Practice Metrix, LLC Force Multipliers for OMS

Nurse Practitioners – Specialized Force Multiplication for OMS

Practice Metrix observed the scarcity of new OMS candidates coming out into the specialty in a manner like those that built the many OMS practices in America. These candidates were coveted by Private Equity and paid at a disruptive and disparate rate compared to new graduates from years prior. No longer do many of these candidates wish to take on debt in the traditional sweat equity model that the selling members are offering. This model pales in comparison financially to the multipliers being experienced by those that sell private equity. Around 2.5 years ago Practice Metrix initiated a model for creating a new role/provider within Oral Surgery, much like what already in Orthopedic, Dermatology, and many other medical specialties in the US. Practice Metrix investigated the most supportive licensure within the Nurse Practitioner training program working closely with OMSNIC to find a suitable insurer for these newly created providers. Note: Practice Metrix has a very experienced OMSNIC Litigation attorney, Mr. Gary Gidelman, esq., who resides on the company's board of directors. In addition, we also work with a national healthcare legal firm, Fox Roth Child in understanding the various states rules surrounding Nurse Practitioners in order to support clients across the United States.

Practice Metrix will advertise, interview and present 2-3 aptly qualified candidates for a practice, (considering pricing, licensing, mindset, acumen, individual practice business model among others), for final interviews and choice by the practice. Once the practice selects the NP of their choice, the candidate is presented with a provider services agreement respective to their state, collaborative agreement for the practice, and then sent to Practice Metrix's partner training practice, Pennsylvania Oral & Maxillofacial Surgery, LTD. in Plymouth Meeting PA., for a comprehensive one-week of dental alveolar consultation and best practices orientation. (Note: Dr. Micheal Bianchi, was a former Program Director at Drexel's College of Medicine, OMFS program for many years). He has specifically curated this NP training program and follow-up sessions to ensure utilization of best practices and approaches to be followed by the NPs.

Practice Metrix thereafter works with the practice to effectively schedule this provider, ensuring that the backstaff properly staff and support the NP. The average time for implementation of a NP is approximately 2.5 months from the advertising to managing a full schedule of 12-14 consults and 12-14 post-ops per day. It has been proven that the average ROI for a practice that adopts an NP is approximately $500K 1 provider increased productivity, (increases to 1 million in

production with 2 providers), while dramatically reducing wait times for new patients being onboarded into the practice and thus increasing stickiness with the referrals and patients alike. Common concerns about "my patients will not like this", or "want to see only the specialist" get mitigated early on. Many of these NP's are brand builders themselves and spend more time with patients and their families conducting thorough Health and Physicals, resulting in parents/guardians stating that they will return with another sibling or family member to see the NP.

This is not a new model in medicine, as most "moms" see mid-levels for the care of their children and themselves in other specialties they engage. Most other specialties of medicine have deployed this NP role to assist and work along with the specialist. This NP role has been path breaking for the OMFS community and specialists, swear by the effectiveness of working alongside the NP as it makes them a lot more productive, builds trust with their referrals and patients alike.

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Implant Treatment Coordinators

Oral Surgeons often use Implant Treatment Coordinators (ITC), to act as the liaison between the surgical and restorative offices. They fundamentally serve in streamlining and enhancing the implant treatment process for patients. Implant Treatment Coordinators play a crucial role in facilitating effective communication and coordination between the oral surgeon, the patient, and other members of the dental care team, while assisting patients navigate through case acceptance and treatment processes for high-value dental services.

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Practice Pilot

Practice Pilot is the industry's most versatile 360 business analytics and visualization dashboard for best-in-class, certified data visualization to see all key relationships and trending performance indicators! It is approved, certified and integrated with premiere Practice Management Software Systems.

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Revenue Cycle Management

Most successful practices with an eye on growth and expansion of their businesses often choose to work with an outsource partner for Revenue Cycle Management (RCM). RCM includes chasing, posting, benefits checking, implant benefits checking, claims follow-up, eligibility, and document processing. All these are critical but mundane functions that can be outsourced with a reliable partner who is available 24X7.

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My Patient Exchange

An efficient, seamless communications and document management hub. One easy portal to track referred patients, share images, annotate, send follow-up letters, consult with your GP's, Lab and Implant Representatives.
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Testimonials

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Founder Pennsylvania Oral Surgery & Dental Implant Centers
(https://www.paoms.com/)

I am writing to you in regard to the efforts and services fostered by Practice Metrix. I must disclose that I am a member of Practice Metrix.

