Dentomation

Why clinics switch to Dentomation

A category-by-category comparison with the tools a practice runs today - practice management, compliance, marketing, comms, telephony, claims and inventory.

Competitive overview · 2026

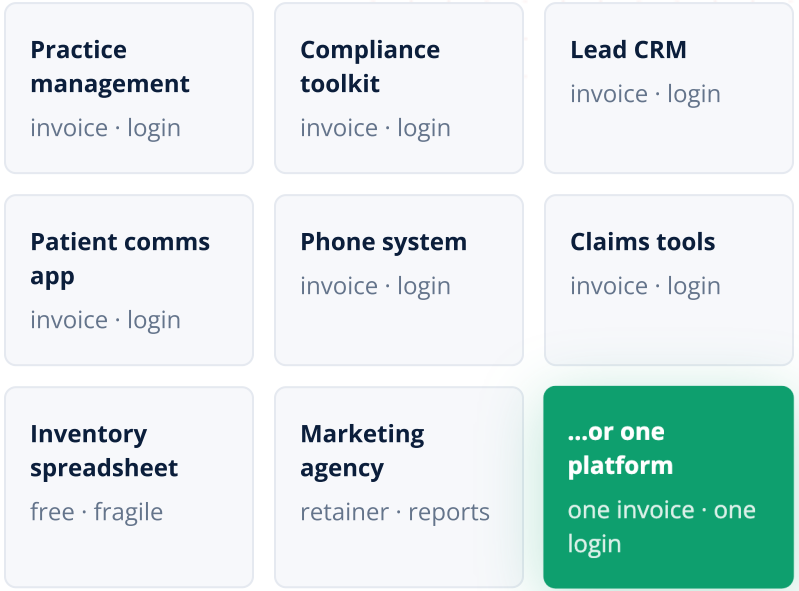


THE STACK

Your real competitor set is the stack you already pay for

Each tool was a sensible purchase on its own. Together they are nine invoices, nine logins, nine support lines - and nine versions of the truth.

This deck compares Dentomation with each of them, category by category.



STACK REPLACEMENT MATHS

The switch, in four numbers

TOOLS

9 → 1

Eighteen modules in one workspace

LOGINS

9 → 1

One identity across every practice

INVOICES

9 → 1

One bill, VAT included by default

VERSIONS OF THE TRUTH

9 → 1

Every module reads the same record

And fourteen AI employees the stack never came with.

SEVEN HEAD-TO-HEADS

We compare the way we would want to be compared

- ✓ **By category, not by name** - you know your own suppliers best
- ✓ **No "they can't" claims** - we describe what each category is designed for
- ✓ **Costs are illustrative** - based on public category pricing at time of review

Each head-to-head is led by the AI employee who runs that work in Dentomation.

01	Practice management	
02	Compliance toolkits	
03	Lead CRM & marketing	
04	Patient comms apps	
05	Phone & VoIP systems	
06	Claims & NHS tools	
07	Inventory & procurement	

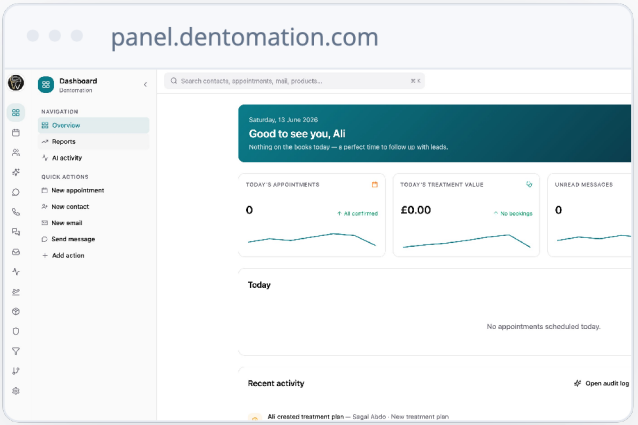
The whole practice, not just the diary

	A typical legacy PMS	Dentomation
HOSTING	On-premise server, or a single cloud	✓ Dedicated cloud plus a live mirror, with offline mode
SCOPE	Diary, notes and billing at the core	✓ Eighteen modules in one workspace
AI	Add-ons arriving on the vendor's timetable	✓ Fourteen AI employees, built in and audit-logged
ACCESS	Per-site licences and user seats	✓ One identity across every authorised practice



