

A large, stylized iceberg graphic composed of many small, light blue triangles, floating in a dark blue ocean. The top of the iceberg is above the water line, while the much larger, submerged portion is below. The background is a gradient from orange at the top to dark blue at the bottom, with white circles and lines scattered throughout.

Exposing the Hidden Costs of Server-Based Dental Software

Analyzing the true costs of server-based versus cloud-based solutions

Introduction

The long-standing dental industry norm has been for practices to house their own dental management system with a server on-site or nearby. The consensus was that a server-based solution provided increased security, one-time licensing costs and on-site control.

But that's just the tip of the iceberg, and those perceptions are slowly melting away. When you look beneath the surface, **on-premise solutions bear a multitude of ongoing, additional costs that increasingly outweigh the benefits.** The most common areas that come as a surprise are ongoing server maintenance (to keep up with operating system and critical cybersecurity patches), customization challenges, manual upgrades, and costly IT support staff or contractors to carry out many of these tasks. Many

dental professionals are frustrated when they consider the time and energy that must be redirected away from patient care to deal with the challenges of managing servers and properly securing their patient data.

In contrast, **cloud technology has earned the confidence of nearly every major industry and is generally recognized as the most economical and safe way to run your business** and protect your data. Advances in technology are making it possible for dental professionals to off-load their technology worries to the right partner who's working for them in the cloud.

Read on for a comparison of on-premise and cloud solutions in 5 key areas, so you'll have a better understanding of what could work best for your practice.

On-Premise vs In the Cloud

9%

Software Licenses

68%

- Subscription Fee includes:
- 24/7/365 Support
 - All Software Updates and New Features
 - Data Backups
 - Disaster Recovery

91%

Servers
Cybersecurity
Software Updates
Customization
IT Professional
Maintenance/Support
Hardware Upgrades
Data Backups
Disaster Recovery

59%
Savings

32%

Customization, Implementation
& Training



Continuous
Delivery



Security &
Backup



Customer
Service

ONGOING COST #1

Hardware, Cybersecurity, Systems & Data

On-site servers were always considered the best way to have control over your practice's patient records and data.

While it's not hard technically to back up a networked device, there's plenty of room for human error; and the data itself is likely vulnerable unless you invest time and money to build and maintain a proper data security strategy.

Cybersecurity is more important than ever, and as a business owner and healthcare provider, the responsibility is 100% yours.

The data published on this topic is voluminous but consider the highlights from the 2019 Verizon Data Breach Investigations Report (DBIR), which is built upon analysis of 41,686 security incidents.

If you think this type of report only applies to Fortune 1000 companies, please read on.

SUMMARY OF FINDINGS

On-Site Server Risks

69%
perpetrated by outsiders

56%
of breaches took months or longer to discover

52%
of breaches featured Hacking

43%
of breaches involved small business victims

33%
included Social attacks

28%
involved Malware

15%
of breaches affected Healthcare organizations

General Small Business Cybersecurity Statistics



58%

of small businesses are concerned about cyberattacks



60%

of small companies go out of business within six months of a cyberattack



48%

of data security breaches are caused by acts of malicious intent. Human error or system failure account for the rest



43%

of cyberattacks target small business



14%

of small businesses rate their ability to mitigate cyber risks, vulnerabilities and attacks as highly effective

The moral of the story is that cyberattacks are real and are not confined to large organizations anymore. Moving to the cloud with the right cloud partner will minimize your risk of patient data breaches and reduce your cost for the hardware and software necessary to manage your business. In fact, operating from within a cloud software setting enables companies, like Curve Dental, to continuously integrate the latest security technology, ensuring your data is always safe.

FACTOID ✓

*When it comes to the cloud, security concerns aren't what they used to be, and studies confirm the cloud is safer than storing information on-premise. A recent [Salesforce.com survey](#) shows that **94% of businesses experienced an improvement in security after moving to the cloud.***

Source: [Small Business Trends](#)



ONGOING COST #2

IT Pros, Maintenance, and System Updates

The ongoing costs of a server-based environment include storage, software upgrades and paying IT professionals to come on-site to fix issues. The fact is, servers need service often more than you bargained for. Unfortunately, they can be the “gift” that keeps on giving – fees upon fees, that is.

Namely, servers typically require:

- Expertise to handle periodic upgrades, usually with additional charges.
- Outsourced technology personnel on retainer in case servers have glitches or go down because of power outages, accidents or natural disasters.
- Extended customer support wait-times for troubleshooting, taking away from patient care.
- Periodic or forced replacement – total hardware replacement is sometimes forced when Microsoft stops supporting your operating system with short notice. This results in significant, unplanned, and unbudgeted expenses that hurt your bottom line.

Bottom Line: A cloud-based subscription model spares you the cost of purchasing, installing and maintaining a server and eliminates add-on fees for data backups, security, system updates and product upgrades.

ONGOING COST #3

Practice Management Software Updates

Software updates can be disruptive to your dental practice, requiring downtime, employee monitoring, and sometimes, outside support. A cloud environment virtually eliminates the complexity and risk of software updates. All updates take place automatically overnight so there are no disruptions to your workday.

With a cloud-based practice management system like Curve Dental, your subscription includes 24/7/365 customer support, new functionality released continuously each week, analytics and reporting, eClaims, remittances and eligibility verification, among other benefits. There are no hidden costs lurking beneath the surface.

