



GAINING A COMPETITIVE EDGE AT YOUR PRACTICE

IT PROVIDER

FOR YOUR

DENTAL PRACTICE

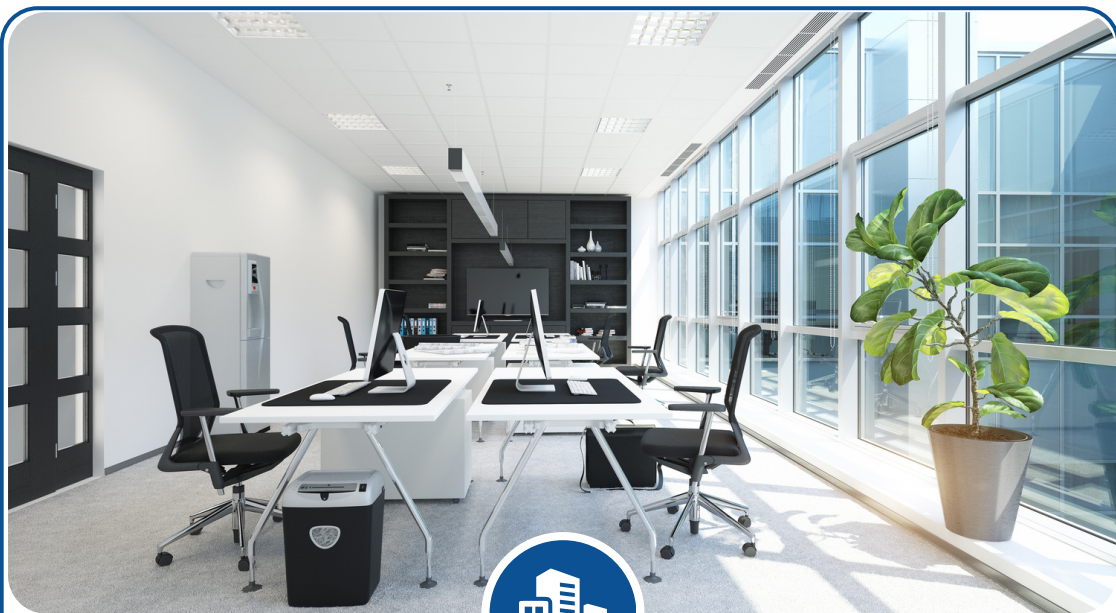
Many dental offices handle their own IT in-house without an IT professional, but doing so presents numerous challenges.



SMALLER OFFICES

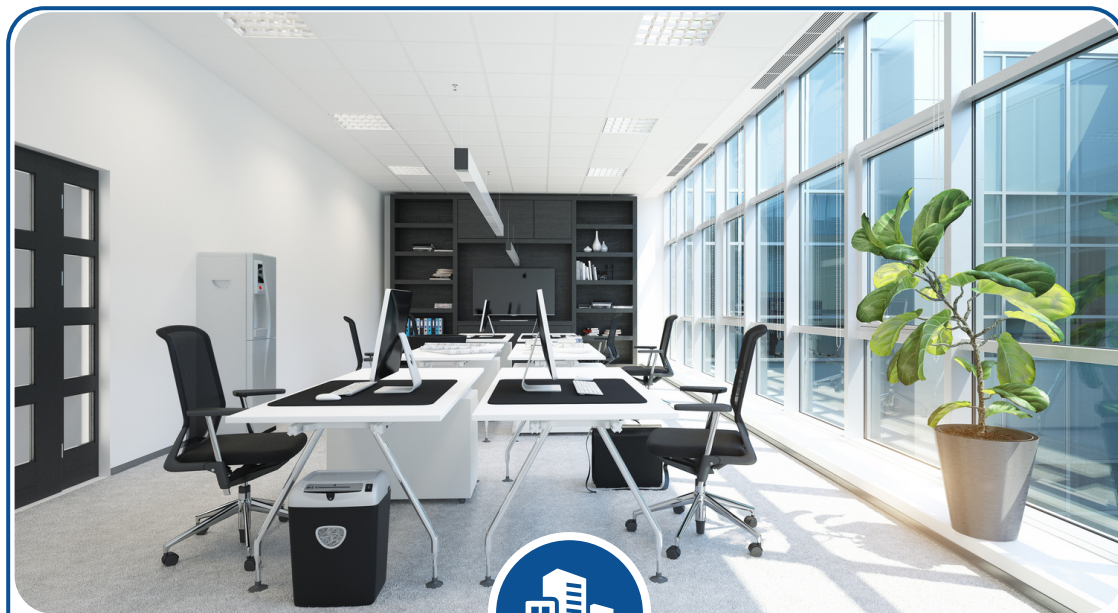
VS.

