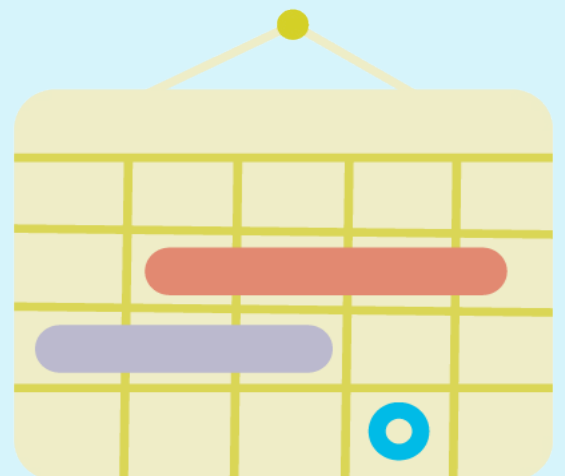
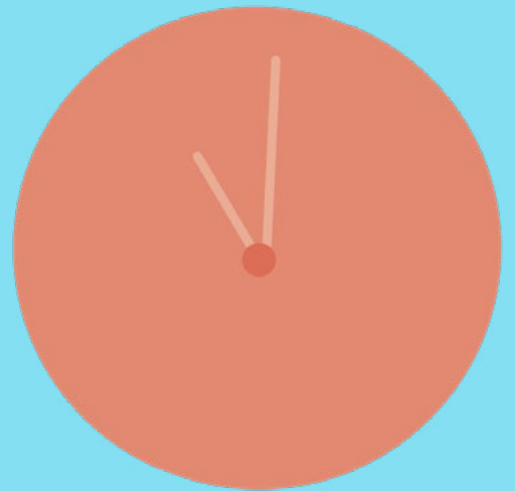


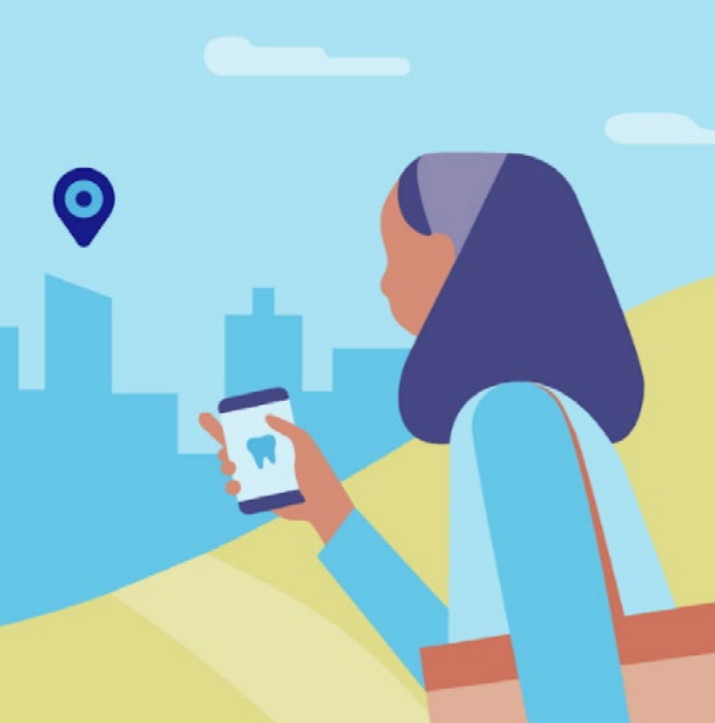
**intiveo.**

**5 Ways to  
Increase  
Efficiency at  
DSOs and  
MSOs**



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billion**

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## DSOs & MSOs in North America

As we approach 2025, it's important to understand what trends we can expect in the coming year — including the rise of dental service organizations (DSOs) and management service organizations (MSOs) as retiring practice owners look to sell. One report indicates that the market will be worth \$454.7 billion by 2030, for an impressive growth rate of 15.8% a year<sup>1</sup>. About 13% of dental practices<sup>2</sup> in the United States are affiliated with DSOs, while a 2020 estimate<sup>3</sup> put the portion of the Canadian dental market owned by a DSO at 3-4%. Recently, Intiveo published *5 Trends Your Dental Practice Needs to Know in 2025*<sup>4</sup>, which looked at this rising trend.

