



maxident

**PRODUCTS &
SERVICES**

PRODUCTS

MaxiDent Software

Free License

We offer all Canadian dentists a FREE license of MaxiDent Practice Management Software, since 2018.

Free Conversion

When migrating to MaxiDent, please allow us 2-4 weeks for a full/complete conversion to be completed, reviewed, and signed off by you before going live.

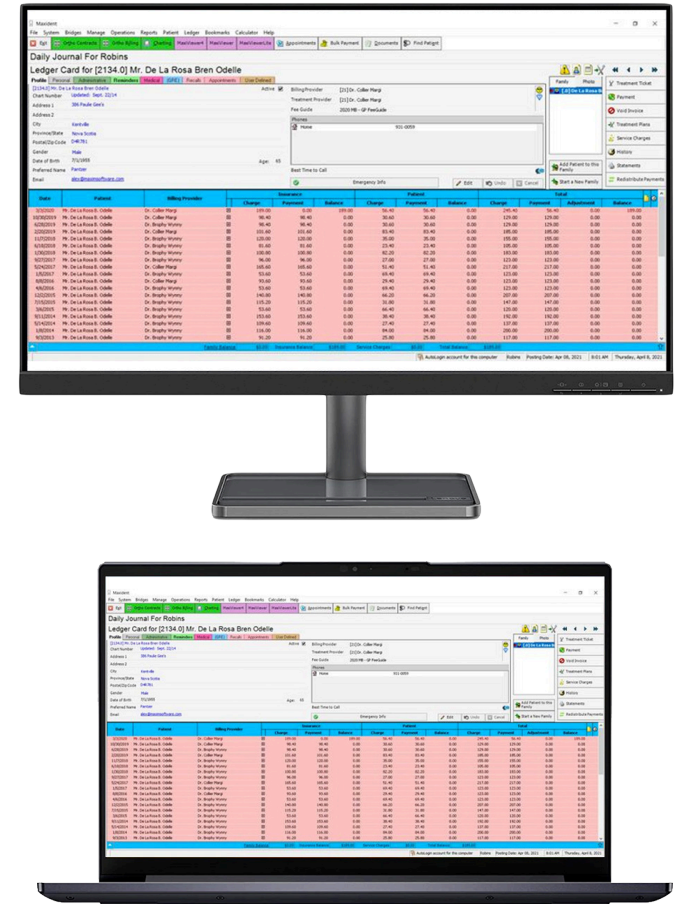
MaxiDent Practice Management Software features includes:

- Integrated CDA Secure Send in MaxiDent
- 'Never-Lose-a-Patient Recall & Appointment' system
- 'Never-Lose-a-Treatment Plan' system
- 'Never-Lose-an-Insurance Approval' system
- Billing super codes to reduce human error
- Direct scanning into the Document Manager
- Custom user permissions
- Built-in audit trails
- Customizable reports
- Reminder system per employee
- Ortho contract manager
- Submit claims for up to 3 policies per patient
- Intelligently calculates patient portion every time - even if a policy has a lot of stipulations

...and MUCH more!

All other MaxiDent products below are sold separately. Please reach out to your Account Manager with any questions or for more information.

Did you know? Integration to EasyRx is now available - it allows your receptionist to track lab work in real-time.



MaxiChart

MaxiChart is a digital charting software that allows your office to be one step closer to going completely paperless. This program includes:

- Pre-defined chart notes
- Easy-to-use restorative and periodontal charting
- Artificial intelligence to predict billing codes based on previous entries
- Customized code groups to bring efficiency
- Choose from over 140 probing paths
- Touchscreen efficiency
- Mappings to increase accuracy between charted treatment and codes for billing
- Compare up to 4 periodontal measurements on the chart
- Voice controlled probing
- Rapid action features to add pre-existing conditions quickly
- Auto-relay of completed and future treatment plans for billing and scheduling
- And so much more



Onsite and online training is available and is also required for MaxiChart. Please speak with your Account Manager for any questions or for more information.

MaxiDent Monthly Rental Package

You can rent MaxiDent on a monthly basis and cancel anytime. Our rental package comes with everything you need, whether you are opening a new practice location or looking for an all-in-one package deal that you can rent per month.

Our monthly rental package comes with:

- Digital charting with voice command (you can go paperless)
- Patient communication over email and SMS
- MaxiCare* – including a dedicated Success Team for your practice
- UNLIMITED online training
- UNLIMITED technical support
- No upfront costs
- No setup fees
- Free conversion
- Unlimited users

*See [MaxiCare](#) description for additional information and benefits.



