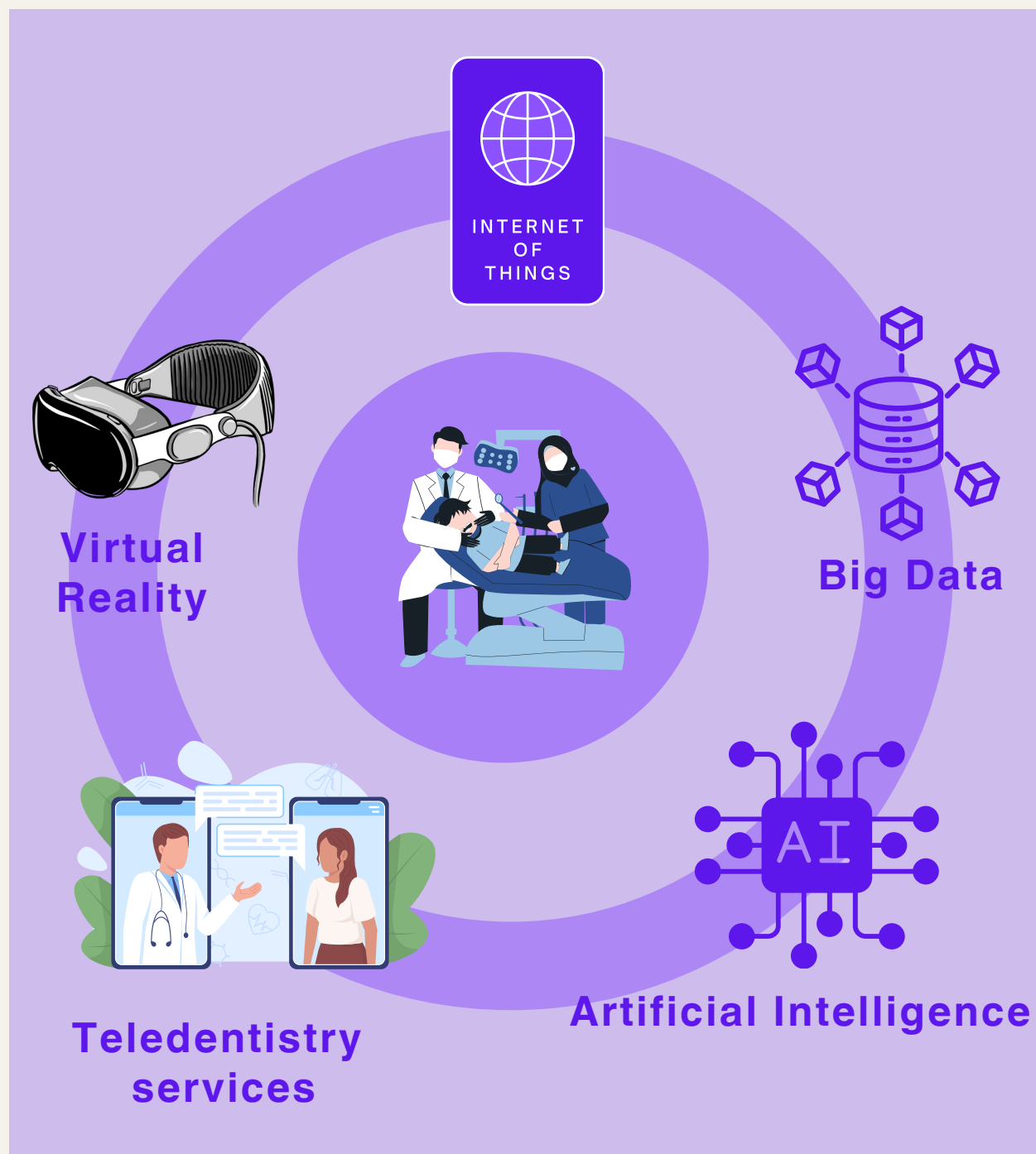# Dental-Care
Digital Transformation

WHAT | WHY | HOW

Dr Drishti Chopra

www.linkedin.com/in/dr-drishti-chopra-6b434114b

What is digital transformation of/for dentalcare?

