

TEN

Top Ten Reasons Cloud Computing is Inevitable in Dentistry



Dental practices are using “the cloud”
to connect, care, and thrive. **Why?**

Because there's
no stopping the cloud.

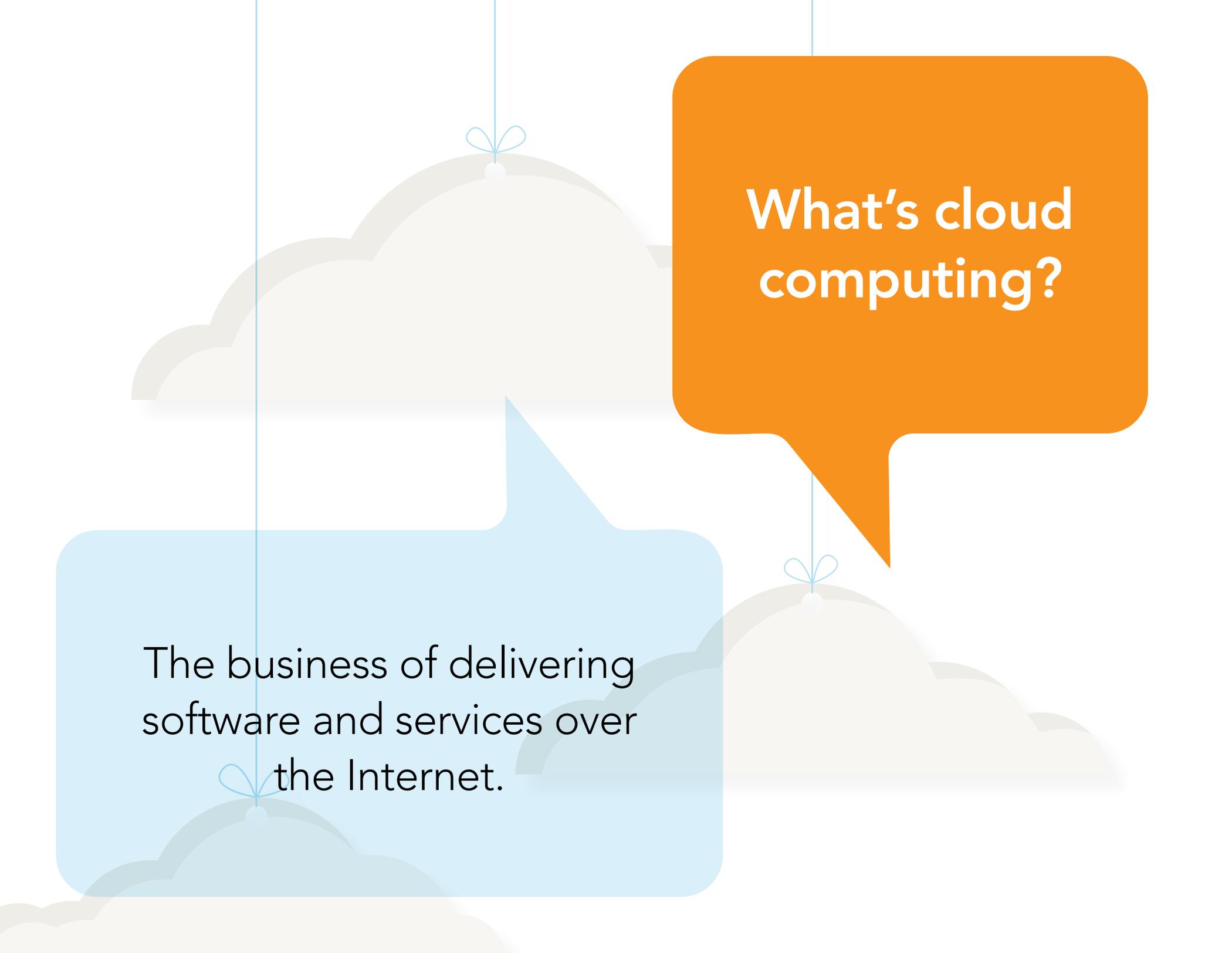
Look around: We're all in... already!