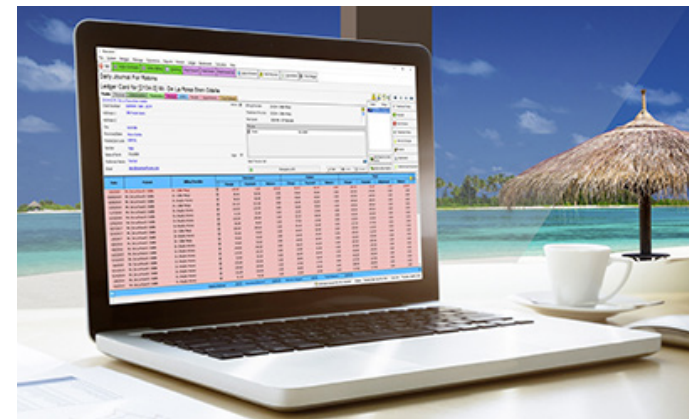
MaxiDent Anywhere

Utilize the power of MaxiDent on the cloud. MaxiDent Anywhere is a SaaS (Software as a Service) subscription, allowing a chartless experience - anywhere, anytime and from your preferred device.

Our cloud-based software comes with:

- A monthly subscription to MaxiDent Anywhere (you can cancel anytime)
- Digital charting (MaxiChart) - to help move your office to digital
- MaxiCare Support - enhanced customer support which provides you with a Success Team: An Account Manager, two Support Technicians, and an Implementation Manager/Trainer
- No additional equipment is required to access the cloud environment besides your device and an internet connection
- Includes cloud backup of your database and document manager

MaxiDent Anywhere is especially beneficial for mobile practices, locum providers and multi-location clinics.



EngageB

EngageB is our online platform that sends appointment confirmations, re-activation invites, and recall reminders through email or text (SMS), to name a few. This software allows patients to respond back to confirm appointments - all while the system automatically adds these updates into your scheduler.

You can set-it-and-forget-it by customizing your own level of automation. This platform is user-friendly for all skill sets; admin staff can set up these functions in just a matter of minutes. Additional benefits of Engage B include:

- The customization of all templates, forms and messages
- The ability to attach and receive completed pre-screening and medical forms securely
- All-in-one marketing driver - stay green and eliminate your office postage/printing/paper costs
- Sending post-appointment instructions for any treatments a patient receives directly to their cell phone/inbox.

Did you know? EngageB is compatible with most main practice management software programs.

EngageB also comes with 3 additional services:

2-Way Text Ability

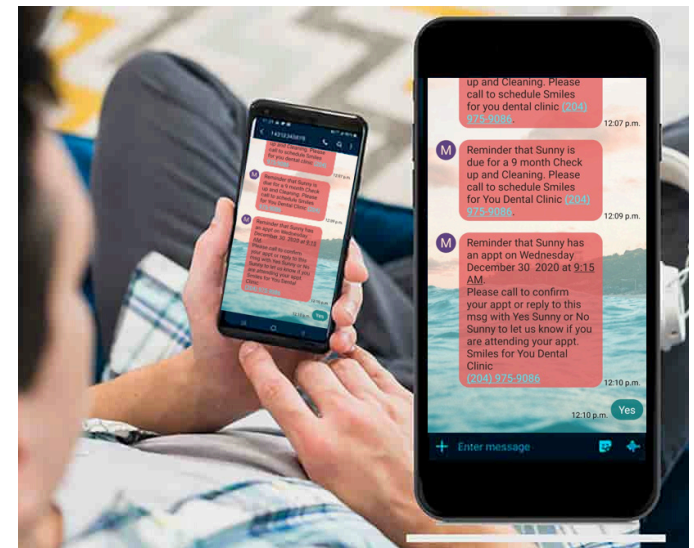
You can now send and receive instant text messages to have a fluid texting conversation with your patients, providing a third line of communication. It works great for appointment arrivals too! Every conversation will be logged automatically into the database for record-keeping and easy retrieval needs.

Post-Experience Surveys

This all-in-one tool can promote your office without you having to bear the cost of paper/printing & postage. You will be able to reach your audience with post-experience surveys from their visit that can help you to better understand your patients' expectations. You can create your own surveys to direct patients to your favorite review site and steadily grow your online footprint OR use it for internal feedback and improvement only.

