

CASE STUDY

Replacing an Aging Infrastructure

Dr. Nathan McKeta, Bay Tree Orthodontics



The costs associated with installing and maintaining an IT infrastructure can quickly add up. In fact, it's not unusual for many orthodontic practices to spend as much as \$20,000 on servers for practice management and imaging software backups. For this reason, cloud-based solutions are quickly gaining momentum among practices that would rather reinvest their money in treatment systems than IT equipment.

In addition to eliminating the cost of servers and additional software in exchange for a monthly subscription fee, cloud-based programs—such as OrthoTrac Cloud—allow orthodontists and team members to quickly access patient information from any device, including PC and Mac® computers, iPad® and tablets devices, anytime and anywhere, for the ultimate in convenience and productivity.

A Convenient Solution for a Complicated Problem

When Dr. Nathan McKeta, of Bay Tree Orthodontics in Mt. Pleasant, SC, finished his residency in 2010, he purchased a practice with an aging IT infrastructure. The imaging computer, server, and thin client workstation were slow and offered limited functionality. And, because his practice is located in Coastal South Carolina, data loss from a server crash or natural disaster was an ongoing concern that he had to mitigate with the extra expenses for offsite data backup.

It should come as no surprise, therefore, to learn that, when Carestream Dental introduced their CS OrthoTrac Cloud solution at the 2012 AAO meeting,

Customer

Dr. Nathan McKeta
Bay Tree Orthodontics

Challenge

Replace Aging IT Infrastructure

Solution

CS OrthoTrac Cloud



Dr. McKeta was excited to take advantage of the cloud-based version of OrthoTrac software. As a result of his eagerness—and because he was accustomed to the software—Dr. McKeta was asked to beta test the new system before it was released to the market.

Making the switch to CS OrthoTrac Cloud provided immediate financial benefits for Bay Tree Orthodontics. “Running OrthoTrac in the cloud made upgrading my office computers much easier and less expensive than it would have been on a server-based system,” said Dr. McKeta. “I was able to replace my front desk, imaging, and chairside units with reasonably priced workstations, and I did not have to use an IT company to configure the network. Because Carestream Dental included cloud-based Word and Excel software, I did not have to pay for multiple licenses of Microsoft Office. Offsite data backup is no longer necessary, and not running a server all of the time helps with utility costs.”

Dr. McKeta also benefits from the peace of mind of knowing that his data is not stored on a local server that could be susceptible to hurricanes and other natural disasters common in his region. All patient files and images are securely stored offsite by Carestream Dental, ensuring that Dr. McKeta’s information is protected at all times.

A Seamless Transition to CS OrthoTrac Cloud

Switching to new software can be daunting; fortunately, Dr. McKeta found CS OrthoTrac Cloud provides all of the benefits he has come to expect from Carestream Dental’s OrthoTrac software, and the implementation was straightforward. “Because the interface looks the same, there was no learning curve,” he said. “We did not have to be worried about the fidelity of our data conversion, and we have yet to find a single instance where the data did not transfer flawlessly. Processing speed is as fast—if not faster—than a server-based system.”

After a seamless transition to CS OrthoTrac Cloud, Dr. McKeta was happy to see that his existing patient files remained intact and important features—such as ledger and chart entries—remained the same. And, because the staff didn’t have to learn a new system, the practice didn’t experience any downtime during the transition.

Convenient Information Access

With traditional practice management software, patient information and images can only be accessed from the office. However, when data is stored in the cloud, it can be accessed at any time, from any location. Dr. McKeta has certainly found this to be beneficial for himself, his staff, and his patients. For example, when a patient thought she had lost her INVISALIGN® liner, she came into the practice to move her appointment forward; however, just days later, she emailed Dr. McKeta to let him know she found it. Because Dr. McKeta can access CS OrthoTrac Cloud with an Internet connection and his login credentials, he was able to add a note to her chart and reschedule the appointment from home, rather than writing himself a note or remembering to do this when he was in the office.

Having the ability to access his entire practice management and imaging system from any location has also had a positive benefit on Dr. McKeta’s work/life balance. “It’s nice to not stay in the office to write letters—it’s especially a concern in the summer, because we’ll see four new patients a day,” said Dr. McKeta. “Thanks to cloud-based access, I can compose patient and doctor correspondence from home instead of having to work through lunch or stay late at the office. I have also been able to handle emergency calls on the weekend without having to remember what we did during the last visit.”

Access anytime, anywhere also benefits colleague collaboration. “I had the opportunity to take my computer to a dental office for a multidisciplinary consult and impress the referring doctors by having my full imaging, analysis, and charting at hand,” said Dr. McKeta.

For more information, call **800.944.6365** or visit **[carestreamdental.com](https://www.carestreamdental.com)**.