

CASE STUDY

How Heartland Dental Provided Access to VideaAI Across 1,500+ Practices in Less Than 10 Weeks

A deep-dive into the industry's fastest-ever rollout of dental AI tech at scale.

The Problem

Heartland Dental and its supported doctors were curious about the potential benefits of AI. After years of research, studying the advancements being made in AI imaging and piloting various solutions, Heartland Dental and its Clinical Counsel of supported providers discovered that AI helps in a variety of ways, including case acceptance, accuracy, and more.

The AI company they would choose had to have the proven capacity and commitment to serve Heartland's supported practices long-term. Before making their decision, they needed assurance that the tech company they worked with could quickly onboard their supported providers and teams before year end (within a mere 10 weeks) and plan and execute an onboarding process that would reliably drive adoption to grow AI usage, starting on day one of 2024. Heartland Dental's leadership was seeking an "AI partner" for long-term collaboration.

Why Heartland Dental Chose VideaAI

While completing lengthy due diligence, Heartland Dental had discerned that VideaAI was the most comprehensive dental AI imaging software and that VideaHealth's proposed framework for onboarding would make rollout feasible within the desired ten weeks. VideaHealth's history of reliable collaboration was also a key piece.

Seth Gibree, DMD, FAGD, Heartland Dental's Senior Director of Clinical AI and Innovation, said, "It was important for the rollout of AI to be a smooth experience for our supported doctors while enhancing patient care. We knew collaboration would be critical to success. It was an important opportunity for Heartland Dental supported doctors and the broader dental industry that this can be done. We worked together to address two questions: How do we help patients accept the care they need, desire and deserve? How do we help clinicians deliver a higher level of care with consistency? Heartland Dental chose to partner with VideaAI because we know VideaHealth provides the functionality that will support the doctors, and we know VideaHealth will be an exceptionally collaborative partner long into the future."

One of the greatest takeaways I have from this entire journey with VideaHealth is that they are exceptionally collaborative and a true partner.



Dr. Seth Gibree, DMD, FAGD
Sr. Director of Clinical Advocacy

Adoption-Focused Onboarding



Right from the beginning, Heartland Dental and VideaHealth focused on driving user adoption. Heartland Dental's rapid adoption of dental AI is based on VideaHealth's multi-phase onboarding approach.



A technical installation phase that lasts 1-4 weeks. Installation is tailored to the needs of each DSO and includes script customization, data sharing, and extensive quality control testing and monitoring.



An onboarding and change management phase spanning 4-8 weeks, with a heavy focus on developing AI champions within the organization who will influence others with their enthusiasm.



After the installation, onboarding, and change management phases, all customers receive ongoing and continues support from the customer success team.

This framework solved the problem of onboarding AI tech at scale while achieving high adoption.

As VideaAI was released to Heartland Dental's supported practices, the VideaHealth team used data to monitor usage and adoption. "Our platform tracks adoption," said Jeremy Kean, VideaHealth's Vice President of Client Success. "In an automated way, we continuously roll up the usage statistics, analyze that data, and present our recommendations. With Heartland Dental, those recommendations were distributed to their regional managers, who then had conversations with practices that needed additional guidance."

"Communication is key," said Dawn Mathwig, Heartland Dental's Clinical Operations Program Manager, AI. "We communicated at all levels of the organization in detail about our history of vetting an AI solution, our focus on providing access to all supported doctors and dental office team members, and the potential benefits of using AI. We gave them confidence in the AI and verified they understood how the technology helped."

"Based on our prior onboarding of other doctors affiliated with a dental support organization (DSO), we knew we had an effective model for rollouts," said Florian Hillen, founder and Chief Executive Officer (CEO) of VideaHealth. "Our team was energized to meet Heartland Dental's goals. We were on a mission to exceed all expectations. With Heartland Dental's leadership collaborating closely with us during the prep work and onboarding phases, we completed the rollout in less than ten weeks."

Hillen continued, "Every DSO is different. The great thing is though, that this framework and process also works for different types and sizes of DSOs. The key is to roll it out and foster clear change management, so it is not just a great new technology but is actually being used every day and has the impact we promise to our customers."

Ongoing monitoring, frequent feedback, proactive support, and thorough communication are standard operating procedures during implementation and onboarding.

The Results

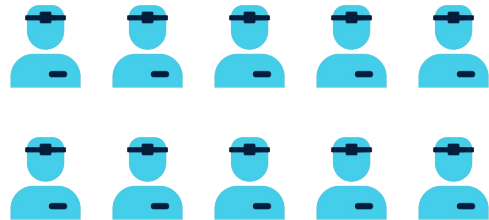


Within 10 weeks, over 1,500 Heartland Dental supported practice locations were implemented and onboarded. VideaHealth and Heartland Dental monitor both user activity and engagement to understand adoption across the entire DSO. Activity is high, with almost every practice using VideaAI every day. Clinical engagement, or the percentage of eligible patients where VideaAI is used to support treatment planning, is increasing steadily every month.

“Tight-knit collaboration ensures rapid and effective preparation, onboarding, support, and performance throughout all phases of implementation.” said Hillen. “The Heartland Dental results demonstrate that strong communication, the creation of a detailed collaborative implementation framework, and well-managed execution of the plan pays off in meeting the challenges of integrating AI solutions at scale and achieving the goals of enhancing clinical quality, operational efficiency and revenue on time.”

Strong collaboration between Heartland Dental’s and VideaHealth’s leadership throughout all phases of planning, prep work, execution, and support was critical to their success.

Patients are more engaged, asking more questions, and taking responsibility for their oral health. This is good for patients and their trust in dentists.



95%+

Heartland Dental supported locations with active VideaAI users



Dr. Timothy Quirt
Vice President of Clinical Operations

Why DSOs' Supported Doctors Are Adopting VideAI

VideaHealth is the leading dental AI company, offering dental providers a comprehensive technology suite that addresses virtually every dental disease state. Dental support organizations are increasingly embracing VideAI for supported offices because of the advantages it delivers to their providers and teams to better serve patients and grow their practices:

Enhanced Diagnostic Accuracy: VideAI provides real-time clinical insights by analyzing dental X-rays. Its FDA-cleared AI algorithms assist dental professionals in detecting dental features, including carious lesions and pediatric dental conditions, with greater accuracy.

Greater Patient Understanding: VideAI's intuitive chairside AI visuals are easily understood by patients. Patients more readily understand the urgency of treatment and the benefit of choosing immediate care.

Ease of Integration: VideAI integrates with almost every dental practice management system and radiography system.

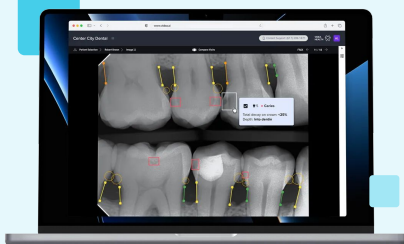
Successful Rollouts: VideaHealth can onboard rapidly at scale and support change management to quickly grow usage. Their approach is highly collaborative and detailed.

Industry Trust: VideAI is used by over 30,000 dental clinicians daily and supports the diagnosis of over 15M patients every year.

We are on a mission to improve the consistency of highest-level care. VideaHealth knows trust is built on expertise and dedication to the best customer support. This trust can only be sustained by genuinely caring about the success of our clients and continuously collaborating to meet their needs.



Florian Hillen
Founder & CEO, VideaHealth



Don't Be Left Behind in Adopting Dental AI!

VideaHealth can apply this same rollout model to onboard a DSO of any size in a predictably reliable and timely way. Talk to a VideaHealth team member today to see how you can get started using AI in your DSO at videa.ai/landing/option