

## How to Create a Killer Practice on the Cloud

The very fact that you're reading this white paper is proof alone that you are looking for a change because you're not quite satisfied with your dental practice in some way.

Further, you are most likely a progressive doctor with one big goal; build a killer practice.

### What is a "Killer" Practice?

For the purposes of this paper, the term killer practice is slang for a dental practice firing on all cylinders. **Generally speaking, a killer practice has the following attributes:**

- It is busy, not disorderly or chaotic, but production is healthy and growing.
- Dentists in the local community view this practice as one they wish they could become.
- The practice provides the dentist with a lifestyle he always envisioned. It's more than money. It's about practicing the way you want to practice and having a harmonious team working well together.
- The killer practice paves the way for a healthy retirement versus one that includes part-time work to pay the bills.

We've divided this paper into seven key advantages which are:



1. **Accessibility**
2. **Successability**
3. **Affordability**
4. **Business Accountability**
5. **Scalability**
6. **Sellability**
7. **Dependability**



### Accessibility

Building the killer practice means you have unfettered access to patient data without having to purchase, install, configure and maintain software that is additional to your dental practice management software. Why pay for this level of accessibility when you can receive it as part of complete cloud-based dental practice management software?

#### Why is accessibility a key to building a killer practice?

##### 1. Branding

As you know, dentistry is not a 9-5 job because you can expect phone calls or emails from your patients at any time. What your patient doesn't want to hear is, "My office manager will call you in the morning." The same holds true for your office manager who prefers not dealing with an unhappy patient when they connect. Accessibility means you can address questions or issues outside of your office. The cloud gives you a level of remote access that no server-based solution can deliver.

##### 2. Work Style

Excellent production often comes when you are in "the zone." Your zone may not always exist when you are physically in the office. It may pop up when you are out for coffee reviewing the upcoming day's schedule or when you are reading notes from a particularly difficult case and your solution comes to you in your home office. The cloud gives you access to patient data wherever and whenever you need it which means you can be more responsive to your patients and start your day ahead versus scrambling to catch up once you arrive at the office.



### Successibility

Okay, there's no need to consult the dictionary. Successibility is not a real word but it has real meaning.

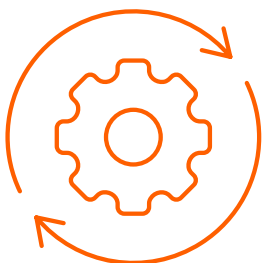
**In Dr. Frank I Lenz's book, *What Americans Really Want...Really*, he presented five lifestyle attributes that we want in life:**

##### 1. Less worry

Removing ALL worry from your life is virtually impossible. But in the context of practice management software, not having to worry about cybersecurity, the integrity of data back up or having customer support when you need it significantly reduces worry. The cloud automatically backs up data, provides a level of security no server-based solution can offer and enables world-class support (as long as your software provider is committed to delivering it). Fun fact. Curve provides 24/7/365 support.

##### 2. Less hassle

No dentist or staff member likes software updates. They typically come with late nights, disruption to your entire team and potential expense if you work with an IT consultant. Imagine how little hassle you'll have if updates are made overnight and requiring nothing on your or your staff's part to update.



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### Successibility (continued)

#### 3. More choices

A server-based practice management system pretty much confines you and your team to the office. Cloud-based software gives you far more flexibility and choice to work when and where you want.

#### 4. More time

It's not a cliché to believe there's simply not enough time in the day to accomplish what you want to get done. Think about the time saved being able to review charts and notes from your home versus driving back and forth from the office on weekends. The cloud gives you back time you previously had lost.

#### 5. More money

Cloud-based software saves you money. There are no servers to buy or maintain or costly software updates that typically require IT consultants to complete. Your total cost of ownership (tco) is less with the cloud, giving you more money to invest in new technologies, put towards your retirement or have more cash flow for expenses.

### Affordability



As noted above, cloud-based software is less expensive than a server-based system. Very much like a mobile phone, you pay a monthly fee for service. However, for cloud-based practice management the software is sold as a service, also known as (SaaS). The biggest advantage is you access features and support you could never afford as an individual business. Other dentists using the software help fund development, data backup and security and customer care.

