Case Study

Largest Private Dental Practice in NYC Metro Area Connects All Locations with Broadview's Cloud-Based Phone System

BACKGROUND

With 10 regional dental super-centers and more than 200 dentists, specialists, and paraprofessionals, American Dental is proud to be the largest private dental practice in the New York City/Long Island metro area. During the past 50 years, American Dental has treated more than 1 million New Yorkers, and the practice was recently named Health Care Provider of the Year by the Greater New York Chamber of Commerce.

CHALLENGE

American Dental had an outdated phone system at the practice's corporate site and separate physical phone systems at each of the 10 dental locations. Like many other practices, American Dental does not have IT staff at all of its locations; rather, the director of information technology, Dara Masi, was challenged with supporting 11 separate physical phone systems from her office at the corporate site.

Masi explains: "When one of our offices calls and tells me their phones are not working, I'm talking to a front desk person, not a technical person, so they do not know what the root of the problem is—the issue could be the instrument on the desk, the phone line, or something that they accidentally programmed. I used to spend an enormous amount of time diagnosing problems. It made my job of resolving issues from a distance extremely difficult."

Not only was it time-consuming to support separate phone systems and manage multiple vendors, but it was also very costly. "It was extremely expensive," asserts Masi. "We had separate maintenance contracts for the hardware-based phone systems at each of our 10 dental office locations. In addition, only one maintenance manager in the tri-state area would give us a maintenance contract for the system we had at our corporate location, so I was forced to hire expensive IT consultants every time I needed to make any changes to that unit. And since I was diagnosing issues from a distance, if I dispatched Verizon to one of our offices and it ended up not being a Verizon issue, I would get billed for that. With multiple vendors, there was a lot of finger-pointing and nothing got resolved."

SOLUTION

Masi removed their DSL lines, added an MPLS (Multiprotocol Label Switching) network and installed Broadview's award-winning cloud-based phone solution, OfficeSuite®, which would give the practice one integrated phone system for all of its 11 locations.

Company Profile

Name: American Dental Offices, PLLC

Service: General and Cosmetic Dentistry

Location: NYC/Long Island Metro Area

Size: 200 employees, 11 locations

Challenge: As a multi-site business, American Dental needed to simplify communications by replacing 11 separate physical phone systems with one integrated system for the entire practice.

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Dara Masi
Director of Information Technology
American Dental Offices, PLLC

"Broadview solved our problems," states Masi. "It was very cost-effective to remove the DSL lines and add the MPLS network. Now everyone is on the same network, so calling someone in our Staten Island office is as easy as calling someone in our office—you just type in the extension. And we now have a high-speed connection to the Internet and a high-speed connection to the network—and we achieved all this without having to increase bandwidth."

Masi explains why American Dental selected Broadview's solutions over competitors' offerings: "Broadview was the least expensive, and they were also the best fit because of the way OfficeSuite® works—it integrates very well with an MPLS network. We had been with Broadview for years because they provided our phone lines and DSL circuits, so I also had comfort knowing what I was getting in terms of support."

American Dental enjoys countless benefits as a result of implementing Broadview's solutions; but for Masi, these benefits fall into four main categories:

▸ **Visibility and Control**
▸ **Ease of Use**
▸ **Superior Support**
▸ **Cost-Savings**

VISIBILITY AND CONTROL

"OfficeSuite® gives me the ability to monitor and control the entire system from one website," says Masi. "When I log in, I can literally see every phone in the whole company. For example, if they call me from the White Plains office and say, 'The phone's not ringing,' I can log in on the web and see that they pushed the Send to Voicemail button. Diagnosing problems does not take long now—once I log in, I immediately know what's going on and can get the issue resolved quickly. As the IT director for a multi-site business, having that visibility and control is priceless."

Masi has the same amount of control and visibility for MPLS monitoring—the website she logs into displays their OfficeSuite® system and their MPLS network. Masi asserts, "I found having that visibility is very valuable as well, especially when you combine voice and data on the same network like we did."

Having an administrative website allows Masi to control and manage the system from anywhere there is an Internet connection, which is especially helpful when the weather is bad or when the business needs change. "If a snowstorm hits and we must shut down the offices, I can manage the phone system—at all of our locations—from home. If one of our offices is short-staffed or we have to close an office because of the weather, with the click of a button I can send all that office's incoming calls to the overnight answering service. I automated that in the system so that every office has an emergency override—it is so easy now," she explains.

"I even have our business hours automated in case one of our staff members forgets to switch over to the answering service after 6:00 PM," states Masi. "At 6:00 PM, all our phone lines switch to automated answering. That has saved me so much hassle and worry."

EASE OF USE

"The whole OfficeSuite® installation process was incredibly simple. The Broadview technicians came in that morning, swapped everybody's phone, and then came into my office and asked me if I was ready. They got on their cell phones and said, 'It's done.' It was the smoothest installation—it was surreal!"

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> *"The whole OfficeSuite® installation process was incredibly simple. Broadview offered me training but I had the entire system set up before training, it is that easy to use!"*
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> Director of Information Technology
> American Dental Offices, PLLC

"It is also very helpful for us because we're always shopping for new offices—we are a growing company. About eight months ago we added a new location, and that installation went smooth as well. I went around to install all the phones, but the Broadview technicians had already done it for me."

"Broadview offered me training on OfficeSuite®, but I had the entire system set up before training. It is that easy to use! Any computer person could set it up without training."

SUPERIOR SUPPORT

"I am just thrilled with Broadview's support! Having one point of contact to go to for support [versus multiple vendors] is immensely helpful. Being able to rely on that key person is critical: I'm on call 24/7, so if I am on the road, I can pick up the phone and tell my Broadview support person, 'Staten Island is down.' He does not have to ask any questions, like the phone number, etc.—he just solves the problem because he knows my business, he knows my locations. He has even called me back on his cell phone while he was on his way to a baseball game, and I really appreciated that extra effort."

"Everyone at Broadview was completely devoted to working with me. Technology is not perfect—what is valuable is the support to make it perfect, and that's absolutely what I get from Broadview."

COST-SAVINGS

"Cost-savings can be seen in many ways, not just in the purchase price. I used to spend hours diagnosing problems, and now it takes me a few seconds."

"Having your IT services from different providers—like Internet from one company, phone lines with another—gets expensive and difficult to manage. Putting everything with one company, and the right company, is how you realize the cost-savings. And Broadview gives us one bill, which makes it very easy for our accounting department."

RESULT

When asked if OfficeSuite® has made it easier for her to do her job, Masi replied, "A resounding yes! It also affects other people in the company; it adds to their productivity and makes their lives easier, too. It is so much easier for us to communicate between offices now—calling someone in another office is just like calling someone in your office."

"OfficeSuite® helps me; it makes my life so much easier. I am one person supporting the whole dental practice management system—a solution that makes my life easier, I am truly grateful for."