E-Blast & Text (SMS) Blast

Stay connected with patients by sending them automated personalized birthday and holiday messages. You can also use this service for newsletters, office updates, holiday office hours, announcements of additional services and promotions as well





In Partnership with Elavon

MaxiDent has partnered up with Elavon™—North America’s leading credit card processing provider. Together, we bring you the top two digital solutions in the market to help streamline patient payments in your practice:

Integrated In-House POS Payments

MaxiCharge

Patients making payments in your clinic

Our POS solution provides dental clinics with efficient, effective and easy payment processing.

Additional benefits:

- Saves time with fewer touchpoints and never needing to touch the pin-pad, controlling the payments directly through MaxiDent.
- Reduces human error - MaxiCharge automatically detects the card type presented by the patient without the receptionist needing to key the card type in.
- Speeds up patient checkout by up to 50%.
- Provides patients the option to have their receipt automatically emailed to them.

Did you know? Current users have seen savings from \$1,500 to \$7,500 per year on their processing fees when they switched to Elavon through MaxiDent.



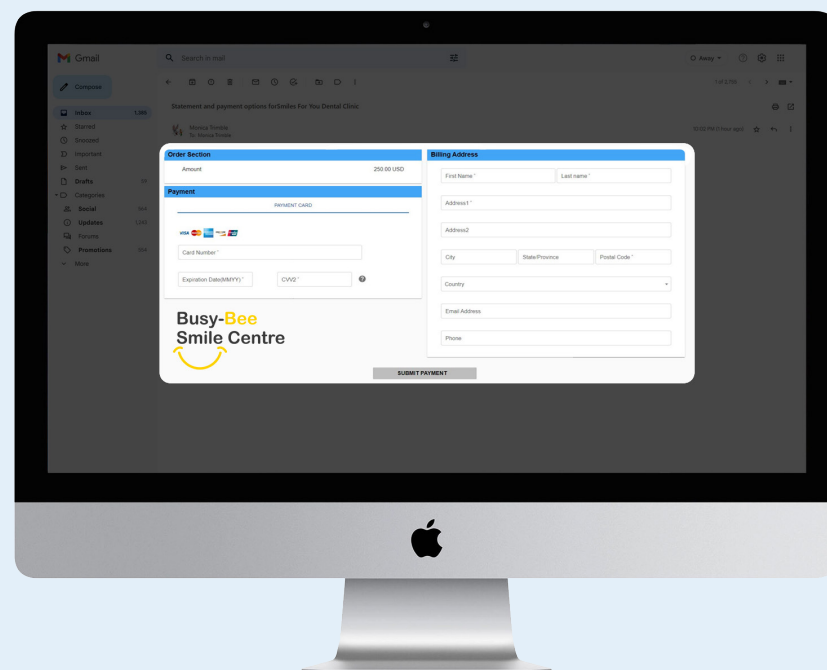
Online Payments

Patients making payments online

This integration allows your patients the convenience and freedom of making recurring, partial and even full payments online.

Additional benefits:

- Storing payments and patient credit card information securely within Elavon’s online portal.
- Easily requesting online payments through MaxiDent.
- Automatic recurring payments for all your Ortho contracts.
- Easy online payment tracking.



MaxiCaller

This is an enhanced caller ID tool that strengthens patient care and increases efficiency of the administrative staff. For every patient that calls in, MaxiCaller will display important and relevant patient information that will show up in a separate window on your computer screen.

The MaxiCaller program will help your receptionist:

- Shorter wait times for any patients on hold, since MaxiCaller will naturally speed up each call for the receptionist
- Personalizing each call with “Good morning, Jane”, giving your patients an inviting and exceptional experience
- Patients calling in and having to wait -- Issues will be addressed quickly and efficiently, no holding necessary, as the receptionist will have the relevant information needed right in front of them.
- Increase patient care by empowering your receptionist with relevant information for each patient



MaxiSign

MaxiSign captures the signature of the dentist or patient in real time; you can also reduce paper usage and eliminate paper signatures from your dental practice. Its electronic signature capture is essential to collect and store signatures with tamper-proof authorizations for your electronic records.