Shop for cars, clothes, food, and furniture. Trade securities, bank, and manage investments. Book travel, vacations, and entertainment. Pay bills. Buy music. Manage home security remotely. Every one of these activities involves personal and financial information being transmitted over the Internet. And all are cloud-based transactions.

This eBook provides the “top ten” reasons for dental professionals to move their electronic dental record (EDR) and practice management (PM) data management systems to the cloud.

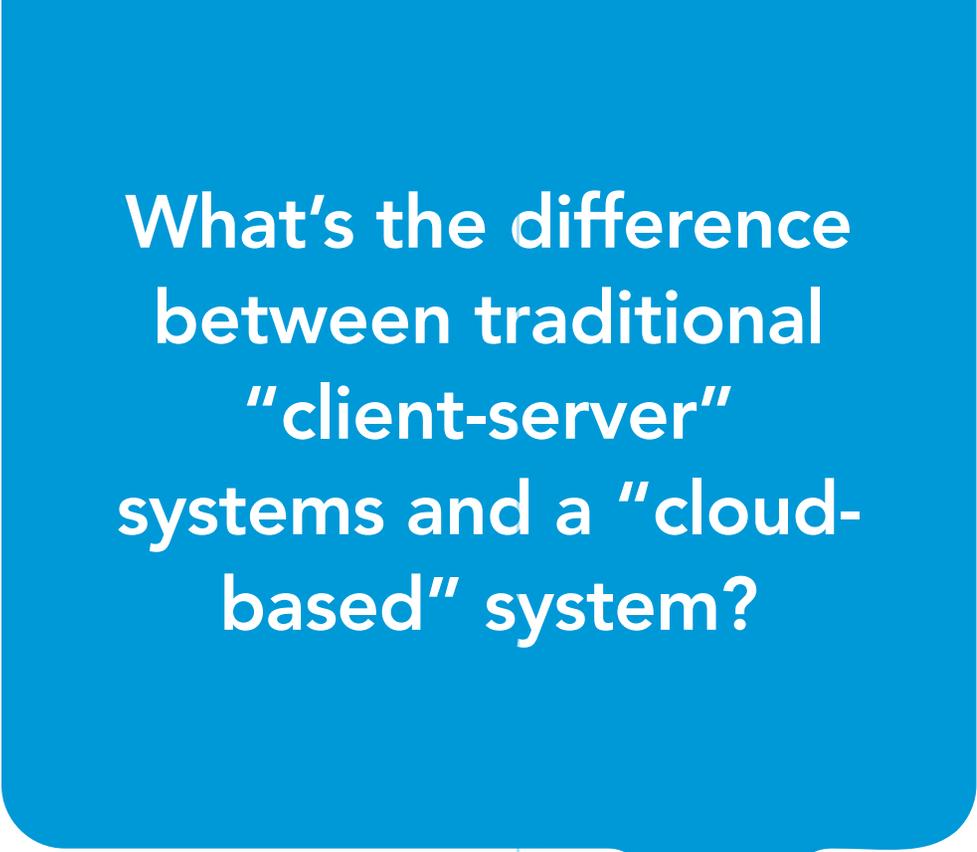
Want some specifics? **Read on!**



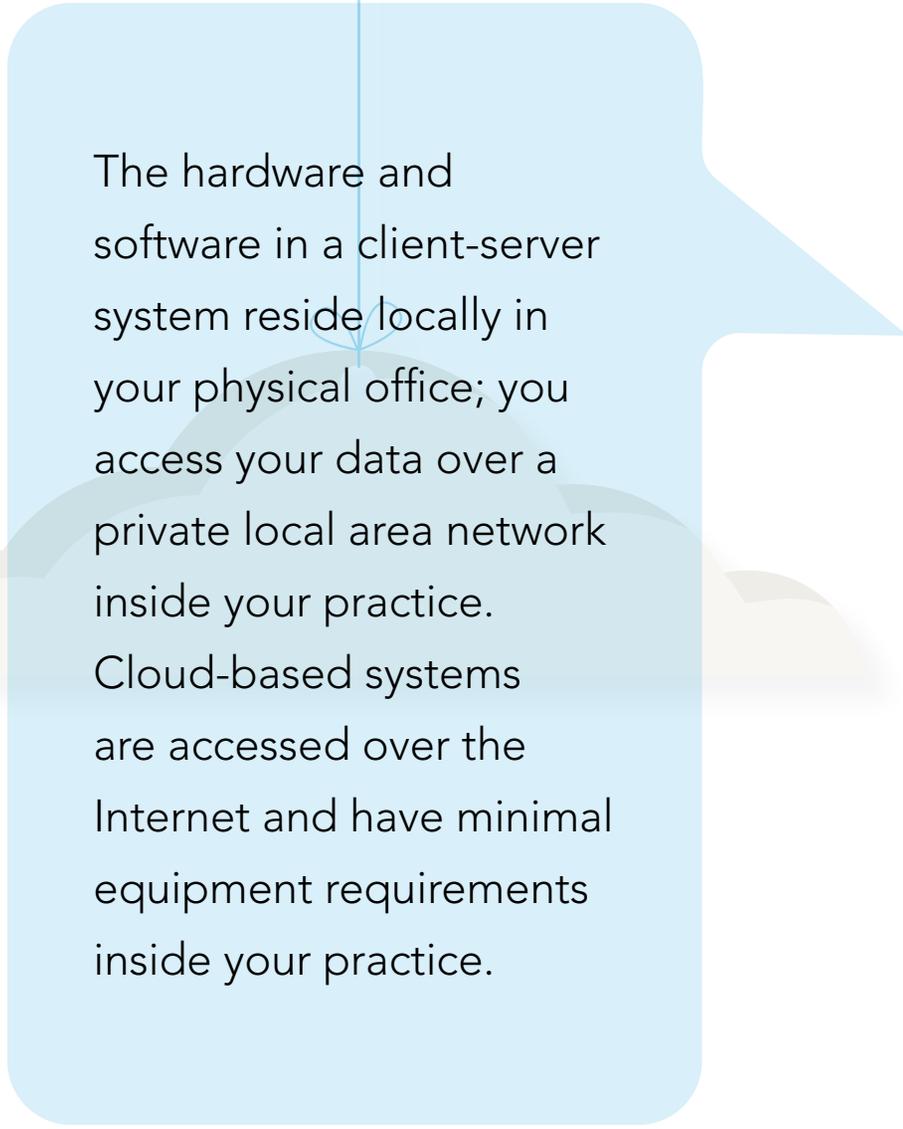


What's cloud computing?

The business of delivering software and services over the Internet.



What's the difference
between traditional
"client-server"
systems and a "cloud-
based" system?



The hardware and software in a client-server system reside locally in your physical office; you access your data over a private local area network inside your practice. Cloud-based systems are accessed over the Internet and have minimal equipment requirements inside your practice.



Save **time** and **money**.

You know the old saying. Time really is money. That's why they're both #1. It's hard to separate them. And with an integrated, cloud-based EDR and PM system, you can save both.

You'll save time because you'll spend less of it managing information technology (IT) issues inside your office. And you'll save money because cloud-based systems require less hardware and software inside your practice.

And really, every one of our *Top Ten Reasons* to go to the cloud has a **time and money "savings halo."** Check it out!





Anytime, anywhere access.

Access your practice's financial data, patient schedules, treatment plans, and patient data from any location with an Internet connection.

That's pretty much anywhere these days.

