

# BaseAi Corp.

## Dental CRM Software

Our software keeps your systems running at peak performance.



Long-term plans,  
embedded teams,  
and remote support.

**DATE :**  
MAY 2018

**DENTAL CRM SOFTWARE**  
**INTRODUCTION**

**CREATED FOR :**  
DENTAL OFFICES

**CONTACT:**  
VIACHESLAV MASHCHENKO  
CTO, DIRECTOR  
[SLAVA@BASEAI.CO](mailto:SLAVA@BASEAI.CO)  
BASEAI CORP.



# Drive competitive advantage with BaseAi

**SUCCESSFUL DISRUPTIVE COMPANIES ARE AUTOMATING BASIC AND REPETITIVE BUSINESS FUNCTIONS BY USING BASEAI'S NEW-GENERATION TECHNOLOGY SOLUTIONS.**

## **YOUR INDUSTRY INSIGHTS:**

As per the data collected by American Dental Association, 60% of adults in the U.S. select cost as the primary reason for not visiting the dentist more frequently.

**BaseAi strongly believes by implementing its business automation solution, Dental Offices can reduce their operating costs significantly. This will allow them to pass on the savings to their existing and potential customers.**

Other primary factors for not visiting Dental Office are being afraid of the dentist (21%) and inconvenience of location or time (19%).

**BaseAi's Dental CRM software relieves dentist, dentist assistant, and administrative staff from repetitive and mundane tasks. This allows them more time to engage and educate patients, build customer loyalty, and increase customer retention.**

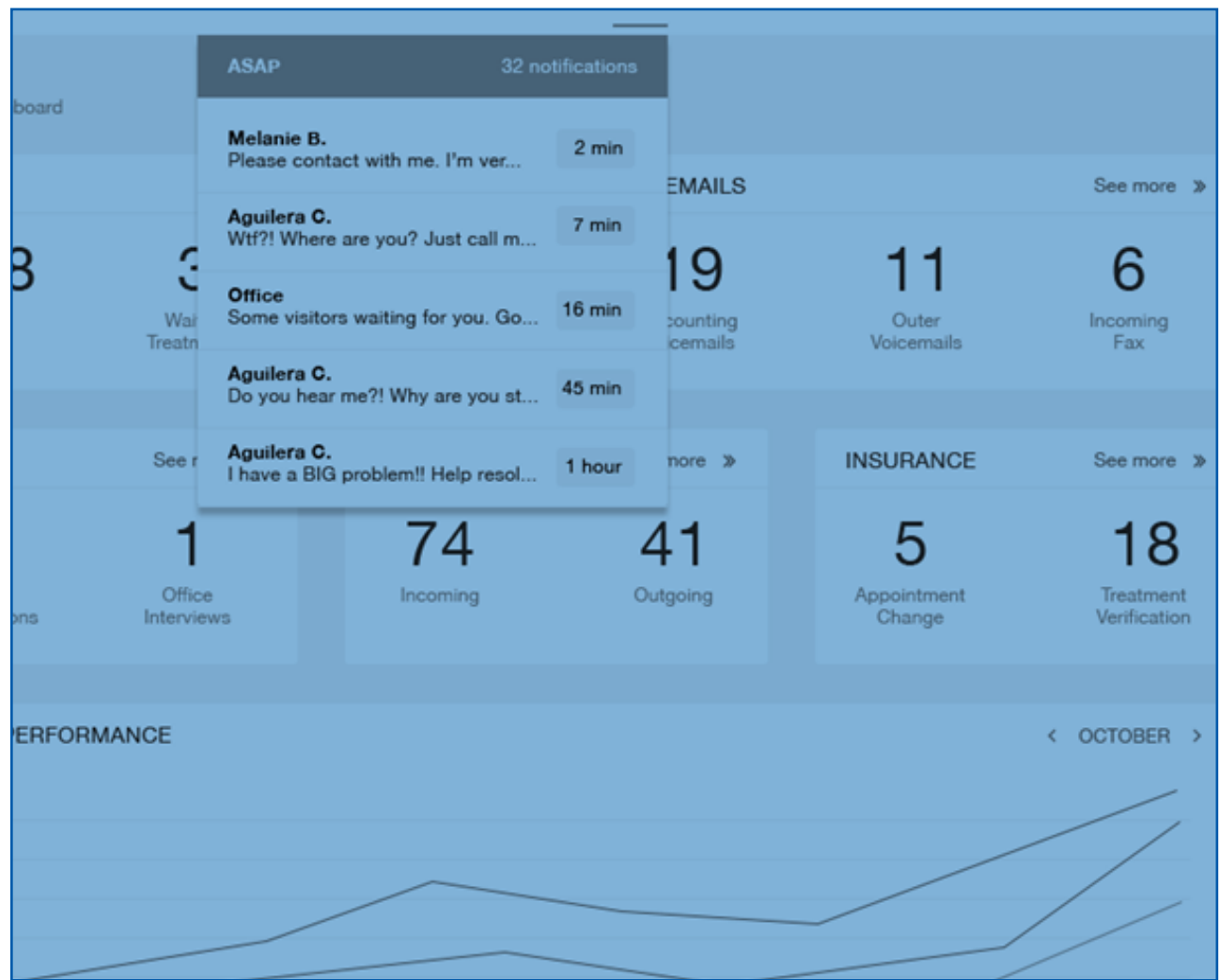
In the U.S., average dental office (solo and non-solo) profit and loss statements is as follows:

- (A) Gross Billing = \$750,000
- (B) Expenses = \$650,000 (87% of A)
- (C) Net Income = (A) - (B) = \$100,000

**Our Dental CRM software enables Dental Office to reduce operating costs, improve efficiency, and increase billing resulting in an improvement in overall profitability by at least 15%.**

You can manage all activities of your dental office from an intuitive dashboard which allows you better decision-making capabilities, full automated control of your business, and a better understanding of your business functions.

Intuitive dashboard to track all activities





# BaseAi's Difference Compared to Traditional Software Companies

For a live demo of our software, contact:

**Viacheslav 'Slava' Mashchenko**  
CTO  
slava@baseai.co

We are not a traditional or conventional business automation company. Your opinion matters to us, and we take your business specific inputs during the development of new modules and future enhancements to make the CRM work for you at the peak capacity.

**For management and staff to run the business better,** we create reports of all activities which are easily accessed on an intuitive dashboard resulting in less paper, reduction in routine work, more time to work with patients, automatic creation of work/vacation time schedule, easy access to all history of communications (emails, chats, etc.) with patients, a quick and easy find and search any message, timely task reminders for staff, clear instructions for staff to know what/when to do, incentive systems motivating staff to go above and beyond.

**For your patients,** our software provides easy management of the

treatment process for every patient which includes information on procedures, phases and costs, a quick and easy search of patients' records, access to all communications with the patient, auto-reminders for staff to connect with patients, automatic identification (including inbound calls) and check-in patients upon arrival.

## LARGE ENTERPRISE SOLUTION



### MANAGE MULTIPLE CLINICS

Our software enables you to organize and manage your chain of clinics in a fast and easy manner from a single location. For example - autogenerate schedule for your staff for all clinics with specific conditions.

### Documentation

Manage all files, paperwork, and documentation at one place.

### Set up and permissions

Easy setup detail permissions for any page of CRM for every doctor or other staff members. setup and manage rules for moving/relocating doctors between clinics.



### CENTRALIZED CUSTOMER SUPPORT

You can organize call-center and see all recorded conversations with patients and create flexible scenarios for communicating with patients.

We have delivered enterprise solution to a leading provider of dental support services in the U.S. which supports affiliated dental practices in all non-clinical aspects of dentistry including staffing, patient scheduling, billing and collections, financial reporting and analysis, enabling associated dentists to focus exclusively on delivering high quality patient care.

For more information, please contact: [slava@baseai.co](mailto:slava@baseai.co)

## Interface

### MANAGE MULTIPLE CLINICS

Easy customization of data - tables and fields, user-friendly interface created for your convenience and to be simple for your staff, dentists and practice owners, and you may embed your team in system development so that you can easily understand and implement the CRM.

Our help-desk is always here to answer to any of your questions

## Privacy

### SECURITY AND SAFETY

We provide medical data protection (HIPAA-compliance), secure connection (SSL), cloud computing & easy servers scalability, constant software maintenance (over 5 years of delivering new features), and ongoing support.



# Main Benefits & Features

Our CRM can be used by comprehensive general dentistry services, as well as multiple specialty services including endodontics, oral surgery, pedodontics and periodontics.

As a decision-maker you have to analyze the total cost of ownership (TCO) for an on-premise software system and a Software-as-a-Service (SaaS) system. BaseAi offers flexible pricing structure to help you in your decision making process.

Request live demo now!

## DENTAL OFFICE MANAGEMENT SOFTWARE

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Enabling dentists to focus exclusively on delivering high quality patient care.

### ON-PREMISE SYSTEMS

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Sold through a perpetual license; you pay up front and own a license to the system in perpetuity.

### SOFTWARE AS A SERVICE

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Subscription terms range from monthly to annual to multi-year.

**For detail information on licensing fee, set-up, integration, custom development and other costs, please contact us at [info@baseai.co](mailto:info@baseai.co).**

### UP COMING IMPROVEMENTS AND DEVELOPMENTS

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**Chatbot engine & messenger** to streamline communication with patients, to automate and simplify patients booking, check-in & registration, payments, follow-ups and other marketing efforts.

