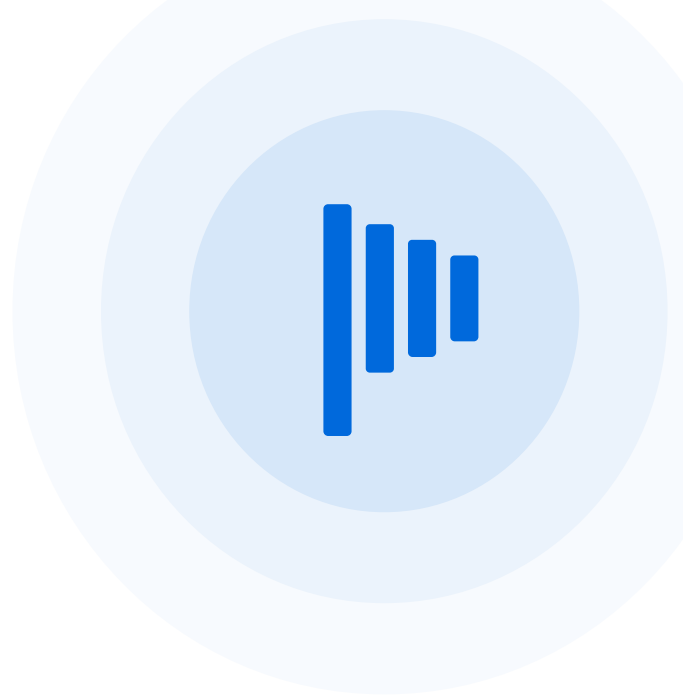




# Aptyryx Imaging Software Buying Guide

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# Introduction

**Selecting the right software can transform the imaging workflow for your dental practice. Advanced imaging software should provide modern dental practices with easy and secure access to images along with advanced tools to facilitate collaboration for better clinical outcomes.**

**Apteryx Cloud Imaging is a cloud-enabled imaging software that offers major advantages over on-premise software and other cloud solutions.**

First, the cloud lets your practice access images anytime, anywhere. Your providers will enjoy the freedom and flexibility to collaborate on their terms.

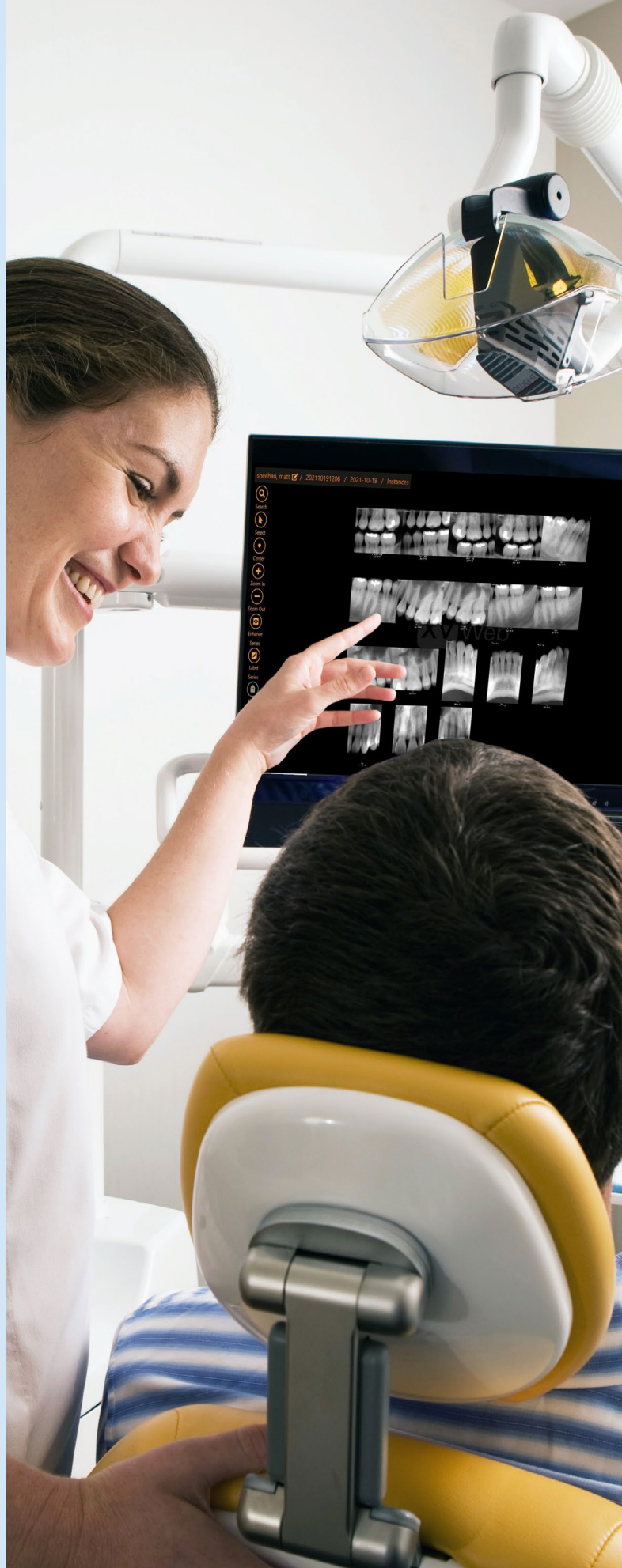
Next, Apteryx Cloud Imaging allows your practice to enjoy the newest, cutting-edge features without paying extra for updates, upgrades, or technical support. Moreover, it's designed to grow with your practice. Our software is making larger imaging databases more manageable and scaling to additional locations easier.

