Strategic Synergies:
Enhancing Dental Practice Growth through Integrated Technology and Financial Solutions

Investment or Expense

Rocky Mountain Dental Convention 2025

"What got you here, won't get you there."

Marshall Goldsmith

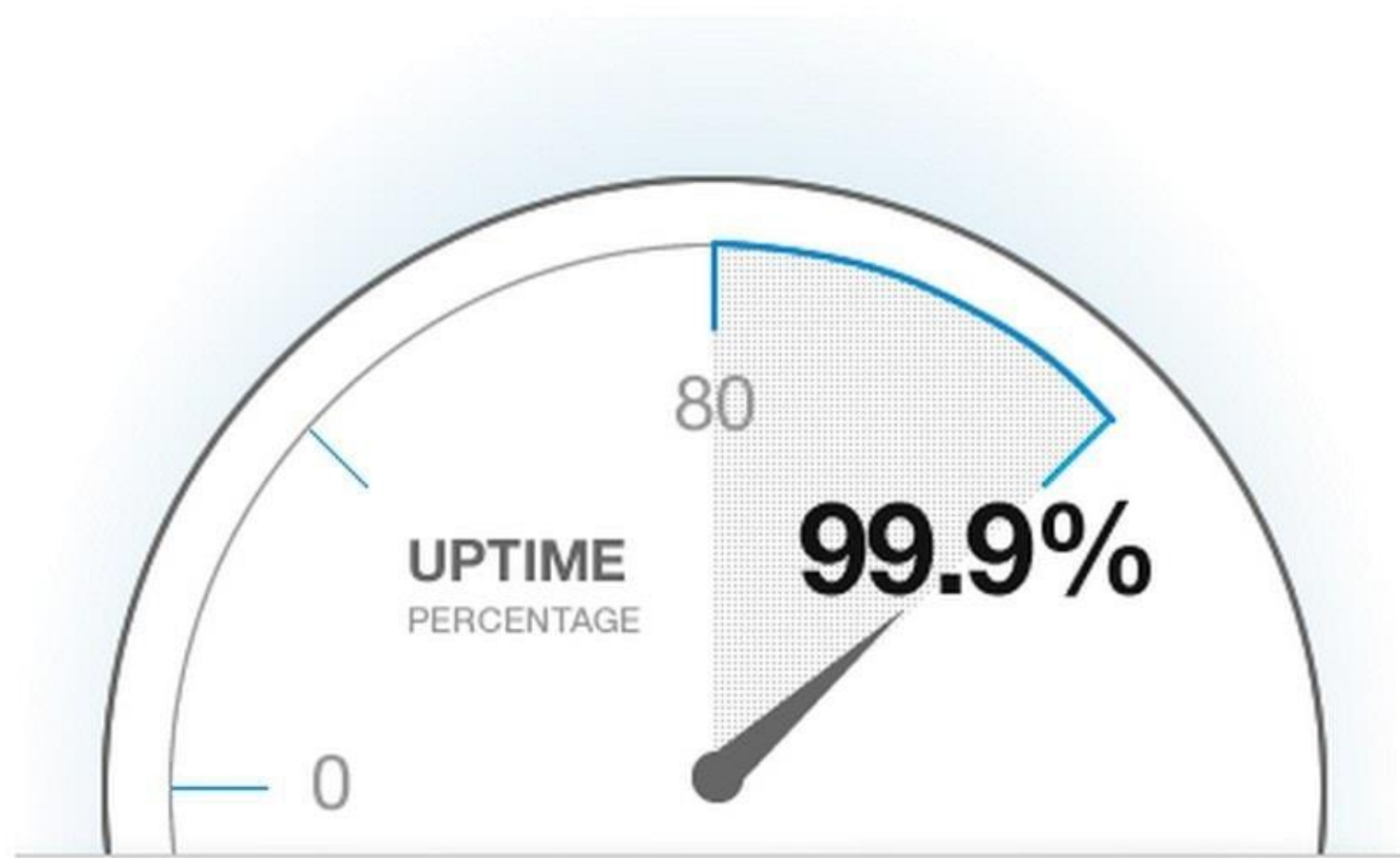# Asking Different Questions

Build a Plan

How should we define value?