MaxiVault

MaxiVault is a monitored offsite data backup service that protects all patient and office data and allows for fast recovery, if disaster strikes. It protects the confidentiality of all backup data by encrypting it before it is sent offsite to be safely stored. This service includes the following:

- Backing up your database, document manager and/or images along with any additional files necessary.
- All files are encrypted using AES-256 Military Grade encryption before transmission when it is delivered to the cloud.
- Retrieve any previous version of backup needed within the retention period of 7 days and up to 28 days (7 days is standard).
- The server facility and all transmissions of data stay within Canada.
- Our MaxiDent Team personally monitors your account to ensure your back-ups are successful and will notify you of any red flags

Did you know? You only pay for the storage that falls under the corresponding tier of 1-5GB, 5-10GB, etc. - MaxiVault compresses files, where each office might end up paying for less storage than anticipated. For example, if your office database requires storage of 7GBs and that same database is compressed to 2GBs, your office will only have to purchase 5GBs based on the storage tier that it falls under.

Handy Backup

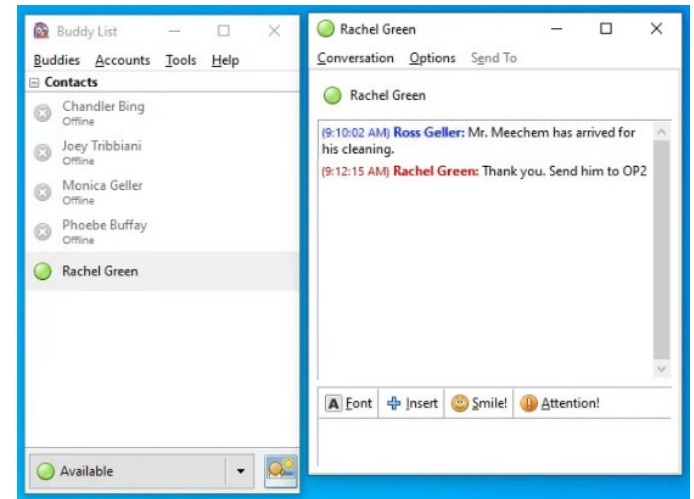
Handy Backup is a locally installed desktop software application that provides a manual backup solution to an external storage device, as an alternative to our MaxiVault online backup service.



MaxiChat

MaxiChat is an interoffice instant messaging system that allows staff to pass internal messages between workstations and operatories.

MaxiChat uses your intranet as opposed to the internet to transmit messages so that patient information and communications stay in your office. This is vital for any financial and patient information that needs to be communicated from the operatories to the front desk.



MaxiCheck-in

With an intuitive interface and easy-to-use touch screen display, MaxiCheckin* allows patients to mark themselves as arrived for their appointment.

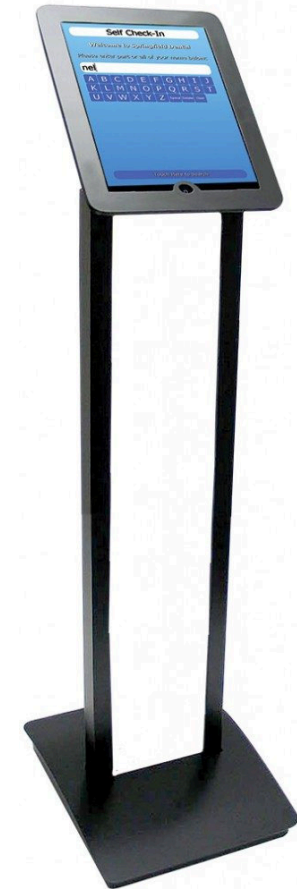
When the patient self check-in is complete, the appointment status in the MaxiDent scheduler automatically updates itself to “arrived” and is viewable from any computer in the office.

By seeing this information in real-time, you are increasing the efficiency of both clinical and administrative staff.

All that’s needed to have a patient self check-in service is a Windows-based tablet, and a compatible stand of your choice.

Did you know? Receive MaxiCheckin for FREE when you subscribe to [MaxiCare!](#)

*A kiosk stand and tablet as seen in the image are not included. MaxiCheckin consists of only the software program.