Just bring your own device (BYOD). Whether you're in another office, at home, on vacation, or at a conference anywhere in the world, you'll still be "in your office" – with access to critical patient data. And you can drive collaborative care because you can be highly responsive with no delays.

That's huge for time savings.

And it's better care because you're up to date and in control throughout every patient treatment plan.



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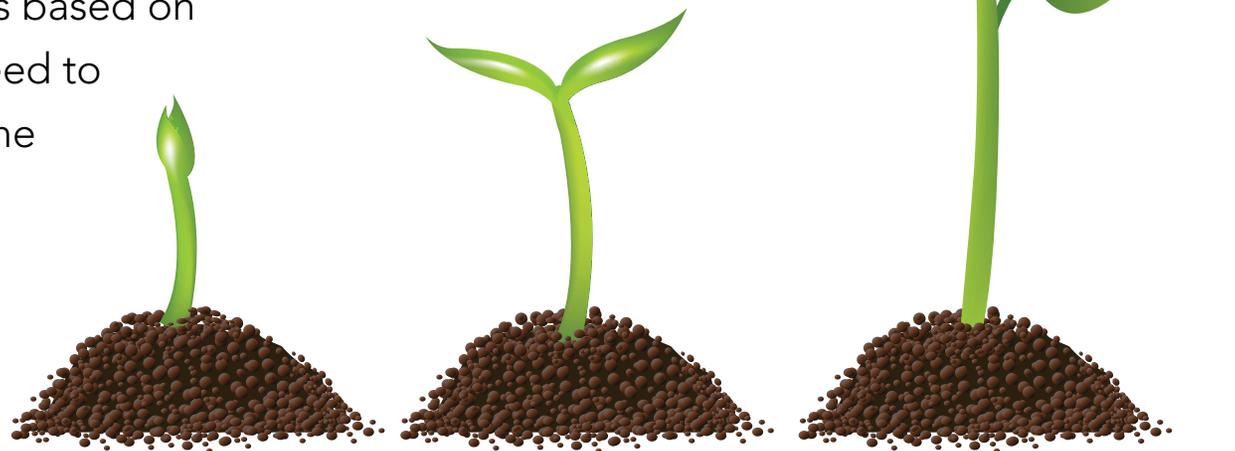
Scalability.

When your practice grows (or contracts) your administrative and clinical data resources must adjust too.

In a traditional client-server environment that means you'll add new hardware and software to grow your network in line with your practice growth. This can get expensive.

On the other hand, if your practice is downsizing or consolidating, you'll be stuck with excess inventories of local servers, computers, and software. And that won't save you money.

A cloud-based EDR and PM system grows and shrinks automatically because it's based on "an Internet connection." No need to manage servers and software. The only element to manage is the number of active user licenses. The rest is automatic. Nice.



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Simplicity.

Compare and contrast the two technology platforms. The difference is striking.

Client-Server System Deployment/Maintenance	Cloud-Based System Deployment/Maintenance
<ul style="list-style-type: none">• computer servers/server station(s) + monitors	<ul style="list-style-type: none">• access software vendor website and sign on
<ul style="list-style-type: none">• redundant power supplies/surge protection	<ul style="list-style-type: none">• complete limited practice-specific set-up
<ul style="list-style-type: none">• software installation/configuration	<ul style="list-style-type: none">• train – go live
<ul style="list-style-type: none">• system testing and training – then, go live	<ul style="list-style-type: none">• add or subtract multiple offices without any further set-up
<ul style="list-style-type: none">• software upgrade cycles conducted on site	
<ul style="list-style-type: none">• on-site IT resource for trouble-shooting	
<ul style="list-style-type: none">• repeat entire process to add an office/offices	
<ul style="list-style-type: none">• manage excess hardware inventory when reducing offices	

“The new web-based product has made it an absolute joy to open new offices. Opening an office, one doesn’t even have to be concerned with the IT side of rolling out a new office. It’s a piece of cake.”

