

In this issue: Practice Profile: Dr. John and Lana Killeen



This month we're featuring Dr. John and Lana Killeen of Slidell, Louisiana. John Killeen has been a practicing dentist and ADA member since 1975, and his wife Lana serves as the practice's Patient Care Coordinator and Office Manager. Their practice uses several ADA Member Advantage services, including Message On Hold from Tel-A-Patient, The Dental Record patient chart system, and CareCredit patient financing. Our interview with Lana Killeen follows.

Q: Why did you decide to use a [Message On Hold](#) system in your practice?

A: Well, we had a message playing years ago on tape and one day it was eaten by the machine. I like our new Message on Hold system because it's digital, easy to load, and I can have 4 different messages. **It enables us to tell our patients about the different services we offer. People don't know we do all of these things.** It was so easy to install the player; I just hooked it into the phone line. Tel-A-Patient is very knowledgeable about dental practices: they took a personal practice history, really tried to understand our philosophy and all the things that we do and provide, and then they wrote the script. I simply edited it, and changed the wording a bit to make it sound like us. I think that patients enjoy it more than dead silence. The ADA's endorsement made me feel more comfortable in working with Tel A Patient.

Q: What do you like most about your charting and filing system from The [Dental Record](#)?

Our charts from The Dental Record are color coded and filed but not in alphabetical order! It's a unique system but it works so well. **The charts are so thorough and well-organized.** When we're updating charts it's easy to purge and re-enroll our patients. One of our staff members here had 150 charts and she filed them in 10 minutes. It's so easy! I've been using this for 15 years. The folks at The Dental Record are amazing. It's an ingenious discovery.

Q: Do you feel that [CareCredit](#) has made a positive difference with

ADA Member Advantage Special Feature: Message On Hold [Save \\$400 on a customized message on-hold system](#) from Tel-A-Patient when you purchase by May 31.

treatment acceptance?

A: I was referred to CareCredit from the ADA Member Advantage program about a year ago. CareCredit is my first preference for the patient, because it's the most economical for everyone. It's really made the difference in treatment acceptance. We have some cosmetic cases that run \$35,000. Not many people have that in their savings. It's a much larger investment over simple restorative procedures. CareCredit's service is phenomenal! They gave me a terminal to process credit cards with. **We can also pre-approve patients for financing without the inquiry showing on their credit report.** And it's all online with the patient sitting right there with you.

Q: Do you have any thoughts about the [ADA Member Advantage program](#)?

A: I really enjoy the ADA Member Advantage program. With the endorsements, I feel comfortable working with the companies. I like the emails also. I can just drop the emails in a special folder and reference them later when I'm ready to use a new service. **We value their opinion and perspective.**

Q: We understand that Hurricane Katrina caused a lot of damage to your city and to your practice. How is everything going now?

A: We were horribly impacted by the hurricane. About 75 percent of our city had flood and tree damage. Many homes were washed away or had flood waters up to eight to ten feet. Four of our staff members lost their homes completely. We had some practice damage, but it's not that bad, especially when you look at what some people have lost. Today, with the help of friends, family and the ADA, we are back and treating our patients.

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