

# SOTA Cloud for Dental Service Organizations

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## Introduction

Dental Service Organizations (DSOs) have unique imaging technology requirements that significantly differ from those of solo and small dental groups. At the enterprise level, the focus shifts away from clinical concerns and towards optimizing the IT environment, ensuring hardware compatibility, maintaining infrastructure, expanding and scaling operations, integrating seamlessly with other software systems, prioritizing security, and leveraging imaging technology to drive business growth. This whitepaper aims to explore these critical questions and demonstrate how SOTA Cloud is reshaping the landscape of dental imaging software within dental organizations.

## Sensor Compatibility

SOTA Cloud boasts native compatibility with virtually all major intraoral sensor devices available in the market. This compatibility empowers group practices in several key aspects. Some examples are:

**Seamless Expansion:** DSOs can expand their network of locations, including smaller groups, without the worry of whether the imaging devices at each location will integrate with the software used across the rest of the organization.

**Vendor Flexibility:** DSOs can switch imaging device vendors at any time without being locked into a specific hardware solution, avoiding costly proprietary legacy software environments.

It's crucial to understand the term "natively." SOTA Cloud overcomes the common issues associated with cumbersome TWAIN workflows seen in most other imaging systems, and provides continuity of diagnostic quality by supporting manufacturer's native filtering tools. Additionally, SOTA Cloud consistently integrates new devices, often shortly after their release, ensuring that your teams are always equipped with the latest technology.

## Database Conversions

SOTA Cloud's expert database conversion team possesses the capability to convert images from the majority of imaging solutions available today, including legacy on-premise systems and other cloud-based vendors. For more information on this service, please contact our team.

## Reducing IT-Burden

### A Streamlined, Truly Cloud-Based Solution

SOTA Cloud is a genuine cloud platform, completely independent of a local server. It operates entirely through a web browser, providing access through Chromium browsers like Microsoft Edge, Google Chrome (for Windows/Android), and Safari browsers (for Apple products). This means that your staff can view, edit, and manage images wherever they have browser access, in addition to other advanced features discussed in subsequent sections.

On capture workstations, a lightweight background service called the SOTA Hub is installed. This service facilitates communication between the browser application and imaging devices. All user interactions occur within the browser, reducing user frustration and workflow interruptions while minimizing management overhead. The SOTA Hub can be installed silently and is easily deployed via typical IT management systems, and is automatically updated as needed.

### No Updates to Deploy – Ever

Benefitting from the nature of being a true web application, SOTA Cloud doesn't require any kind of IT management. Updates are centralized and pushed on an on-going basis by the SOTA Cloud development team following a rigorous QA process that has resulted in a historical uptime of 99.9999%, so IT teams can rest easy knowing their users always have the latest and greatest release.

## Centralized Remote Monitoring

SOTA Cloud diligently tracks hardware utilization across the entire organization. This means that we can swiftly identify issues and expedite their resolution. For example, in a busy location where six x-ray sensors are regularly moved from room to room, and an intermittent problem is reported with one of them, we can pinpoint the specific sensor in question. We meticulously track every device error within SOTA Cloud, right down to the serial number. This significantly reduces the time required to address issues that may be impeding your staff's efficiency. In many cases, we identify problems before your staff does, allowing us to proactively collaborate with your office or IT team to resolve issues before they escalate.

## Audit Logging and Compliance

HIPAA compliance mandates the logging of access to patient records, including details such as who accessed records, which records were accessed, and when they were accessed. SOTA Cloud takes this a step further by logging virtually all patient-related records access and activity—a compliance feature lacking in the majority of competing solutions.

## State of the Art Security and User Management

SOTA Cloud leverages the latest security technologies, offering single sign-on (SSO) support, multi-factor authentication (MFA), and more. All data is encrypted at rest and in transit, adhering to the most contemporary standards and protocols, and is hosted in SOC2 compliant Microsoft Azure datacenters.