Jack Castle, CEO Lovett Dental
Customer since 1985

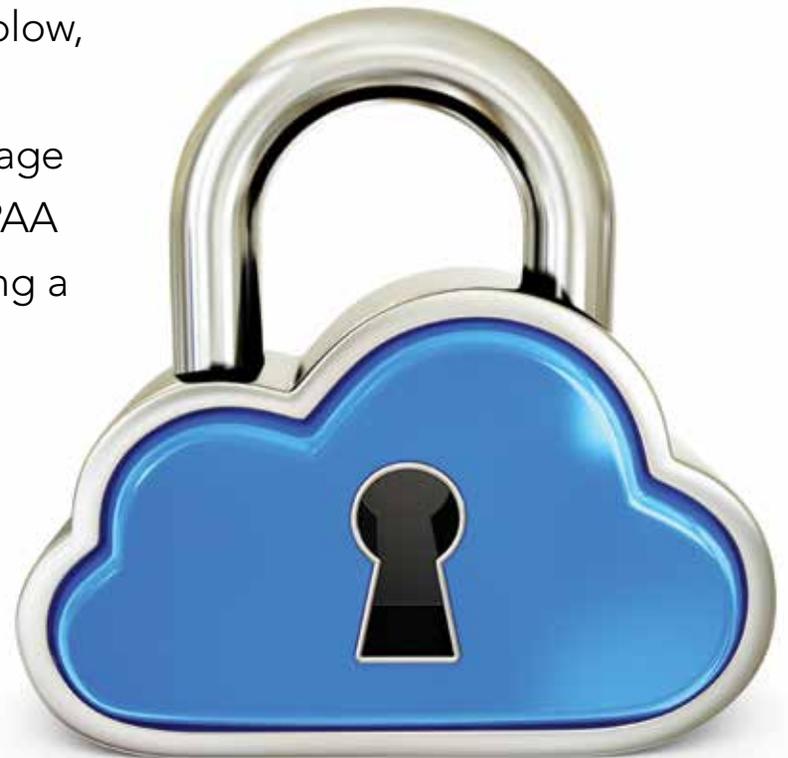
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Data security.

We hear that fear and uncertainty around the security of the cloud tends to be the number one impediment preventing dentists from switching to cloud-based systems. **But we see security as a strong reason to make the switch!**

That's because cloud-based systems (and vendors) must offer a high degree of data security. And they do. Martin Jablow, DMD, noted in a recent article that cloud computing addresses all HIPAA issues and that when dentists engage a cloud-based EDR and PM system they shift many HIPAA responsibilities to the vendor.* He calls cloud computing a "HIPAA shield for your office."

* <http://www.dentistryiq.com/articles/2009/12/can-you-trust-the.html>





Easy, reliable backup.

There's another part of "the IT process" you need to manage – regularly – if you run your EDR and PM system from a traditional client-server platform: **Backups.**

With cloud-based systems, this need disappears. There is no requirement to back up your data onto remote servers (like there is when you use a traditional client-server system) or onto tapes that you take off-site and store somewhere else.

In the cloud, your practice data is stored online. So... it's being stored safely off-site. In short – backups are automatic with a cloud-based system. Perfect.





System updates are **easy, automatic.**

Let's face it. There's nothing easier than automatic.

Constantly working on system upgrades for better functionality, system performance, and to comply with the latest clinical data reporting and sharing regulations.

These software updates can be IT intensive if you're running on a client-server based platform.

With the cloud, you and your office staff can be confident that every time an authorized user signs into your system, they'll work with the very latest version(s) of the EDR and PM software that are part of your software agreement.

Automatic. Easy.





Fewer hardware and software glitches.