The motivation for developing a program for Nurse Practitioners came to me from attending the Head and Neck Tumor conference at AAOMS headquarters in 2020. Subsequent to this conference we assessed the needs and challenges of the routine Oral and Maxillofacial surgery office and how to address them. From this we advertised and arrived on a candidate that most our practice needs. We realized that there are no advanced provider programs that address or are specifically designed to educate auxiliary practitioners in our specialized dental and head and

neck evaluation. As such, a six-week training program was developed which included shadowing, nomenclature, procedures performed, with necessary follow-up, referral requests, and radiology. The training also involved evaluation of candidates for anesthesia in the outpatient setting. In the beginning each Nurse Practitioner was paired with a doctor.

The NP's consultations were evaluated for appropriate content and evaluation pertinent to the practicing OMS.

Since that time our practice of ten doctors employs four Nurse Practitioners. Practice Metrix has at this point placed 37 NPs around the country. The benefits to the OMS practice is very apparent. The OMS is freed from routine consultation and post operative care, thus freeing them up for surgery or more involved and demanding care. The NPs also provide extended coverage for the surgeon both while the surgeon is in the operating room or out of the office. This practice model decreases the demand on the surgeon regarding both time and stress. It has also decreased the booking time wait to care provided by the Oral and Maxillofacial surgeon thus enabling the surgeon to see the referrals' patients sooner.

I am also proposing an auxiliary provider membership in AAOMS. These new members of our practice provide the additional benefit of exposure of the OMS practice to the general public and other practitioners. The American Society of Plastic and Reconstructive Surgeons has recently allowed auxiliary practice personnel membership in their society. I think that this could contribute interest in our meetings and provide another avenue for staff development.

The other issue that I feel that Practice Metrix has developed with forward thinking is the Implant Treatment Coordinator. As all surgeons struggle to maintain a presence in placing implants in their community it is very hard to keep up with the demands of each referral. The coordinator is responsible for initial consultation for each patient along with identifying the patient's individual needs and concerns. The doctor then can target these and develop a treatment plan that addresses each patient. This also enables better communication with the referral and laboratory. All these efforts help to maintain the OMS as the pre-eminent provider of implant care in dentistry.

Aside from coordinating benefits the patient is much more pleased with OMS care. They feel that there is not someone who is "too busy" to talk with but someone who is guiding them through their care. A concierge. All of this will decrease the doctor's stress and increase patient relations and satisfaction and ultimately increase the number of procedures performed by the OMS.

I hope these explanations contribute to your understanding and benefit of Practice Metrix to the OMS community.

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Dr. Marc Rosenthal, DMD
Susquehanna Oral & Maxillofacial and Dental Implant Surgery
(https://www.williamsportoms.com/)

I am proud to share my testimonial for Practice Metrix and its services, I have utilized their consulting, Implant Treatment Coordinator & Digital Planning School, Nurse Practitioner, and Revenue Cycle Management services. The ITC and Nurse Practitioners have changed my practice in many ways; First, they created a concierge for my referrals that was transformative. It took me out of many of the day-to-day phone calls with referrals and patients. They created an actual "producer" in that this concierge role supports my patients and referrals and helps me deliver predictable outcomes without micro-managing. I now find my patients want to partner with my ITC on their next

implant because they are well-informed and know what to expect from the treatment previously discussed. This in itself serves to increase our case acceptance and satisfy patients.

At first, I was hesitant to adopt the Nurse Practitioner model as it seemed a bit out of the box, however, it has proven to be one of the best additions to my practice. This advent has changed my personal and professional life in many ways. I am out of the office by 5:30 pm every day, and notes are complete. My patients love my NP, and this construct has dramatically reduced wait times for patients to be seen for consultation, thus reducing the perception I am "too busy." This has pleased my referral base as well. The NP sees approximately 10-12 consults per day and a similar number of post-ops, thus making my life more predictable! The Practice Metrix team did it all. Also, they hired a few great employees by presenting me the ones with the right credentials for our specialty. They assisted with the provider services agreements, trained them for a week in one of their partner practices, and seamlessly implemented them. I only wish I had done this 10 years ago! Way to go Practice Metrix team!!

