



CPI Customer Success Story: Cooney Orthodontics



Utilizing IT PROactive Managed Services to Optimize Technology Integration and Support

With systems expertise and ongoing support, CPI helps Cooney Orthodontics implement and maintain the latest technology for improved care and communication.

Industry: Healthcare

Business Challenge: Limited IT resources, technology integration

Business Solutions: IT PROactive Managed Services

Overview

Dr. Brendan M. Cooney has been in private practice as an orthodontic specialist since 1988 with offices in Troy and Ballston Lake, New York. The practice's top priority is to provide patients with the highest quality orthodontic care possible in a friendly, comfortable environment while using the most state-of-the-art technology available to help their patients achieve the smile they want.

With a focus on innovation, Cooney Orthodontics uses advanced 3-D video imaging technologies to help formulate personalized treatment plans, review treatment options and keep patients up-to-date on progress. From regular updates at every appointment to their customized appointment reminder system, the practice places a premium on effective and consistent communications with patients, parents, and other dental specialists. In order to ensure

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information is readily available for the best treatments, patient safety and data security, Dr. Cooney relies on technology in every aspect of his business.

The IT Challenge

As a technology enthusiast, Dr. Cooney understands the need for updated systems to stay current with the latest advances in clinical and administrative technology. An early adopter of Electronic Medical Records (EMR), Dr. Cooney was excited about the changes that tablets, notebooks and docking stations could bring to his practice. But even with an interest in technology, Dr. Cooney knew that with the rapid pace of change he could no longer manage the IT for his growing practice by himself.

With 10 employees, two sites to manage and a host of technology including multiple servers, medical records, digital imaging and billing software, Dr. Cooney needed an IT solutions partner to assist with new technology integration and management, as well as provide 24 x 7 x 365 support. As a small business with limited resources, Cooney Orthodontics was looking for a dependable, low maintenance solution with predictable monthly costs to support their entire IT environment. They needed the knowledge and expertise to help them systematically introduce new technology while ultimately increasing the efficiency and reliability of their network and devices.

Smart Technology for a Growing Practice

Dr. Cooney initially worked with CPI at his practice's inception to assist him with technology upgrades he was performing to stay current. As his practice grew, and he needed advanced support, Dr. Cooney looked to the combined expertise of CPI engineers for overall technology selection, IT planning, database and network management.

Dr. Cooney relied on CPI to vet new technology and implement it effectively for the best result. With no internal IT staff, he needed a dependable, objective source of knowledge with a comprehensive view of the clinical and technical risks and benefits of a multitude of emerging systems. "CPI's team always starts with what I want to achieve and then customizes a solution to meet my evolving needs with scale, support and a robust platform," says Cooney. "There is no way I could have navigated this without CPI's expertise. They really know what they are doing and are great at communicating – the staff, engineers and technicians are like part of my staff. I get the benefit of a team of IT experts without the overhead of managing it in-house. But they are a part of my day-to-day business. I have always enjoyed the collegial and professional rapport that we have."

Looking to improve communication internally with staff and externally with patients and other medical offices like labs and dentists, Cooney Orthodontics needed a reliable platform to manage multiple software systems and devices without compromising care. "As my practice grew, I didn't have the time



or the budget to dedicate to IT,” recalls Dr. Cooney. “CPI helped to centralize our database and simplify the back end with a logical integration path. With their expertise we were able to leverage technology in a phased approach over some years to fit our schedules and our budget – improving patient care, internal responsiveness, and external communication. CPI helped us navigate our options in a rational way - helping us successfully leverage technology for the maximum benefit to our patients, partners, and staff.”

Ensuring Security and Reliability

CPI also took over the proactive management of all the systems administration, to ensure the network and servers are not only healthy and running at maximum efficiency but are also secure and protected, reducing downtime and increasing reliability. This approach allows Dr. Cooney to utilize technology without the overhead of managing it himself or hiring a full-time IT resource.

“Medical technologies like Invisalign, the Cadent iOC™ Digital Orthodontic Impression System and other advanced imaging software demand higher performance from an IT environment,” says Joe Cunningham, General Manager at CPI. “Regulatory requirements such as HIPAA and PCI raise the bar in the area of data security. CPI understands how all of this ties together and helps clients like Dr. Cooney optimize their network for greater efficiency and stability.”

Proactive Support

Through their Proactive Management Services, CPI delivered a customized solution designed to help Cooney Orthodontics maintain their information technology system for optimal performance. CPI’s ongoing maintenance effectively stabilizes the environment and responds with rapid remote remediation if things go wrong. Quarterly on-site reviews and monthly reports provide vital information about the health of the network, servers and other hardware. It specifically details what is running smoothly and where help may be needed. “Whenever you have a transition, there are going to be challenges,” says Dr. Cooney. “When they occur, CPI is quick to propose a solution – identifying options for cost, time and performance and facilitating the solution that is best for your business.”

CPI’s senior level engineers are on-site quarterly to help make recommendations based on past performance and emerging technologies. With improved information for better IT resource planning, Cooney Orthodontics has increased the predictability of their network management costs – saving them money in the long term and helping with budget planning for the future.



Moving Forward

By relying on CPI for the ongoing implementation, support and maintenance of their information technology assets, the Cooney Orthodontics staff is free to focus on their mission and can maintain the best technology environment to support their patients. With fully automated monitoring and alerting of health, availability and performance of their network, they don't need to worry about compliance issues, security breaches or disruptive downtime. With improved information for better IT resource planning, Dr. Cooney benefits from improved ROI on his technology investments and can better predict costs.

Want to learn more? See how CPI can help you at

www.comproinc.com

About CPI

CPI provides a complete portfolio of Hardware, Software and Services that tailor readily to your unique business and IT needs – today and in the future. We work with a host of technology partners, including Cisco, Citrix, HP, Microsoft and NetApp, to provide solutions for companies looking to boost security, enhance internal infrastructure and manage the rapidly growing mobile device market.

CPI brings experience, best practices and tools to apply to your unique requirements and have developed a strong reputation in the Banking, Higher Education, State and Local Government and Services sectors. Computer Professionals International was founded in 1981 and today is one of the premier technology companies in the Northeast.

“Digital dentistry, 3D imaging and printing are game changers for orthodontics. Thanks to the resources and expertise of CPI, we are ahead of the game. With a focus on innovation and emerging trends, our technology offers the best for patients and our staff. As new technology comes up, we will integrate as needed with a strong back end and no weak links. We are always ready.”

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