
Winnipeg, MB – [February 1st, 2022] – Maxim Software Systems (MaxiDent dental practice management software) has announced the acquisition of U R DU Appointments – a unique appointment setting service for dental clinics. The acquisition will allow the rapid expansion of this much needed service, resulting in increased and optimal patient bookings, enhancing the overall patient experience and increasing production.

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. Their services include software, practice management and business consulting.

U R DU Appointments is an appointment booking service, where experienced and professional team administrators assist offices in booking appointments for recalls and treatments. They have been providing their services in Western Canada since 2016 and have made a tremendous impact on dozens of clinic schedules.

“Providing dental clinics with a cost-effective solution for patient management has always been our priority. Additional business administration services were offered to include account management and insurance management during the challenging times with COVID.” Said Joanne Williams, President of U R DU Appointments. “Embracing a remote option is new to dental but has become a successful addition to reduce stress for the onsite team as well as providing time needed to create an outstanding patient experience.”

Clinics will now have access to an enhanced service to complement their staff for optimal and increased bookings. The service will now be available to offices coast to coast and not limited to Western Canada.

“Throughout the pandemic, we’ve seen a decrease in patient’s commitment to their appointments and a drastic shortage in qualified and professional staff. These side-effects of the pandemic have caused extreme hardship on countless clinics, coast-to-coast.” commented Alex Zlatin, CEO of Maxim Software Systems, the company behind MaxiDent software. “I am thrilled to be able to bring the benefits of professional appointment setting to all clinics in Canada and am looking forward to ensuring that patients are able to get their conditions treated properly and in a timely manner and clinics can return to their pre-pandemic production levels – and beyond.”

To learn more about MaxiDent software, visit: maxidentsoftware.com

To learn more about U R DU, visit: urduappointments.ca