INTERNET OF THINGS

Virtual Reality

Big Data

Teledentistry services

Artificial Intelligence

Strategic adoption & integration of digital technologies, processes, and data-driven solutions with an aim to;
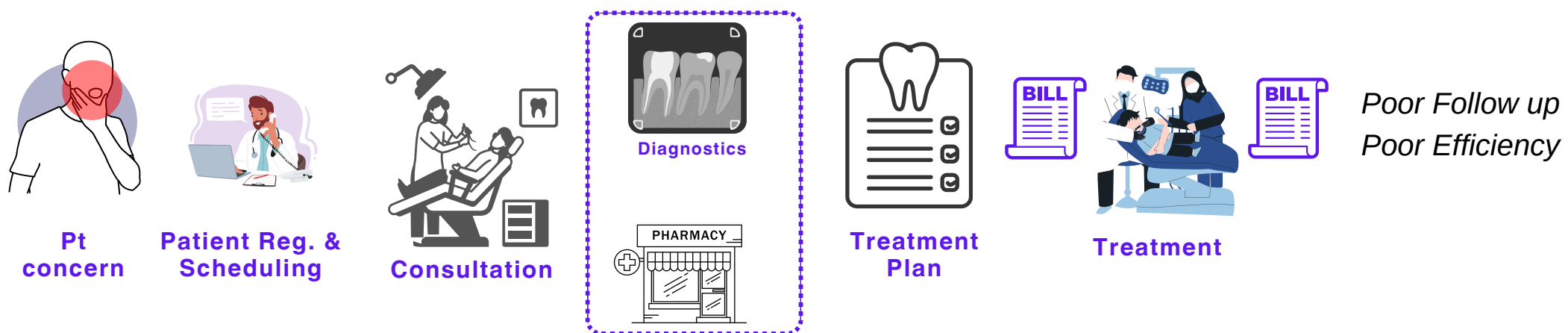
- **Enhance** patient care/education
- **Increase** revenue generation for dental professionals
- **Reduce** costs of treatment
- Ultimately give **access**, **improve** health outcomes

Dr Drishti Chopra

www.linkedin.com/in/dr-drishti-chopra-6b434114b

Digital Transformation -Why Now?

Pt concern · Patient Reg. & Scheduling · Consultation · Diagnostics · PHARMACY · Treatment Plan · Treatment · *Poor Follow up Poor Efficiency*

eXperience of Patient Care Journey is fragmented

Consumer-Dental patients' biggest pain points:

- **difficulty** in understanding the dentalcare ecosystem
- leading to **impersonal communication & transactions**
- **complicated & time-consuming** Ist Dental Consults
- **little-no efficient time** with dentist for navigating treatment plan
- Impacting **pt. trust & higher cost of treatment**

Less accessible, Less mobile, Less connected!

Dr Drishti Chopra

DentalCare is Changing

	2020	... 10 years
Consumer Engagement	Digital presence through business website, social media & maybe WhatsApp account	Live-communication. Care is organised for pt. & reaches them anywhere, anytime with fluid data.
Data	Diff. source of data, fragmented & lacks standardisation with no analytics capabilities & data usage.	Data-driven decision making & behaviour management with embedded analytics for Dr-Pt.
Innovation	Pilots & POC testing ideas, incubating-supporting innovations	Positive pilots for core business. Strategic partnership & learning curve for innovations
Regulation-Compliance	Early experimenting	Mature programs, Approvals for data-privacy, HIPAA compliance
Business Model/ Payment	Fee-for-service D2C	Value/Education-Based Outcome/B2C
Care Delivery	Centred around dental clinics/DSO/Dental Hospital/ Radiological Centres	Centred around patients, close to home, powered by remote device, self screen-basis

Dr Drishti Chopra

Dental-Care Digital transformation is imperative!

Digital dentalcare transformation is a necessity to meet the evolving needs of patients, improve healthcare access & outcomes & address the challenges & create opportunities presented by the changing era post-covid. It allows Dental Clinics to

- **provide** better care
- **operate** more efficiently
- **increase** their bandwidth to cover more incoming patients
- remain **competitive** in a rapidly advancing digital age.

Dental Professionals should see technologies as a "system" & not as independent or marketing fixes

Dr Drishti Chopra

Digital Transformation stages

Moving from paper-based to electronic records- developing data policies, principles, procedures & governance

Creating interoperability between systems for joining data and allowing comparable outcomes

Integrating AI for real-time clinical & operational decision making & value-based/ dental health outcomes from these models
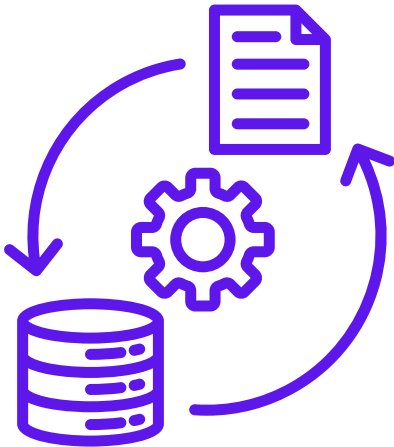
DIGITIZATION

Making Dental healthcare delivery **accessible**, **affordable**, **actionable** & **accurate** _anywhere, anytime and anyplace_ in a digital format.

DIGITALIZATION

Making the process more automated through use of digital tools

DIGITAL TRANSFORMATION

Devising new business applications that integrate all the digitized data & applications.

