UNDERSTANDING PUBLIC AND PRIVATE CLOUD USE FOR GROWING DENTAL PRACTICES

WHAT TO KNOW BEFORE YOU JUMP TO THE CLOUD

Dental practice today is vastly different than it was even a decade ago, and as Gideon Balloch puts it:

"There's no way around it: *the future of dentistry will be digital*. With advancements in scanning, treatment planning, and digital manufacturing, what was once prohibitively expensive is now accessible, already transforming thousands of dental labs and practices worldwide."

For dental practitioners, this presents a double-edged sword: more efficient and productive practices and the need to be an IT guru to tackle them all.

Everything's becoming more complex. Not the hardware itself, but all the technological products that are thrown at us, with the "cloud" being one of them.

Practice Goals

Control costs

Have an integrated workflow

Enhance performance

Achieve better efficiencies

The dilemmas we face:

- **Workflow issues** — We use too many programs and have too little mobility. Think about how many applications you use each day just to have your practice operating properly. Could there be an easier way?

- **CapEx** — Right now, to stay up-to-date, we need to upgrade our hardware every three to five years at a considerable cost. We need high availability to ensure our practice doesn't grind to a halt in the event of an outage, and we need regular and reliable backups. All this adds to our overhead and capital expenditure costs. What if there were a way to eliminate all that?

- **Software-as-a-Service (SaaS) models** — Most of these models lock you in -- and you don't own the data. It's a piece-by-piece project. First, you might offload your practice management accounting software, then your imaging software, then the billing component. But this still leaves you with on-premise needs and now the apps you need are all over the place. Wouldn't one centralized location accessible anywhere make more sense?

- **Imaging in the cloud** — You still have on-premise equipment to do your imaging. If you move to Dentrix Ascend, you'll need to learn a new practice management application, which will likely interrupt your workflow. Will your current software work with Ascend? If not, it's up to you to get it cloud-ready. Do you have the IT expertise to do that?

- **Security & compliance** — You know it's necessary, and in the end it is your responsibility as the practitioner. But who do you have overseeing it and how up-to-date are they? Are you aware of any loopholes and how will you deal with an audit? Wouldn't it be nice to know that ALL your IT security and compliance needs are handled and audit-ready?

Ask the Right Questions

Before you choose a Cloud and a Cloud provider, it's important to ask the right questions.

1   What type of authentication process is used? Ensure that only those authorized have access to the Cloud.

2   What certifications do you hold? Ensure that the Cloud you're going to is certified in any regulatory details that are applicable to your practice.

3   Who will own the data? Make sure you retain ownership.

4   Which aspects of security and compliance do you cover? What are you responsible for?

5   How are your applications and data protected?

6   If you experience a failure, what steps do you take to ensure our apps are still available?

7   How often are backups done and how reliable/accurate are those backups?

8   What kind of audit trail do you provide in the event of an OCR audit?

9   How and when will you notify us of any security incident?

10   Are you ISO / IEC 27001 compliant (the most widely recognized international standard for information security compliance)?

11   How is your security audited and can we have access to those audit reports?

Public Cloud vs. Private Cloud

Moving to the Cloud allows for more mobility and easier access, and it can be far less costly than maintaining and managing on-premises hardware and software.

But then it comes down to choosing which kind of Cloud: public (like AWS or Azure) or private (like The Complete Cloud™).

Public Clouds

- Some public clouds charge you to move information into or out of their clouds.

- Threats to data privacy, confidentiality breaches, and data loss are some of the challenges in public clouds.

- The addition of more cloud services and tools can lead to misconfiguration, amplifying your security risk.

- If the public cloud you choose says it's HIPAA compliant, it's still up to you to ensure you "stay informed of where and how electronic protected health information is moved, handled, or stored by your choice of provider.

- AWS and Azure are businesses who care about their products and services and will do their best to sell you their product.

Private Clouds

- Private clouds are like owning your own house or condo. There are no other tenants or enterprises in your space — just you, your data, and apps.

- 74% of healthcare organizations choose private clouds because of security and compliance concerns.

- On-premises private clouds give your IT staff direct control over what's stored in the Cloud and the ability to customize the environment, but at a significant cost.

- Hosted private clouds are managed and maintained by the cloud service provider, freeing up your IT staff.

