A Guide to Building a Healthy Dental Practice

Seven technology mistakes that can damage or destroy your dental practice - and how to avoid them

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Managing Technology | Enabling Success

Today's dental practices face a myriad of information technology challenges that threaten their success—and possibly even their longevity. While some—like data security breaches—are obvious and known, other IT issues often go unnoticed or unchecked.

This Guide to Building a Healthy Dental Practice will provide you with some important recommendations to help you avoid these seven technology mistakes and better enable you to build and maintain a healthy, successful practice.

Following these important guidelines will help you reduce threats; boost the quality of your patient care (and the satisfaction of your patients); build and maintain a happier, more productive staff; reduce downtime; and better plan and manage your technology investments while controlling costs.

MISTAKE #1 Waiting for IT incidents to happen before you address them

It may seem easier to simply wait for IT incidents to occur, and then address whatever the problem is. But most businesses don't fully understand what their cost of downtime is. Even in a small business, the cost of downtime averages $8,000 per hour (IDG, 2015). In a dental practice, the cost isn't just the loss of revenue, but the potential loss of productivity and patients, and the damage to your reputation.

RECOMMENDATIONS:

Your practice needs a solid, proven Remote Monitoring and Management (RMM) solution, along with a comprehensive Backup Disaster Recovery (BDR) system and plan. If you don't have these in place today, you're putting your practice at great risk.

MISTAKE #2 Spending too much of your time on IT issues

Think you're spending 95% of your time with patients? Think again. Studies by the Levin Group Data Center indicate that most general dentists only spend approximately 78% of their time directly involved in patient care. And every minute that you and your staff spend on IT issues is one less minute spent on patients and their quality care. When you're forced to spend less time with your patients, they notice. And they take their business elsewhere when they feel your service and attention aren't up to par.

RECOMMENDATIONS:

You need a flexible, end-to-end IT support service managed by IT experts who monitor and manage your entire IT infrastructure either remotely or on-site, depending on your needs. Besides our standard Remote Support and On-Site Service offerings, Arevtech also offers TOTALCare, which provides an affordable, fixed-fee solution for diagnosis, troubleshooting, and resolution of most hardware- and software-related problems, whether on-site or remote, using expert assistance via telephone, email, and remote control.

MISTAKE #3 Thinking that disasters only happen to other practices

It is common to assume that disasters are rare and not likely to happen to your practice. But dental practice disasters don't just happen from acts of nature like storms, floods, and earthquakes. In fact, ActualTech Media (2015) reports that only 35% of downtime is caused by natural disasters. There are a wide range of other incidents and situations that can prove disastrous to your practice—with 19% of downtime caused by human error and 45% caused by operational issues (power or network failure, compromised server, poor IT maintenance, malicious intrusion or theft, aging technology, computer viruses, and more).

RECOMMENDATIONS:

Arevtech's Remote Monitoring and Management (RMM) services allow us to monitor the health and performance of your IT assets 24/7. With RMM, we can perform proactive maintenance efficiently to stabilize your IT, and respond with rapid remote remediation when immediate attention is needed.
In addition, Arevtech's Backup and Disaster Recovery (BDR) solution helps your practice rapidly recover from these negative events—allowing you to maintain or quickly resume mission-critical functions following a disaster.
Arevtech's multi-layered security services provide protection from viruses and malware both before and during attacks. These advanced services predict threats before they happen, prevent them from ever reaching your network, and protect your computers from internal threats as well.

MISTAKE #4

Not staying on top of the latest techniques and technologies

As a dental professional, you understand just how important it is to stay on top of the latest dental procedures, techniques, and technologies. You're constantly evaluating the latest dental equipment to ensure that your practice doesn't become outdated and noncompetitive. But are you letting your IT infrastructure become old and outdated? Is your IT infrastructure leveraging the latest technologies for security, compatibility, performance, and reliability?

RECOMMENDATIONS:

You would greatly benefit from a "Virtual CIO"—a trusted advisor to your practice that understands your business goals and challenges, and provides advice and recommendations on how to best implement technology solutions to support these goals. That's where Arevtech can help. As your Virtual CIO, we can help you build a strategic IT plan that will boost the value and ROI of your IT investments. And we offer flexible equipment-leasing programs and our unique "Hardware for Life" program to help you get affordable access to the latest technology solutions you need to run a successful practice.

