

# Apteryx Buying Guide for DSOs

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DDS

# Contents

- Introduction: Why Apteryx for DSOs? .....4**
- Apteryx Stats .....5**
- Why Apteryx for DSOs .....6**
- Time and Money .....7**
  - 1. Predictable Monthly Expenses ..... 7
  - 2. Eliminate Associated Costs ..... 7
  - 3. Client Testimonial..... 7
  - 4. Unlimited Storage ..... 8
  - 5. Reduce IT Expenses ..... 8
- Access Anytime, Anywhere .....9**
  - 1. Built to Scale and Grow ..... 9
  - 2. Access via Internet-Connected Devices ..... 9
  - 3. Real-Time Image Sharing .....10
  - 4. Client Testimonial ..... 10
- Device-Agnostic ..... 11**
  - 1. Open Architecture Philosophy .....11
  - 2. Optimize Workflows with Any Hardware or Software.....11
  - 3. Practice Acquisition .....11
  - 4. Full DICOM Imaging Format ..... 11

<b>All-in-One Imaging .....</b>	<b>12</b>
5. Dental Series .....	12
6. Tools.....	12
7. Analytics Dashboard .....	12
<b>Security.....</b>	<b>13</b>
1. Backed by Microsoft Azure .....	13
2. Secure Data Access and Transfer.....	13
3. Latest Updates Prevent Cyber Attacks .....	13
4. Compliance (Technological, Physical, Administrative) .....	14
5. Client Testimonial.....	14
<b>Next Steps .....</b>	<b>15</b>
<b>Sources .....</b>	<b>16</b>



# Introduction

## Why Apteryx for DSOs?

**Selecting the right dental imaging software can be challenging. There have never been more options and factors to consider. The decision becomes more complex when it comes to multiple locations with multiple providers.**

According to the American Dental Association, DSO-supported practices are now considered one of the fastest-growing practice models<sup>1</sup> in dentistry. Managing multiple offices takes the right tools. Thriving multi-site group practices and dental service organizations (DSOs) can trust Apteryx XVWeb Cloud Imaging to standardize their imaging systems and synchronize patient images across their business. At the same time, the cloud-based software reduces IT maintenance and server-related expenses.

Apteryx is a **device-agnostic software** compatible with most dental intraoral sensors, panoramic and cone beam systems, digital cameras, and many other imaging devices while integrating seamlessly with most practice management systems. The cloud-based 2D/3D dental imaging solution lets you store, view, optimize, and share clinical images for real-time treatment planning anytime, anywhere. Apteryx provides **the greatest value** to DSOs and those practices looking to grow and scale.

Apteryx delivers benefits that go far beyond what on-premise server-based systems offer. If you're considering a new imaging solution for your DSO, this guide will make your job easier by showing you the advantages of Apteryx.