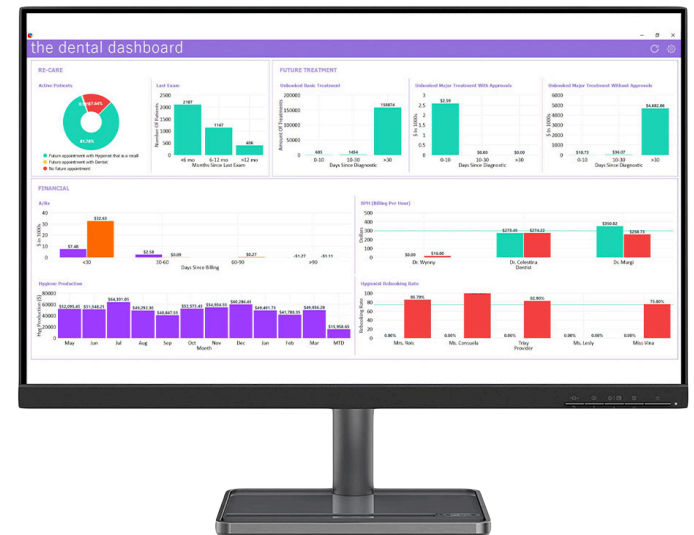
Dental Dashboard

The Dental Dashboard is a comprehensive overview of the status of your clinic, giving you live stats like recalls, treatment plans and accounts receivable that are crucial to be closely monitored in order to achieve operational excellence consistently.

Leveraging the Dental Dashboard also gives you the advantage of making informed decisions based on accurate data, addressing the areas of your clinic that will need your attention at any given time.

The Dental Dashboard is also compatible* with most main practice management software programs.

Did you know? Receive the Dental Dashboard for FREE when you subscribe to [MaxiCare!](#)



*The stats that appear on the Dental Dashboard are based on the compatibility of your database with the Dental Dashboard. We cannot guarantee if your database will be partially or fully compatible.

SERVICES

MaxiCare

MaxiCare is our unlimited support service that we offer as an annual subscription; this subscription is recommended as it comes with the following:

DEDICATED SUCCESS TEAM

Each role in your Success Team is designed to work with your practice and covers all your needs from product purchasing, through training and implementation, to dedicated technical support. Your Success Team consists of 4 people:

Account Manager – Your personal business consultant that connects you to an array of resources, services, and software that works for you. From operational excellence to your online “footprint”, and patient engagement, your Account Manager will help you navigate the intricacies of day-to-day business.

Implementation Manager – Your Implementation Manager offers customized training and implementation to streamline the process for all MaxiDent products, including best practices and so much more.

2 Support Technicians – If your office experiences any technical problems, you can contact your 2 personal Support Technicians on their direct lines.

ADDITIONAL SUPPORT AND SERVICE

- Fee guide updates and installs.
- MaxiDent update and installs; we also develop hot fixes and enhancements throughout the year and will advise you when updates are available.
- Access to our Customer Portal on our website for all MaxiDent how-to videos, update documentation, and more.
- Emergency Saturday support.

Did you know? Receive the **Dental Dashboard** and **MaxiCheckin** for FREE when you subscribe to MaxiCare or MaxiCare Premium!

MaxiCare Premium

MaxiCare Premium comes with all MaxiCare features, along with **unlimited online training**. This covers everything from new user training to advanced user training for MaxiDent Software and all MaxiDent add-ons.

U R DUE Patient Services

MaxiDent has acquired U R DUE Patient Services which consists of a team of dental professionals and experienced Patient Booking Specialists, who call your overdue patients and book their recall appointments to help your schedule. Because of their previous professional experience in the dental field, they can address common concerns about treatment and answer questions to empower your patients about their oral health.

U R DUE offers 5 types of services:

- **Scheduling Overdue Recalls** – Our team will tackle your list of overdue recalls and will book your patients right into your practice scheduler.
- **Outstanding Treatments** – For your list of patients with outstanding treatments, our team will contact every patient on your list and help encourage your patients to book using their acquired knowledge and experience in the dental field.
- **Managing Account Receivables** – Our team will manage and reduce your list of A/Rs and update information in your dental software program.
- **Database Cleanup** – As our team moves through the list, they will update any outdated information in your database.
- **Insurance Verification Management** – Our team will properly verify insurance information and coverage.



Graphic Designs

MaxiDent has a team of Graphic Designer experts that can create graphic images for any of the following:

Logos

Fillable PDF Forms

(e.g., COVID-19 Screening Form, New Patient Intake Form, etc.)

E-blast Design and Service

(Includes eblast design and delivery to all your patients)

Brochures

Email Signatures

Business Cards

Blog Images (For your Website)

Website Banners

Social Media Designs

Infographics

Billboards or Signs

PowerPoint Templates and Presentation Decks

Shirt Design

Image Background Removal

Video Editing

1 Year of Social Media Posts

MaxiDent has expanded its marketing services to help dental clinics boost brand awareness through social media. This social media package comes with 1 year of professionally crafted content and images to enhance your brand's online presence and reach your target audience effectively.