Hana Kim

Practice Manager



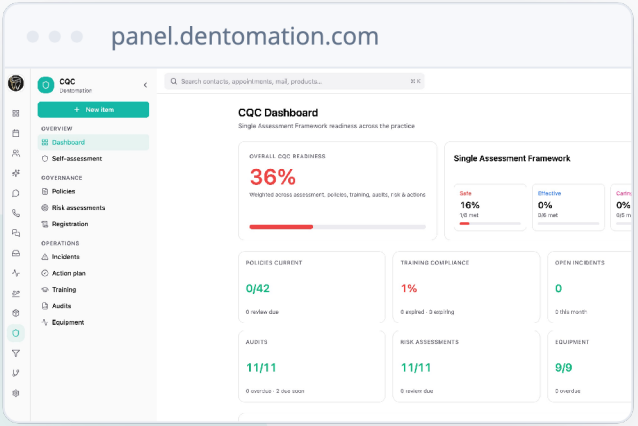
The dashboard - Hana's morning brief for the whole day

Inspection-ready every day, not once a year



Eli Redhawk

CQC Compliance



Compliance Suite - sixteen tiles with a live readiness score

	A typical compliance toolkit	Dentomation
FORMAT	Document libraries and audit templates	✓ Sixteen live tiles wired to practice data
READINESS	Point-in-time audits and checklists	✓ A live CQC readiness score, every day
WHERE IT LIVES	A separate system from your PMS	✓ The same workspace as the diary and records
UPKEEP	Expiry dates chased by the practice manager	✓ Eli chases training, expiry and evidence for you

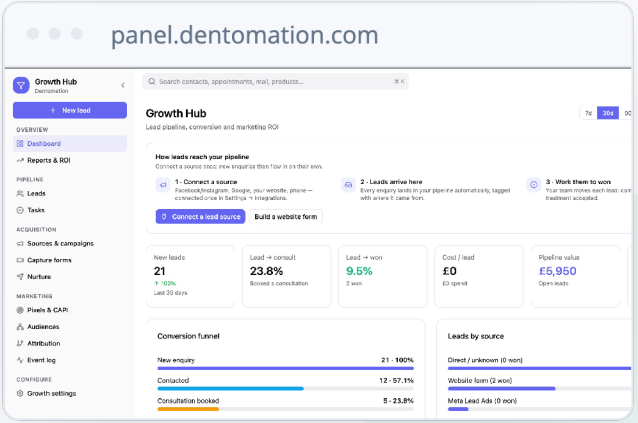
Enquiries become patients in the same diary

	A typical CRM plus agency	Dentomation
PIPELINE	Leads tracked in a separate funnel	✓ Enquiry to booked appointment in one diary
FOLLOW-UP	Down to whoever has a spare minute	✓ Kasia follows up every plan until it books
MARKETING	An agency reporting monthly	✓ SEO, social and reviews run inside the platform
ATTRIBUTION	Bookings reconciled by hand, if at all	✓ Every booking traced back to its source



Kasia Nowak

Treatment Coordinator



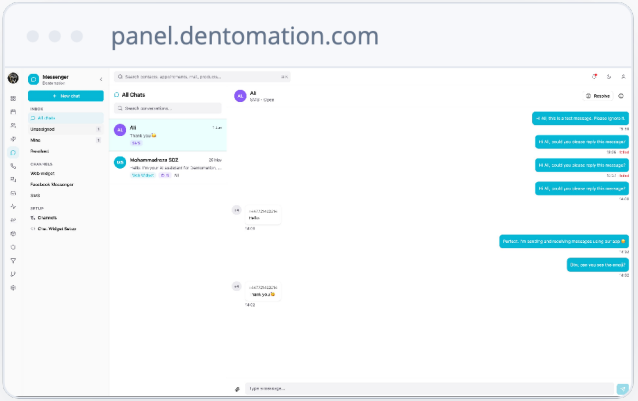
Growth Hub - the funnel that ends in a booked chair

One inbox instead of another app



Maya Patel

Patient Concierge



Communications - voice, SMS, WhatsApp and email in one place

	A typical comms app	Dentomation
CHANNELS	SMS or email, in its own app	✓ Voice, SMS, WhatsApp and email in one inbox
CONTEXT	Messages live outside the clinical record	✓ Every message lands on the patient record
AFTER HOURS	Voicemail until morning	✓ Isla and Maya answer around the clock, disclosed as AI
FORMS & PAYMENTS	Separate links and portals	✓ Forms, plans and payments in one patient portal

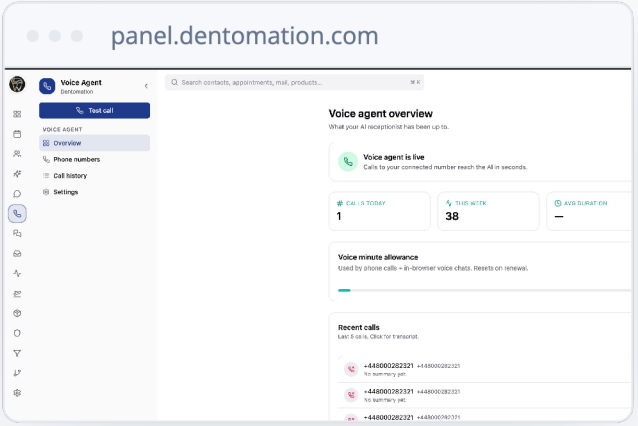
Keep the phones you have. Add an answer for every call

