



Spending Too Much Time on IT Issues?

Poorly managed IT keeps you from patients and takes money from your practice

arevtech

Managing Technology | Enabling Success

MISTAKE #7

Spending Too Much Time on IT Issues

Spending Too Much Time on IT Issues?

Poorly managed IT keeps you from patients and takes money from your practice

“Your most important expense is time.... When you spend more time than necessary to deliver care by operating inefficiently, you inadvertently lose income from that unproductive ‘spent’ time.”¹

-Roger G. Sanger, DDS, MS

Studies by the Levin Group Data Center indicate that most dentists spend only 78% of their time directly involved in patient care. If you're like most, you're spending 22% of your time on administrative tasks instead of revenue-generating patient care.

And how much time are you and your staff spending on IT related issues—trying to figure out an application or access important files, calling vendors for support, waiting for answers or for help to arrive onsite, or perhaps trying to fix things yourself?

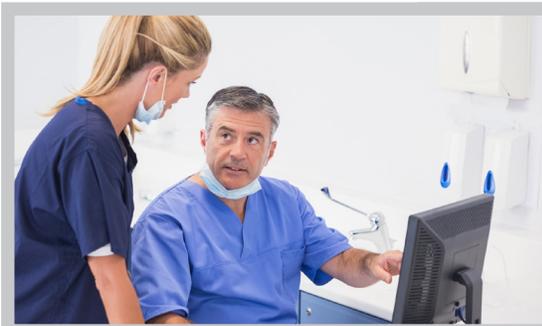
What would it mean to your practice—and to you financially—if you and your staff could spend just 5 to 10% more of your time with patients?

Losing time to IT issues means losing money

Why is the phrase “time is money” so common? Because it’s so true. In the case of dentists, 30 daily minutes spent on tasks other than patient care means a loss of \$36,000 per year. For hygienists, those wasted 30 daily minutes equate to \$12,000 per year.²

There are some administrative tasks your staff simply must attend to—dealing with insurance companies and billing, for example. But spending time on problems resulting from inefficient or poorly managed IT is unnecessary and something you can easily eliminate.

With a well-designed, well-managed IT infrastructure, you can dramatically reduce or altogether eliminate costly, time-consuming IT issues, such as power or network failures, compromised servers, malicious intrusion or theft, obsolete technology, and computer viruses.



Data breaches happen, and they're costly

“The loss of a single patient can mean \$200,000 in lost revenue over the lifetime of a healthcare practice.”

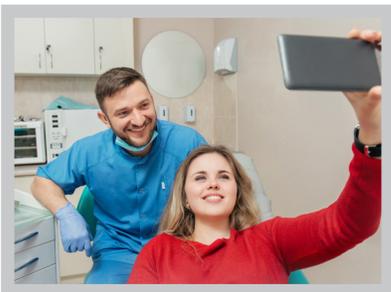
A recent Zetta survey of IT professionals found that one of every three businesses surveyed had been hit by a virus or malware attack. And it appears things are worse in healthcare, as a 2015 report by Symantec found that almost 40% of all data breaches take place in the health services subsector and involve patient data.³

Downtime caused by a data breach can be a small-business killer. A recent Zetta survey of IT professionals found that 54% of businesses have experienced a downtime incident lasting at least eight hours in the past five years. And 67% estimate that a site outage would cost them, on average, more than \$20,000 per day.⁴

A data breach can also devastate your dental practice over the long term. You're required to immediately notify all your patients of the breach in writing. You must also notify the local media to publicly disclose the breach. And your practice will be listed on the website of the U.S. Department of Health and Human Services as a practice that has had its data breached.

As you can imagine, all of this can do great harm to patient retention. In their 2015 study on HIPAA breaches, Software Advice found that 54% of patients are likely to change doctors due to a patient data breach.⁵ And, according to the National Institute of Health, the loss of a single patient can mean \$200,000 in lost revenue over the lifetime of a healthcare practice.⁶

More patient-care time means happier patients and more referrals



By streamlining administrative tasks with a well-designed, well-managed IT infrastructure—and maximizing the time you and your staff spend caring for patients—you can significantly boost patient satisfaction. And patient satisfaction has a direct and serious impact on your practice's financial success.

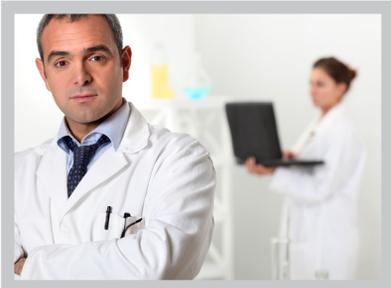
Boosting patient satisfaction helps boost referrals—a vital source of new patients. In fact, it's been found that satisfying one patient will help reach four more patients. Inversely, alienating one patient can result in negatively impacting ten potential new patients.⁵

Diagnose thyself: Are IT issues hurting your practice?