If we take an investment approach, value becomes simple.

Uptime defined

- Uptime should include two key variables.
  - The systems are up and running
  - The environment is operating at high efficiency

The value of system **uptime** for a business owner can be defined in several ways:

1. Productivity: Reliable computer systems ensure uninterrupted workflow, allowing employees to work efficiently without disruptions. Downtime can result in lost productivity, missed treatments, empty chairs.

2. Revenue Generation: Practices today rely on computer systems for almost all the aspects of the patient care lifecycle. Downtime can directly impact revenue generation by hindering your ability to treat patients, process claims, receive payments and schedule new appointments.

3. Customer Satisfaction: Reliable computer systems contribute to a positive customer experience. Any downtime or system failures can lead to frustration among patients, potentially damaging the business's reputation and customer satisfaction levels.

4. Data Integrity and Security: Ensuring the uptime of computer systems is crucial for maintaining data integrity and security. Downtime increases the risk of data loss, corruption, or unauthorized access, posing potential threats to sensitive business information.

5. Operational Costs: Constant system downtime may result in increased operational costs. The resources spent on troubleshooting, repairs, and recovery efforts can accumulate, impacting the overall budget and profitability.

6. Competitive Edge: In today's competitive business environment, those with reliable and high-uptime IT infrastructure have a competitive edge. Businesses that experience frequent downtime may struggle to keep up with competitors who can deliver products and services more consistently.

System **uptime** is a critical factor in ensuring the smooth operation, productivity, and profitability of a business. It directly affects various aspects of business performance, customer satisfaction, and the ability to stay competitive in the market.
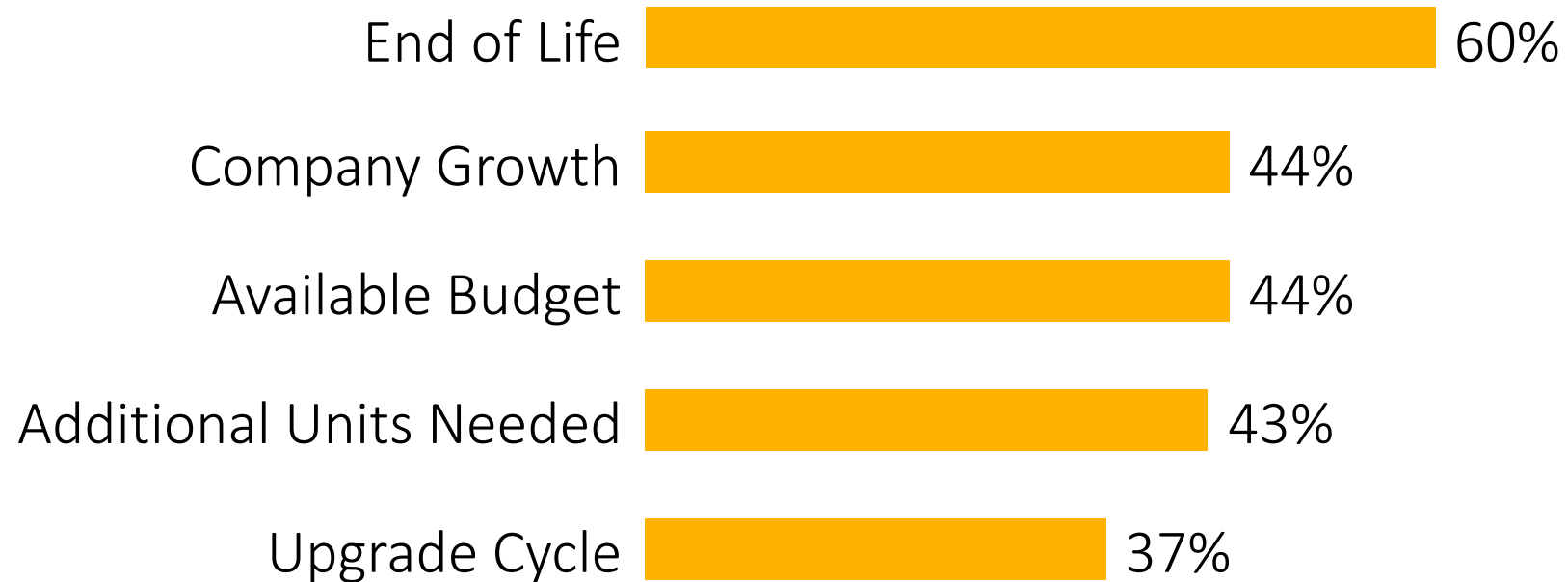
Sunset Technologies

What is the ideal lifespan of technology?

