

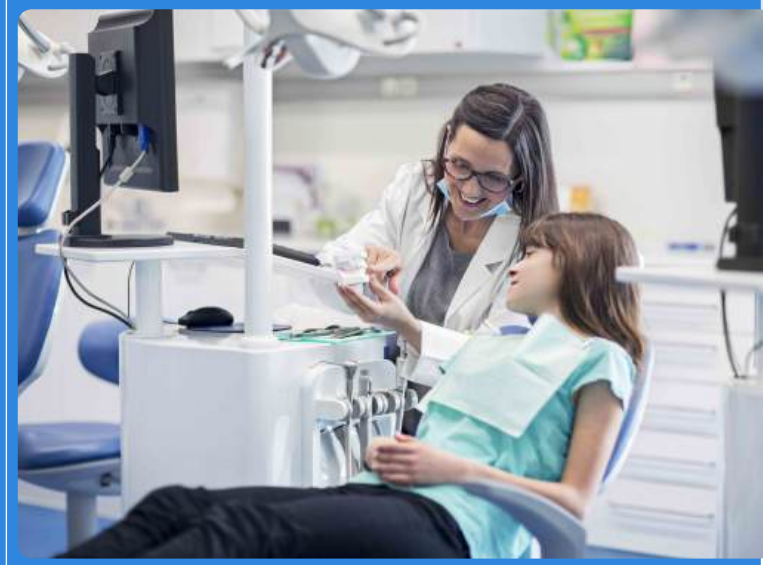
# CASE STUDY

How SOTA Cloud Became the All-in-one Imaging Solution Morrison Dental Group Can't Live Without



Morrison Dental Group is an independently owned and family-operated dental practice that has grown to serve 50,000 patients across multiple locations.

The practice prioritizes patient care, technological advancements, and operational efficiency, all contributing to their continuous success.



## THE BACKSTORY

Morrison Dental Group's initial investment into cloud-based solutions began in 2011. Stemming from a need for a fully integrated, cloud-based practice management system (PMS), the group implemented CareStack in 2018.

## CHALLENGE

While CareStack performed exceptionally on the practice management side, Morrison Dental Group faced a hurdle when it came to imaging. Frequent image drops, poor cloud integration, and technical issues disrupted workflows and created daily frustrations for the staff.

Morrison needed fully-integrated solutions that would:

1. Optimize workflow efficiency
2. Enhance revenue cycle management, and
3. Manage costs amidst stagnant insurance reimbursements

*"We needed to ensure a high standard of patient care while addressing back-end efficiency and overcoming staffing shortages. As our company grew - experiencing double-digit growth annually over the past five to eight years - these challenges became more pronounced."*

**Alex Morrison, CCO, Morrison Dental Group**

## The Integration of SOTA Cloud and Pearl AI with CareStack Streamlined Morrison Dental Group's Operations



## PARTNERING WITH SOTA CLOUD: THE TURNING POINT

The integration of SOTA Cloud with CareStack transformed Morrison Dental Group's operations. SOTA Cloud's intuitive dashboard, improved image quality, and seamless integration with CareStack eliminated the inefficiencies they regularly experienced with previous imaging solutions.

"Features like image magnification, clearer images, and the ability to adjust settings in real-time allowed our dentists to provide more accurate diagnoses and better patient education," Alex said.

"Our clinical team quickly adapted to the new tools, and the feedback was overwhelmingly positive."



*The integration of SOTA with CareStack - and later the addition of Pearl, an AI-powered diagnostic tool - transformed our operations.*



**Alex Morrison**  
CCO, Morrison Dental Group



## PEARL AI ROLE IN ENHANCING DIAGNOSTICS

Pearl's AI oral disease detection, embedded within SOTA Cloud, added another layer of precision to their diagnostic process, giving their clinicians a "second set of eyes", reducing the chances of over-diagnosis or missed diagnoses, and improving treatment acceptance rates.

Morrison Dental Group's technological investments with SOTA Cloud and CareStack, combined with their commitment to patient care, have not only allowed them to scale but also to maintain the highest standards of clinical excellence.

*"This improvement in workflow has allowed us to focus more on patient care, which, as we believe, is the cornerstone of our success. When you take care of your patients, everything else - from staff satisfaction to business growth - falls into place."*