**IoT additions:** sensors to collect real-time information on staff hygiene, movement, and location. Staff work optimization, environment optimization for staff and patients, wearable health sensors for clinics, and much more. This solution is implemented for solving real business tasks and be offered as a custom solution.



<b>Patient Treatment Plans Engine</b>	Allows keeping track of all activities that staff performs with patients (treatment phases, plans, procedures), visiting and planned schedule, and payment schedule.	<b>Internal Mail Engine</b>	Allows communication between staff members. The engine works like full functioning mailbox service with filter options, categories and folders.
<b>Permission Engine</b>	Allows system to work in dental chains and grant access to specific users for specific sections and actions.	<b>Staff Incentive Engine</b>	Review module allows to set up incentives for staff to perform specific actions and to be rewarded accordingly.
<b>Membership cards &amp; Discount Plans Engine</b>	Allows to setup cards and discounts for patients, find patient profile immediately upon card swiping on reception. It will enable to serve patients faster and automate the process.	<b>Doctor Scheduling Engine</b>	Allows to automatically generate and assign work schedule by rules and condition inside one office or between different offices.
<b>Payment and Insurance Engine</b>	Allows to setup payment options and generate invoices for patients and internal records.	<b>Staff Incentive Engine</b>	Review module allows to set up incentives for staff to perform specific actions and to be rewarded accordingly. Referral suite allows to setup rewards for patients for bringing their friends to dental office.
<b>Report Engine</b>	Allows viewing stats of staff performance and generate PDF reports.	<b>Forms &amp; HR Engine</b>	Allows keeping and managing documents and process recruitment requests.
<b>Call-Center Engine</b>	<ul style="list-style-type: none"> <li>• Auto-opening of patient profile upon incoming call.</li> <li>• Voicemail &amp; fax engine allows to managing all patients' recordings.</li> <li>• Flowchart engine allows creating scripts that automates calls and manages staff conversation with patients.</li> </ul>	<b>Mass Text Messaging</b>	Allows notifying staff immediately about important information on their cell-phones.
<b>Tickets &amp; Cases Engine</b>	<p>Allows gathering and managing all communication with patients to process all inquiries in time.</p> <ul style="list-style-type: none"> <li>• ability to setup many message boards and gather emails from different mailboxes</li> <li>• automatic sorting messages by categories, rules and conditions</li> <li>• assign staff for specific boards with automatic alerts of incoming messages</li> <li>• adding tasks with alerts to specific staff members</li> <li>• mail-templates to automate replies</li> </ul>	<b>Inventory Engine</b>	Allows keeping records and order needed inventory for dental office.

**Additional modules can be added,  
and existing modules can be  
customized.**



# Dental CRM Images

## Selected Screenshots for your review

### Innovative Systems

**OUR SOFTWARE IS NEEDED TO GUIDE BETTER AND FOR MORE PROFITABLE DECISION-MAKING.**

The mindset of today's business demands relentlessly measuring, monitoring, predicting, and acting on the data of business and its ecosystem, in a continuous, automated manner, using BaseAi's new-generation technologies. By implementing business automation and ultimately AI systems, you can identify untapped opportunities, expose hidden risks, and automate repetitive and redundant work by leveraging data and the Internet of Things – all in real time.

Id	Name	Action
1	Super Admin	[View] [Edit] [Delete]
2	temp	[View] [Edit] [Delete]
3	Basic	[View] [Edit] [Delete]
4	Front office Level 1	[View] [Edit] [Delete]
5	Front office Level 2	[View] [Edit] [Delete]
6	Ortho	[View] [Edit] [Delete]

**GROUP OF PERMISSIONS FOR DIFFERENT STAFF MEMBERS**

Your Email: johnblack@me.com  
 Subject: Scheduling  
 Phone Number: 1055028599  
 Best Contact: Email  
 Message: Please set 2 appointments, for me and my wife in sequence.  
[attached file](#)

**Change labels**  
**Categories:** Patients  
**Assign categories**  
**Assignees:**  
 Patient Coordinator  
 Treatment Coordinator  
 Sep 20 2016 05:12 PM  
**Created By:** johnblack@me.com