- Network Infrastructure
- Unified Communications
- AV (room systems)
- Access Control
- Physical Security

When is it Time to Buy?

|	
End of Life	60%
Company Growth	44%
Available Budget	44%
Additional Units Needed	43%
Upgrade Cycle	37%

Lifespan Perspectives

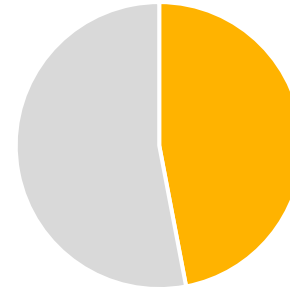| Technology Type	Ideal Lifespan for Maximum Efficiency and Protection	GreatAmerica Average Term
Network Infrastructure (Huge Impact on Cyber Security)	36/48 Months	42 Months
Unified Communications	36 Months Cloud/60 Months Prem	50 Months
AV Room Systems	60 Months*	48 Months
Access Control	60+ Months	60+ Months
Video Surveillance	60 Months	72+ Months

Top 3 Reasons IT Buyers Consume Monthly

56%
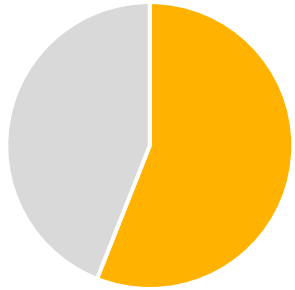
Preserve
cash flow for
other uses

49%
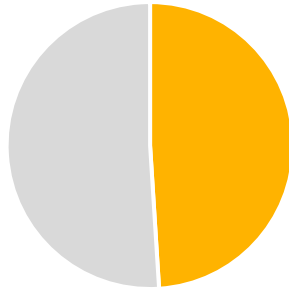
Easier to keep
technology
current/updated