Keep in mind that topline costs for server-based solutions are limited. Approximately 9% of software costs covers licensing. You then must pay extra for servers, cybersecurity, software updates, customization, IT consulting, maintenance and support, software upgrades, data backups, and disaster recovery. Curve Dental's monthly subscription includes nearly 70% of all practice management costs including 24/7/365 support, all software updates and features, data backup and disaster recovery. Sense a pattern here?

### Business Continuity

Unexpected disaster can shut down your practice no matter how solid you are. The COVID-19 epidemic is a prime example of the potentially devastating effects that an event can have on your practice.

Perhaps there is a moral argument for having a viable business continuity plan. Your business supports your staff and their families. The sooner you can rebound from disaster the better off everyone is including your staff and the community. Having a business continuity plan in place will help you rebound from disaster as quickly as possible. The killer practice takes advantage of the cloud and can rebound more quickly than a practice running on a server-based platform..

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### Business Continuity (continued)

Because your patient data is stored on the cloud it doesn't matter what happens to your practice. If you experience a flood, hurricane or a break-in, your data is safe because it's not there. All you need is a computer and Internet connection and you have instant access to all of your data. Cancelled appointments can be rescheduled quickly and lost production is more quickly restored.

In light of all the storms and flooding we seem to be experiencing, disaster recovery is an important topic. For the killer practice, being able to rebound from unexpected practice interruptions is vital. And the cloud is the perfect solution.

### Scalability



With your practice supported by the cloud, adding new staff as you go is seamless. You don't pay for your service by the individual user like most software licenses require. A Curve subscription is based on the number of dentists in the practice. When you get to the stage where you want to open a second office, your software and IT costs don't rise accordingly.

Remember, all you need is a computer with an internet connection, and you can view the schedule for either location anytime from anywhere. To accomplish the same feat with traditional software would require additional software and more IT expertise.

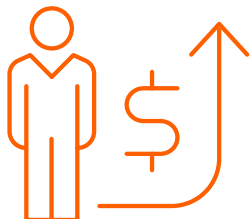
Specific to Curve Dental, your subscription doesn't double to accommodate the new location. With traditional client-server software, the new location would require a costly additional end-user license fee.

But here's the clincher. If you want your original location and the new location to share the same database, you won't see an increase in your subscription at all (unless you add another doctor to your team to help staff the second practice).

In short, the cloud really shines when you begin to add more than one location to your practice. You'll avoid significant investments in servers, IT services, and communication services.



### Sellability



Yep, we're being creative with words again, but you catch our drift.

At some point in time you will have a moment to step back and admire your killer practice. Of course, building the killer practice is really a never-ending process. You may always want to add another operator, build another location, and invest in more clinical training. But the time will come when you will say "I'm ready to retire."

A killer practice will be more valuable to a potential buyer because of the strength of your practice and the superior operations and workflow that make your office so profitable.

If you've built your practice on the cloud you can demonstrate to buyers that your practice is run on state-of-the-art technology. That's a much better story to tell than trying to explain why you're still on a server-based system.

A buyer understands that a modern dental practice requires little investment in technology because it already exists. The killer practice never sells at a lower price!

### Dependability

The server stored somewhere in your office is vulnerable to myriad issues. Let's face it. At some point all hardware in your office will fail and will need to be replaced. If it happens suddenly and you can't access your data, you have a major problem. A killer practice enables you to depend on your technology and avoid hardware crashes, the impact of a natural or man-made disaster, a break-in and more. In short, another virtue of a killer practice is the peace of mind you have knowing your patient data is safe and you can practice on your own terms. And the foundation for that is a cloud-based practice management software.

### About Curve Dental

Founded in 2004, Curve Dental provides cloud-based dental software and related services to dental practices within the United States and Canada. The company is privately held, with offices in Provo, Utah, and Calgary, Alberta. The company strives to make dental software less about computers and more about user experience. Their creative thinking can be seen in the design of their software, that's easy to use and built only for the web.



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