	A typical modernisation	Dentomation
GETTING STARTED	Rip-and-replace, engineer visits	✓ Keep 3CX, RingCentral, GoTo Connect, Dialpad or any SIP
SETUP	Weeks of porting and provisioning	✓ Ten-minute setup, no number porting
MISSED CALLS	Ring-back lists the next morning	✓ Isla answers busy lines, lunchtimes and out of hours
RECORDS	Call logs in a separate portal	✓ Every call logged on the patient record



Isla McGregor

AI Reception



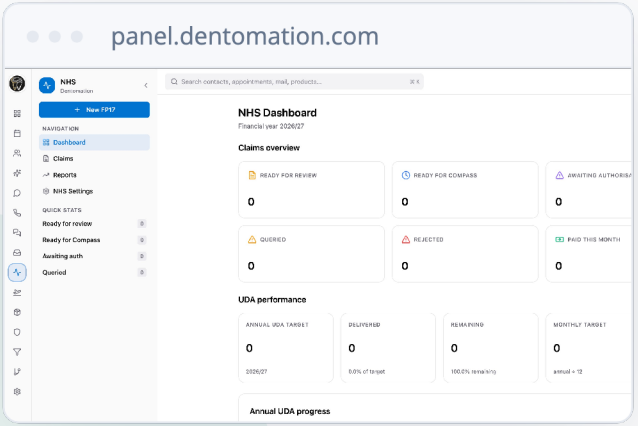
Voice Agent - Isla live on your existing practice number

Reform-ready today, not on a roadmap



Finn O'Brien

Finance & Billing



NHS Claims - FP17s, UDA pacing and the 2026 mechanics

	A typical claims workflow	Dentomation
REFORM	Updates arriving on each vendor's timetable	✓ April 2026 mechanics live from day one
PACING	UDA targets tracked in spreadsheets	✓ UDA and the 8.2% USC mandate paced in real time
FP17S	Submitted and chased by hand	✓ Submitted, tracked and queried in one queue
QI EVIDENCE	Gathered in a scramble at year end	✓ The £3,400 QI programme evidenced as you work

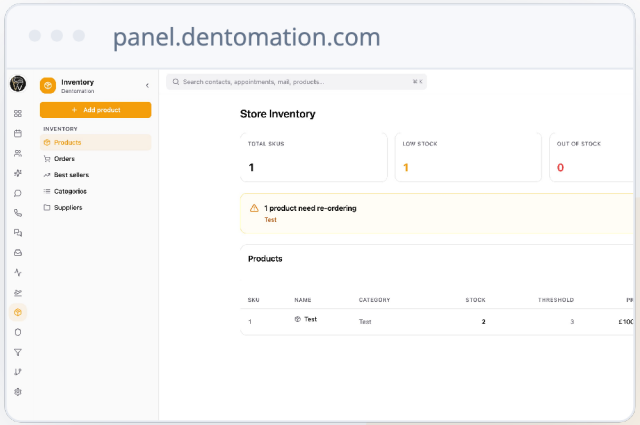
Stock that reorders itself at the best price

	A typical setup	Dentomation
STOCK	A spreadsheet and shelf checks	✓ Live stock levels in the same workspace
ORDERING	Supplier logins and phone orders	✓ James shops the best price across suppliers
BUDGET	Spend visible at month end	✓ Spend tracked against budget as orders happen
EXPIRY	Found when it is too late	✓ Expiry and batch tracking with alerts