47%

Allows for consistency
in
the budget

Top Tech Priorities
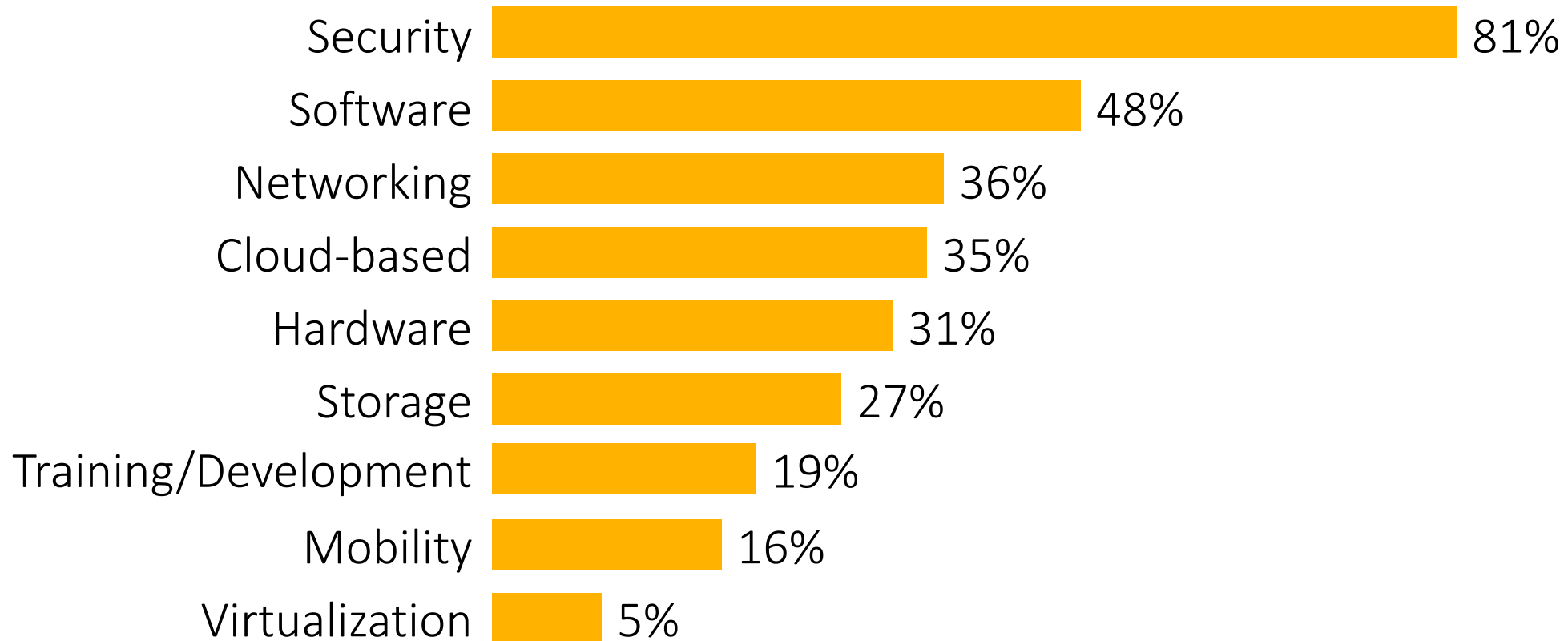
Priority	Percentage
Security	81%
Software	48%
Networking	36%
Cloud-based	35%
Hardware	31%
Storage	27%
Training/Development	19%
Mobility	16%
Virtualization	5%

Factors that help us achieve Uptime

- Integration
- Security
- Up to date equipment
- Up to date software
- Compliance
- Insurance
- Communication
- Processes
- And much more…

Stay with me though...
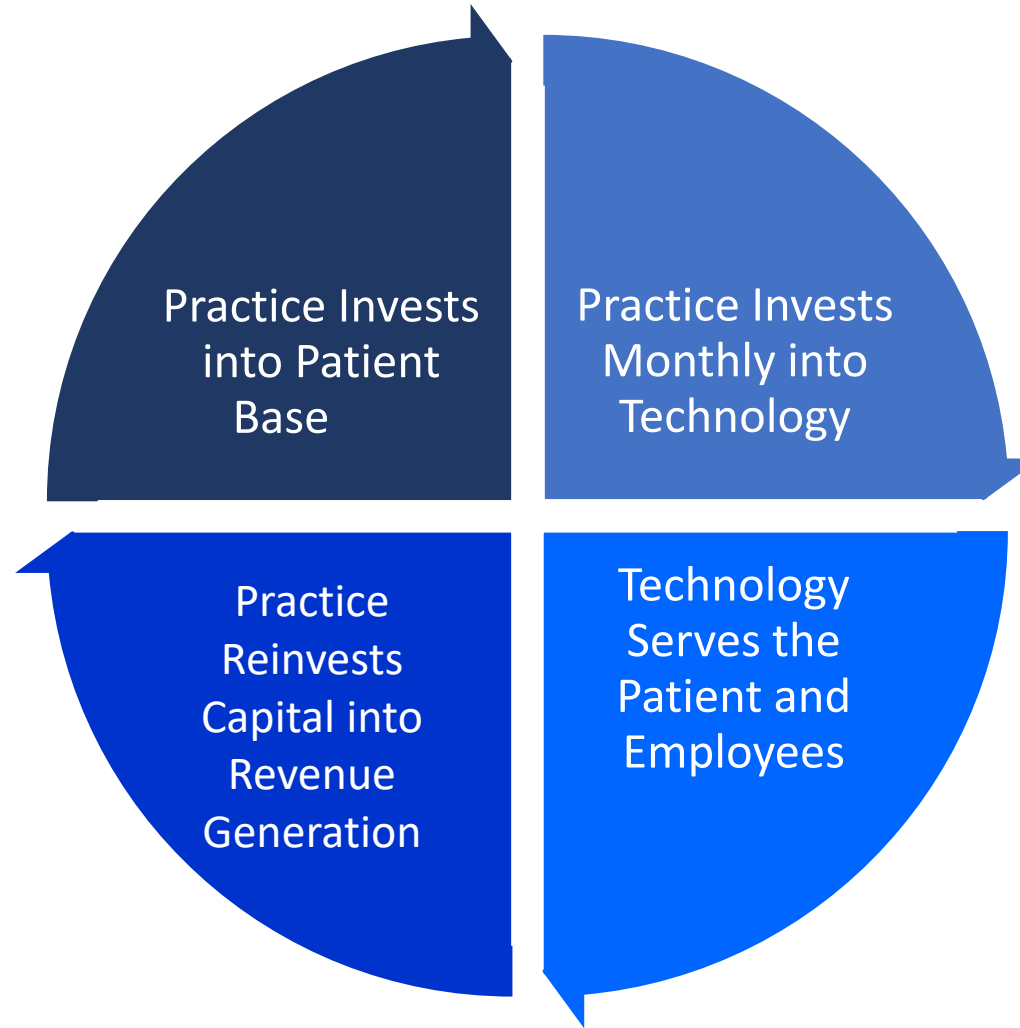
What does this mean for the Practice?

