



COMPANY: Gaidge
PRODUCTS: Gaidge Analytics, Gaidge Consult Manager
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Which specific features differentiate your product within the practice management software field?

- Gaidge Analytics offers insight into essential key performance indicators, benchmarks and regional comparisons for data-driven decision-making.
- Gaidge Consult Manager, a conversion tracking tool, follows each step of the new patient orthodontic journey from lead to start. It allows practices to track their new-patient tasks, such as insurance verification, form submissions and appointment confirmations, as well as monitor pending and observation patients for growth strategies.

In terms of cost/value, where does your company sit among competitors?

Gaidge is an affordable option that stands apart from other software. Aside from practice management systems that include analytics or larger groups like Jarvis, it has few competitors.

Where is practice management software going over the next 10 years, and how are you positioned to lead the way?

Automation and efficiency will continue to define the future of practice management software. Gaidge's 10-plus years in practice analytics have positioned it as a leader in a growing and competitive market. Because Gaidge's automated metrics allow practices to be more productive and increase revenue, it will meet future demands and continue to drive the industry.

Switching practice management software is difficult. How does your company make it easy from a cost and efficiency standpoint?

Switching systems is not required because Gaidge is a business intelligence software rather than a full practice management system. However, Gaidge Analytics and Gaidge Consult Manager fully integrate with several practice management systems through a simple process. The support team assists with setting up the framework that generates practice metrics. Then, Gaidge receives the practice management system's data every night without needing manual entry.