One-stop, full service ‘Web Systems’

From customized Web sites to 3-D patient education videos, American Dental Software offers the full array of marketing and educational software for the modern dental practice

You may ask yourself, “What is a Web System?” Well, it is a fully functioning group of software programs that incorporate a fully customizable Web site, 3-D patient education videos, HIPAA-compliant patient forms and completely environmentally friendly transfer of documentation as well as patient communication software.

These are just a few of the tools to help market your practice to millions of people over the Web, and in your practice to your existing patient population.

“We like to think of ourselves as the one-stop company for the needs of dentists when it comes to Internet presence, marketing and software,” says Senthil Kumar, co-founder and CTO of American Dental Software.

“We started out as a company providing customized Web sites with unlimited changes for dentists, and since our humble beginnings we have successfully developed a complete Web system for the dental community.”

American Dental Software, a part of Siva Solutions, got its start when Kumar’s wife, Dr. Keerthi Senthil, co-founder and CEO, returned from one of her lectures and handed Kumar a brochure of a Web site company charging a lot of money for a simple site.

“Her thought was, ‘Everyone thinks dentists have a lot of money and want to overcharge them,’” Kumar says. “We wanted to offer services and products at a more reasonable and honest price.”

Since then, American Dental Software has focused mainly on providing customized Web sites to dentists, with the level of involvement strictly up to the dentist. The company offers unlimited changes and content as well as unlimited videos, interactive patient forms that are HIPAA compliant and unlimited support.

Web site package details

Every Web site from American Dental Software comes with viewer customizable features such as increasing the size and changing the color of the text as well as changing the overall look of the site.

Some of the other features included with every Web site are a dedicated search engine, blogs, directions linked to Google maps, a FAQ page, post-up instructions, 100 e-mail addresses connected to the site, gallery pages and online chats.

All clients receive two Web sites: one with flash animation, which can be viewed by patients with high-speed connections, and another version without any flash animation for people who use dial-up.

Turnaround time for the initial Web site and any changes along the build-

Client testimonial

“I began to see the importance of a Web site when I realized that I could have my patients and referring doctors consult my site and learn, clarify and introduce themselves to my office and the services I provide. At the AAOIMS meeting in Honolulu I visited several display booths and found the American Dental Software booth to be friendly, unpretentious and helpful. They listened to my needs and assured me that they could provide a Web site that I and referrals and my patients would find user friendly.

“During the development phase of my Web site, the company was available, informed and willing to help at all levels to build a Web site that reflected my values, interests and the office philosophy. The cost was reasonable and included all changes and updates that I would require as long as I wanted. I am glad to recommend its services to anyone in preparing a Web site that you can be proud of.”

Vincent W. Farhood, DDS, FACD
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Six-year followup photo
photo courtesy of Joseph P. O’Donnell, DMD

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