Drivers
- Productivitiy Pressure
- Economic Pressure
- Consumer Demand
- Need for preventative awareness
- Elderly patient-base & Chronic Disease

Drivers
- Empowering patients with education
- Interoperability
- Workforce Shortages
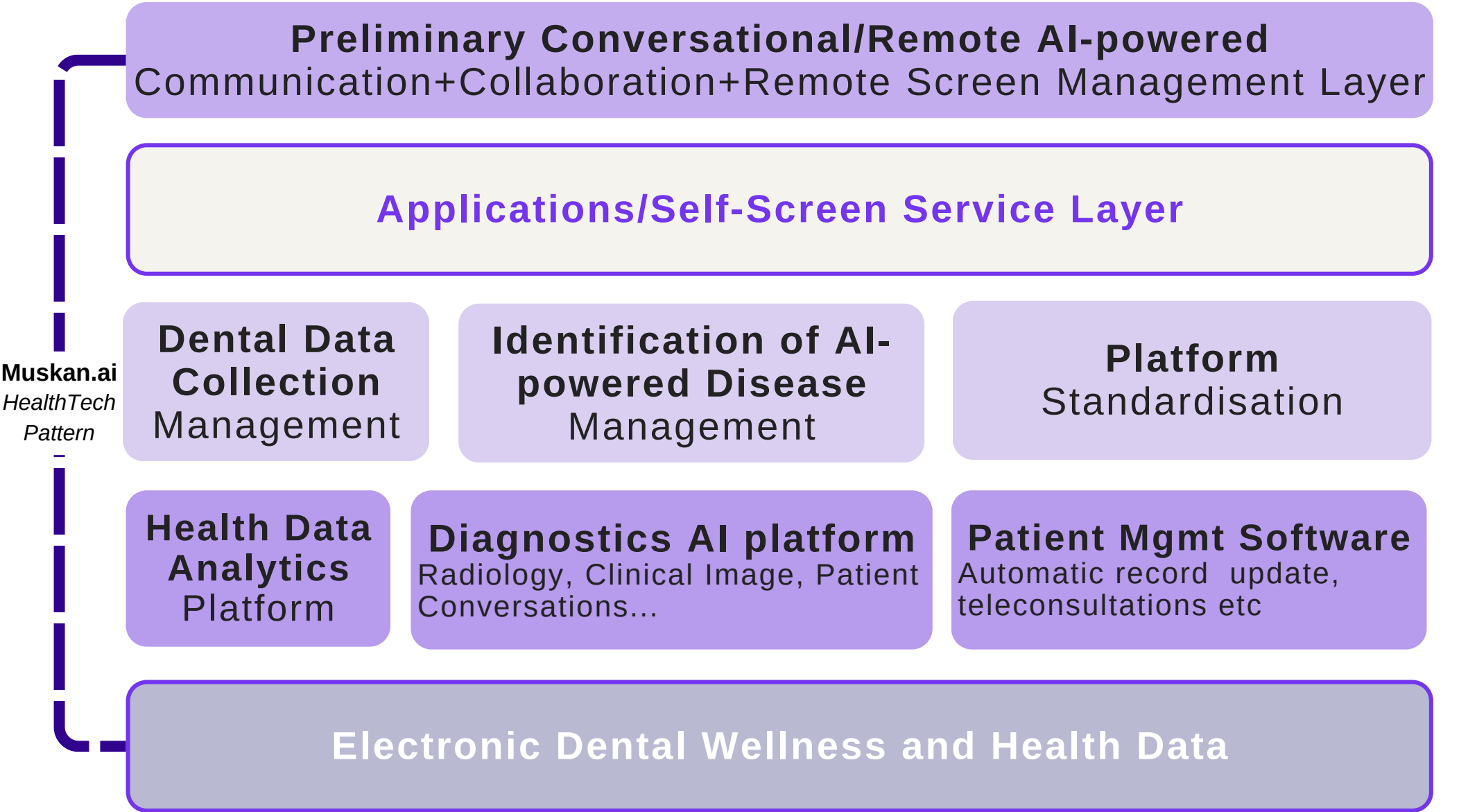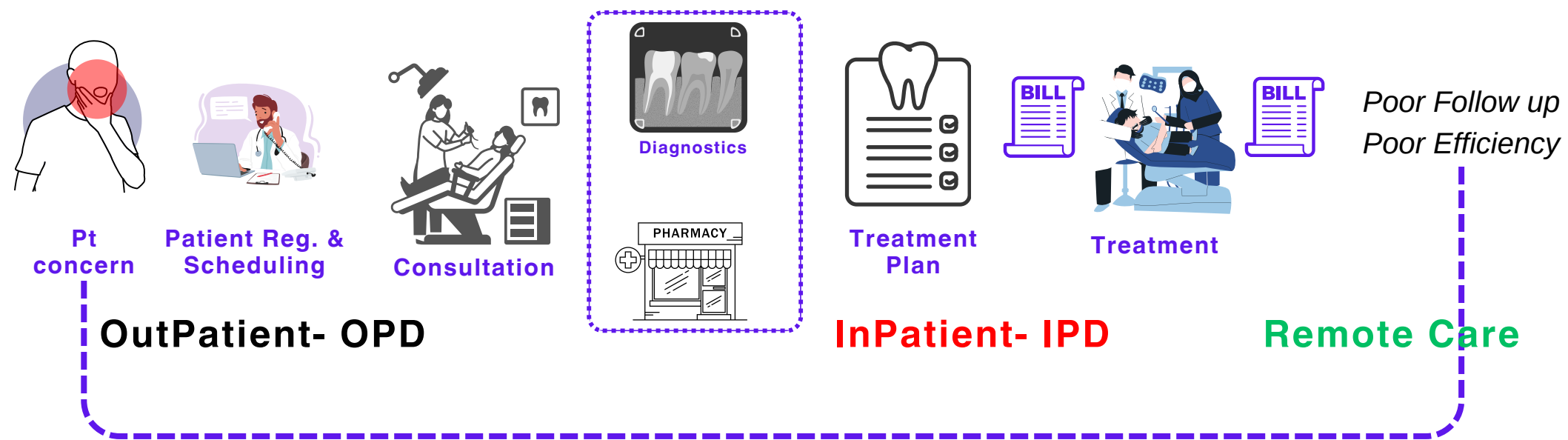- Tech Integration through modernising business

