



Winnipeg, MB – October 16th, 2020 – MaxiDent dental practice management software has announced an integration to EasyRx – a universal lab prescription, digital workflow and 3D software platform. This integration allows clinics to make the connection between patient records and EasyRx’s comprehensive lab tracking and management platform, resulting in optimal patient bookings, enhancing the overall patient experience.

MaxiDent Software is one of the leading practice management software in North America and has led the industry in smart collaborations, intuitive tools and exceptional service for over 40 years. EasyRx is a unique and revolutionary cloud application that allows practices and labs the ability to digitally design, manage, and share their patient’s appliance prescriptions and supporting digital files, in a secure and compliant platform.

“We are excited to have our digital platform integrated with the MaxiDent software. Our program had been developed to respond to an increasing demand for organization where it comes to adopting a fully digital workflow. The adoption of digital dentistry is even more critical today, allowing clinics to provide more and better dental solutions to patients – all that wouldn’t be possible without the right tools at their disposal. I am excited for the opportunity to collaborate with Alex and his great team at MaxiDent, as their values correspond to ours and our tools are aligned to make software usage friendly and intuitive.”

- Todd Blankenbecler, President & CEO of EasyRx.

Clinics who will take advantage of the integration will be able to provide free access to all the labs they work with at no additional cost, consolidating all their tracking to one place.

“In a dental clinic setting, especially in these confusing times, the ability to feel in control of your orders together with the ability to optimally and efficiently book appointment is key to creating a sustainable advantage for any clinic.” commented Alex Zlatin, CEO of Maxim Software Systems, the company behind MaxiDent software. “It is no longer acceptable to manage only in-office processes. The expectation of customers and staff about technology is to empower them through their daily activities – this is true in for dental clinics as well. MaxiDent is continuing to bring strategic alliances to the dental field that yield efficiencies and streamline mundane work, so team members can focus their time and energy on catering to patients. I am extremely excited to collaborate with EasyRx to continue empowering dental teams on their journey to excellence.”

To learn more about MaxiDent software – maxidentsoftware.com

To learn more about EasyRX – easyrxcloud.com