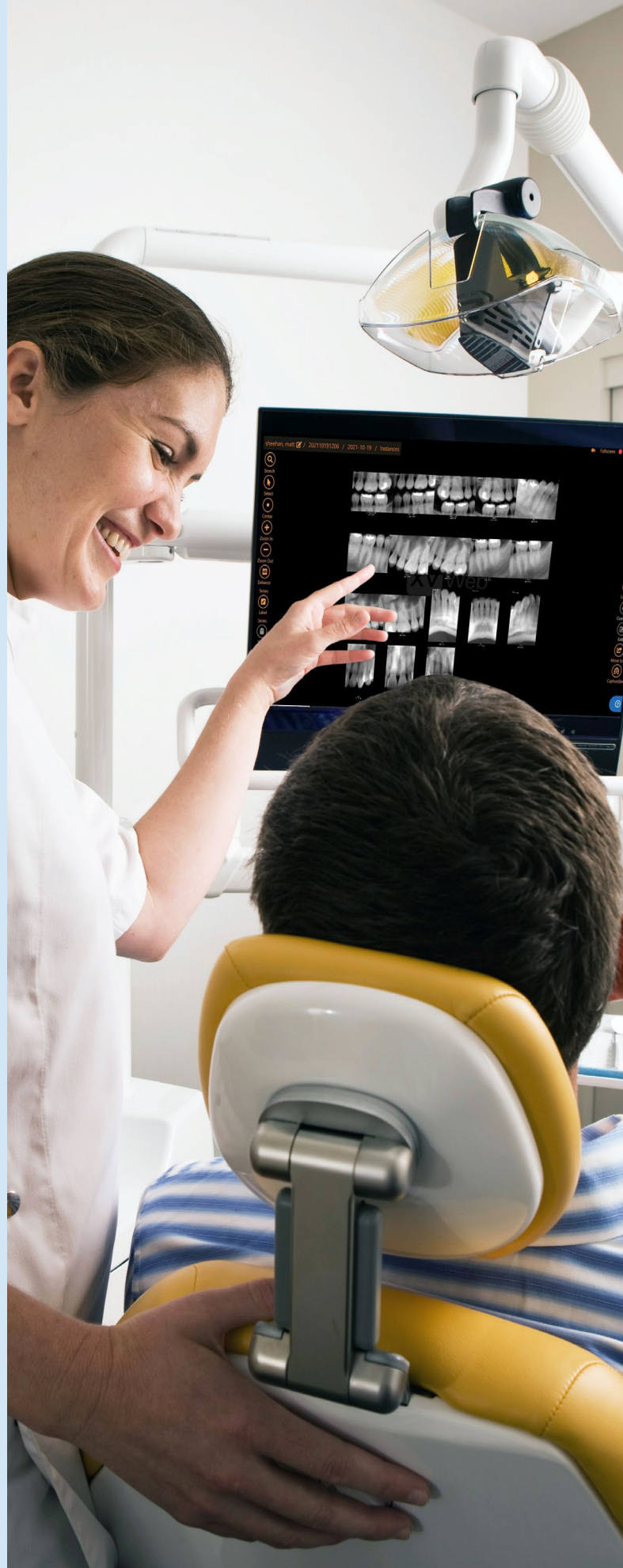


### In this eBook, we'll cover:

- ✓ Why DSOs trust Apteryx
- ✓ What makes Apteryx the best choice for DSOs
- ✓ Learn more about making the switch for your organization

# Apteryx Stats

- ✓ **10,000+ practices** use Apteryx Imaging
- ✓ **20+ years** of dental industry experience
- ✓ **Hybrid imaging model** (on-prem and cloud)
- ✓ **Trusted by other DSO** (American Dental Partners, North American Dental Group, Children's Choice Pediatric Dental Care)
- ✓ **First imaging software** in the industry to provide a device-agnostic cloud-based solution



# Why Apteryx for DSOs?

**Cloud-based software solutions are becoming increasingly popular for large group practices and DSOs.**

So why has there been such a shift to the cloud? The reason is that cloud-based software uniquely supports multi-location practices with multiple providers. Here are five reasons why our software uniquely supports DSOs and provides the best value.

# 1. Saving Time and Money

Apteryx Imaging saves dental practices valuable time and money.

## PREDICTABLE MONTHLY EXPENSES

DSOs and group practices can count on an **easily trackable, monthly recurring cost**. The predictable expense simplifies budgets and projections with a straightforward subscription that includes support, updates, and software upgrades. What's more, updates and upgrades are automatic, saving practice managers time—and effort.

## ELIMINATE ASSOCIATED COSTS

In addition to streamlining expenses with one monthly subscription, Apteryx reduces or eliminates associated costs such as IT consulting, technical support, and server maintenance fees. Off-site backup and data security fees and server maintenance fees are also added monthly expenses when maintaining a server. All this to say, these extra fees can add up significantly year over year. With Apteryx, these extra fees can be **significantly reduced**, if not eliminated entirely.

## CUSTOMER STORY

In one case, our 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. American Dental Partners ultimately switched to Apteryx and estimated that it **saved \$1.7 million** in server costs alone.

AMERICAN DENTAL PARTNERS

## UNLIMITED STORAGE

As dental X-ray technology advances, dentists are able to improve diagnostic accuracy and detect dental diseases earlier. However, better images mean bigger files. Large practices and DSOs shouldn't be limited by file storage. With Apteryx, users never run out of space with **unlimited data storage**. We can also store and enable users to view more unique file types such as STLs and CBCT scans

## REDUCE IT EXPENSES

The reduced requirements needed to run Apteryx and manage on-site data storage greatly lower IT demands for every size practice. **Cloud-based imaging** greatly reduces the need for monthly IT support. And instead of replacing server hardware to the tune of \$5,000-\$20,000<sup>2</sup> every five years or so (plus recurring maintenance expenses), Apteryx users pay just **one monthly subscription fee**.