- Reinvest the Capital into Revenue Generation
- Example:
  - Annual Technology Purchases of $2M
    - $166,667 per Month
- If consumed monthly, after 4 years
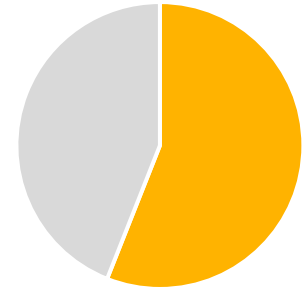 - $8M in New Technology
  - Less the $5M in Payments during this time
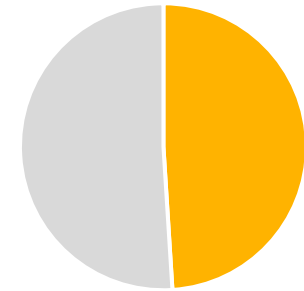 - $3M+ in additional capital to buy more practices or other growth initiatives

56%

Preserve cash flow for other uses

What does this mean for the Practice?

- Technology Standards across all Practices
- With New Tech, better user experience
  - More Productive Employees
  - Better Employee Longevity
- Better Security
- HIPAA Compliance

49%

Easier to keep technology current/updated

What does this mean for the Practice?

- Easier to budget costs when acquiring new practices
- Highly Predictable Expense Outlay