**Subscribers:** [Edit] [Clear]

**CASES & TICKETS MANAGEMENT**





<b>Patient Scheduling Sheet</b>	<input checked="" type="checkbox"/> CLEAR <input type="checkbox"/> READ <input type="checkbox"/> WRITE <input type="checkbox"/> DELETE <input type="checkbox"/> ADMIN
	Access for Patient section. Scheduling Sheet, Ins verifications, Arch Patients. Links: Scheduling Sheet, Ins verifications, History Groups, Arch Patients
<b>Patient Verification Group</b>	<input checked="" type="checkbox"/> CLEAR <input type="checkbox"/> READ <input type="checkbox"/> WRITE <input type="checkbox"/> DELETE <input type="checkbox"/> ADMIN
	Access for Patient Verification Group section. Link for this section: <a href="#">Click here</a>
<b>Warranty</b>	<input checked="" type="checkbox"/> CLEAR <input type="checkbox"/> READ <input type="checkbox"/> WRITE <input type="checkbox"/> DELETE <input type="checkbox"/> ADMIN
	Access for Warranty section. Link for this section: <a href="#">Click here</a>
<b>Employees Permissions</b>	<input checked="" type="checkbox"/> CLEAR <input type="checkbox"/> READ <input type="checkbox"/> WRITE <input type="checkbox"/> DELETE <input type="checkbox"/> ADMIN
	Multiple permissions control

## CRM Selected Images

The screenshot shows the 'Discount Groups' interface in a CRM system. The breadcrumb trail is 'Ortho Trx Log / Ortho Plan Manage'. The main navigation includes 'Discount Groups', 'Plans', and 'Summary'. Below the navigation are tabs for 'Treatment Types', 'Discounts', 'Upgrades', and 'Payment Options'. The 'Discounts' section is active, displaying two discount group configuration cards. Each card has a close button (X) in the top right corner. The first card is for 'Introductory Discount' with a name of 'Grand Opening Discount', a discount type of '\$', and an amount of '1000'. The second card is for 'Pay In Full Discounts' with a name of 'Pay in Full', a discount type of '\$', and an amount of '995'. Both cards have a 'Payment Methods applies to' section with a checked box for 'Pay in Full'.

### PERMISSIONS BY SYSTEM SECTIONS

The screenshot shows a patient card swiping interface. At the top, there are three tabs: 'Find Card', 'Incomplete cards', and 'Reporting'. Below the tabs is a 'Swipe card' button with a card icon, a 'Clear' button, and a 'Submit code' button.

### SWIPE PATIENT CARD TO AUTOMATICALLY LOAD HIS/HER PROFILE

### DISCOUNT GROUPS & OTHER OPTIONS

Request demo with our

system expert!

[slava@baseai.co](mailto:slava@baseai.co)



## Meet the Team

We bring decades of collective experience to change your headwinds (big data) into tailwinds (AI and automation systems). We have a deep passion for helping businesses implement and integrate AI systems into business strategy. We help management understand the role of AI in the context of the ecosystems and its impact on all stakeholders.

### **Imran Firoz, Co-Founder, CEO & Director**

Imran is responsible for strategic planning & corporate development, M&A, financial restructuring and risk management. He is responsible for implementing financial controls, putting in practice compliance guidelines and planning disaster recovery strategy.

Imran received his MBA in April 2001 from Richard Ivey School of Business, University of Western Ontario, Canada and graduated in July 1993 with Bachelor of Engineering (Chemical) from Aligarh University, India. Mr. Firoz is a Certified Financial Risk Manager from Global Association of Risk Professionals (GARP), New

Jersey since January 2003.

### **Viacheslav 'Slava' Mashchenko, Co-Founder, Director**

Slava is the Co-Founder, Chief Technology Officer and Director of BaseAi Corp. Slava is responsible for strategic planning & products development. He is responsible for implementing innovations, manages & grows IT development department, perform product integrations into clients' businesses.

Slava received his bachelor degree in 2007 as Electronics Engineer in National Aviation University (Kyiv, Ukraine). In 2004 he finished the program in Kyiv Polytechnic Institute and became certified web-developer.

### **Barry Alavi, Adviser to Board**

Barry is a Professional Engineer (PE) with 35 years of experience in consulting with large EPC companies such as Bechtel, Lummus, and Colt. He was a Program Manager at Boeing Company's on the 787 project and light rail and infrastructure expansion in Seattle, WA. Barry has been involved in several startups as senior management including as the CEO of Cloud Utility District, Bellevue, WA, a startup involved with IOT. He is a Board Member of Construction for Change.

Barry is an Adjunct Professor at University of Washington, Business school. Barry is a certified Project Management Professional (PMP) and received his Mechanical Engineer, Louisiana State University in 1983.

## EXPERTISE

-

### **Experience:**

30+

### **Sector Focus:**

5

### **Knowledge**

Software

Database

Business Consulting

Strategy Consulting

**We are a vertical AI company that solves a specific problem for customers which belongs to a particular industry. Learn how we integrate AI & business automation systems.**

A dark, blue-tinted photograph of a city skyline at night, with several skyscrapers illuminated against a dark sky. The image serves as a background for the lower half of the page.

# BaseAi

Thank you for being a part of  
our company.

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