Practices using on-premise software often come to the realization that their current software isn't as cost-effective as they thought when they look at all of the IT expenses associated with maintaining servers. They could be paying up to a couple hundred dollars every month in support costs, plus fees for server upgrades, maintenance, backups, and updates.

**Apteryx subscription pricing is tiered, based on practice storage needs. Offices can get started with an initial setup fee (equal to one month's subscription), a one-time location setup and training fee. The all-inclusive subscriptions come with free upgrades, future updates, and lifetime support.**





## 2. Access Anytime, Anywhere

Cloud-based imaging gives practices untethered cloud access anytime, anywhere.

### BUILT TO SCALE AND GROW

Single-location operations can get by with an on-premise image server (meaning, hosting their data on a local server instead of in the cloud). Yet, when you consider a multi-site organization that is **rapidly growing and evolving**, image storage and retrieval becomes increasingly challenging. DSOs and large practice groups need a reliable, scalable solution to connect business and clinical operations under one roof. With **centralized image storage**, Aptyrx gives leaders in your organization **easy access** to all locations, anytime and anywhere.

### ACCESS VIA INTERNET-CONNECTED DEVICES

Dentists, practice managers, and administrators can access data stored in the cloud from the web using any internet-connected device. That includes smartphones, tablets, and laptops. The ability to access images anytime anywhere gives dentists an advantage when it comes to **collaborating with other doctors** and making **fast treatment decisions**. Patient care isn't interrupted because the office is closed or the provider is out. Rather, cloud-based imaging gives doctors the ability to provide the care patients need when they need it.



## REAL-TIME IMAGE SHARING

Apteryx users enjoy image sharing **in real time**. For large practices and DSOs, this can be a **competitive advantage**. Across offices and with outside third parties, it makes collaboration with specialists easier, referrals faster, and even expedite billing and insurance claims. Apteryx even allows **3D file management** for sharing large file types, such as cone beam images, that are difficult to manage in other programs.



The **biggest advantage** is if you have multiple office locations. **Everyone has access to everything** and a lot of **time is saved** by not having to open and close servers based off of location.

DR. AMY WEBB | Hyndman Area Health Center



# 3. Device-Agnostic

Apteryx's open-architecture software can increase office efficiency, now and in the future.

## OPEN ARCHITECTURE PHILOSOPHY

The development philosophy behind Apteryx is **open architecture**. It was developed with an emphasis on **interoperability and integration** with a wide range of other devices and systems—even its competitors. That means DSOs and multi-practice organizations can use nearly any brand device they already have in their offices. Also, they get the freedom to consider adding the latest technologies in the future

## OPTIMIZE WORKFLOWS WITH ANY HARDWARE OR SOFTWARE

Apteryx users can maximize their workflows with the tools and products they want to use. Anytime they want to expand or switch to a new product, they know **compatibility** won't likely be a problem. And offices with multiple types of sensors can all work together in one system. This **flexibility is key** for multi-location practices.

## PRACTICE ACQUISITIONS

DSOs and large practice groups acquiring new practices experience smoother transitions with device agnostic imaging. **Device-agnostic software** works with all major devices and hardware, including intra- and extra-oral cameras, digital sensors, and panoramic/cephalometric/CBCT systems. So, it will be compatible with what new offices are using, saving DSOs headaches down the line. Apteryx integrates seamlessly with most practice management systems for easy image storage and retrieval. It allows organizations to stay flexible as business changes.

## FULL DICOM IMAGING FORMAT

Apteryx Imaging saves all images in the industry-standard Digital Imaging and Communications in Medicine (DICOM) format. Users can view, import, store, and export files from any major sensor, intra- or extraoral camera, or panoramic/cephalometric/CBCT system in an open file format. Readable formatting **improves communication** and **saves time and money**.

## 4. All-in-One Imaging

Imaging software plays an integral role in clinical workflows.

### DENTAL SERIES

With Aptyrx, practices can capture, view, edit, and share a variety of dental radiographs, including periapical, panoramic, and cephalometric. From the Image Viewer screen, dentists can look at a full-mouth or bitewing series or pull up pan/ceph images.