For over 20 years, Apteryx Imaging has been a leader in imaging solutions providing dental professionals advanced tools to enhance diagnostic accuracy and improve imaging workflows. In 2013, Apteryx launched its groundbreaking cloud-enabled imaging software, and subsequently added a 3D module in 2018. Apteryx was acquired by Planet DDS in 2020 and has since remained the top software provider of choice for thousands of dental professionals in the private and public sectors. Today, the largest DSOs, thousands of small private practices, and the US military trust Apteryx Imaging.

In this eBook, you'll learn about what sets Apteryx apart from other premise-based and cloud-enabled products and why you should make the switch to the industry-leading software, Apteryx Cloud Imaging. You'll also hear from several of our clients on how Apteryx has transformed their practices and why they recommend it.

# Apteryx Stats



- ✓ Estimated **10,000 practices** use Apteryx Imaging
- ✓ **Trusted by** the US Army and US Navy
- ✓ **20+ years of experience** in advanced imaging solutions
- ✓ **Native compatibility** with Denticon practice management solution
- ✓ **Unlimited** imaging data storage and **anytime access**
- ✓ **All-inclusive monthly subscription** includes all software upgrades, updates, and support
- ✓ Apteryx Cloud Imaging is one of the very few cloud-based solutions that offer **open-architecture**, universal compatibility with imaging hardware and practice management solutions



# Comparison Chart

Apteryx Cloud Imaging includes every feature you need to succeed with increased efficiency. The chart below compares the different features between Apteryx Cloud Imaging and on-premise imaging.

	Apteryx Imaging	On-Premise Imaging
Full clinical suite	✓	✓
Image Analysis & Editing Tools	✓	✓
DICOM Image Format	✓	●
Open-Architecture	✓	●
Customizable	✓	●
3D Capability	✓	●
Secure Sharing Portal	✓	
Automatic Software Updates	✓	
Analytics Dashboard	✓	
Tiered Pricing	✓	
View and Store STL Files	✓	

 Included Features
  Included features in some on-premise imaging

# Why Aptyeryx?

**Discover how Aptyeryx Cloud Imaging  
can benefit your practice**

From anytime access to universal compatibility,  
here are the seven key advantages.

# 1. Device Agnostic

One of the biggest differentiators of Aptyx Imaging is interoperability.

In fact, Aptyx is one of the very few imaging solutions that is universally compatible with almost all major imaging devices and practice management solutions.

Aptyx Imaging is **device agnostic**, giving your practice the ability to operate and integrate with a wide variety of technologies and peripheral systems.

Unlike many imaging hardware and software systems that lock you into a certain manufacturer's proprietary technology, Aptyx allows you to choose the technologies that bring your practice the **most value**.

This open-architecture philosophy is invaluable for growth-minded owners. Acquiring a new practice or opening new offices can be stressful. But with Aptyx, you can rest easy knowing your imaging system will streamline operations and communication between locations.

