



Finding the Right 

IT PROVIDER

FOR YOUR

DENTAL PRACTICE

Decorative elements including a dental handpiece, a dental X-ray film, and a dental chair, along with blue starburst graphics.

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

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often struggle to keep their IT current and secure, suffering from outdated, minimally functional websites and slow backend processes.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

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FAMILIAR PAIN POINTS MEET QUALITY SOLUTIONS

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:



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SETTING UP A NEW OFFICE

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!***





HIGH STAFF TURNOVER HARMS IT CONTINUITY

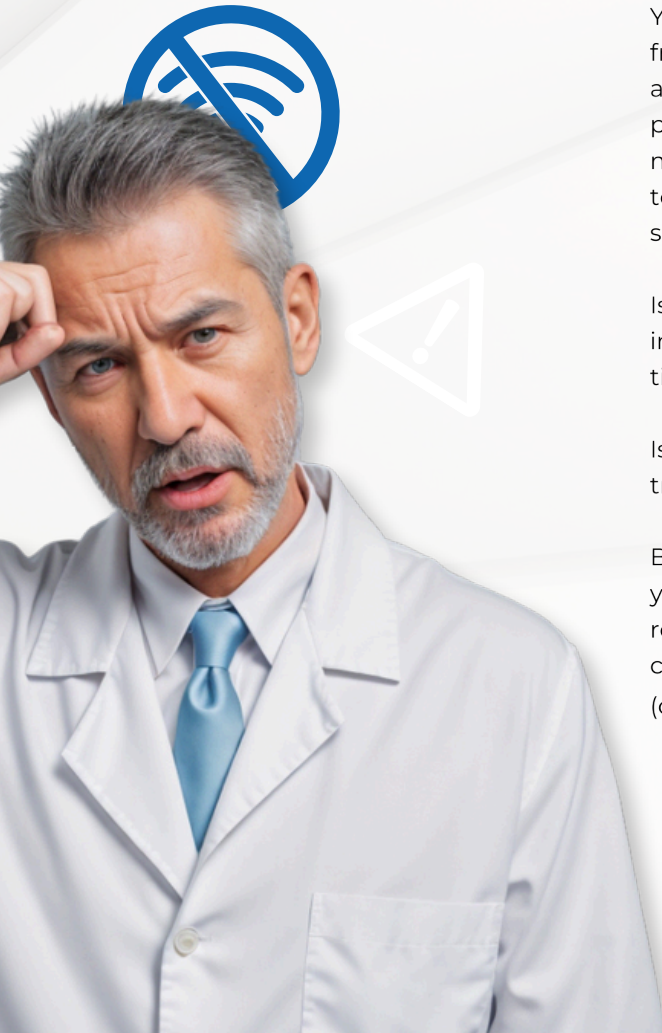
Another unfortunate reality that affects more than just the dental industry:
high staff turnover.

For a variety of interweaving reasons, people are hopping from job to job (and even industry to industry) at a rate that's bound to cause small business leaders **a great deal of stress.**

This high staff turnover rate can affect a practice's IT continuity: if an office admin or a full-time in-house IT tech has most of your organizational IT knowledge, **what happens when that person leaves?**

In contrast, by partnering with an IT team, you gain a partner that isn't going anywhere, and one that shoulders the burden of staying up to date with the **latest IT trends.** In this way, you gain both **continuity** and **capable IT decision-making** that isn't tied to any specific person on your payroll.

EVEN MINOR TECHNICAL ISSUES CREATE MAJOR DISTRACTIONS



Your team is a **well-oiled machine**, with front office personnel, dental technicians, and dentists working in harmony to provide quality care to patients. And that means you don't have time or bandwidth to come to a screeching halt to deal with some minor technical issue!

Is fixing the unresponsive printer as important as finishing a root canal on time? Absolutely not.

Is there someone on your staff that can troubleshoot that printer? Probably.

But you still can't move forward through your day until that printer issue gets resolved. And that someone who gets conscripted into troubleshooting printers (or solving other mild technical issues) had some other job they were supposed to be doing.

Dental practices can eliminate distractions like these by offloading them to a team that does have the time to focus on minor technical issues!

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

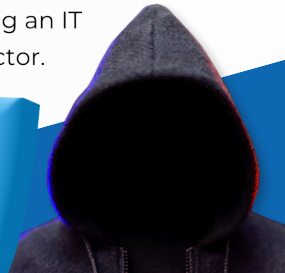
Many dentists (especially at smaller or newer practices) **end up doing their own IT**. We get it: if it feels like the only option, then it isn't something worthy of a whole lot of thought.

But consider the hidden costs of DIY IT:



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!**

Opening your practice up to risks like those certainly isn't worth the **small savings** of avoiding an IT contractor.



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!**



Excellent Networks Is Your Trusted Dental IT Provider!

We don't expect you to do all of this on your own! While you focus on your dental practice, **we'll focus on upgrading your technology.**

Schedule a free, 25-minute meeting at www.enielp.com. Top-notch technology is a **significant differentiator** in the dental industry, and we're local experts in getting offices up to speed (**while respecting your time!**)



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