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Dr. Jonathan E. Burke, DMD
Lanzi Burke Oral & Maxillofacial Surgeons
(https://www.lanziburkeoralsurgery.com/)

As a busy surgeon, finding ways to enhance efficiency and patient care is always a top priority. Practice Metrix has been a game-changer for our team. Their training programs for both **nurse practitioners (NP)** and **implant treatment coordinators (ITC)** are nothing short of exceptional.

The structured approach provided by Practice Metrix allowed us to seamlessly integrate a NP into our practice. Not only did they provide the in-person training needed to equip our NP with the skills and confidence to expand our clinical capabilities, improve patient flow, and enhance

overall care but they recruited and interviewed her for the job. This has directly contributed to better patient experiences and increased productivity.

Additionally, the ITC training program has been transformative. Through their expert training, our coordinator now drives the implant consultation process with precision, significantly improving case acceptance rates and ensuring patients feel fully informed and supported.

The team at Practice Metrix understands the unique dynamics of oral surgery practices and delivers actionable, results-driven solutions. I cannot recommend them highly enough for any surgeon looking to optimize their practice through these critical roles. The return on investment has been substantial, and our patients, staff, and practice as a whole have all benefited tremendously. Their slogan that they "take the noise out of your practice" rings true.

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Dr. M. Todd Brandt, DDS, MD, FACS
Blue Ridge Oral & Maxillofacial Surgery, Inc.
(https://www.blueridgeoralsurgery.com/)

At Blue Ridge Oral and Maxillofacial Surgery, we define success as excellent patient care, quality products and services, strong relationships, and a low stress environment. We began our partnership with Practice Metrix seeking guidance and support to take our practice to the next level. Sean and his team assessed our two-office practice structure, billing and coding protocols, and overhead. Based on their advice, we implemented changes that

improved collections, enhanced our already positive team dynamics, and created more structure to the business, allowing us to spend more time with patient care and less time handling business issues. After a year of working with Sean and his team, we have achieved our goals: stronger relationships with our team and patients, improved collections, and less stress.

Specifically, Sean and his team at Practice Metrix trained our team to take our Implant Treatment Coordinator position (ITC) to a more professional level of service to include treatment plan presentations, patient/ITC review of Virtual Surgical Planning (VSP), and coordination of all facets of the implant treatment phase with patients and referring offices from start to finish.

The most impactful change we made with Practice Metrix was the integration of a Nurse Practitioner (NP) into our provider model. As a more rural-based surgical practice we had a need for a third surgeon but with Sean's guidance, we were able to increase access to care, create more procedural time for our surgeons, and provide more face-to-face time with our patients during the consultation process with the addition of an NP.

In addition to providing consultations and post-operative care, our NP also oversees tracking of all pathology specimens and reports, medical clearances and communication with any tertiary care team when we refer our patients for definitive treatment for malignancies to neighboring University Hospitals. An additional benefit of integrating an NP into our practice has been an increase in production and collection because of increased procedural time for our surgeons. We are now such firm believers in the NP integration model for Oral and Maxillofacial Surgery, we applied and were selected to serve as a Practicum Site for NP candidates to complete OMS clinical rotations as they work toward their master's or doctoral degrees through the Mary Baldwin University Murphy Deming College of Health Sciences."

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Dr. Brandon E. Newell, DDS
Oral Surgery & Implant Specialists BayCare Clinic
(https://baycareclinic.com/)

My Oral and Maxillofacial Surgery group had been a well-established 5-surgeon group that was down to 3 surgeons, with only two of us working full time. Our practice's main challenge was how to deal with the same volume of patients with multiple surgical office locations. As a result, my partner and I attended the 2022 AAOMS meeting in New Orleans with the hope that there would be additional resources or professional guidance.

As we walked through the display of the vendor booths, the Practice Metrix booth caught our eye. We were intrigued by the suggestions offered by Practice Metrix, and we ended up visiting with Sean Wilde for several hours to discuss how their methods might help our oral surgery practice. After our discussion, we had a strong feeling that this could be exactly what our practice needed. I remember very well the day I signed the engagement letter with Practice Metrix, thinking, "here we go," and was anxious to start the journey.