As sales to DSOs and MSOs increase, they will need to look closely at how to prioritize efficiency across locations. Practice efficiency is integral for any dental or oral surgery practice, but it is especially important for DSOs and MSOs, since there are so many locations to manage. Operational efficiency will allow DSOs and MSOs to create success by saving money and creating consistency across practices. Plus, it will allow them to focus more time on their practices in a more strategic, meaningful way.

## The Difference Between a DSO and an MSO

There can sometimes be confusion about the difference between a DSO and an MSO. While both support dental and oral surgery practices, they do so in different ways. They differ most in ownership and service scope.

### DSO:

Typically owned by dental healthcare providers, DSOs offer a wide array of administrative services to support the dental and oral surgery practices they own, including supply chain management and quality assurance.

### MSO:

Typically owned by several stakeholders, MSOs offer more focused services such as marketing and HR support.

Dental and oral surgery practices might choose an MSO or a DSO depending on their individual needs. A practice owner that wants to focus on doing what they love might choose an MSO in order to lift the administrative burden by having the MSO manage billing and finances.

A practice owner might choose a DSO partly for the wide array of administrative and operational services it provides, as well as if they want to expand their practice. DSOs offer a lot of strategic support for expansion, such as leveraging their purchasing power to get better prices on supplies and equipment.



# Inefficiency at DSOs and MSOs

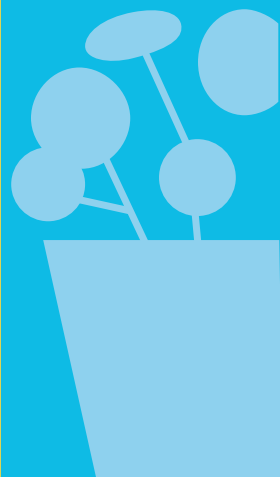
It can be challenging to create efficiencies when managing different practices, especially since they may have different tools or historical ways of working. There are many contributing factors to what causes inefficiencies for DSOs and MSOs, such as:

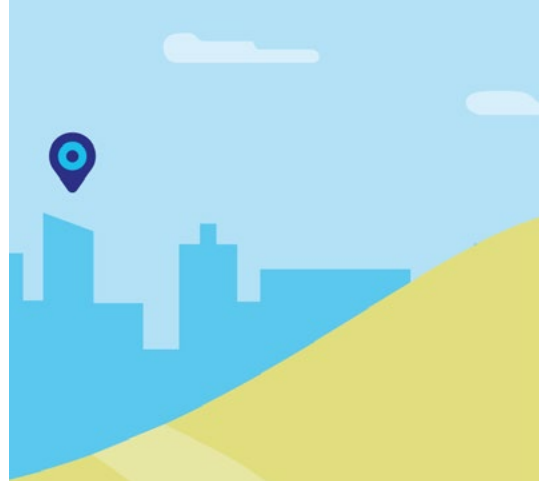
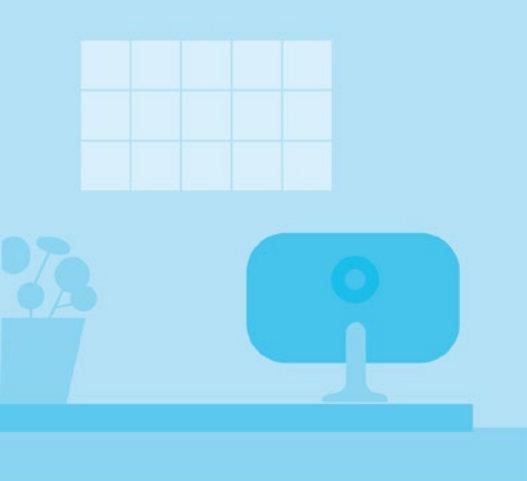
- **Inefficient revenue cycle management (RCM):** Inefficient RCM processes cause delays in payment and lead to loss in revenue. DSOs and MSOs often struggle to track patient payments and insurance reimbursements. This can lead to cash flow problems and increase the administrative burden, as more time is spent on managing outstanding balances and reconciling payments.
- **Poor claims management:** When claims are not managed efficiently, DSOs and MSOs experience higher rates of claim denials and rejections. This delays revenue collection, and can result in high revenue losses, when claims are not resubmitted or properly followed up on. The administrative costs of handling repeated claim submissions can also rise, which has a negative impact on profitability.
- **Lack of centralized reporting:** Without centralized reporting, these organizations struggle to get an accurate view of performance across all of their locations. This limits their ability to make informed decisions or to hone in on underperforming areas. The lack of real-time data also slows down strategic approaches to operational improvements, which can lead to lost opportunities for growth.
- **Manual data entry:** Relying on manual data entry increases the risk of errors, such as incorrect billing codes or patient information, which can lead to claim rejections and delayed payments. Manual processes also slow down workflows, reducing productivity. As DSOs and MSOs grow, manual entry becomes increasingly unsustainable, requiring more staff and increasing labor costs.
- **Inadequate denial management:** Poor denial management means missed opportunities to recover revenue from denied claims. Without a structured process to track and appeal denials, these organizations can risk losing significant income.