James Whitaker

Material Shopper

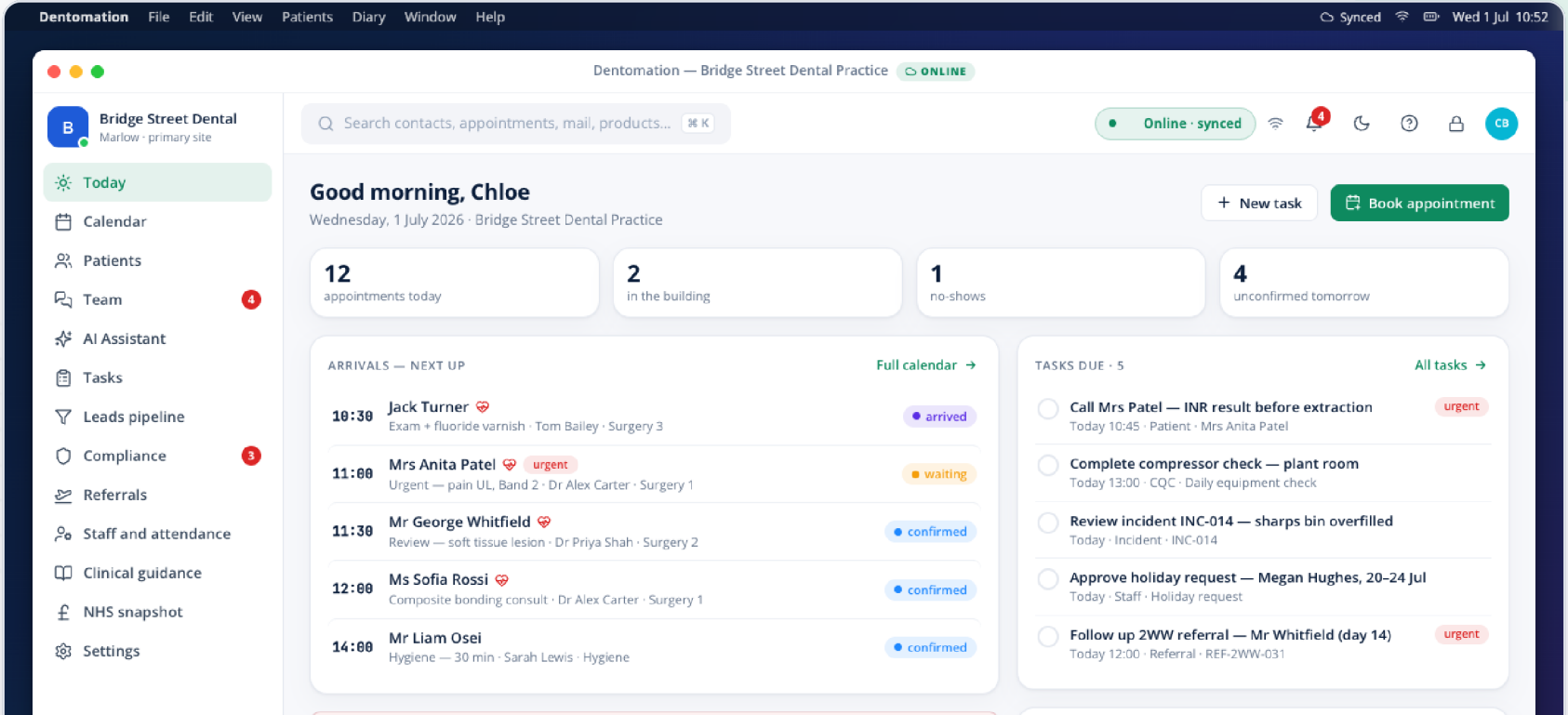


Inventory - stock, orders and budget in one view

THE PLATFORM · 1 OF 7 · DASHBOARD

One dashboard runs the day

Appointments, revenue, agent activity and reform readiness - on one screen when you sign in.



A complete management system underneath

FRONT OF HOUSE

Diary - drag-and-drop, gap detection

Online scheduling - real slots, 24/7

Recalls - rebook themselves

Staff check-in - arrivals at a glance

CHAIRSIDE

Dental charting - surface-level

Perio charts - six-point, with trends

Digital x-rays - straight to the chart

Voice notes - dictated, transcribed

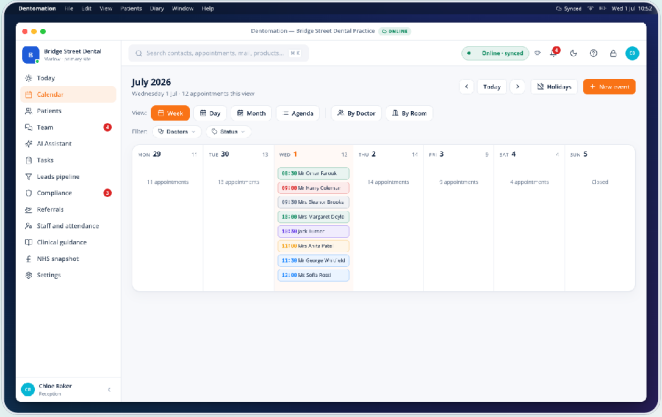
TREATMENT & BUSINESS

Treatment plans - approved online

Membership plans - collections, renewals

Finance & billing - invoices, payments

Analytics - UDA pacing, revenue



Native apps on every device, one login everywhere

The desktop and mobile apps are the same platform - online, offline and everywhere in between.

