



Building Trust, One Transaction at a Time

The KSB Dental & Basys Story



No matter how many problems we faced, we always felt supported. That's what makes it a partnership, not just a contract.

Danielle Smith, VP & Founding Partner, KSB Dental

Overview

KSB Dental has been helping pediatric dental practices simplify their daily operations for over 25 years through software built on integrity, relationships, and reliable service. Their flagship practice-management platform, **DOX (Dental Office eXcellence)**, supports hundreds of offices across the country with scheduling, billing, patient management and clinical workflows.

But as the dental industry evolved, many DOX users continued to struggle with outdated, inconsistent payment experiences from legacy processors marked by hidden fees, slow support and manual processes that frustrated both staff and patients.

When KSB sought a partner to modernize payments across its platform, they needed one who shared their values and understood their industry's complexity. They found that partner in [Basys](#), a payments provider uniquely experienced in healthcare and dental integrations, known for its transparent pricing and white-glove support.

Together, the two companies transformed dental payments from a pain point into a point of pride — helping practices save money, streamline workflows and build stronger patient relationships.

The Challenge

Hidden Fees, Complex Setups & Broken Trust

Before partnering with Basys, KSB Dental's clients were working with processors whose practices didn't align with their own. Hidden markups and "junk fees" were eroding profitability for pediatric offices already managing tight margins.

It's easy to find a vendor. It's hard to find a partner.

Danielle Smith, VP & Founding Partner

Operationally, things weren't easier. Multi-location dental groups often required multiple accounts, inconsistent onboarding processes and lengthy setup times, creating friction for both KSB's clients and internal teams.

Even as KSB grew, their users' payment experience didn't reflect the quality of the software they relied on daily. KSB needed a payments partner who could match their ethical standards, deliver a seamless integration and enhance their brand reputation rather than hinder it.



Hidden fees and unclear pricing



Complex multi-location setups



Slow, inconsistent onboarding



Limited communication and support



Manual, time-consuming processes

The Solution

A Partnership Rooted in Ethics & Expertise

KSB found in Basys a partner who shared its people-first philosophy and brought a deep understanding of what dental practices need: speed, simplicity and security.

Together, they created a scalable payments program for both cloud-based and on-premises users, simplifying processing for hundreds of practices while maintaining the personal service KSB is known for.



Ethical Partnership

From the start, both companies aligned on transparency. Basys eliminated hidden fees and standardized fair, predictable pricing, reinforcing KSB's promise of honesty to its clients.



Seamless Integration

Basys adapted its processes to KSB's complex multi-location setup, designing flexible onboarding workflows that reduced confusion and setup time. When one practice needed to convert just days before go-live, the teams collaborated to complete the transition over a single weekend.



Co-Branded Growth Campaigns

To support user adoption and drive conversions from legacy processors, Basys and KSB launched a co-branded multichannel campaign. The effort generated 11 new referrals and reactivated previously disengaged users, serving as proof that payments and marketing can drive growth together.



Industry-Specific Training & Support

Basys' onboarding and client support teams were trained on the unique workflows of dental practices: from recurring patient billing to HIPAA-conscious data handling. This ensured every KSB-referred client received guidance that reflected the industry's compliance and care standards.

We're confident in where payments are heading because we know we have a partner who keeps us compliant, informed and ahead.

Danielle Smith, VP & Founding Partner



The Results

Simplifying Payments, Strengthening Partnerships

The collaboration between KSB and Basys didn't just modernize payments. It improved every metric that matters. The results speak for themselves: practices save money, process faster, and trust both brands more. And KSB's reputation for ethical, customer-first service is now backed by measurable success.

Meaningful Savings

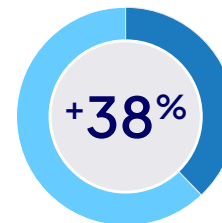
By replacing legacy processors known for hidden markups, Basys has helped dental practices reduce their effective rates and keep more of their revenue. Across the dental vertical, this represents almost **\$5M in savings over the past five years**, with KSB users making up a growing share. These savings directly strengthen practice margins, a critical win for offices managing rising operational costs.



\$5M In savings over the past 5 years

High Portfolio Performance

Since partnering with Basys, KSB's referred accounts process an average of **\$4.5M** each month, with per-account performance averaging **~\$40K**. That's **38% higher** than the overall dental industry average, proving the effectiveness of an integrated, ethically driven partnership.



Higher portfolio performance
*Compared to industry average

Steady Adoption & Expansion

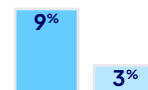
With a consistent onboarding pace of **1.3 new activations per month**, KSB's referred portfolio has expanded to **over 70 active accounts**, up from just a handful at launch. This steady growth rate reflects solid retention and long-term trust in the KSB + Basys payments experience, with volume climbing 4% year-over-year.



70+ Active accounts with 1.3 new activations per month

Marketing Collaboration That Converts

The joint KSB + Basys co-branded campaign targeted a small, qualified audience across KSB's network. Despite the tight focus, it achieved a **9% referral-to-win conversion rate**, well above the ~3% benchmark typical for partner campaigns of this size. This campaign's closed-win rate underscores how deeply aligned messaging and partnership can translate into measurable growth for both teams.



3X Referral-to-win conversion rate*

*Compared to similar campaigns

Proof It's Working

Across Basys' full dental vertical, which now includes almost **800 active accounts** processing **\$50M monthly**, KSB's performance stands out as a benchmark for what true collaboration can achieve: higher volume, faster activation and stronger trust between partner and processor.



800
Active accounts

Why It Worked

A Partnership Built on Integrity, Insight & Innovation

Shared Values

KSB and Basys share an unwavering commitment to doing right by their customers. Their alignment on transparency and accountability built trust, not just between their companies, but with every dental practice they serve.

Technical Expertise

Basys brought proven experience integrating payments with dental practice management systems including features like recurring billing, multi-location terminal management and customizable reporting. This alignment with dental workflows made adoption simple for staff and seamless for patients.

Marketing & Payments Strategy

Unlike traditional processors, Basys extended its support beyond payments to include marketing strategy and creative execution, helping KSB drive awareness and win over users still tied to high-fee legacy providers.

Responsive Support

When KSB calls, Basys answers. Real people, no phone trees or long hold times, and a shared urgency to solve problems fast: the same hands-on approach that defines both brands.

Conclusion

Redefining Partnership in Dental Payments

The KSB Dental + Basys partnership exemplifies what can happen when innovation meets integrity. Together, they've reimaged what payment processing looks like for dental practices: simple, transparent and human.

With measurable growth, ethical alignment and industry-leading expertise, Basys and KSB are proving that the best partnerships don't just move money. They move entire industries forward.

We built KSB on integrity, and Basys operates the same way. That alignment is what makes it work.

Danielle Smith, VP & Founding Partner





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Interested in learning how Basys can power your platform's payment experience? Let's talk.

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