JON MORGAN

Chief Information Officer (CIO) of STX Healthcare Management Services

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  Management Services

PROFILE

STX Healthcare Management Services CIO Jon Morgan has 22 years of executive-level success in information technology. Mr. Morgan holds or has held industry certifications in project management, database management, information security, infrastructure and networking.
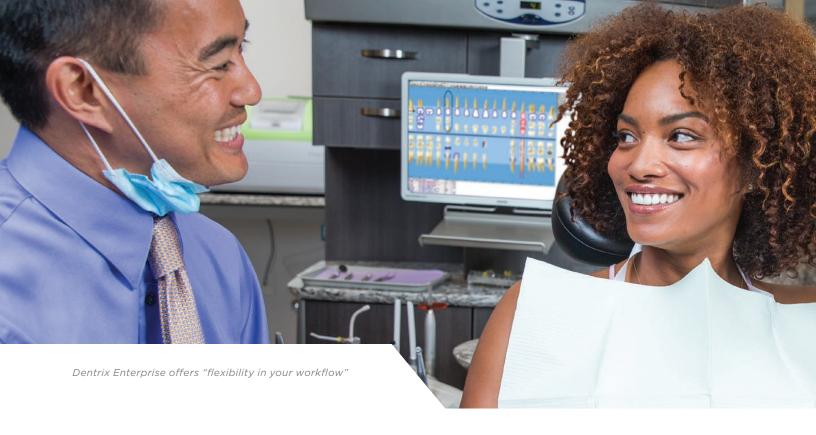
AS A DSO FOR MULTILOCATION PRACTICES, WE NEEDED CENTRALIZED MANAGEMENT

As CIO of STX Healthcare Management Services, Jon Morgan understands the value of the right practice management software—especially when that software is Dentrix Enterprise. STX Healthcare Management—a dental service organization (DSO) that provides business solutions for dental practices—depends on the centralization, adaptability, and robust data reporting of Dentrix Enterprise as it supports over 120 dentists in 43 locations between Texas and Alabama. "Dentrix Enterprise is the only viable enterprise-level software for multiunit organizations," asserted Mr. Morgan.

Within the DSO, partnering dentists at the various locations make operations decisions at a local level while relying on STX Healthcare Management for centralized administrative support. Powered by Dentrix Enterprise, STX Healthcare Management is able to reduce administrative costs and increase negotiating power through economies of scale. Mr. Morgan commented, "Centralizing our systems into one database in Dentrix Enterprise allows us to maintain standardization of master data as well as streamline billing and reporting." Through gained efficiencies, "the clinic staff can focus on patient care."

AUTOMATING THE BACK OFFICE FREES LOCAL OFFICE STAFF FOR PATIENT CARE

Efficient back-office processes are the answer to providing that care. Since using Dentrix Enterprise, "we have been much better at managing our billing and collections," said Mr. Morgan. "Staff are freed up to focus on patient care and communication instead of things like billing and insurance, and the quality of interactions with patients is much higher than we had before Dentrix Enterprise."

HENRY SCHEIN®

Dentrix Enterprise offers "flexibility in your workflow"

Key to running an efficient organization is that Dentrix Enterprise offers "flexibility in your workflow so that you can adjust your processes as your business sees fit." What is STX Healthcare Management's custom solution? Mr. Morgan explained: "We leverage many functions centrally while leaving some for the local office. For instance, insurance is managed centrally because it can very easily get out of hand. However, we find treatment planning to be a rather personal conversation that the patient has with the doctor and staff. And as an organization, we use Dentrix Enterprise to understand what treatment plans are outstanding so we can provide patient call-lists for followup at the local offices."

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> "Dentrix Enterprise is the best choice for our business."
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> *Jon Morgan*
> *CIO of STX Healthcare Management Services*
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EXTENSIVE REPORTING LEADS TO BETTER BUSINESS DECISIONS

STX Healthcare Management realizes many other benefits from centralization, including better compliance review, faster internal audits, customizable reporting and flexibility in mining data. "The software comes with many reports that are useful, and we have been able to write many more that give us a view of our business as we define it. "This has been extremely important in driving our results," said Mr. Morgan. With Dentrix Enterprise, STX Healthcare Management is easily able to import data into their financial system. Mr. Morgan pointed out, "We have been able to develop these transports since it's built on an MS SQL database. This has been pivotal in our success. Most of the other solutions out there are not built on a platform that is as easily accessed."

"Dentrix Enterprise is the only viable enterprise-level software for multiunit organizations,"

Jon Morgan
CIO of STX Healthcare Management Services

THE HENRY SCHEIN CUSTOMER SERVICE IS SUPERB

One of the features Mr. Morgan appreciates about Dentrix Enterprise is not even part of the software: it's the customer service muscle behind it. "We've had a good long-term working relationship with our sales consultant," he said. "In the years following our conversion to Dentrix Enterprise we have been able to address many other issues and opportunities, such as EHR, upgrades and licenses, since support is very responsive and helpful."

Mr. Morgan gives high marks all around to Dentrix Enterprise and its value to STX Healthcare Management. "Dentrix Enterprise has created flexibility within our organization to see data in a way other software has not been able to," he said. "It has allowed us to gain efficiency through consolidating functions to a central location, leaving our office staff to focus on patient care. And finally, it has allowed us to identify opportunities in a way that with a non-Enterprise system would be difficult or inefficient. Dentrix Enterprise is the best choice for our business."

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