Furthermore, SOTA Cloud provides multiple methods for user provisioning, significantly reducing the time required to create user accounts, even for large organizations. Users are assigned roles within a hierarchical permissions structure, ensuring the safety of your data and the compliance of your organization.

For those interested in a more detailed exploration of this topic, we offer a full whitepaper. Feel free to reach out to your sales representative to get access.

## Support for Thin Client, VDI Environments

SOTA Cloud fits well into organizations that leverage Virtual Desktop Infrastructure (VDI) systems and thin clients, offering cost reduction and enhanced security benefits. To learn more, please consult your sales representative for our latest whitepaper on this subject.

## Growing your Organization

SOTA Cloud is infinitely scalable, allowing you to add locations as your organization expands effortlessly. Our implementation team offers white-glove service, encompassing staff training, environment setup, legacy data conversion, and on-call support for go-live. Organizational changes can be stressful, and we are here to provide the expertise and support needed for your success.

## Software Integrations, APIs, and Extensibility

### Integration with Practice Management Solutions

Compatibility is a theme with SOTA Cloud – and it extends to the vast majority of practice management solutions on the market, including all of the major players and then some. In most cases, SOTA Cloud integrates in a manner that brings your images right into your patient chart. For complete compatibility information, including specific capabilities for your practice management system(s), contact our team for more information.

### Integration with Artificial Intelligence Solutions

Artificial intelligence is one of the most revolutionary advancements in dental imaging since the introduction of digital imaging in the early 2000s. SOTA Cloud empowers your teams to harness the full potential of this innovative tool. We take pride in our partnership with Pearl, offering native, embedded integration with their Second Opinion artificial intelligence product—a product that currently boasts the highest number of installations worldwide and the most FDA cleared indications for use in its class.

SOTA Cloud fundamentally operates as an open platform, with plans for additional integrations with other popular systems in the near future.

### Major Possibilities with Robust Web APIs

SOTA Cloud provides all enterprise customers with complimentary access to a robust set of APIs. These APIs empower your organization to seamlessly integrate SOTA Cloud into your existing dashboards, automate processes, and more. The data we host belongs to you, and SOTA Cloud empowers you to leverage it to develop tools that enhance your organization's efficiency and elevate patient care.

All SOTA Cloud APIs adhere to stringent security standards and implement the OAuth 2.0 framework.

## Improve Efficiency and Grow Your Business

### Completely Digital Referral and Image Sharing System

#### Sharing with Providers

SOTA Cloud implements a fully comprehensive, digitally-driven, and HIPAA-compliant referral system that bridges the gap in treatment coordination between general providers, patients, and specialists. Every referral can be completed in seconds through a user-friendly interface, granting online access to referral details and all relevant images for specialists, patients, and referring offices. What's more, when a specialist receives and accepts a case, the referring office is promptly notified.

This digital approach offers patients and specialists secure access through a magic link authentication system via email or text message. This ensures convenient access to referral details and image downloads in any format, at any time—eliminating the need for patients to contact the referring office in case of lost referral paperwork and sparing specialist offices the hassle of requesting images in alternative formats.

## Sharing with Patients

This same process also facilitates communication with patients and family members. For example, when a grandparent takes their grandchild to the dentist, and information needs to be communicated to the care decision-maker, office staff can efficiently employ pre-made templates to ensure that parents receive the necessary information for informed treatment decisions. This feature is especially popular in pediatric and elderly care settings, where patients often do not make their own treatment decisions.

Staff can also configure automatic reminders for the patient including their images and A.I. pathology findings, reinforcing confidence and increasing case acceptance if care isn't provided on the day treatment is planned.

## Business Intelligence

SOTA Cloud is unique in its ability to seamlessly integrate with business intelligence (BI) solutions like Microsoft Power BI and more. This empowers you to utilize imaging data in innovative ways previously unseen in the industry. Examples include:

**Monitoring Staff Performance:** Evaluate the time required for a typical x-ray exam, the frequency of re-takes, and the staff members who tend to need them. Use this data to recognize high-performing staff members or provide additional training to those who require improvement.