MISTAKE #5

Not complying with PCI-DSS and HIPAA regulations for patient information protection

According to a 2015 annual report by Symantec, over a half BILLION personal information records were stolen in just one year. If that doesn't alarm you enough, these additional statistics may:

- Almost 40% of all data breaches took place within the Health Services sub-sector.
- 36% of all data breaches included medical records.

And Symantec believes the real numbers are worse than reported, as many organizations likely choose not to report their data breaches. How certain are you that your own current IT infrastructure includes the kind of advanced data-protection controls and monitoring necessary to properly protect your patient data and comply with the Payment Card Industry's Data Security Standard (PCI-DSS) and the government's strict Health Insurance Portability and Accountability Act (HIPAA) regulations?

RECOMMENDATIONS:

Arevtech's services deliver the protections needed to help ensure that your IT systems are compliant with PCI-DSS and HIPAA regulations and policies—while keeping your dental practice audit-ready. We perform regularly scheduled security assessments of your IT systems as part of our Regulatory Compliance Services. To best support you with a start-to-finish compliance solution, Arevtech partners with compliance experts for all administrative and non–IT related compliance services—helping to ensure your practice is truly compliant, safe, secure, and confidently protected from a data breach.

MISTAKE #6 Not having a means to plan and budget IT expenses and future equipment needs

If you're like many dental practices today, you're constantly dealing with unknown and unplanned IT expenses—finding yourself faced with large cash outlays for IT equipment that weren't part of your planned budget. You may find yourself having to pull budget from other areas—postponing other investments you had planned to make in new dental technology, new staff hires, office expansion or refurbishment, or other important initiatives.

RECOMMENDATIONS:

Your investment in IT infrastructure should allow you the ability to plan for technology and equipment upgrades in a manner that can be predicted and forecasted—reducing these unplanned, unbudgeted equipment expenses. That's where Arevtech can help. Our Virtual CIO approach provides you with expert guidance when formulating your strategic IT goals, planning your IT budget, and facilitating technology changes. And our equipment-leasing and Hardware for Life programs offer the scalability and flexibility to upgrade equipment and technology as needed to meet your changing needs over time—on a known monthly budget that greatly reduces these unplanned cash outlays.

MISTAKE #7

Dealing with vendors that sell you equipment you don't need or that doesn't work with your existing technology

Running a successful dental practice requires a major investment of time and a constant focus on patient care. The last thing you want to deal with is equipment vendors constantly pressuring you to buy the "next big thing" in technology—equipment that turns out to be unnecessary, overkill, or worse, does not integrate seamlessly with your current technology. Virtually every office has some piece of well-intentioned equipment that's collecting dust or is otherwise greatly underutilized.

RECOMMENDATIONS:

You should look for an experienced and trusted IT partner that doesn't base its primary business on the resale of equipment and products to its customers—one that offers a predictable, affordable means to get the IT infrastructure you need with the flexibility to upgrade to newer technologies and scale as your business grows. That starts with an IT partner that truly understands the needs, processes, and challenges of dental practices. And that's Arevtech.

Arevtech – Trusted IT Services and Solutions for a Healthy Practice

Today's successful dental practices face a wide range of new challenges and must constantly adapt to changing market conditions, new medical breakthroughs, regulatory requirements, and new technologies—all while protecting patient data and delivering top quality patient care.

At Arevtech, we deeply understand dental practices and their IT challenges, allowing us to become your trusted IT partner and Virtual CIO to ensure that your technology infrastructure is aligned to achieve your most critical business goals:

- Improve quality of patient care (and patient satisfaction)
- Boost efficiencies that result in driving costs down and profits up
- Eliminate or reduce risks that threaten your practice's success
- Accelerate your ability to ensure compliance with changing regulations

Contact Arevtech today to talk to one of our Dental Practice IT Experts—and put yourself on the path to building a healthy dental practice.

Email us at info@arevtech.com or call us at 714-256-1500.

Or for more information, visit our website at **www.arevtech.com**

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