The good news? There are solutions to the inefficiency issues DSOs and MSOs face!

*DSO: Typically owned by dental healthcare providers, DSOs offer a wide array of administrative services to support the dental and oral surgery practices they own, including supply chain management and quality assurance.*

*MSO: Typically owned by several stakeholders, MSOs offer more focused services such as marketing and HR support.*





## 5 Ways to Increase Efficiency at DSOs and MSOs

By leveraging patient engagement software, DSOs and MSOs can create solutions for inefficiency at every practice they are responsible for. Decreasing no-shows, bolstering patient loyalty, and seamless communication — these are all key to creating efficiency, strong patient relationships, and meeting your bottom line. Here are five ways to start creating those solutions.

### #1: Automate patient engagement

Manual reminders and confirmations by phone tend to have a high time cost — in other words, it takes up a lot of hours! Automating patient engagement allows your staff to get that time back. That can look a lot of different ways, including:

- Automating confirmations by text and email, increasing time savings for staff and making it easy for patients to know they are booked on
- Automating reminders, all but eliminating the need for calling to remind patients about their appointments

Plus, as an added bonus, automated confirmations can help make the schedule more predictable. For example, Intiveo clients report that they have achieved as much as an 80% confirmation rate<sup>5</sup> with automated confirmations.

“

Intiveo has been a game changer and saves our staff so much time. We are now able to automatically text and email patients across our 3 locations instead of doing this manually.

**-Page, Practice Administrator, Conestoga Oral Surgery**

## #2: Find the right reporting tool

The reporting needs of DSOs and MSOs are unique, since data must be pulled from so many different locations. The ability to see an aggregate of important data such as confirmation rates, social reputation, and patient feedback is key. Using a patient engagement platform allows you to not only see the aggregate data, but also hone in on individual practices to see how everyone can be brought into alignment.

## #3: Use software to reduce administrative tasks

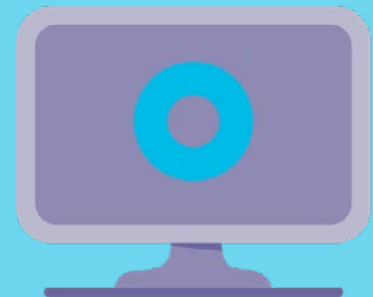
In addition to automating reminders and confirmations, organizations can leverage software to reduce administrative tasks such as filling out and processing forms. Using digital forms<sup>6</sup> allows patients to fill them out on their own time, rather than at the dental office. Digital forms also significantly reduce the amount of time needed to upload that information into a practice management database, especially if you have software that syncs the information automatically. One Intiveo client reported as much as 6 hours a day<sup>7</sup> in time savings when they leverage software to reduce administrative tasks across practices.

## #4: Leverage integrations

It's time-consuming to switch between platforms. One of the key ways that DSOs and MSOs can create efficiency at the practices in their care is to choose software platforms that integrate with each other. When choosing any software, closely evaluate which platforms it integrates with!

## #5: Scale reputation management

It's hard getting feedback or a review from patients, and prospective patients will often use online reviews to find a new dentist.. Automating feedback surveys and prompts for social reviews allows DSOs and MSOs to support their practices in building a positive reputation and improving their services faster. There are a lot of options for new patients to choose from, making it all the more important that each practice stands out as being well-reviewed!



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# Drive Efficiency with Intiveo

DSOs and MSOs can boost efficiency for the practices they work with by leveraging patient engagement software — especially as more practices look to sell in the near future.

Intiveo offers patient engagement software for a variety of different practice sizes, including enterprise clients. We offer a variety of resources to support dental and oral surgery practices across Canada and the United States, including reports, guides, assessment calculators, and more. Subscribe to our blog to get the latest content pieces delivered straight to your inbox!



## Endnotes

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