And with industry-standard DICOM formatting (Digital Imaging and Communications in Medicine), your patient's images are also saved in an open format so you can easily export them to a new system, saving you from the headache of costly and complicated data conversion. Also, with the DICOM standard, the patient's name and other identifying information are encoded with the structured reporting file as part of the same image study.

Any Device,  
Any Practice  
Management  
Solution:

- Freedom to choose imaging devices
- Works with most practice management solutions
- Easy transition when acquiring offices
- Open file format



[Aptyx Cloud Imaging] has allowed us to utilize numerous brands and models of digital imaging hardware, to provide the best possible care to our patients. We are not limited to one digital imaging hardware manufacturer, which allows us **tremendous flexibility** in providing the best solutions possible to the organization.

I would recommend [Aptyx Cloud Imaging] to any colleague of mine in the dental industry, who is looking for **a robust, hardware agnostic, imaging solution, with a great support team.**

JUSTIN AARON | IT Infrastructure & Support Manager, Park Dental

*72 locations in Minnesota and Wisconsin*

## 2. Cloud Access Anywhere

Cloud-enabled imaging software gives you freedom. Gone are the days of being tethered to an on-premise server. So, too, are the days of using VPN workarounds.

Thousands of dental practices are making the great migration to cloud-enabled imaging software, which affords them **greater flexibility and accessibility** than on-premise imaging systems.

Apteryx Imaging gives you the power to care for your patients when they need it. Cloud access lets you view images within seconds of capture from anywhere with an internet connection. You can consult for after-hours emergencies, coordinate with colleagues between offices, or even access records from out of town for faster treatment decisions. Skip the downloads and view high quality images and optimization tools via the web.

With truly **untethered access**, you can securely retrieve and share images with other providers and insurance companies. Doctors can even assign temporary access to outside providers. Apteryx Imaging gives you the freedom to access images anytime, anywhere.

### Anytime Access

- Secure access anytime, anyplace
- HIPAA-compliant sharing portal
- Image optimization tools via the web
- No need to download images



[Apteryx Cloud Imaging] gave us the **growth opportunities** we needed, along with the **most up-to-date imaging product and features**, all at an affordable price.

**DR. ADRI RAMA** | Founder & Chief Executive Officer, American Dental Companies

*16 location DSO in Arizona*



### 3. Built to Scale and Grow

When investing in imaging software, you want to make sure it suits your practice's current and future needs. Systems that you'll outgrow quickly make for a poor investment and more hassle down the line.

As more practices are moving to higher-resolution 2D and 3D images like cone-beam tomography (CBCT) and practices and patient numbers grow, databases will continue to expand at an accelerated pace. For on-premise server-based systems, this means that your growing database becomes less reliable and runs slower—until your practice eventually outgrows it.

Apteryx Imaging was designed **with growth in mind**. Unlimited image storage means you'll never run out of space, no matter how large your imaging database becomes.

Apteryx is also designed to continually evolve with your practice. And because of its software as a service (SaaS) subscription model, you'll **never pay extra** for upgrades, updates, or support.

#### Built for Growth

- Reliable and scalable imaging solution
- Enjoy unlimited data storage
- All-inclusive monthly subscription includes all future updates, upgrades, and support



We have to develop relationships with other doctors in the area because that's how patients come through our doors through direct referrals. So being able to **access information anywhere** [such as] a radiograph with Apteryx... is a huge plus. A doctor can take a quick look and have a conversation right then and there, even if he's out to lunch.

**MARIAN BARRETO** | Director of Operations, MAZ Management

*7 location DSO in the DC area*

## 4. Drastically Reduce Server and IT Expenses

As your practice grows, so must your infrastructure.

Data storage can be bulky, expensive, and time-consuming. But rather than repeatedly purchasing costly larger-capacity servers that become obsolete every few years, you can invest in constantly-evolving technology that is always at the forefront of dental imaging software.

Why leave it up to your team to manage and budget for software updates/upgrades, or increasingly complex scaling issues including data backups, disaster recovery, intrusion detection, and software licenses? With Apteryx Imaging, you can drastically cut your reliance on onsite servers and reduce your IT burden, **saving your practice time and money**. No office technical support? No problem. Apteryx's simple installation can be done without on-site IT. Implementation takes less than two hours.

And, Apteryx automatically backs up your data with Microsoft Azure, so there's **no need to manually backup** your data across multiple devices or locations. With all images accessible via the cloud, practices can view and manipulate images at any location or even from home.