**Analyzing Tool Utilization:** Assess the time clinical staff spend capturing intraoral camera photos, often used for case acceptance rather than diagnostics. Correlate this with monthly office production and case acceptance rates. Measure the time spent by clinical staff reviewing x-rays, typically associated with case consultations, and change procedures to optimize how staff spend their time and increase overall production accordingly.

**Optimizing Referrals:** Determine which referrals are leaving your organization and adapt your multi-specialty capabilities as needed.

The possibilities are virtually endless, with a wealth of unexplored potential. A solution like SOTA Cloud, offering access to such data, seamlessly integrates it into the broader BI ecosystem.

## Performance and Workflow

SOTA Cloud is exceptionally fast. With a minimum recommended internet speed requirement of only 25 Mbps download and 10 Mbps upload, SOTA Cloud often outperforms legacy on-premise solutions that run on in-house servers. For instance, on a 25 Mbps connection, the complete exam record typically loads in under one second, even for patients with extensive exam histories and numerous images.

Reducing the burden of training new staff in an era plagued by high staff turnover, SOTA Cloud excels in well-thought-out workflows for common tasks, such as capturing the first image in just three clicks and three screens (compared to 11 clicks and 6 screens with our largest competitor). Retaking an image requires just one click (compared to six clicks with our biggest competitor). SOTA Cloud also supports multi-modality exams, saving several minutes that would otherwise be spent switching between images from different modalities taken during a single visit, a process that can be time-consuming in other imaging systems.

## Roadmap for Success

SOTA Cloud is a modern, cloud-based platform. Our partnership with you extends beyond the features discussed here, encompassing the exceptional support provided by the SOTA Cloud implementation and support teams, as well as a commitment to ongoing updates.

Upcoming features for SOTA Cloud include:

**Web-Based 3D Viewing and Sharing System:** Enhancing imaging functionality, referral systems, and BI capabilities.

**Treatment Consultation and Case Presentation Module:** Empowering specialists both inside and outside your organization to collaborate more efficiently and boost case acceptance.

**Improved Messaging Capability:** Enhancing communication with specialists, patients, and your staff.

Stay tuned for more exciting developments on the horizon. SOTA Cloud is not just imaging software; it's an evolving dental platform designed to meet your ever-changing needs.

## Conclusions

In conclusion, SOTA Cloud represents a groundbreaking solution for Dental Service Organizations (DSOs), revolutionizing the role of dental imaging software in the dental industry. It addresses the unique needs of DSOs at the enterprise level, focusing on efficiency, compatibility, security, and scalability.

SOTA Cloud's sensor compatibility ensures seamless integration with various intraoral sensor devices, offering flexibility for DSOs to expand and adapt their hardware solutions without constraints. Its expert database conversion team further simplifies the transition from existing imaging solutions.

The software's small footprint, true cloud architecture, and hassle-free updates minimize IT burdens, providing a reliable and up-to-date imaging platform. Centralized remote monitoring enhances problem resolution efficiency, while robust audit logging and compliance features ensure data security and HIPAA compliance.

SOTA Cloud's scalability and white-glove implementation support organizational growth, making it an ideal choice for expanding dental groups. Its extensive integration capabilities, including practice management and AI solutions, enhance clinical workflows.

The software's web APIs empower organizations to create custom tools and dashboards, improving efficiency and patient care. Additionally, SOTA Cloud's digital referral and image sharing system streamlines communication with providers and patients, reducing administrative overhead.

With the ability to integrate into business intelligence solutions, SOTA Cloud offers unprecedented insights into staff performance, tool utilization, and workflow optimization. Its exceptional performance and well-designed workflows provide a seamless user experience, setting it apart from competitors.

In essence, SOTA Cloud not only meets the imaging needs of DSOs but also transforms dental imaging into a strategic asset that reduces costs, improves outcomes, and fosters business growth. It is more than just imaging software; it is a comprehensive imaging platform that empowers dental organizations to thrive in a dynamic healthcare landscape.