LARGER OFFICES



SMALLER OFFICES

often struggle to keep their IT current and secure, suffering from outdated, minimally functional websites and slow backend processes.



LARGER OFFICES

have more bandwidth, but face the familiar issues of scaling a business: IT will never be the main focus, so handling a complex IT infrastructure in-house can be distracting at best and overwhelming at worst!



Partnering with a
qualified IT Provider is
an alternative worth
exploring.



In this e-book, we'll show you how partnering with the right technology team solves numerous pain points you're already facing, along with the significant advantages that come with having a **qualified IT provider** handling all your IT needs!

SETTING UP A NEW OFFICE

As you glance through the list of pain points below, you'll doubtless find several that feel extremely familiar - difficulties you're currently living with or living through.

Consider how partnering with a dental-specialized IT Provider provides a quality solution to each of these frustrating challenges:



REAL CHALLENGES

From slow systems to security concerns, IT challenges can impact patient care, productivity, and peace of mind.



TRUSTED PARTNER

A dental-specialized IT provider understands the unique needs of dental practices and delivers solutions that fit.



SMART SOLUTIONS

Technology should simplify your day. The right solutions improve workflows, protect data, and support growth.



BETTER OUTCOMES

Quality IT means fewer interruptions, stronger security, and more time to focus on your patients and your practice.



FAMILIAR PAIN POINTS

MEET QUALITY SOLUTIONS

One frustration for growing practices is the complexity of setting up a new office. Any expansion presents challenges; especially so with that first step of moving from a single location to two locations.

Providers who are getting by with in-house IT (or even dentist-run IT - more on that later) may simply not have the in-house knowledge on how to make the jump to multi-location.

It's also possible to work with an IT team that may be getting the job done at your current location but who you don't particularly trust to guide you through the transition to multiple locations.

The best IT Providers understand what it takes to scale. Look for a team that has the experience and the depth to support you no matter what you need, from aligning on best practices at a single office to scaling into a regional brand.



UNCERTAINTY AROUND IT INVESTMENTS

Another common pain point for "DIY IT" dentists is a gnawing sense of uncertainty around IT investments.

There are plenty of new solutions in IT (and in dental technology), and each comes with a price tag. Some of those price tags can be significant!

Knowing which IT upgrades are worth the investment and which ones are skippable isn't easy. And since dentists tend to be trained to keep costs low, it's tempting to just say "no" to anything and everything rather than take the time to understand the potential upside.



The truth is, setting up a new office correctly isn't cheap.

But it doesn't have to break the bank, either.



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LACK OF KNOWLEDGE LEADS TO LACK OF VISION

Because dentists are trained to be dentists, not technologists, they tend to have knowledge gaps in the area of IT. This is perfectly normal: you wouldn't want us extracting teeth, either!

These knowledge gaps do more than create uncertainty: they prevent dental practices from forming a cohesive vision for IT and from seeing the true value of well-designed, properly run IT.

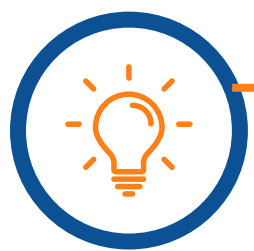


***The solution here:** look for an IT provider that will do more than plug in new hardware where you tell them to. Look for a true IT partner that can help you craft a holistic, positive vision for your dental IT- and then help you execute that vision!*



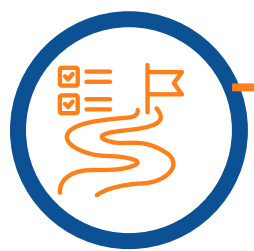
DIY IT DENTISTS STRUGGLE WITH VISION, SECURITY, EFFICIENCY, AND MORE

Many dentists (especially at smaller or newer practices) end up doing their own IT. We get it: if it feels like the only option, then it isn't something worthy of a whole lot of thought.