### Predictable and Affordable Monthly Subscription

- Reliable and scalable imaging solution
- Enjoy unlimited data storage
- All-inclusive monthly subscription includes all future updates, upgrades, and support

### CUSTOMER STORY

In one case, client **American Dental Partners** was faced with the decision of whether to upgrade and replace approximately 340 imaging servers. At an average cost of **\$5,000 per server plus annual maintenance fees and IT costs**, American Dental Partners investigated other options. They ultimately switched to **Apteryx XVWeb** and estimated that it **saved \$1.7 million** in server costs alone.

# 5. Added Security & Digital Data Privacy

Within the software, Apteryx also gives you control of granular permissions to authorize users for even more added security within your practice. Also, doctors can create temporary access for external users.

Apteryx Cloud Imaging is compliant with all standards included in the HIPAA Security and Privacy Rules applicable to Business Associates and the requirements of the HITECH Act. The company also regularly undergoes assessments with third-party experts to ensure ongoing **compliance**.

In short, we take **protecting your data** very seriously. Apteryx runs exclusively on the Microsoft Azure cloud platform, ensuring the highest level of security for your practice's data. More safety, with less IT spend.

With a cloud-enabled solution you get **multiple layers of security**, unlike a physical server which is susceptible to theft, damage, or data loss in a natural disaster.

## Heightened Security to Protect Your Practice

- Greatly reduce IT spend and footprint
- HIPAA-compliant sharing portal
- Highest level of data security
- Protect your data from cyberattacks, natural disasters, theft, and loss



I didn't want to hold on to data in a server that could be hit by lightning or a flood and of course, by hackers. It was too much trouble and risk to manage it in-house. I knew the military had been using Apteryx, and I decided if it's good enough for the US military, it's good enough for me. There's no data loss, hard drive problems, or technical issues, ever. Our imaging is up and running 24/7. It saves costs and offers continuous access.

**DR. JONATHAN PENCHAS** | Founder and Managing Partner, Midtown Dentistry

*5 location cosmetic dentistry practice in Greater Houston area*

## 6. 3D Imaging Capabilities

If your practice uses 3D imaging like CBCT scans, or plans to in the future, the imaging software you choose is crucial to streamlining your 3D imaging workflow.

With Aptyx's cloud-access, you never have to download large 3D files. Save time with easy and secure access via the web to manipulate and share 3D images from any internet-connected device.

Our 3D module gives you a full suite of enhancement and manipulation tools, including clinical filters, measurement tools, nerve canal tracing, implant planning, and implant library, so you can optimize images anytime, anyplace.

### Advanced 3D Imaging Module

- No need to download large files
- Securely access and share 3D images
- Optimize images via the web



We've been using the 3D modules all the time. Many of Aptyx's competitors haven't been able to get CBCT scans quite right. Aptyx is definitely the **leader in the industry with its full imaging suite**. Any doctor can pull up a CBCT scan on their laptop and manipulate the image and plan a surgery and dental implant. It's a very **innovative software** and the only one on the market that offers such a robust solution.

**DR. JONATHAN PENCHAS** | Founder and Managing Partner, Midtown Dentistry

*5 location cosmetic dentistry practice in Greater Houston area*

# Next Steps

Invest in the best dental imaging software technology.

Stay ahead of the curve and invest in technology that's made to help your practice excel now and in the future. Make the switch to the best dental imaging software.

From the largest DSOs to medium-sized groups and thousands of private practices, Aptyeryx Cloud Imaging has revolutionized the way dental practices manage their images. With a team of in-house experts, we combine tech know-how with decades of software experience to continue delivering new innovations for our clients. No other software can match the breadth of benefits Aptyeryx provides with its advanced imaging tools, anytime cloud-enabled accessibility, open-architecture, and 3D imaging capabilities.

**With an affordable monthly subscription, you'll enjoy Aptyeryx Cloud Imaging with all-inclusive unlimited storage, upgrades, updates, and support.**



**Schedule a demo today to experience  
Aptyeryx Cloud Imaging for yourself!**

**SCHEDULE A DEMO**

The logo features a stylized icon of four vertical bars of increasing height from left to right, followed by the word "planet" in a lowercase, bold, sans-serif font. Below "planet" are the letters "DDS" in a smaller, uppercase, sans-serif font.

**planet**  
DDS