Windows & Mac
Native desktop apps for the front desk and surgery

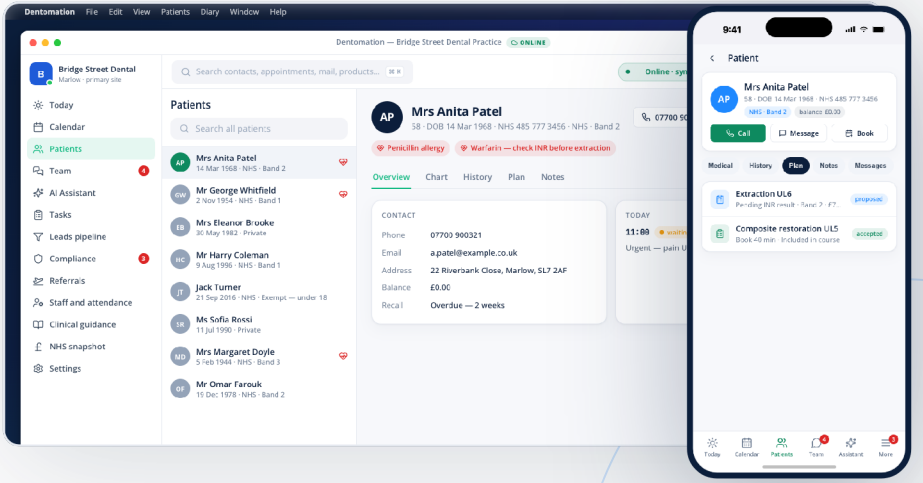
iPhone & Android
The diary and inbox in your pocket

Offline mode
The diary works without a connection

Auto-sync
Everything reconciles when you're back

One login
One identity across every authorised practice

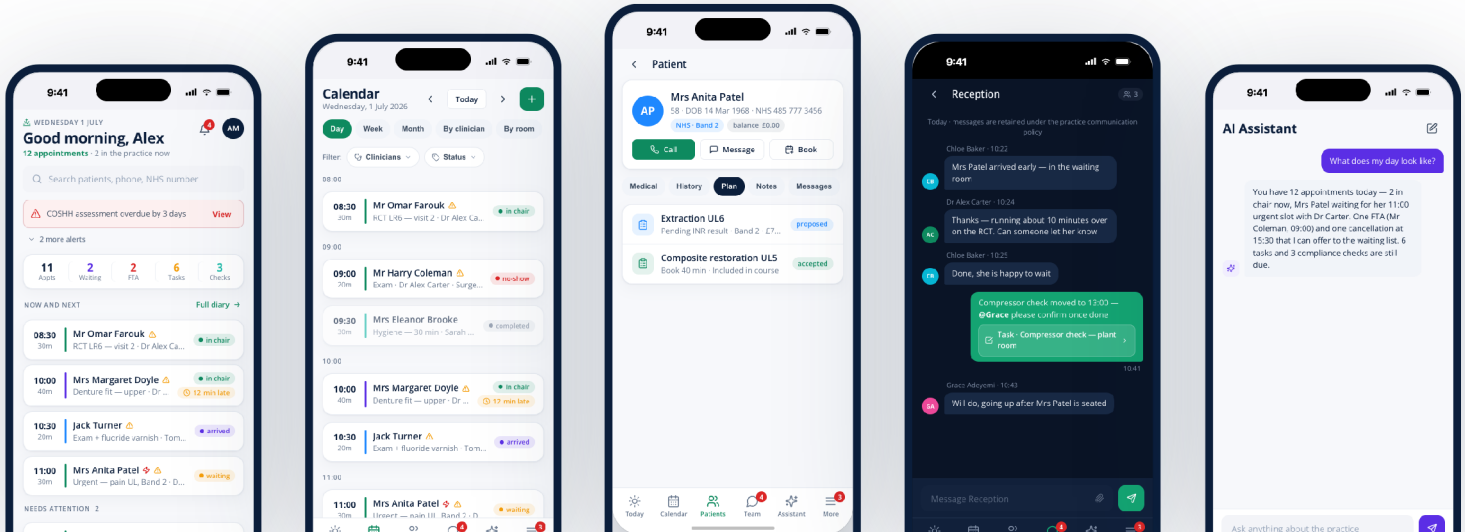
Flows and the Control Panel keep you in charge
Automations are drag-and-drop flows you can open, read and change. Roles, permissions and data boundaries live in the Control Panel, with a full action log.



The Mac desktop app and the iPhone app - the same platform, one login everywhere

The whole practice in your pocket

Today, diary, patients, team chat and the AI assistant - on iPhone and Android, in light and dark mode.

