Den-Mat
CLIENT SUCCESS

DenMat.®

ORGANIZATION
Den-Mat Holdings, LLC manufactures a complete line of over 150 cosmetic and restorative formulations. The company services more than 86,000 dentists nationwide, and its products are available in 68 countries.

CHALLENGE
Eliminate costly re-build cycles of custom dental products by facilitating interaction between Den-Mat and dentists around the world.

STRATEGY
Replace outdated paper-based prescription processes with state of the art web technology to streamline ordering processes and review cycles for dentists.

SOLUTION
A B2B application that allows dentists to submit, store, and access photos of patients' teeth and to preview designs for custom products before they go into production.

RESULTS
Efficient communication with dentists drives more business and increases revenue. Digital previews of custom designs reduces costly re-build cycles.

As a leader in the dental manufacturing industry, Den-Mat develops and manufactures products that allow dentists to preserve, restore and enhance teeth without extensive cutting, drilling, and tooth removal. With help from Visus LLC, Den-Mat deployed a web-based B2B e-commerce system that streamlines prescription-filling, order entry and production processes for Den-Mat's popular thin veneers: Lumineers.

"Visus LLC did an excellent job of using technology to take our vision and translate it into a business solution with real tangible benefits," says Dave Venancio, Director of IT at Den-Mat. "They brought their knowledge and experience to the table to create a user-friendly solution."

Previously, dentists faxed or mailed prescription forms to Den-Mat to instigate the production of custom dental products. Unfortunately, handwritten prescription forms were slowing down production processes. They were difficult to track, easily lost, and sometimes illegible. This sometimes led to inaccuracies, causing dentists to send products back because of problems.

Service With a Smile

The assignment led to a highly visible web application. Den-Mat services more than 86,000 dentists worldwide. With this high volume operation, minimizing returns and rebuild cycles is imperative. "The big driver for this project was to improve communication between us and our customers," says Mark Kelly, Chief Information Officer at Den-Mat. "We needed a way for the dentists to review and approve custom products before we built them."

Decision makers at Den-Mat met with Visus to discuss the project in the early phases. "It was immediately apparent that Visus understood what we were looking for," Kelly continues. "They are much more conscientious than the typical software development company. Requirement gathering is as much an art form as a science for Visus. Because of that, they were able to take our vision and turn it into a reality."

"Visus worked hard to thoroughly understand our business and become a part of our team. We now have a long-term partner for future projects."

– Dave Venancio, Director of IT, Den-Mat.

In the design phase, Visus brought its insight to bear to enhance the solution. "Visus was very easy to work with throughout the process, and we leveraged their knowledge to streamline the user interface." says Cindy De Lauer, ERP Manager at Den-Mat. "They have a lot of application development experience so they know what works and what doesn't."

Visus worked closely with Den-Mat to turn their ideas into a workable solution. They took great care during the planning stages to make sure every option was considered.

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For example, Visus devised an intuitive way for dentists to select particular teeth when they order veneers. In Den-Mat's original design, the dentist would click a number that corresponded to a specific tooth. Visus suggested shading the selected tooth instead, making the details of the prescription more visible both to dentists and the Den-Mat production staff.

Visus also took time to understand Den-Mat's business and the customers it serves, which later helped the solution gain wide acceptance. For example, they created prompts to walk dentists through the ordering process and flag errors or repetitive information.

A Bright Future

The new application enables dentists to easily upload pictures of their patients' teeth to Den-Mat, provides easy access to records, simplifies shipping by creating FedEx labels, and enables dentists to track the production process. It supports an efficient way for dentists to communicate with Den-Mat without having to make numerous telephone calls. The system is simple to use, requiring minimal training for dentists to adopt.

> "The Visus development team sets realistic expectations, manages its time well, and has solid project management skills to meet deadlines."
>
> – Mark Kelly, Chief Information Officer, Den-Mat

Kelly says the new application gives Den-Mat a competitive edge in a fast moving market while creating a platform they can expand in the future. For example, Den-Mat plans to engage Visus in the near future to integrate the B2B e-commerce platform with their ERP system. Once this integration work is completed, orders placed in the portal will be passed directly into Den-Mat's other information systems.

Already, dentists are enjoying valuable components of the LUMITray portal such as the digital preview function, which lets them review veneers online as soon as Den-Mat uploads the design. Participating dentists are notified via email when new or updated designs are ready for review.

"Enabling dentists to review each custom design online and then accept or reject it before we go into production improves the process for everyone," Kelly says. "It virtually eliminates our costly re-build cycles by helping us get it right the first time. This application will allow Den-Mat to secure it's positon as the technology and innovation leader in the dental market."

Kelly pauses, reflecting on a successful development project and its ramifications to the business. "Visus made sure they understood our business needs, then delivered a solution on time and on budget," he concludes. "We will definitely hire them again for other projects."

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