Drivers
- Tech advancement
- Ecosystem Play
- Standardised platform model
- Risk/reward sharing

Dr Drishti Chopra

05/10

Digital-Ist Dentalcare "platform" approach

Pt concern | **Patient Reg. & Scheduling** | **Consultation** | Diagnostics | PHARMACY | **Treatment Plan** | **Treatment** | *Poor Follow up Poor Efficiency*

OutPatient- OPD | **InPatient- IPD** | **Remote Care**

Muskan.ai
HealthTech Pattern

Preliminary Conversational/Remote AI-powered
Communication+Collaboration+Remote Screen Management Layer

Applications/Self-Screen Service Layer

Dental Data Collection Management

Identification of AI-powered Disease Management

Platform Standardisation

Health Data Analytics Platform

Diagnostics AI platform Radiology, Clinical Image, Patient Conversations...

Patient Mgmt Software Automatic record update, teleconsultations etc

Electronic Dental Wellness and Health Data

Dr Drishti Chopra

'Integrated Innovation'

| Daisy (Mobile) | Daisy (WhatsApp) | Oral Screening (AIMA) | Radiographs (AIRA) | Web/Internet |

Patient Information Mgmt.+ Care Mgmt. Journey
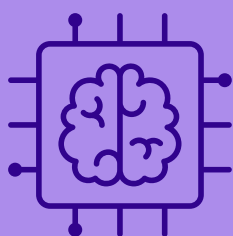
AI,ML,DL,RL, Computer Vision, GPT

FEATURES

DentalCare Provider System

- PMS, Clinical Performance Dashboard, AMS
- Teleconsultations, AIMA, AIRA etc
- Dental LLM
- LIMS etc

Dentalcare Patient System

- Remote Care
- Teledentistry
- Patient Education
- Membership
- Dental Record Management
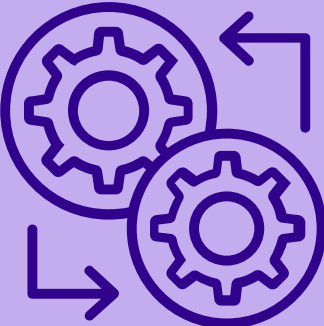- Digital Records
- Billing

Dr Drishti Chopra

www.linkedin.com/in/dr-drishti-chopra-6b434114b

Key to
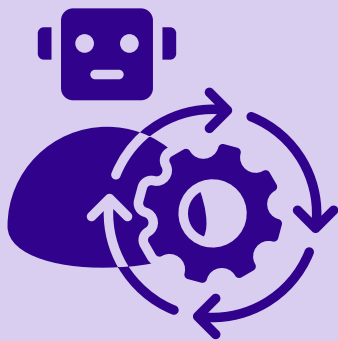# Digital DentalCare Transformation Success

Integration APIs

Intelligence AI-Analytics (AIMA, AIRA, DAISY)

Automation

Collaboration
Muskan.ai
Ecosystem/Platform

muska.ai

Agility
Time/Speed

Flexibility
Remote Self Serve Engagement/ Business Models

Dr Drishti Chopra

Indian DentalCare Market
Muskan.ai's point

Dental-Care
Digital Transformation

WHAT | WHY | HOW

Dr Drishti Chopra

www.linkedin.com/in/dr-drishti-chopra-6b434114b