



Case Study



Direct Dental Plans of America

LATITUDE 40
CONSULTING

Direct Dental Plans utilizes a custom ERP solution to help manage their offerings of low-cost dental, vision, prescription, chiropractic, and massage benefits. As DDP grew and evolved, the tool wasn't keeping up. The database was becoming increasingly overburdened by the size and scope of business that DDP was growing to be. After over a decade of such growth and increasing system manipulation outside its original intent, the tool eventually started to become a bottleneck preventing further expansion. Latitude 40 was hired to solve that bottleneck by modernizing the system to simplify their processes and add the modules listed below.

Accounting Module

- Full register for customer accounts with tracking of all financial activity.
- Automatic charges occurring at appropriate times in billing cycle.
- Monthly statements listing all financial activity for the month with a current account balance and payment options. Depending on customer preference, these can be automatically e-mailed to the customer or batch-printed and mailed the old fashioned way.

B2B (Business to Business) Module

DDP not only offers their own plans/benefits but also those provided by multiple external vendors. Account synchronization with these partners handles the inadequacies and inefficiencies of the manual and error-prone processes that were previously required.

Custom Report Writing Module

This module was implemented to give the users complete control over their reporting needs to solve the problem of having to bring the IT person in whenever a new type of report was needed. This led to valuable time and money savings.

Automated Payment Processing Module

- Batch ACH payments via integration with local bank and batch credit card payments via integration with QuickBooks Merchant Services. A click of a button processes payments for all customers authorizing monthly ACH transfers or credit card charges.
- Automatic credit card validation at data entry time.
- Automatic and immediate rejection of credit card charge in the event of insufficient funds.
- Chargeback handling in the case of insufficient funds after ACH request.

Solution Highlights

- Complete subscription management
- Data visualizations for each type of subscriber including geographical location, number of issues ordered and renewals
- Advertising space and traffic management



“We are very fortunate to have found Latitude 40 and their professional, experienced developers.”

Kevin Adams - President
Direct Dental
Plans of America