### TOOLS

Aptyrx Imaging's advanced toolset allows dentists to interact with dental X-ray images for dental examinations or surgical planning with **minimal clicks**. Providers can easily zoom, measure, enhance, compare, label, and annotate images. They can view images in chronological order, then click to edit a single image or entire series from a single interface. Dentists can also create **filters** in Aptyrx. The Spot Enhancement tool gives an exaggerated density filter, and the Select tool brings up images for side-by-side comparison. The Share tool is especially useful for securely transmitting images to collaborating doctors.

### ANALYTICS DASHBOARD

The Aptyrx Imaging Analytics Dashboard<sup>3</sup> helps multi-location practices and DSOs run their operations more efficiently. Managers can check activity by capture station, device, operator, acquisition, and location. With these data points, managers can quickly see when sensors might need replacing or if an operator might need additional training as evidenced by too many retakes. These insights can **improve practice or DSO performance**.



# 5. Security

Security is essential to running a successful organization and safeguarding patient information.

## BACKED BY MICROSOFT AZURE

Microsoft has over 3,500 cybersecurity experts<sup>4</sup> working to protect their data center **24x7x365**. Apteryx Imaging uses Microsoft Azure to provide customers with super fast networks, backup power, and multiple layers of protection. This high-quality data center gives users **unmatched security**—without extra work by your team or IT experts

## SECURE DATA ACCESS AND TRANSFER

Users can only access patient records protected in the cloud through a valid username and password or Microsoft's Active Directory Federation Service (AD FS) protocol. Users must connect through data networks with hypertext transfer protocol secure (HTTPS) connections so **sensitive data can't leak** to browsers and web servers<sup>5</sup>. Apteryx also prevents data breaches by providing a HIPAA-compliant sharing portal that anyone can use, even outside providers.

## LATEST UPDATES PREVENT CYBER ATTACKS

Now that many offices are paperless maintaining a firm grasp on electronic data protection is more important than ever. Cybercriminals want patient records. A single record sells for \$1,000 on the Dark Web<sup>6</sup>. That's why dentists and DSOs need secure software and frequent updates to block cyber attacks. Apteryx Imaging gives customers **heightened security and privacy** with the latest software updates to prevent viruses, malware, and ransom attacks.



## COMPLIANCE

HIPAA compliance and data security should be **top priorities** for dental practices and organizations. Failure to comply with the HIPAA Privacy and Security Rules and the HITECH Act could cost providers between \$50,000 and \$1.5 million or jail time. The HIPAA Security Rule requires DSOs and other covered entities to implement **three levels of data protection**.

- 1 Technical (e.g., data encryption, data backups)
- 2 Physical (e.g., protection from physical damage and emergency contingency plans)
- 3 Administrative (e.g., policies and employee training)

It can be difficult for DSOs to demonstrate compliance and mitigate risk associated with substandard compliance and data leaks, but Aptyeryx offers a way to do both.

**Standardization** helps multi-location dental practices and DSOs meet their compliance goals.



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. With Aptyeryx, it's automatically taken care of and **so much more affordable**.

**DR. JONATHAN PENCHAS** | Midtown Dentistry

*5-Location Cosmetic Dentistry Practice in the Greater Houston Area*

# Next Steps

Apteryx XVWeb Cloud Imaging offers advantages over on-premise server solutions and even other cloud software . From state-of-the-art innovations to top security and all-in-one imaging, Apteryx Imaging gives DSOs and large group practices the right tools to grow and scale. Overseeing multiple locations can be a challenge, but Apteryx makes it easier. Cloud-based imaging lets dentists access records anytime, anywhere, and the open platform increases efficiency now and in the future.



**If you're thinking about a change,  
watch our on-demand demo for an  
inside look at Apteryx and its features  
to find out more.**

**SCHEDULE A DEMO**

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Planet DDS is the leading provider of cloud-enabled dental software solutions serving over 10,000 practices in North America with over 60,000 users. The company delivers a complete platform of solutions for dental practices including Denticon Practice Management, Apteryx XVWeb Cloud Imaging, and Legwork Patient Relationship Management. Planet DDS is committed to creating value for its dental practice clients by solving the most urgent challenges facing today's dental practices in North America.