



6 REASONS YOUR DENTAL PRACTICE SHOULD MOVE TO THE COMPLETE CLOUD™ FROM MBS SECURE



How do you measure the success of your dental practice (or practices)?



Patient satisfaction?



Appointment volume?



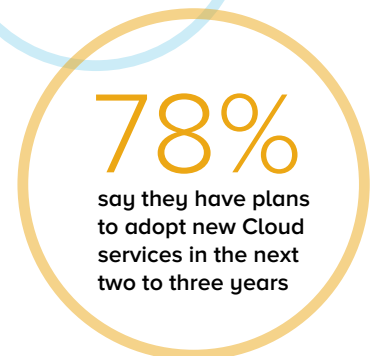
Practice profitability?

While every dentist will have slightly different goals and agendas, the metrics by which you measure success are pretty similar to those of your colleagues. For a dental practice to thrive and grow, you must keep patients happy and healthy, data secure, and costs low. If none of those are a priority for you, continue to do things as you've always done them.

But if one or more sound like goals you'd like to reach, read on.

Dentists and dental practice owners stand to gain a huge number of benefits from a Cloud transition. 64% of small businesses are already using Cloud software, and 78% say they have plans to adopt new Cloud services in the next two to three years.¹

Could you be leveraging The Complete Cloud™ to help grow your business and better serve your patients?



¹ BCSG, *The Small Business Revolution: Trends in SMB Cloud Adoption*, (<https://www.bcsb.com/wpcontent/uploads/2015/03/TheSmallBusinessRevolutionTrendsInSMBCloudAdoption.pdf>, 2015)

Reason #1: Protect Valuable Data

The personal and confidential data stored on your office servers is one of the most valuable assets you have, and security is critical to protecting your business. Have you taken steps to protect against:



Hackers or viruses that could expose or destroy private patient data?



Disgruntled employees who could alter, delete or share data with your competitors?



Breakins that result in the physical removal of your data from your office?

When you move your systems and information from an on-premise server to The Complete Cloud™, you can better protect it because it no longer resides on your physical server. Every document or file your practice produces is automatically stored in one data center and backed up to another, meaning you can monitor and control who accesses information and ensure lost or stolen hardware won't result in data loss or security breaches.





Reason #2: Ensure Practice Compliance

Meeting regulatory compliance standards can feel like trying to hit a moving target — as technology continues to develop, new standards are enacted. Even the most conscientiously compliant professional can lose valuable time (and sleep!) when faced with an audit. There are two states of data you need to safeguard to maintain compliance:



DATA AT REST - This refers to data stored on your servers or in a Cloud data center, and you've probably taken steps to ensure this is safeguarded.



DATA IN TRANSIT - Data in transit is any data moving across the internet - how secure are your files when you send them between practice locations or to your accountant?

When you partner with a trusted Cloud provider to host your systems and data, the majority of the responsibility for maintaining compliance is shifted from your shoulders to theirs. The burden to stay current is no longer yours, and in the case of an audit, you can rely on your provider to provide documentation of your practice's adherence to industry standards.

Reason #3: Lower Capital Expenditures

Servers don't come cheap, and with the life cycle of the average on-premises server hovering around three years, you've got a lot of capital tied up in hardware alone. Add that to regular software upgrades, updates and patches, and the loss of productivity you face each time a server needs to be replaced, and you may wonder how you ever thought technology would make your life better. IT setup costs for a small practice can include:



HARDWARE - your server, which will require replacement every 3-5 years



INSTALLATION AND SETUP - fees you'll likely also face each time your server is replaced



DATA MIGRATION - on-premise data needs to be moved when your server reaches end-of-life



SOFTWARE - licensing for each server, plus someone to regularly update and patch



SUPPORT - an annual contract that gives you someone to call when things aren't working as they should



Cloud services, on the other hand, come at an affordable — and better still, predictable — monthly fee. By migrating your systems to The Complete Cloud™, you can reduce costly hardware and software expenditures and eliminate business interruptions that inevitably come with the replacement cycle.

“We started investigating The Complete Cloud™ from MBS Secure to reduce our capital expenditures, but what we got from them was so much more.