From that day forward, our practice received concierge services tailored to our unique practice, with innovative ideas after direct observation by the Practice Metrix team. My new office manager had one-on-one support with the practice financials that increased her confidence. Our surgical staff had new clearly defined roles with structured growth for those who wanted to advance in our practice.

Our implant coordinators spent time in the Implant Treatment Coordinator School in Pennsylvania learning a new process and fine tuning their ability to organize cases and effectively communicate with patients.

Perhaps the greatest structural change was that we hired and thoroughly executed the concept of the nurse practitioner in an oral maxillofacial surgery office, like other surgical specialties have in their fields.

Our previous challenge with patient volume and multiple offices was effectively resolved with the assistance of Practice Metrix. As a 2.5 surgeon office, we have outproduced and collected more than any other collective number of surgeons in the history of our practice.

I have been in private practice for 15 years, and my partner has been in the group for 30 years. We both agree that collaborating with Practice Metrix was the best move we ever made in all our years combined. I'm glad I can call Sean Wilde a friend. We are thankful for Practice Metrix and their exceptional skills and guidance in making our practice more efficient and profitable.

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Dr. Ben R. Johnson, DMD
Pacific Northwest Oral Surgery
(https://pnwoms.com/)

At Pacific Northwest Oral and Maxillofacial Surgeons, we are deeply committed to changing lives through an exceptional oral health care experience. One of the ways we strive to do this is by supporting our patients and community dentists with the highest level of care and coordination.

We have long had Implant Treatment Coordinators (ITCs) in our practice, but we wanted to grow their skills to provide a more concierge-level service, ensuring they could better support our patients and referring dentists. That's when we turned to Practice Matrix for guidance and training.

What we've found is that Practice Matrix not only helped us enhance the skills of our existing ITC team, but their approach would also be incredibly valuable for offices just beginning to integrate the ITC role. The training they provide builds a solid foundation for new ITCs, equipping them with the knowledge and confidence to be effective right from the start.

For practices like ours that were already utilizing ITCs, Practice Matrix's ongoing support has allowed us to refine the role and improve the service we provide to both patients and community dentists. The skills our ITCs gained have made a noticeable difference in our ability to care for more patients and strengthen our relationships with referring practices.

We've truly seen the positive impact of their work on our team and practice as a whole, and I would recommend their services to any office looking to grow their Implant Treatment Coordinator role. Whether you're just starting or looking to build on an existing program, Practice Matrix offers valuable insights and training that can make a real difference in how your practice operates and supports patients.

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Michael T. Dachowski DMD
OMFS, Doylestown and Huntingdon Valley, PA
(https://www.theoralsurgerygroup.com/)

I am happy to write in in support of Practice Metrix and my experience with the organization and the valuable resources they have provided my practice. With over 30 years of private practice, the constant we all identify with is change. One of the main avenues of change is employing what I would term "safe efficiency", and this equals value.

First is the Nurse Practitioner Program. I found my practice requiring the ability to enhance the patient experience more efficiently and without compromise. The addition of a nurse practitioner through Practice Metrix first with their individualized counsel, then training and implementation was seamless. Engaging midlevel professionals is here to stay in healthcare. In my practice of Oral and Maxillofacial surgery, it will be a constant.

Secondly, we were able to participate in the Implant Practice Management module. This allowed collaborative, shared and a customized and directed restructuring of our implant practice. The opportunity to expose my staff to a shared experience with professionals who encounter similar challenges of implementation have allowed us to fashion and enhance an implant program that has demonstrated improvement at every level.

In summary, working with Practice Metrix has been seamless and accommodating. The team is always accessible. Their offering a data driven model that addresses the challenges we encounter has been beneficial.

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As a consultant for a large oral surgery practice with 11 surgeons and 9 clinics, I've had the opportunity to work with Sean Wild and Practice Metrix for both our Implant Coordinator Training Program and the development of implant marketing materials. Their expertise and professionalism stood out, delivering results that have positively impacted our operations.

The training program they provided for our implant coordinators was thorough, well-structured, and tailored to the unique needs of our practice. Additionally, their approach to marketing materials production was creative, efficient, and aligned with our branding and strategic goals.

Given the success of our initial collaboration, we are already exploring future opportunities with Practice Metrix and anticipate continuing to leverage their services as our practice grows.

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