Cost of a notebook over 6 years

Acquire · Retire · Deploy · Upgrade · Maintain

Cost of a notebook over (two) 3-year lease cycles

Lease Payment · Retire · Deploy · Upgrade · Maintain
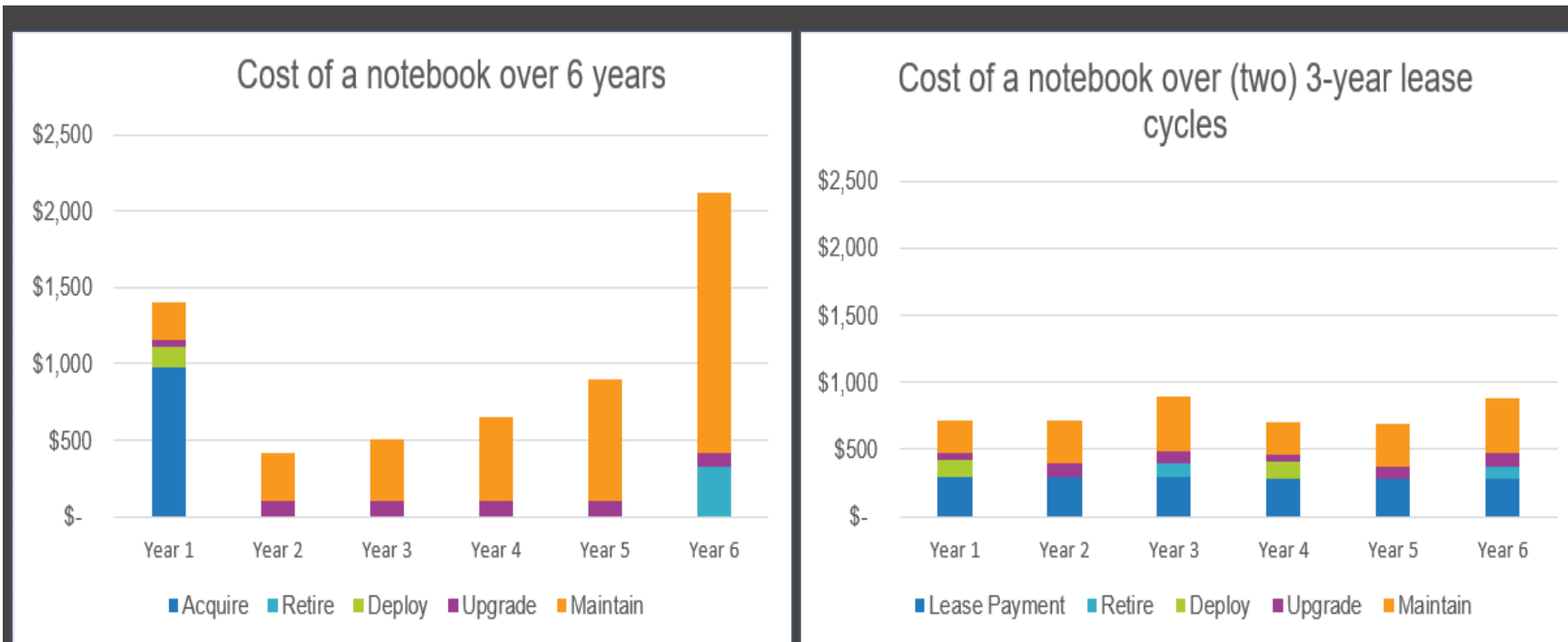
PCs managed through rotation leasing **cost 24% less** than PCs that are purchased outright.*

*Source: IDC white paper, sponsored by DFS, "Financial solutions to enable your PC lifecycle strategy," August 2017.

47%
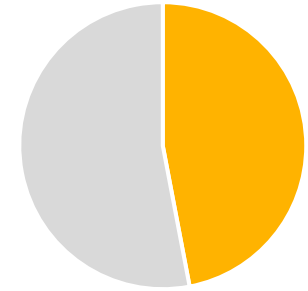
Allows for consistency in the budget

Inflation and Tech don't Mix…

- Money today is worth more than money paid back later
- Lock in lower purchase price for all equipment
- **Get Practices up to standard quicker**
- Maximize Uptime
- Better Security

Stay with me though...