They’ve solved logistical, geographical, compliance, and security issues for all of our locations. MBS Secure has increased our compliance and security while saving us thousands in IT expenses.

We’ll never look back.”

Dr. Dwight D. Peccora
<https://www.ftbendental.com/>

Reason #4: Keep Things Running Smoothly

IT issues — regardless of the cause — can stop your smoothly running practice in its tracks — inconveniencing patients and costing you thousands:



Emergency callout fee to get a support team on the problem ASAP (which could still mean days of waiting)



Costs associated with any hardware or software replacements required to remedy the problem



Hundreds of dollars an hour lost as your office cancels or postpones patient procedures and chairs sit empty

Working with a Cloud provider who understands the importance of uninterrupted system availability can mean the difference between complete failure and minor inconvenience when disaster strikes. The most common causes of IT system failure for SMBs are²:



HARDWARE FAILURE (55%)
End-of-life, overheating, power surge, physical damage to wiring or components



HUMAN ERROR (22%)
Accidental wiping of critical files



SOFTWARE FAILURE (18%)
Failure to patch known issues, lack of testing before implementing changes, corruption of applications



NATURAL DISASTERS (5%)
Flooding, major power outages, physical damage to the practice premises



Rely on your Cloud partner for failovers and redundancies to reduce the risk of outages, and current offsite backups for a prompt recovery should the worst occur.

² Continuity Central Archive, *Top Causes of Downtime Explored*, (<http://www.continuitycentral.com/news06645.html>)

Reason #5: Onboard Locations or Staff Easily

Adding new team members at a practice — or a new practice location entirely — can eat up hours with IT setup:



Installing new software



Configuring new laptops or workstations



Changing permissions to allow access to data new staff need



Deploying new servers

And the entire process must be repeated in reverse when an employee leaves the practice, or you sell a location, to ensure the confidentiality of personal or proprietary information.

With Cloud-based practice management, that work is the responsibility of your provider and entails little more than a few keystrokes in many cases. The Complete Cloud™ makes onboarding and removing staff or office access from your system simple and painless, allowing you and your staff to focus right away on treating patients, rather than wasting hours on IT issues.

Standard user profiles could be created to make the onboarding process more expedient.

For example:



Dental assistant has access to dental management software (e.g. Dentrix), imaging software, email, and regular office productivity applications



Financial administrator or external consultant has access to a financial management application (e.g. Quickbooks or Peachtree), email, and regular office productivity applications

Using pre-built profiles would make onboarding a new user as easy as creating new user credentials on a central server and then forwarding the username and password to the new employee, literally minutes.

Reason #6: Access Real-Time Data

Trying to manage the comings and goings and expenses of a staff of hygienists, assistants, and clerks can consume hours that could be better spent on treating patients. With Cloud-based systems, you can manage your domain easily and efficiently by accessing operational data in real-time.

For example:



Looking to get real-time data on financials, patient appointments and overall business operations? The owner or business manager can quickly get remote access into their entire business environment anytime to keep their finger on the pulse and get real-time live data.



Need to collect data from your practice location(s) to understand end-of-month or end-of-year performance? With on-premise systems, you may wait weeks for an office manager in a remote location to produce the reports you need and send them to you. Cloud-based systems allow you to immediately generate reports from any one of your practices or consolidate data from multiple locations — wherever and whenever you choose.

Working with a Cloud partner allows you as much or as little control as you like over daily operations and makes data accessible to you from anywhere, enabling you to make informed business decisions that will benefit your practice.

Get All the Benefits of The Complete Cloud™ From MBS Secure Today

If you're interested in moving your practice to The Complete Cloud™ to lower costs, improve efficiency, or better serve your patients, we're here to help.

At MBS Secure, we specialize in Cloud solutions for dental practices and can seamlessly integrate your practice management, imaging, and accounting software to take the hassle out of IT for your business.



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Call Us Today: (832) 900-2371

“The Complete Cloud™ from MBS Secure has helped secure my practice - both virtually and physically. I no longer worry about business interruptions, IT issues, security issues or physical theft of my data.

MBS Secure has given me the peace of mind I was looking for through The Complete Cloud™. ”

Dr. Michael Macaluso, DDS, PC
<http://www.macalusodds.com/>