THERE'S NO STRATEGIC VISION

It often feels like doing your own IT is a good way to save money. But think about the costs you would incur after just one disaster, one fried server, one cyberattack!



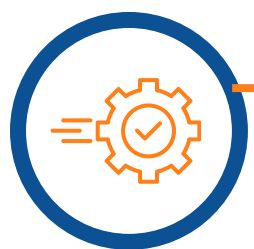
THERE'S NO IT ROADMAP

Without a clear plan, it's easy to fall behind, waste resources, and miss opportunities to improve security and efficiency.



IT SECURITY IS WEAK OR EVEN NONEXISTENT

DIY IT often lacks the tools, monitoring, and expertise needed to protect patient data and keep systems secure.



THE PRACTICE ISN'T OPERATING AS EFFICIENTLY AS IT COULD

Outdated systems, manual workarounds, and unreliable equipment slow down your team and impact the patient experience.

THE RISKS OF NOT RELYING ON A QUALIFIED DENTAL IT PROVIDER

We've already alluded to a few risks as we've shown you how working with a qualified dental IT MSP can solve your most persistent pain points. But let's take a closer look at a few of those risks and how they could harm your practice:

1 SINGLE SERVER RELIANCE

It's common for dental offices to run everything on a single server. If that's the case, do you know how recently your server was backed up? Are you confident that your team knows how to restore from that backup in case of emergency?



Relying on a single server for the entire organization drastically increases risk. Without redundancy in place, if that server dies, so does your data (and your infrastructure).



There are better approaches, including leveraging the cloud for backup and disaster recovery. A qualified IT Provider can guide you through this step by step.

2 CLOUD CHAOS AND CONFUSION

You may be thinking, "That server stuff is all behind us. We're operating in the cloud now!" Not so fast.

While we generally agree that moving toward cloud solutions is the ideal choice for many software and service needs, you'll save a lot of time and heartache if you switch to the cloud the right way.

An unmanaged cloud migration will almost certainly result in cloud chaos and confusion. All the advantages you hoped to gain could be overshadowed by the challenges and frustrations that a bad cloud environment causes!

You may also discover that certain pieces of existing technology do not easily adapt to the cloud. X-Ray machines and scan machines generate numerous images which may pose a bandwidth or storage challenge in the cloud. Not to mention, that data needs to be connected to the practice management application, which is a challenge.

The end result for most practices is that even after migrating most of their IT infrastructure to the cloud, they still need to maintain an in-house server for those cloud-unfriendly machines.



3 RISK OF HIPAA VIOLATIONS

Dental practices are bound to HIPAA just as any other medical provider is. Without careful compliance policies in place, it's far too easy for dental offices (especially those using the cloud) to inadvertently expose customer patient records or otherwise violate HIPAA.

This is serious business that can come with hefty fines: According to the HHS, total civil money penalties and settlements through early 2024 were over \$140 million.



4 DEADLY DOWNTIME DUE TO INSUFFICIENT BACKUP AND DISASTER RECOVERY PROCEDURES

Lastly, dental practices simply cannot afford the downtime that is inevitable without strong backup and disaster recovery procedures in place. Patient confidence will take a hit, and so will your operations! If you've had data loss or cannot access crucial data (like patient bookings or records), it's not an exaggeration to say that this could evolve into an existential threat for your practice.

In contrast, an outage can be quickly resolved with minimal to no patient disruption with the right backup solution!





PSEESOLUTIONS IS YOUR TRUSTED DENTAL IT PROVIDER!

You focus on your patients. We focus on upgrading your technology with secure, reliable, and modern IT solutions built for dental practices.



Ready to Upgrade Your Practice?



Schedule a free, 25-minute meeting with our team to discuss your IT needs and future goals.

Let's help your practice run smarter, safer, and more efficiently.



Local experts. Responsive support.
IT solutions that help your practice thrive.