With a cloud-based system in your practice, as we pointed out earlier, you have less hardware. **Ipsso facto, you'll have fewer hardware glitches.**

And when a software glitch is fixed in a cloud-based system, you remain blissfully unaware of the repair because your vendor incorporates the fix directly into your system and tells you when it's fixed.

If you use a client-server system, however, you'll be well aware of any "glitch fixes" ... because you'll have to install the fixes yourself ... and on each of your local servers. **Ouch.**

**FEWER
GLITCHES**





Disaster recovery in an instant.

If you're a sole practitioner, you'll need to repair your office quickly or find new space. And when you do, we've already mentioned the speed and simplicity of going live on a cloud-based system. With at least one computer and an Internet connection – you're good to go.

For multi-office practices, it's even easier. Patient coverage, care continuity, and business operations continue uninterrupted. Because every other office in your practice system can access every patient record normally associated with the compromised office location.

You, and your patients, maintain your respective schedules. **And revenue continues to flow.**



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Open communication and collaboration.

Cloud-based EDR and PM systems can **speed communication** among multi-office dental practices.

That helps improve productivity. For example, office staff can check insurance eligibility in real time. Clinicians can bill insurance directly from the operatory.

Not to mention leveraging cloud connectivity by partnering with third parties to use the Internet for patient prescriptions and to refer patients to specialists.

As health reforms advance, dental professionals are being included in collaborative care teams. Treating “the whole patient” requires the sharing of patients’ clinical data – medical, dental, and behavioral. Working from a cloud-based platform enables optimum care collaboration and treatment coordination.



The cloud: Hype or hope for dentistry?

Gartner, Inc., the world's leading information technology research and advisory company, has published its "Hype Cycle for Emerging Technologies" every year since 1995*. In the company's 2012 version, cloud computing already has travelled halfway through "the hype cycle" and Gartner predicts cloud computing to be "mainstream" within two to five years.

**Not in the cloud yet? Better get there.
Because it's happening faster in dentistry.**

*<http://www.gartner.com/newsroom/id/2124315>

It's not should. It's when.

Every dental practice is unique. Patient demographics, practice location, clinical focus, office culture, practice ownership, technological knowhow, logistics, future practice objectives, and the role technology plays within the practice are all areas to explore when deciding whether or not to transition to a cloud-based EDR and PM solution.

But make no mistake... it could be a big mistake to ignore the unstoppable trend of cloud computing in dentistry. Nothing beats the cloud for lowest total cost of ownership (compared to client-server systems), significantly reduced capital investment, and anytime/anywhere access to administrative and clinical data.

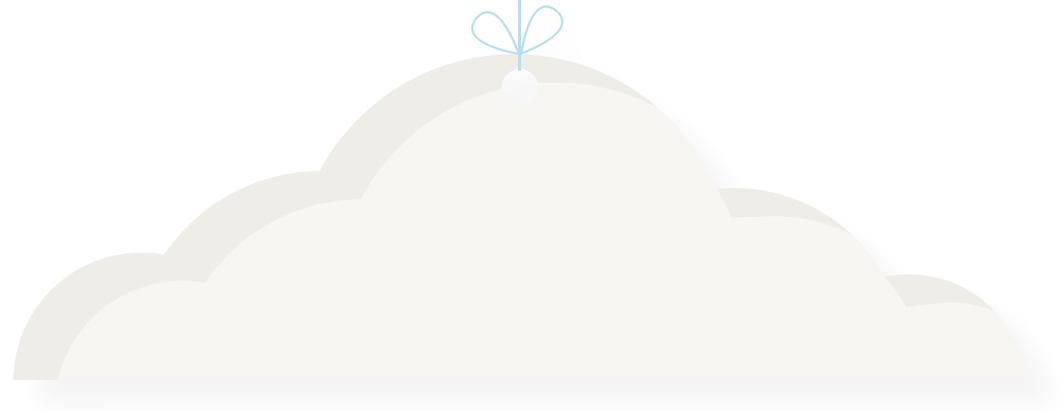


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