- The majority of Office for Civil Rights disciplinary actions come from failure to do adequate risk assessments; The Complete Cloud™ works with you to ensure your risk level is appropriate.

The Complete Cloud™

The Complete Cloud™ from MBS Secure enables you to migrate to a fully managed environment for a predictable flat fixed monthly rate. It enables you to:

- Grow your dental practice.

- Improve performance, operations, and security.

- Ensure compliance.

- Save thousands a year on IT expenses by eliminating expensive hardware and extending the life of your workstations.

The Complete Cloud™ is a managed, platform-based solution that basically bridges the gap for Dentrix, Open Dental, and all the software that you have today.

- It integrates all the apps you currently use, so your workflow remains the same.

- It's scalable and grows as you grow, so it will work whether you expand to two locations or 200.

- It's private, secure and safe.

MBS

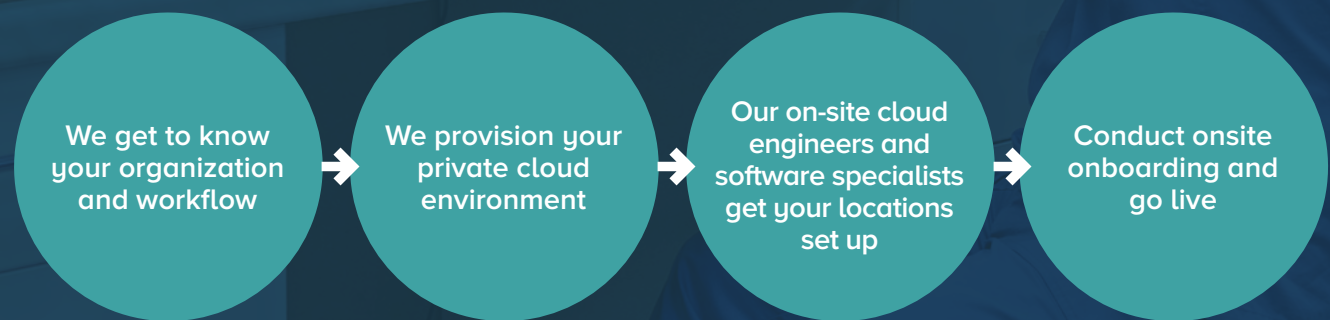mbssecure.com

The Nuts & Bolts of The Complete Cloud™

Here's how The Complete Cloud™ works:

- **What you need** — Windows 7 at a minimum, because that's the baseline to connect to us for HIPAA compliance. As of 2022, you'll need a base install of Windows 10 Pro.

- **Router & encryption tunnel** — We supply you with a router like the SonicWall that establishes an encryption tunnel that protects all data layers.

- **Imaging** — We add our proprietary intellectual property onto a local appliance like a PC so that if your internet connection goes down, you still have instantaneous access to your imaging. It's then shot through the encryption tunnel to our data center, meaning no delay of acquisition.

- **HIPAA expertise and certifications** — We take compliance and security very seriously. Our certifications, among others, include HIPAA, PCI, SAS 70, SOC 2, SSAE Type II service organization, SSAE16 certified and audited, and WatchGuard Expert Partner

- **Management, patching, maintenance** — The problem in dentistry is that not all security fixes actually fix things; some merely cause other problems. We know what works and what doesn't, so you're assured of expert management, patching, and maintenance.

- **Simple billing** — You get a per computer or per employee license for a VPN so you can access The Complete Cloud™ from home as well (without any further cost)

- **Cost** — A normal 10-computer office would be about $750 a month. And, it's a simple process to add users for about $39 a month. When you start to get to 100 or 200 employees, we work to provide user pack discounts.

The MBS Secure Advantage

WE SELL YOU A SOLUTION, NOT A PRODUCT.

We work with you to get you into The Complete Cloud™ in as little as four weeks — with little or no interruption to your daily operations. MBS Secure provides full transparency and all the specialists needed to get you to The Complete Cloud™ with a super-simple four-step process:

We get to know your organization and workflow → **We provision your private cloud environment** → **Our on-site cloud engineers and software specialists get your locations set up** → **Conduct onsite onboarding and go live**

We're a team of diverse specialists, including dental software specialists, systems engineers, data center cloud experts, and security specialists who specialize in multi-location dental practices. We're all under one roof and provide support whenever it's needed and in whatever area you need it. Should an issue arrive, give us a call at **877-627-0787.**

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