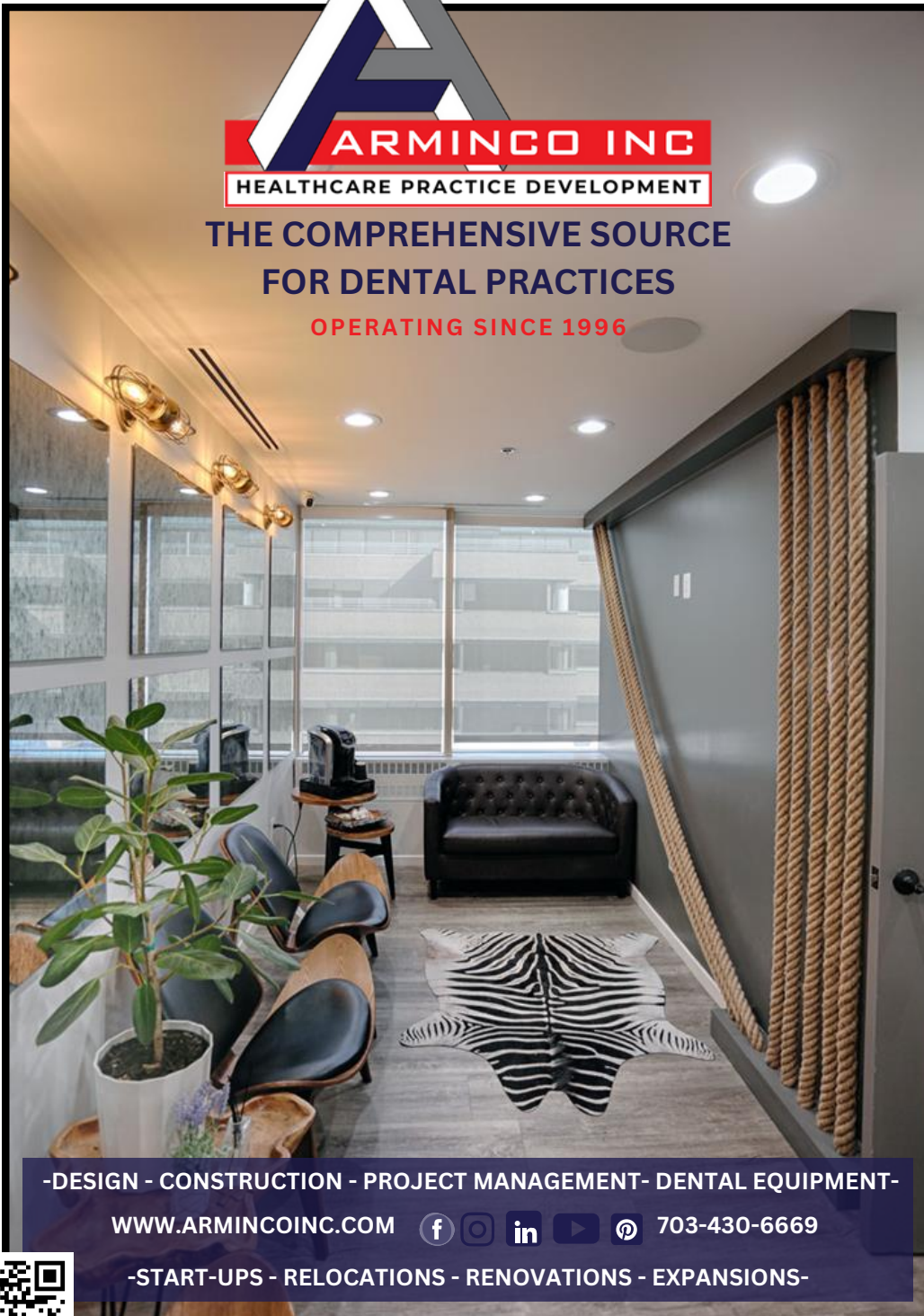
 [INFO@ALEXANDRIANPARTNERS.COM](mailto:INFO@ALEXANDRIANPARTNERS.COM)

 [WWW.ALEXANDRIANPARTNERS.COM](http://WWW.ALEXANDRIANPARTNERS.COM)



**THE COMPREHENSIVE SOURCE  
FOR DENTAL PRACTICES**

**OPERATING SINCE 1996**



**-DESIGN - CONSTRUCTION - PROJECT MANAGEMENT- DENTAL EQUIPMENT-**

**WWW.ARMINCOINC.COM**      **703-430-6669**

**-START-UPS - RELOCATIONS - RENOVATIONS - EXPANSIONS-**



**INFO@ARMINCOINC.COM**

**45449 E SEVERN WAY, UNIT 155,  
STERLING, VA 20166**