So how do you know if the time you and your staff devote to IT issues is normal or wasteful? Ask yourself the following questions to help determine whether IT issues are stealing money from your practice.

1. Can you and your staff access the information you need when you need it?
2. How often is patient care slowed or interrupted by IT issues?
3. Have you lost data and been unable to quickly recover it?
4. Does your practice perform frequent, secure data backups? For your entire server or just the data? Do you store data both on-site and off? Do you test backups regularly?
5. What would be the cost of 30 minutes of downtime? How much downtime could you afford? If you were to lose your entire server, how quickly would you be able to recover?
6. Are your servers and other key IT equipment breaking down and causing interruptions? Are they monitored regularly and maintained or replaced before issues arise?
7. Are you aware of all devices—on-premises and off—that have access to your network? Are any of them causing data-security vulnerabilities?
8. Are you monitoring IT performance 24/7 and resolving problems before they reduce productivity?
9. Are you fully compliant with regulations such as PCI-DSS and HIPAA?
10. Are you often billed for unexpected IT expenses? Or are you able to budget your IT around a predictable, fixed monthly expense?

If your answers cause you any concern, don't ignore it. The risks to your dental practice are too high. Even for small businesses, the cost of downtime can average as much as \$8,000 per hour.⁷ And the cost of data breaches is staggering. Over a two-year period, the average cost of patient-data breaches incurred by healthcare organizations was more than \$2.2 million per healthcare organization.⁸



Spend more time caring for patients: Let Arevtech handle your IT

At Arevtech, we have years of experience delivering managed IT services that help dental practices like yours boost uptime, protect against security threats and data breaches, and ensure regulatory compliance.

With Arevtech supporting your entire end-to-end IT infrastructure and network 24/7, you'll spend less time dealing with IT issues and more time with patients. Plus, your IT expenses will be more consistent and predictable.

Our 24/7 network monitoring means we're always on the job, keeping your critical systems and network up and running, securing your vital data, and addressing IT issues ahead of time – before they become serious problems for your practice.

You'll enjoy the peace of mind that comes with knowing your IT infrastructure is in good hands, every minute of every day. And you'll spend more time doing what you do best: providing best-in-class patient care.

arevtech

Managing Technology | Enabling Success

Contact Us Today

Contact us today to learn more about how Arevtech's team of experts provides friendly, knowledgeable IT service to help you build and grow a streamlined, productive practice and stay focused on providing top-quality patient care.

714.256.1500 Talk to one of our Dental Practice IT experts,
or visit us at **www.arevtech.com/Dental**

NOTES:

[1] Roger G. Sanger, DDS, MS. "Pedonomics: Manage time and worry less about variable expenses" Dental Economics, November 15, 2016 <https://www.dentaleconomics.com/articles/print/volume-106/issue-11/science-tech/pedonomics-manage-time-and-worry-less-about-variable-expenses.html> Accessed 5/14/18

[2] Computed for the sake of illustration at an average dentist production per hour of \$300 and an average hygienist production per hour of \$100 as noted by Roger G. Sanger, DDS, MS in his article – see note #1 above.

[3] Roger Park. Symantec, "ISTR Insights: Cyber Threats and the Healthcare Industry," June 2016. <https://www.symantec.com/connect/blogs/istr-insights-cyber-threats-and-healthcare-industry> Accessed 5/17/18

[4] Zetta State of Disaster Recovery, 2016. <http://www.zetta.net/resource/state-disaster-recovery-2016> Accessed 5/14/18.

[5] "HIPAA Breaches: Minimizing Risks and Patient Fears - IndustryView 2015", Software Advice. <https://www.softwareadvice.com/medical/industryview/hipaa-breaches-report-2015/> Accessed 5/17/18.

[6] "Ten Surprising Stats on Patient Satisfaction", SolutionReach, <https://www.solutionreach.com/slideshows/10-surprising-stats-on-patient-satisfaction> Accessed 5/14/18.

[7] Infracale, "The Future of Disaster Recovery," 2015. As seen: <https://www.infracale.com/25-disaster-recovery-statistics-for-2015-infographic/> Accessed 5/14/18.

[8] ID Experts, "Six Years Later, Patient Data Still at Risk for Data Breach," June 2016. <https://www2.idexpertscorp.com/knowledge-center/single/six-years-later-patient-data-still-at-risk-for-data-breach> Accessed 5/14/18.

arevtech

