

CASE STUDY

The Imaging Upgrade West Coast Dental Didn't See Coming



West Coast Dental is a dental service organization (DSO) that has been providing comprehensive dental care for over 20 years. With a network of more than 50 locations across California, they offer a wide range of services, including general dentistry, pedodontics through their Magicland brand, orthodontics, endodontics, and periodontics. Known for their commitment to high-quality care, West Coast Dental continues to expand, blending expert care with state-of-the-art technology to serve patients of all ages.



THE BACKSTORY

When West Coast Dental began using a new imaging solution as part of their PMS, they soon realized it wasn't delivering the image quality they required. Designed for smaller offices, the software struggled with frequent system lockups and couldn't scale with their growing network, which needed 20 to 30 computers per location.

CHALLENGE

After adopting a new PMS in 2022, West Coast Dental sought a reliable imaging solution. The solution they were using produced poor image quality, lacked cloud capabilities, and presented licensing limitations that were no longer sustainable as their practice continued to grow.

The group sought an imaging solution that would improve their image quality while integrating with their existing infrastructure.

They were on the hunt for a solution that could:

1. Improve image quality
2. Increase system reliability and uptime
3. Reduce IT footprint and remote access limitations

"We anticipated that implementing the new technology would result in better images. It was a shock to us that the quality declined instead of advancing. We often ran into issues where the system locked up and nothing would work in imaging. This happened at an alarming rate, particularly at larger offices."

*Lionel Vary,
CIO, West Coast Dental*

A Single-system with the Agility and Flexibility DSOs Demand



SOTA CLOUD'S IMPACT ON OPERATIONS

After implementing SOTA Cloud, West Coast Dental quickly saw improvements across their practices. The solution addressed several of their challenges, including better image quality, faster load times, and improved ease of use. The system's modern interface made it user-friendly for both experienced and new clinicians, and the cloud-based nature allowed for remote teams to access images efficiently without the need for cumbersome data transfers.

The group also experienced a reduction in their overall IT footprint, thanks to SOTA's cloud-based system. Remote teams in departments like revenue cycle management (RCM) and grievances could view images directly from the cloud, eliminating the need to log into servers and transfer large sets of data.



We were able to reduce the computer and server footprint in our offices. IT is happy, RCM is happy.



Lionel Vary,
CIO, West Coast Dental



SOTA CLOUD'S IMPACT ON PATIENT CARE

By transitioning to SOTA Cloud, West Coast Dental was able to overcome the challenges posed by their previous imaging system. With improved image quality, reduced downtime, and greater overall efficiency, the practice is now better equipped to serve its growing network of offices. SOTA Cloud provided a scalable solution that integrated smoothly with their existing infrastructure while ensuring a modern, user-friendly experience for their clinical teams.

"We saw what SOTA could do using our existing sensors and infrastructure, so we signed up and began rolling it out across our locations. The interface is more modern, and it's very easy for new doctors and for our tenured doctors to learn and operate."