

# Success Story: Midtown Dentistry

Midtown Dentistry uses Planet DDS for secure, cloud-based solutions that streamline management and operations for their 5-location practice.



## Problem

- Antiquated server-based software was costly, lacked security, and did not allow for remote access to information, making it challenging to operate with optimal efficiency.



## Solution

- Planet DDS solutions Denticon Practice Management and Apteryx Imaging enable Midtown Dentistry to securely access patient imaging and information from anywhere, while gaining key operational insights.



## Benefits

- **Increase Security While Cutting Costs:** Cloud-based data and asset storage provides cutting-edge security while cutting costs required to maintain onsite servers.
- **Instant Access to Information:** All practice information is securely available making remote access and collaboration easy in or out of the office.
- **Optimize Practice Operations:** Gain actionable insights on business operations with customized, robust reporting features.

## Introduction

With a 5-location practice, Midtown Dentistry Founder and Managing Partner, Dr. Jonathan Penchas, required a centralized and modern solution that would enable dentists and administrators to easily access patient information and manage business operations.

## Reduce Operational Costs

Retaining data in a server required costly server maintenance and repair fees, while leaving information vulnerable to cyber-attack and natural disasters like flooding or fire. Planet DDS solutions are cloud-based, enabling dental offices to significantly reduce server costs while ensuring data security.

*"Not having to rely on any server hardware has saved my practice a lot of money. I would challenge anyone to take a pen and paper and add up all of the costs of buying and maintaining hardware. It's just not affordable. And then there are security issues, maintenance, backups, IT consultants that you also have to pay for," said Dr. Penchas.*

## Secure, Remote Access to Data and Images

Whether traveling or at one of his 5 practices, Dr. Penchas must be able to securely access patient data or images from anywhere. With Planet DDS solutions, he can do that while ensuring patients are able to easily obtain treatment from any of his practices. Users can share images using the secure portal.

*"Knowing I can collaborate with anyone from anywhere in the world is a great benefit. Everything is at your fingertips from x-rays to panoramic images; it's all accessible in the cloud."*

## Planet DDS Solutions to Optimize Practice Operations

Denticon delivers centralized data and standardized tools for Midtown Dentistry's clinicians, billing team, and remote staff. It also generates flexible and customized reports providing an actionable overview of operations for the entire practice, individual offices, and by individual providers.

*"If you're lucky enough to also subscribe to Denticon as my practice does, XVWeb seamlessly integrates with that practice management solution," concluded Dr. Penchas.*