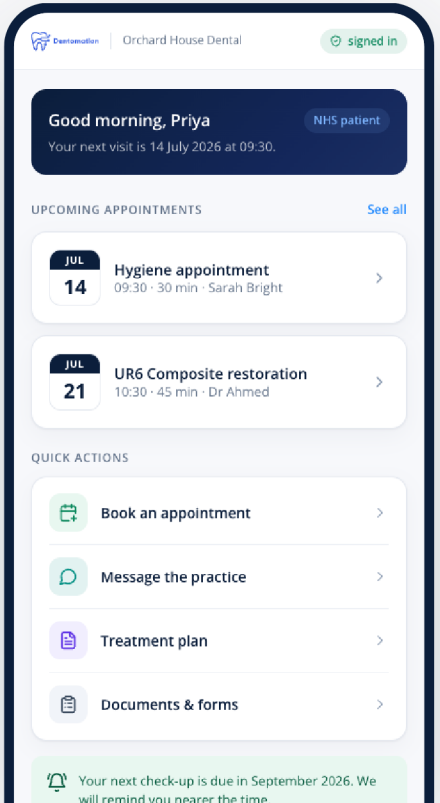


THE PLATFORM · 5 OF 7 · PATIENT EXPERIENCE

Patients book, pay and message from their phone

The patient portal covers booking, reschedules, payments, forms and two-way messages - no app store download needed.

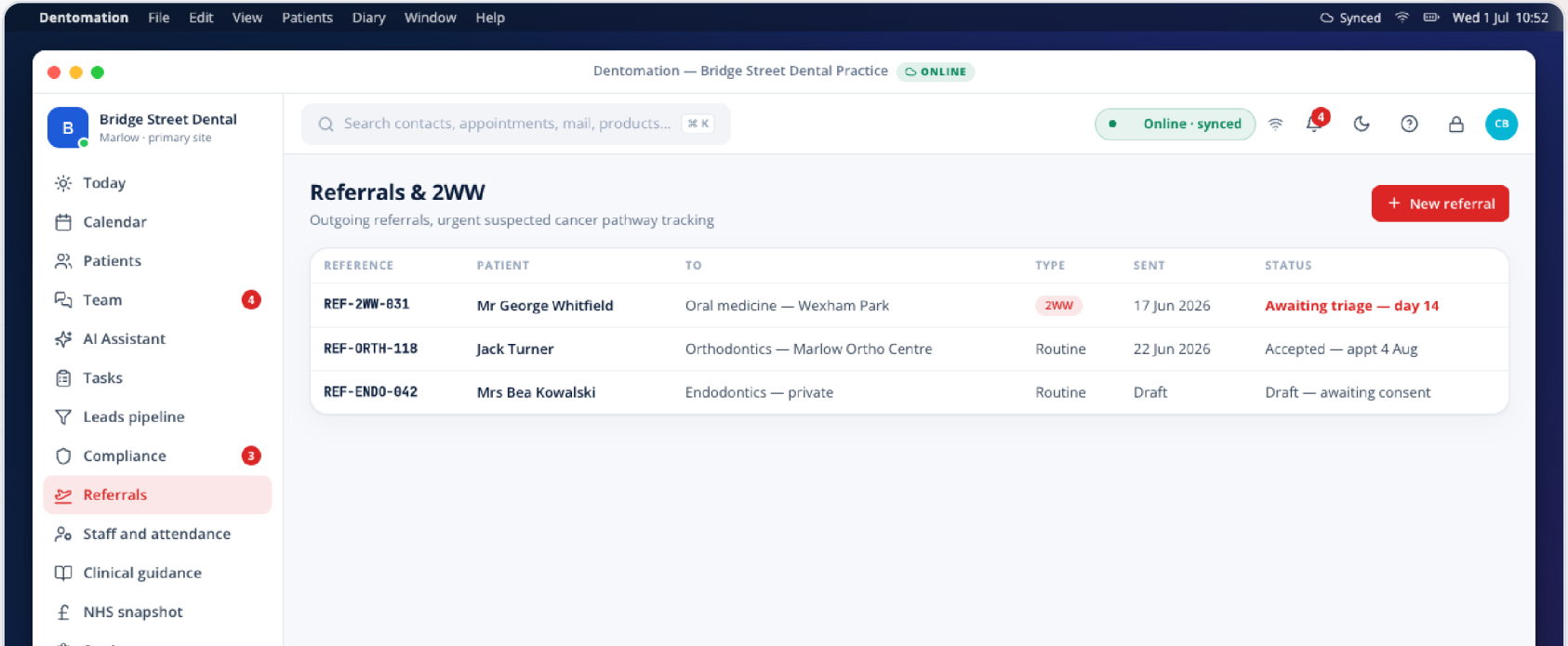
Maya Patel answers routine questions on the record, with AI disclosure on first interaction.



