



When disaster strikes, we fight back!

Your affordable image-based disaster recovery solution, created especially for dental practices.



Imagine arriving at your dental practice one morning to a data nightmare. A fire, power outage, or even a cyberattack has rendered your computer systems inaccessible. Patient X-rays, treatment plans, and other critical data are nowhere to be found. Appointments are canceled, staff twiddle their thumbs, and revenue plummets.

This unsettling scenario highlights the critical need for a reliable **disaster recovery solution** for your dental practice. Cloud Connect offers a secure and affordable way to safeguard your patient data and ensure business continuity in the face of unforeseen events.

This white paper explores the hidden costs of downtime for dental practices and the advantages of Cloud Connect.

The True Cost of Downtime

A data disaster's financial impact for your dental practice can be crippling, extending far beyond lost revenue from canceled appointments. Here's a breakdown of the hidden costs to consider:

1) Rescheduling Costs:

Rearranging appointments due to downtime requires additional staff time to contact patients, update schedules, and manage rescheduling logistics. Industry studies show this can cost an average dental practice \$100 per rescheduled appointment. With several cancellations during downtime, these costs can quickly add up.

2) Decreased Staff Productivity:

Idling staff during downtime cuts into valuable efficiency and increases overhead costs. A 2023 survey by the American Dental Association revealed that the average dental practice has 3 staff members excluding the dentist. During downtime, these staff cannot perform essential tasks like billing, insurance verification, or treatment preparation. Assuming an average hourly rate of \$30 per staff member, a full day of downtime can cost your practice \$720 in lost productivity.

3) Reputational Damage:

Inability to access patient data or delays in treatment due to downtime can damage your practice's reputation. According to a Solavei report, 72% of patients would be likely to switch dentists after a negative experience. Downtime can create frustration and inconvenience for patients, potentially leading to them seeking care elsewhere.

These hidden costs can significantly impact your bottom line.

Let's say your practice experiences a full day of downtime. Here's a potential cost breakdown:

Hygiene Costs:

20 cancelled appointments
\$130/appointment = \$2,600

Dentists Lost Revenue:

Assuming an average appointment
revenue of \$500, 10 cancellations
amount to \$5,000 in lost revenue.

Decreased Staff Productivity:

\$720 in lost productivity costs.

Total Potential Cost: \$8,320 /per day

(One Dentist+ Two Hygienists)

This is just a one-day example, and the true cost of downtime can be much higher depending on the severity and duration of the disruption. Cloud Connect can help you avoid these significant financial and reputational risks.

Quick Restoration with Image - Level Recovery:

Even the most prepared practices can face unforeseen events. Cloud Connect ensures a smooth recovery process with features designed to minimize downtime and get you back to seeing patients fast. Cloud Connect utilizes image-level backups, a superior method to traditional file-by-file backups. Here's why it makes a difference:

- **Faster Restoration:**

Traditional backups restore data one file at a time, which can be time-consuming for large datasets. Image-level backups capture your entire system state at a specific point, allowing for a complete system restoration in a fraction of the time. Studies show image-level backups can restore data up to 10 times faster than traditional methods.

- **Reduced Downtime:**

The faster your data is restored, the sooner your practice is operational again. Minimized downtime translates to less disruption for your patients and staff, and less revenue loss.

- **Data Restoration Included:**

Peace of mind comes standard with Cloud Connect. Our service includes seamless data restoration, so you can focus on getting your practice back on track, not on the recovery process or the IT cost. Unlike some providers, we don't charge extra for data restoration, ensuring a predictable and transparent pricing model.

Focus on What Matters Most

Cloud Connect empowers you to focus on what matters most – providing excellent patient care. Don't wait for disaster to strike.

Peace of mind shouldn't come at a premium. Cloud Connect provides exceptional value for your investment in business continuity.



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Cloud Connect requires a QNAP device (network storage), available by quote if you don't have one. This offer includes 3TB of storage, with extra fees for exceeding that limit.