What's in the package:

- Content for 52 social media posts (1 post per week)
- 52 branded images (1 post per week)
- Option to subscribe yearly

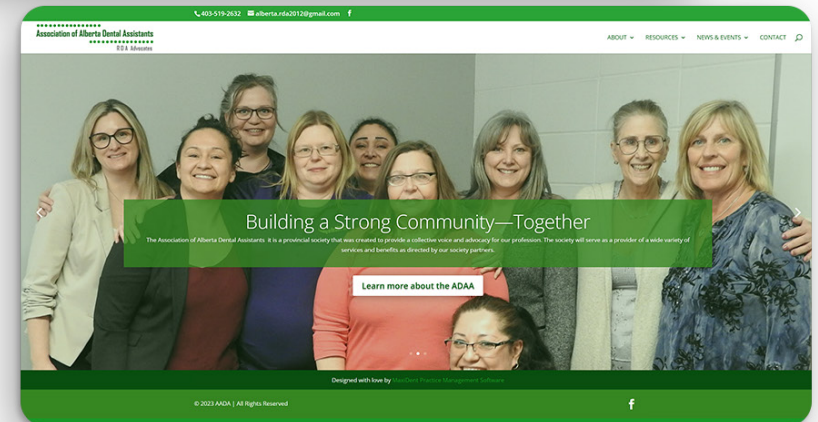
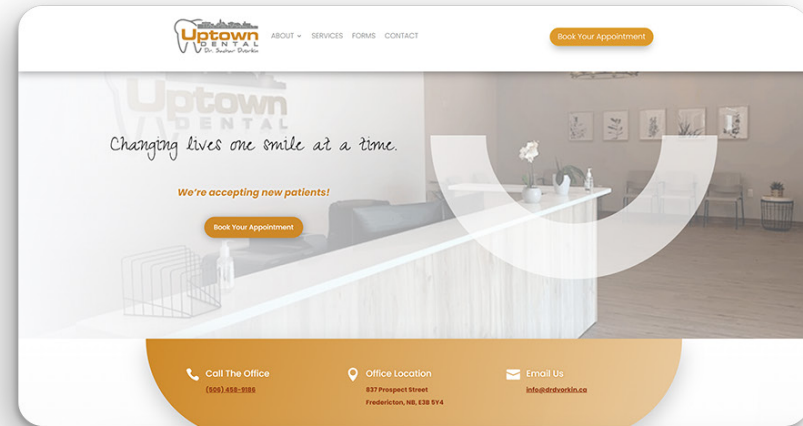


Website Creation & Management

Our marketing team is equipped to build and maintain for you a customized website from scratch or update your existing one. We offer a personalized experience in creating your website that captures the unique essence of your clinic.

What our package includes:

- **Development** - Our marketing and design teams collaborate to build you a one-of-a-kind website.
- **Hosting** - MaxiDent provides web hosting services for clinics in Canada.
- **Maintenance** - Our marketing team will update and maintain the back end of your website, so you don't have to.
- **Logo** - Optional service if you require a new logo.
- **Content** - Optional service if you require new content.



Our Partnerships

MaxiDent has partnered with a few dental related companies on behalf of our clients. In becoming a MaxiDent client you are invited to take advantage of the benefits these exceptional partnerships can bring to your dental practice.

Enjoy a discount on their services simply by being our client. View the list below and visit their website to inquire more information about their services:

Cyclone Systems

Cyber security VoIP (business phone) System and full IT services

www.cyclonesystems.ca

Elavon

Integrated Point of Sale Service

www.elavon.ca/maxidentsoftware.html

Gustin Quon

Marketing Brands Strategically

www.gustinquon.com

Blue Jay Reviews

Generate Reviews on your Company's Website

www.bluejayreviews.com

Specialty Dental

Dental Equipment Supplier

www.specialtydental.com

EasyRx

Integrated Universal Lab Prescriptions Tracker & Digital Workflow

www.easyrxcloud.com

Doc Clik (Integration coming soon)

Find a local dentist near you.

www.docclik.com

**If you'd like to learn more,
reach out to us :**

Toll-Free: 1-800-663-7199

Email: info@maximsoftware.com

Website: www.maxidentsoftware.com

**4-1761 Wellington Avenue
Winnipeg, Manitoba R3H 0G1**

Follow us on

 [@MaxiDentDentalSoftware](#)

 [@MaxiDent_](#)

 [@maxidentsoftware](#)

 [@MaxiDent Software](#)

maxident
PRACTICE MANAGEMENT SOFTWARE