THE PLATFORM · 6 OF 7 · REFERRALS

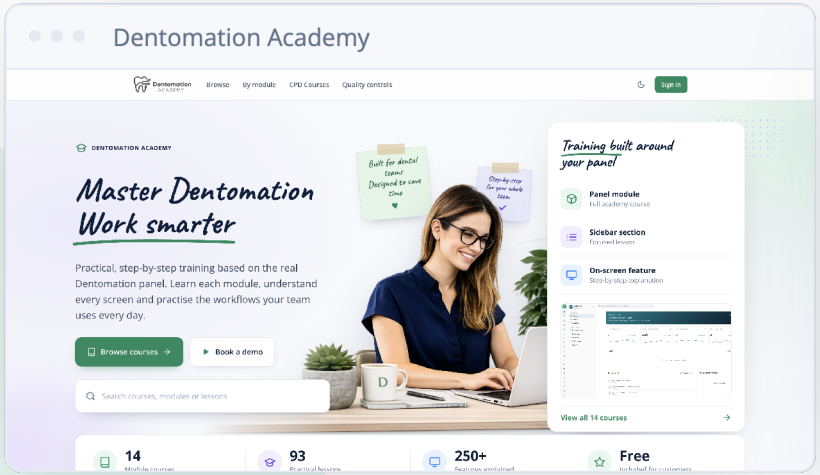
Every referral tracked to a response

Outgoing, incoming and 2WW referrals in one queue - with the specialist directory built in. Clinicians approve USC sends.

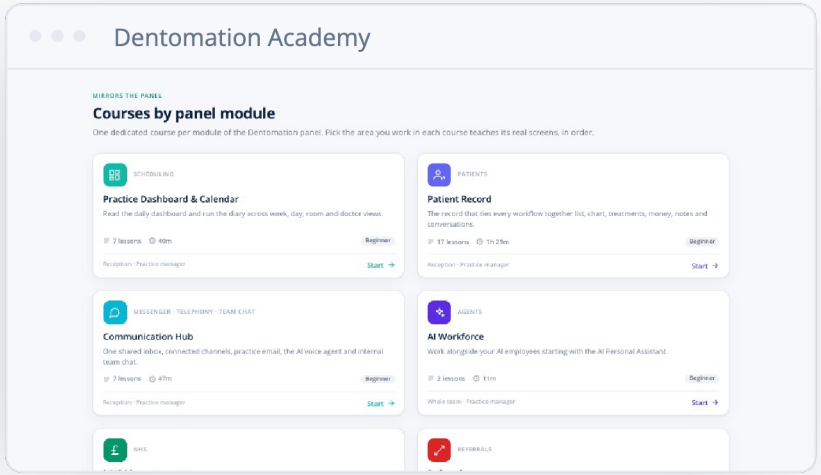


The Academy trains the team on the panel they use

One course per panel module and one lesson per real screen - plus 740+ hours of verifiable CPD with instant certificates. Free for customers.



Academy home - training built around your panel



Courses by panel module - 14 courses, 93 practical lessons

A DAY IN THE CLINIC

The advantage, hour by hour

07:30



Isla has answered six calls before the doors open

09:00



Hana briefs the day - gaps found, confirmations chased

11:15



Kasia books a whitening consult from yesterday's enquiry

13:00



Finn submits the morning's FP17s and flags one query

15:30



Eli files today's evidence and nudges two overdue CPDs

17:15



James places the stock order at the week's best price

19:40



Maya answers the evening's messages and sends forms

23:00



Sage drafts the day's notes - clinicians sign in the morning

Every action is logged and runs in the supervision mode you choose - live, supervised or dry run.

THE 2026 TEST

Three questions to ask any system this year

Put them to every tool in the stack - and to us.

Ready for April 2026?

Typical stack - reform support arriving on each vendor's timetable

✓ £75 urgent care, the 8.2% USC mandate and the new pathways, live today

Running through an outage?

Typical stack - one cloud, or one server in a cupboard

✓ Mirror cloud, native apps on every device and an offline mode that keeps the diary open

AI on the team?

