

1. Competitive audit goal(s)

Compare the check-in process and how to fill out forms on different competitive apps.

2. Who are your key competitors? (Description)

Key competitors are:

Denticon: a cloud-based practice management solution allowing dental practices to securely access patient data anywhere and anytime. Centralized data and operations.

Dental Intel: End to end practice performance solution. Reminders, patient portal, morning huddle. Live ops, team chat, forms and consents, payments, reviews, follow ups. Insurance eligibility verifications.

Adit: Designed specifically for dental practices. Integrates texts, emails, patient forms, scheduling, analytics, reviews, payments and more.

Weave: all in one platform, phone system, communication tools, scheduling, payments and reviews.

3. What are the type and quality of competitors' products?

(Description)

- Denticon: direct competitor. Offers cloud-based practice management. Their patient chart is very detailed and probably their best feature.
- Modento: Direct competitor. Offers a full end to end practice performance solution. User friendly interface and extra features for office staff and patients.
- Adit: Integrates all features needed to have communication with patients, update forms and analytics
- Weave: Started as a phone service but is slowly adding more features to be able to have effective customer communication and view business analytics

4. How do competitors position themselves in the market?

(Description)

Denticon positions themselves as the best "High Performer", "Best Support", "Best Usability" and "Momentum Leader" in 2023

Modento positions themselves as the only end to end practice performance solution in the dental market.

Adit positions themselves as the only tool dental practices need to manage all aspects of their practice



Weave positions themselves as an All on one platform communications tool. Also “Leader”, “Easiest setup”, “Users Love Us”, “Best Results”, and “Best Usability” in 2023

5. How do competitors talk about themselves? (Description)

Denticon, developed by Planet DDS, is a cloud-based dental practice management software designed to streamline operations, centralize records, and enhance patient experience. It offers features like easy scheduling, integrated imaging, customizable charting, and automated claims, catering to both multi-location groups and solo dental practices.

Modento describes themselves as a company developing a patient engagement platform. Their focus is on handling administrative interactions with patients before, during, and after appointments. They offer a suite of features such as digital forms, online scheduling, mass communication, virtual check-in, consent forms, and online payments.

Adit is known for offering dental software solutions.

Weave describes themselves as a comprehensive platform that provides a unique set of tools for client communication and engagement in the healthcare sector, particularly in dental offices. Their services focus on enhancing patient communication and streamlining office processes through features like appointment reminders, messaging, and reviews. Weave aims to simplify and optimize the way healthcare providers connect with their patients, thereby improving overall patient experience and office efficiency.

6. Competitors' strengths (List)

Denticon

1. Cloud-Based Technology: Denticon is renowned for its cloud-based platform, which offers flexibility and accessibility, allowing dental practices to access their data from anywhere.
2. Comprehensive Practice Management: It provides a complete suite of tools for practice management, including scheduling, billing, and patient communication, making it a one-stop solution for dental practices.

Modento

1. Enhanced Patient Engagement: Modento's platform excels in facilitating better patient engagement through features like digital forms, virtual check-ins, and online scheduling.
2. Streamlined Administrative Processes: It simplifies administrative tasks and interactions with patients, improving the overall efficiency of dental practices.



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Adit

1. Marketing and Patient Acquisition Tools: Adit is known for its strong marketing tools that help dental practices in patient acquisition and retention.
2. Integrated Patient Communication: Offers effective patient communication solutions, contributing to better patient management and satisfaction (source not found).

Weave

1. Patient Communication Platform: Weave provides a comprehensive patient communication platform that integrates various aspects of patient interaction and management.
2. All-in-One Solution: Offers an all-in-one solution for patient engagement, including appointment reminders, messaging, and reviews, aiming to improve patient experience and office efficiency.

7. Competitors' weaknesses (List)

Denticon

1. User Interface and Usability: Some users find the user interface of Denticon to be dated and not as intuitive as they would like, which can lead to a steeper learning curve for new users.

Modento

1. Technical Issues and Glitches: Users have reported experiencing occasional technical issues and glitches with Modento's system, which can disrupt workflow.

Adit

1. Complexity in Setup and Use: Adit can be complex to set up and use, particularly for users who are not tech-savvy or lack experience with similar software.

Weave

1. Cost and Value: Some users feel that Weave's cost is a bit high for the value it provides, particularly for smaller practices or those with tighter budgets.

8. Gaps (List)



Identifying market gaps for dental software companies like Denticon, Modento, Adit, and Weave involves considering common issues and unmet needs in the industry. Here are some potential gaps:

1. **Enhanced Customization:** Dental practices may seek more customizable software options to tailor functionalities to their specific workflows and preferences.
2. **Simplified User Experience:** There's a need for more intuitive, user-friendly interfaces that require minimal training, especially for practices with less tech-savvy staff.
3. **Integrated Tele-dentistry Features:** As telehealth gains popularity, integrating robust tele-dentistry features could be a significant gap to fill.
4. **Advanced Data Analytics:** Providing deeper insights through analytics tools can help practices make more informed decisions.
5. **Affordability for Small Practices:** Many dental software solutions are priced for larger practices, leaving a gap in affordable options for smaller or solo practices.
6. **Seamless Multi-platform Integration:** Ensuring the software integrates seamlessly with various platforms and devices used in dental practices could enhance efficiency and user satisfaction. This would also apply to integration directly with insurance companies.
7. **Improved Patient Education Tools:** Incorporating interactive and informative patient education tools within the software could enhance patient engagement and understanding. The tools could include information like the patients own photos, xrays, and dental notes.
8. **Comprehensive Compliance Management:** With evolving regulations in healthcare, software that simplifies compliance management can be highly beneficial.

9. Opportunities (List)

- Spanish (or other language) translation options.
- Full family check-in and forms filled automatically where applicable.
- Integration with Insurances to provide patients with detailed coverage and financial responsibility during check-in and/or check-out.
- Userfriendly and intuitive interface.
- Digital Upgrade options for patients and financial estimates.



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- Enhance customization for each dental practice. Forms, notes, charts, upgrades, insurance verifications etc.

