planet
DDS

CASE STUDY

The Braces Place
Transitions from
Server-Based Orthodontic
Practice Management
to Cloud 9

THE
BRACES PLACE
Dr. Dan Pennella

ABOUT THE
BRACES PLACE

⭐ Established 1990

📍 Lexington, South Carolina

LAURA CONRAD
New Patient Coordinator/
Practice Manager

⚠️
PROBLEM

The Dental Place **lacked a reliable
cloud-based software solution** that
could meet the needs of a modern
orthodontic practice.

💡
SOLUTION

Cloud 9 provides a **robust practice
management solution** to boost
operational efficiencies and enhance
the patient experience.

Elevating Operations Efficiency with Cloud 9

Laura Conrad, the new patient coordinator for twenty-two years at The Braces Place, has a unique perspective when it comes to choosing orthodontic practice management software. Prior to joining The Braces Place, Conrad worked for ten years at a major orthodontic practice management software provider. Back when Conrad first joined The Braces Place, they were using software from the company she'd worked for.

Over time it became clear that this particular software was not advancing at the pace of current technological innovations and could no longer meet the needs of a modern orthodontic practice. Namely, servers were not reliable and could go down. Users had to manually log in and out of servers, connections were not always reliable, and many tasks were time-consuming and cumbersome. As a bustling orthodontic practice serving families in Lexington, South Carolina, with two locations in the area, they needed a better solution.

With experience as both a software provider and as an end-user, Conrad approached choosing a new orthodontic practice management solution with a wealth of knowledge. She knew exactly what features and capabilities were needed to align with The Braces Place requirements, but was hesitant about the transition.

The Braces Place onboarded Cloud 9, the cloud-based orthodontic practice management solution in 2018, and although admittedly nervous at first, Conrad says it was absolutely the right move.

"

After about a year of using Cloud 9, I knew it was the right decision. I was glad we switched when we did.

LAURA CONRAD
New Patient Coordinator/
Practice Manager

Cloud 9 Benefits

- ✔ **24/7 accessibility**
- ✔ **Cloud-based deployment**
- ✔ **Efficient workflows**
- ✔ **Consistent reporting**
- ✔ **Frequent updates**
- ✔ **Easy to use**
- ✔ **Customizable scheduling**
- ✔ **Patient portal**

Cloud 9 *is a browser-based practice management system for orthodontics, group practices, and DSOs/OSOs.*

Orthodontic Practices Require Practice Management Software Aligned with Today's Needs

The platform The Braces Place used prior to onboarding Cloud 9 originally served the organization's needs well, but the technology failed to keep pace with modern innovations. Over time the system felt cumbersome and clunky, and now with multiple locations, the user interface appeared outdated.

After researching different options, The Braces Place chose Cloud 9, finding it as the solution that would best serve the needs of their modern orthodontic practice.
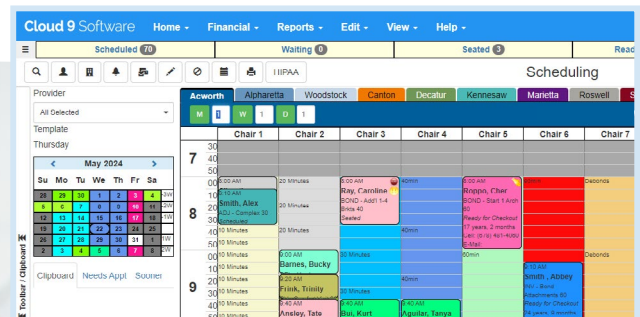
"

When I found the features I needed in Cloud 9, I realized a lot of tasks were easier to perform. The other software was great, but it wasn't developing the way we needed it to. It could not keep up anymore.

LAURA CONRAD
New Patient Coordinator/
Practice Manager

Cloud 9 instantly boosts practice productivity and efficacy of patient care with a cloud-based deployment model that eliminates costly upgrades and interruptions.