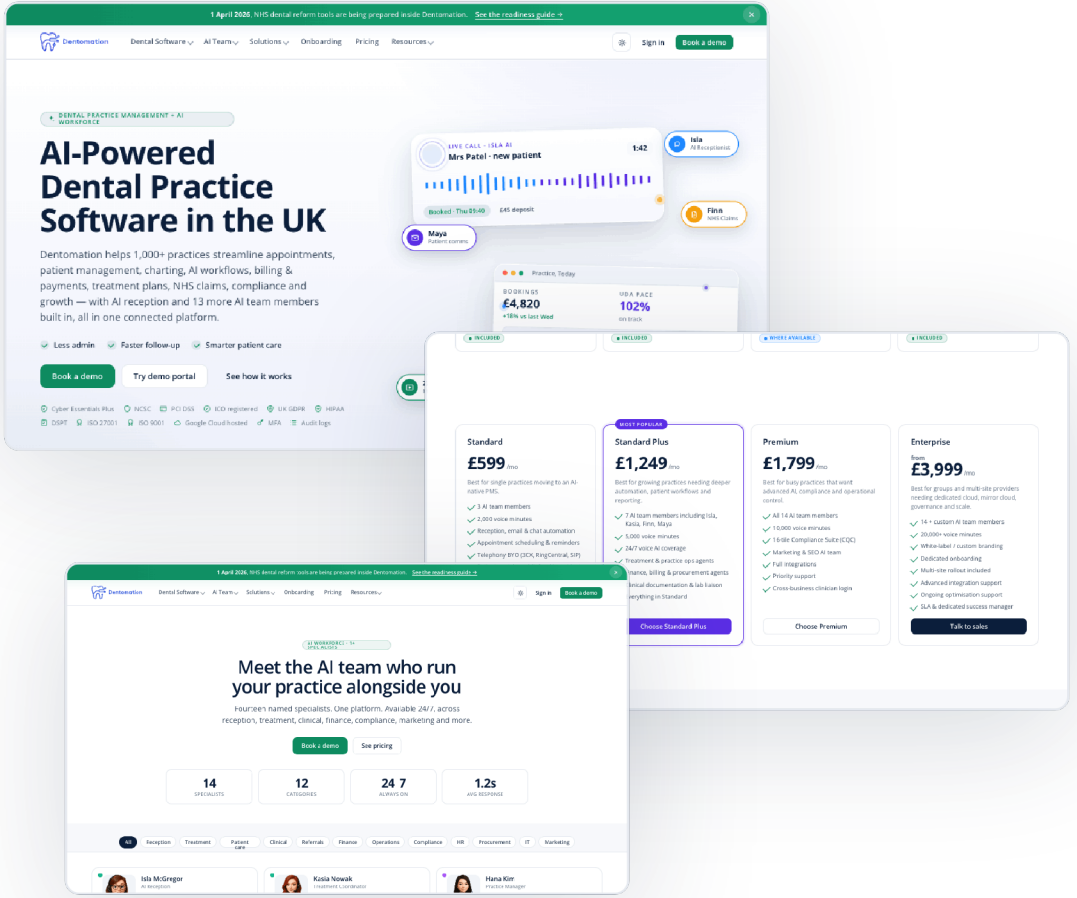
Typical stack - chat add-ons bolted on tool by tool

✓ Fourteen AI employees under your supervision, disclosed to patients, fully audit-logged

THE PROOF · DENTOMATION.COM

A public platform, priced in the open

Every claim on the website is checkable - public pricing, the full AI team, the compliance library and the April 2026 reform guide.



WHAT THE STACK COSTS

Add up the invoices you already pay

A typical single-site stack lands around £2,050 a month - before anyone answers a phone at lunchtime.

Bring your own numbers to the demo. The shape of the bill is the argument, not the pennies.

Illustrative monthly costs for a typical single-site practice, based on public category pricing at time of review. Suppliers and plans vary.

TYPICAL MONTHLY STACK

Practice management	£350
Compliance toolkit	£180
Lead CRM	£250
Patient comms app	£150
Phone answering cover	£220
Claims support tools	£90
Inventory tools	£60
Marketing retainer	£750
Total, every month	**~£2,050**

WHAT DENTOMATION COSTS

Prices inc VAT

One invoice, published for anyone to read

Standard

£599

per month

Core platform with 3 AI employees

Standard Plus · Most popular

£1,249

per month

7 AI employees plus telephony tiers

Premium

£1,799

per month

All 14 AI employees and full telephony

Enterprise

from £3,999

per month

Multi-site, custom agents, dedicated support

Standard Plus at £1,249 replaces a stack that typically runs ~£2,050 - and includes seven AI employees the stack never came with.

Prices in GBP. Plans, usage, contract and onboarding terms vary.

RECAP

Seven advantages the stack does not have

Not one tool doing one job better - one platform doing all of them in the same place, with a workforce attached.



01 14 AI employees, supervised and audit-logged

02 Your phone system, kept - AI added in ten minutes

03 16-tile Compliance Suite with live readiness

04 April 2026 NHS reform, ready from day one

05 Mirror cloud, native apps and offline continuity

06 One login across every practice you work in

07 Honest, public pricing - VAT included by default

Dentomation

Switching is the easy part

Free migration in 7 days - white-glove import from your current system, zero downtime. Your phones stay exactly where they are.

Book your free migration

hello@dentomation.com · dentomation.com

86–90 Paul Street, London EC2A 4NE