FACTOID ✓

Curve Dental serves more than 41,000 dental professionals in the USA and Canada.



“I upgraded my software to be more efficient. In a matter of three weeks, I crashed three computers and spent some \$900 to revive them. I didn’t count the hours I had to stop working and check on these computers to make sure they were working OK. Upgrading? NEVER AGAIN.”

– Dr. Sam Lavi, Dr. Sam Lavi Dentistry, Studio City, Calif.



ONGOING COST #4

Disaster Recovery

Perhaps it feels safe to have all your patient records on-site. But think of the unthinkable – if your equipment is stolen or if natural or technological disaster strikes – you might lose all patient information forever and need to start over from scratch.

A cloud solution constantly stores and protects all records off-site, ensuring safety from even the worst natural disaster or theft. You'll have enough headaches to deal with if fire or flood strikes your practice or equipment is stolen; but at least your patient records and employee information will be safe, and your practice will survive.



FACTOID ✓

Natural disasters cost the United States \$91 billion in 2018.



FACTOID ✓

Eleven western states, led by California and Oregon, had at least one wildfire that exceeded 50,000 burned acres in 2018.

Source: National Oceanic and Atmospheric Administration

CASE STUDY

California Dentist Forever a Fan of the Cloud

When wildfires struck the practice of Timothy Elloway, DDS, in 2008, he frantically evacuated his Chico Smiles office in Chico, Calif. with his patient charts, hard drives and computer towers. He vowed to move to the cloud immediately thereafter. When wildfires struck again in 2018, Elloway and staff didn't have to physically haul anything to safety since all their data was securely stored in the cloud with Curve Dental.

"I wasn't trying to heroically save every single chart and computer like the last time," said Dr. Elloway. "The fact that I could simply leave the office and say, 'No problem here,' was invaluable. **Using Curve gives us peace of mind that in an emergency, our practice is safe.**"

Unfortunately, some of his colleagues didn't fare so well. One had a third-party back up his data offsite while another had hard drives in several locations. Both lost all their data in the wildfires and had to start anew – rebuilding every patient file from ground zero.

"There's no way to recreate what was stored in those files," he said. "Imagine registering all your patients as new and doing full intakes on them. It's an absolute nightmare, and I'm so thankful that I went to the cloud."

Read the full story at go.curvedental.com/californiawildfires



ONGOING COST #5

Connectivity – Hardwired vs. Cloud

On-premise solutions require hardwired connectivity and often restrict access to the application. And if your practice's dental professionals and staff can access the system remotely, they often require multiple clunky technologies to connect and transfer files.

Today's workforce craves solutions that enable mobile access. Cloud mobility allows your practice to access your system remotely 24/7 and to grow without crippling IT costs.

Questions to ask yourself: Is your practice growing? Are you considering the significant cost of purchasing new servers and additional software licenses?

With a cloud solution, all you need is an internet connection to grow your practice without doubling your IT budget.

Dentists and staff alike appreciate the ability to access patient records in the case of an after-hours emergency or to catch up on critical business tasks from home. Systems like Curve Dental support dentists and the modern way they want to practice every day.

FACTOID ✓

Between 60–70 percent of all software, services and technology will be cloud-based by 2020. Eighty-three percent of enterprise workloads will be in the cloud by 2020.

Source: Telehouse

“We needed a practice management software system with remote web-based access. Curve Dental is very easy for staff to learn quickly. With most other systems, photos and X-rays must be uploaded manually, maybe after the practice is closed. This sets Curve Dental apart – no other software system that I’ve seen offers this capacity. From an efficiency standpoint, Curve Dental is almost like having another employee in the office. Curve Dental will be especially beneficial for us if we decide to expand and add more locations in the future.”

– **Dr. Adrian Huang**, Ninth East Dental, Provo, Utah

Conclusion

The convenience of the cloud awaits

When you invest in the cloud, you ensure the security of patient records, reduce costly hardware, and add efficiency to your dental practice – freeing yourself and your staff to spend more time caring for your patients.



Like the iceberg, it's important to consider all the hidden costs which lie beneath the surface. With the cloud, you know what you pay for up front – with no hidden fees.

In summary, what's so great about the cloud?



Process inefficiencies are eliminated



Ongoing server maintenance costs are removed



IT maintenance and retainer fees are eradicated



Staff satisfaction is increased



Patient experience is improved



Patient record security is assured



A New Way. A Better Way.

Curve Dental was built on the simple premise that you should expect more from your practice management software. Relying on servers and assumed backups was the accepted standard, but you can and should expect better. You can be more efficient, more secure and more profitable while providing brilliant patient care.

“We were fortunate to have been using Curve Dental to manage our practice. Being able to plug into our database from anywhere without worry is one of the advantages of cloud computing.”

- Dr. Saljae Aurora, Aurora Periodontics, Edmonton, Alberta

“As we introduce different technologies to the practice, not only is it important to bring in the right technology, but it is also important to know the total cost of ownership of that technology.”

- Dr. Gary Kaye, Kaye Dentistry, PLLC, New York, NY

Contact Curve Dental today at **888-910-4376** or visit us at [curvedental.com](https://www.curvedental.com).