Image Source: Planet DDS Example

Efficient Workflows That Support Orthodontic Practices and Patients

Conrad spends a lot of time managing patient information, and required a system that provides easy access to patient data and could produce consistent reporting. Features that support accessibility are important for staff as well as for providing better patient experiences.
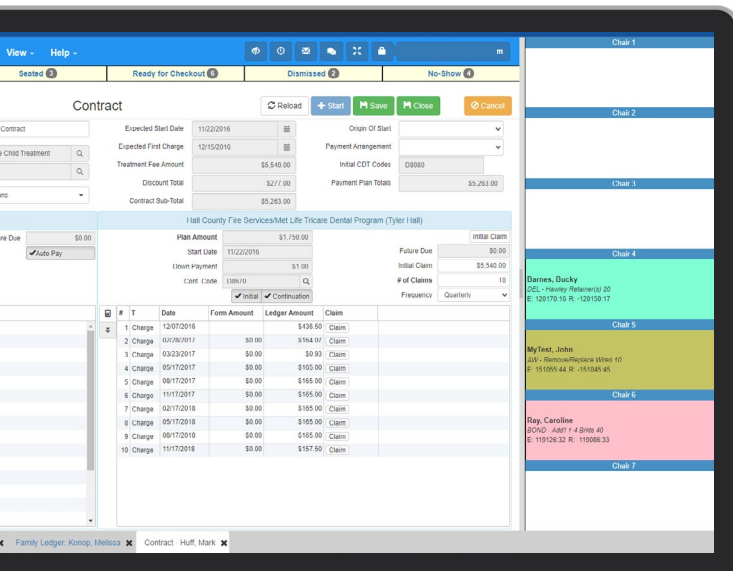
Cloud 9 provides reliable, streamlined access to patient data, enabling a more efficient workflow for The Braces Place. Conrad says she especially likes Cloud 9 accessibility to patient treatment cards, imaging, and patient communication. She also appreciates that feature updates are made automatically, and that feature enhancement requests are taken seriously by the Planet DDS customer care team.

"

My favorite feature of Cloud 9 is the fact that you can have multiple charts and windows for different patients open at the same time. Our former system required us to close out completely before opening a new chart, and that was a big limitation. As an example, we see a lot of families, so it's helpful to be able to view multiple members of one family at the same time. As a treatment coordinator, we would see a lot of families and multiple family members often, so it's helpful to be able to view all the members at the same time.

LAURA CONRAD
New Patient Coordinator/
Practice Manager

Cloud 9 provides reliable, streamlined access to patient data, enabling a more efficient workflow.

Image Source: Planet DDS Example

Cloud 9's Cloud-Based Solution Is Reliable and Saves on Costs

Moving from server-based practice management software to cloud-based has been a game changer for The Braces Place because they do not have to purchase and maintain a new server. Additionally, Conrad does not have to worry about servers going down and losing access to patient information.

Additionally, Conrad appreciates having instant access to Planet DDS customer care if an issue arises within Cloud 9 or if she needs a quick response.

"

I had an issue come up during a patient's appointment, and I was able to message customer support directly and explain what happened while the patient was in the chair and without the patient knowing. I appreciate that **I can text customer support as soon as I need to**, rather than have to write a whole formal email. The text message exchange is always emailed to me after the issue is resolved.

LAURA CONRAD
New Patient Coordinator/
Practice Manager

Cloud 9 offers instant-access customer service with a customizable patient portal that allows patients to view information about their accounts online, make payments, and even book appointments.

Is Cloud 9 the Right Solution for Your Orthodontic Practice?

Having been so familiar with an alternate software solution, Conrad provides a unique perspective and took a more critical eye when transitioning to Cloud 9. As a result, when she gave Cloud 9 her stamp of approval, it meant all that much more to the Planet DDS team.

"

I recommend Cloud 9 to colleagues. You've got to make a change and I would strongly suggest Cloud 9. We've been very happy with it.

LAURA CONRAD
New Patient Coordinator/
Practice Manager

Ready to See How Cloud 9 Can Help You?

Set up a Cloud 9 demo and learn more about how Planet DDS can serve the needs of your DSO, dental or orthodontic practice.

planet DDS