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Dental Health Associates P.A.

Patient care remains the priority of Dental Health Associates after decades of change and growth.

A lot has changed since Dr. Clifford Lisman's father founded the practice now known as Dental Health Associates in the 1940s. Technology and the ins-and-outs of third party insurance reimbursement are both more complicated, and the practice's patient base has changed from a blue-collar demographic to a more diverse family-oriented clientele.

Dental Health Associates has also grown considerably from its origins as a small practice to a regional dental care provider with nine locations in New Jersey. Lisman joined his father's practice in 1978 and became sole owner in 1986, at which point he expanded the practice and gave it the current name.

Lisman today is the company's CEO and president and owns the company along with Dr. Andrew Singer. Although the practice continues to grow and evolve to reflect current trends and practices, its focus on treating patients well - in terms of dental care as well as in providing friendly service - remains a constant.

This focus on patient care is reflected in the company's mission statement - achieving 100 percent patient satisfaction - as well as its core values of achieving customer service and quality.
care, employee job satisfaction and development and practice growth and profitability.

Dental Health Associates provides a full range of dental services for patients from childhood to adulthood including orthodontics, oral surgery, periodontics and general dentistry. Each of the practice’s nine offices offers the full range of services, giving patients the convenience of receiving care at a location closest to them, the company says.

A Work in Progress
For Dental Health Associates, maintaining its core values is a constant process that involves working closely with dentists and staff while dealing with the complexities of third-party insurance reimbursement. “This is an ongoing work in progress that has commanded our attention for many years and continues to do so,” Lisman says.

Current internal priorities include expanding employee training. The company recently hired a dental hygienist to take on the role of corporate trainer. The trainer’s duties include organizing internal group and individual training sessions and verifying that all of the company’s locations are at the same knowledge level. Training manuals are also being updated. “We’re setting up a standardized program so all of our people are trained the same way on everything we do,” he adds.

Upgrading technology is another priority of Dental Health Associates. The company is in the process of upgrading its software licenses and ensuring all of its employees understand the idiosyncrasies of each of the insurance providers it works with. These upgrades will help Dental Health Associates supplement systems it has in place to manage patient care and insurance claims.

“We’re very focused on quality and patient satisfaction and have various systems in place that allow us to provide value to patients and third-party payers,” Lisman says. “I believe these systems give us a good competitive edge.”

Putting Patients First
Lisman describes Dental Health Associates’ internal culture as being one that adheres to a straightforward corporate philosophy. “Our philosophy is: patients come first, no team member is more important than the team, it’s okay to make mistakes but we must learn and grow from them, and we measure by results, not by effort,” he says. “This philosophy is what I personally adhere to and run the company by.”

The company’s philosophy of measuring results is motivating a potential employee incentive program that would offer bonuses for quality care. “Right now, compensation is based solely on commission, which has the affect of incentivizing production but doesn’t take quality care or patient satisfaction,” Lisman adds.

Although new incentives are under consideration, Lisman also believes in keeping staff motivated through making employees feel they have a personal stake in the company. “It’s really a matter of providing a work environment that is friendly, respectful and allows people to feel good about what they do and gives them job satisfaction,” he says. +

-Jim Harris

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Congratulations to Dr. Lisman of Dental Health on great success, continual growth and forward thinking leadership.

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