

Awrel Expands its HIPAA-Compliant Platform with Voice Capabilities

Awrel, a Boston-based dental solutions provider, has added hands-free voice capabilities to its HIPAA-compliant text messaging application. Using the new voice solution, dentists can submit prescriptions to a laboratory that's also using the Awrel platform via a cell phone or voice-assistant devices such as Amazon Echo and Google Home.

The solution's artificial intelligence verbally guides users through simple or complex customer experiences to ensure transactions are fast, accurate and complete. "It's as easy as the following exchange," says Arnold Rosen, DDS, Awrel founder and CEO:

Dentist: *Alexa, open my Awrel Lab.*

Alexa: *What would you like to order?*

Dentist: *An implant-supported*

abutment and crown.

Alexa: *Would you like cement or screw retention?*

The subsequent conversation uses a decision tree to ask appropriate questions about location, implant type and size, abutment and crown material, and deadline.

The Awrel solution is configured so voice data is downloaded into the lab management software, just as if the dentist texted or emailed the prescription; no additional data entry or conversion is required on the part of the laboratory.

"Voice is the next digital frontier," says Rosen. "Now, for the first time, the dental industry can quickly and easily leverage texting, hands-free technology and artificial intelligence—all with total HIPAA compliance."

For details, visit awrel.com. ■