

Visit our new website
@ www.infocure.com

InfoCure™

OPMS™/32 Quarterly Newsletter

Volume II

May, 1999

In This Issue

- *Introducing your OPMS™/32 Support Team!*
- *Featured Practice of the Quarter*
- *InfoMine™ - data mining & warehousing tool*



Steven M. Guelff, D.M.D., P.A.

A *patient* oriented practice in a fast *track* city (page 2).

OPMS™/32

Visit with us at the
AAO in San Diego

May 15 - 18, 1999

Booth # 343

OPMS™/32 Client Services

by Chuck Manly - Vice President - Client Services

As we move into 1999, it's exciting to look back on where we've come, and then look forward to where we are headed. The end of 1998 and all of 1999 really hold some incredible improvements in the level of customer service that InfoCure is able to offer our clients. I'll try, in a nutshell, to give you a glance at some of the great improvements we have achieved in customer support:

- **We now offer support of OPMS™ from 8:00am until 8:00pm (Eastern Time)** - This is a great help for our clients on the West Coast, or those of you with evening office hours.
- **We attempt to answer support calls live** - Currently, our support reps are able to answer approximately 50% of all incoming support calls immediately. Our goal is to answer 90+% of all incoming calls live - without you having to wait for a call back!
- **We have installed a new Automated Call Distribution and Knowledge Base Systems** - These new technology systems allow us to take a more proactive approach to problem solving. *Automated Call Distribution* is a computer controlled system that routes incoming client service calls to the first available support person for your product. The *Knowledge Base* allows keywords or error messages to be searched in a real-time mode to find a solution, or how the problem was previously resolved. These tools help us give accurate, efficient, and consistent solutions, in a timely manner.
- **We have instituted regional client training sessions throughout the country** - These sessions are a great, economical way to train new staff members or offer a refresher for the pros!
- **We have instituted monthly training sessions for our entire support staff** - This keeps our staff up-to-date on the latest technology by offering refresher and advanced training on our products. Our staff is then prepared to help in the most expeditious manner.
- **We have improved staffing in our OPMS™ support group** - Our staffing in the OPMS™ support group has increased by 20% within the last few months. This increased staffing will help to meet your needs in a more timely fashion.

We are truly thrilled with the success of the changes we've made thus far. However, we are not finished and will continue to improve the level of customer service and support that we are providing each and everyone of you. Complete Customer Satisfaction is our Goal!

OPMS™/32

Orthodontic
Practice Management
Software



The practice of Steven M. Guelff, D.M.D., P.A.



Our Staff (left to right)
**Kim Murphy, Marci Carbello, Amelia Bozarth,
 Dr. Guelff and Davina Costanzo**

A *patient* oriented practice in a fast *track* city. Sebring, known world wide for its annual 24-hour endurance auto race and as one of the fastest growing areas in the state of Florida, is home to the practice of Dr. Steven M. Guelff. A graduate of the University of Florida School of Dentistry and Howard University School of Orthodontics, Dr. Guelff bought an existing practice in 1996. Purchasing of the practice included a 286-computer system with the DOS version of OPMS™ software.

The 286 system served its purpose for approximately 18 months. Kim Murphy, Office Manager, recalls that as the practice grew and expanded to additional offices in the neighboring cities of Avon Park and Lake Placid, the sheer volume was taking a toll on the 286 system. Dr. Guelff was well aware of newer technologies available that would allow for networking all three offices and provide them with additional features such as digital imaging. It was time to make a decision on a new computer system, so Dr. Guelff and staff attended the AAO meeting in Dallas last year to see what was available.

The decision was narrowed down to two software companies. When asked, “Why did you elect to stay with OPMS™?” Dr. Guelff replied, “There were numerous reasons why we selected OPMS™ for Windows over other software products:”

- “Significantly improved OPMS™ software support since the InfoCure acquisition.”
- “The OPMS™ Windows software product was competitively priced with reasonable annual software support fees.”
- “100% conversion of existing OPMS™ DOS information into Windows.”
- “Ability to integrate OPMS™ with diagnostic imaging.”
- “My staff found the OPMS™ Windows software more user friendly and training was minimal.”

With a motto of “*We Keep Highlands County Smiling,*” Dr. Steven M. Guelff and staff are certainly running *full throttle* in three busy orthodontic practices in Central Florida.



A view of Lake Jackson greets each patient in the Sebring Office



**Kim Murphy, Office Manager
 with “her” new OPMS™ System**