Practice Invests into Patient Base

Practice Invests Monthly into Technology

Practice Reinvests Capital into Revenue Generation

Technology Serves the Patient and Employees
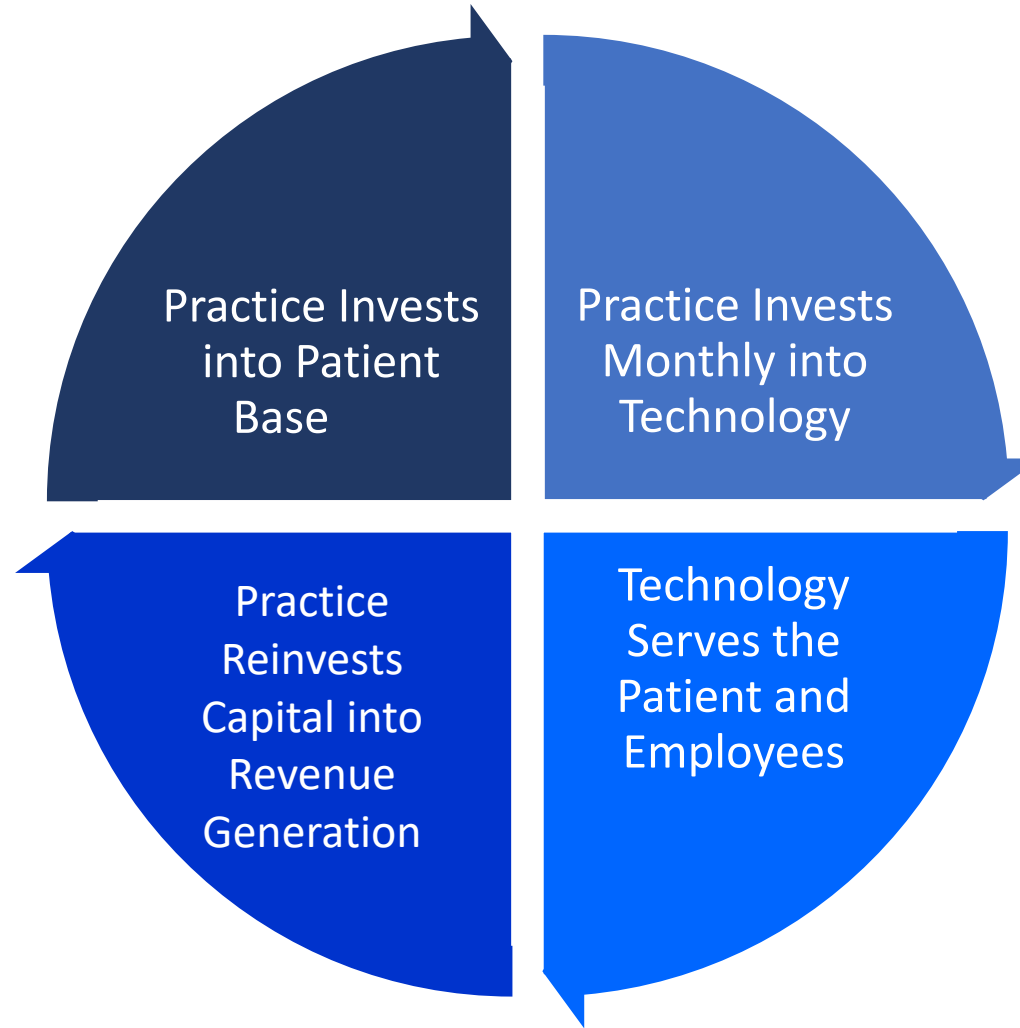
What's Your Technology Roadmap?

Sunset's Cyber Security Protocol

IDENTIFY

Sunset is dedicated to staying ahead of cybersecurity risks, from basic viruses to complex ransomware. The cornerstone of our approach is thorough inventory management, ensuring we know all devices and connections in your environment to minimize potential pathways for cybercriminals. Keeping us informed of any changes is crucial, allowing us to maintain a comprehensive understanding of your IT landscape. With Sunset, you can Rest Assured knowing your assets are accounted for and protected.

PROTECT

We prioritize training and education to empower your employees to recognize cybersecurity risks and respond effectively to threats. Our offerings include insights into emerging ransomware strains, phishing detection, and best practices for safeguarding sensitive information. To bolster your defense, we provide comprehensive protection measures such as event log monitoring, EDR (Endpoint Detection and Response), email filtering, and phishing simulations, ensuring multiple layers of defense against evolving threats.

RECOVER

Sunset's commitment to comprehensive backup solutions ensures your back-office systems remain protected, offering a robust recovery option in the face of unknown threats or catastrophic failures. Leveraging our tools, we facilitate swift and efficient recovery processes, allowing your operations to resume smoothly and minimizing downtime.

DETECT

Using robust anti-virus/malware software and network monitoring, we continuously scan files and traffic to identify and filter against known threats. Our approach includes proactive measures like dark web monitoring, event log analysis, and EDR capabilities, enabling us to swiftly detect and respond to potential security breaches before they escalate.

RESPOND

In the event of a security incident, our disaster recovery plan guides our response efforts, encompassing thorough device scans, password updates, and log reviews for forensic analysis. We maintain an approved communication plan to ensure seamless coordination with internal and external stakeholders, minimizing disruption and maximizing transparency throughout the response process.

uptime

01 IDENTIFY
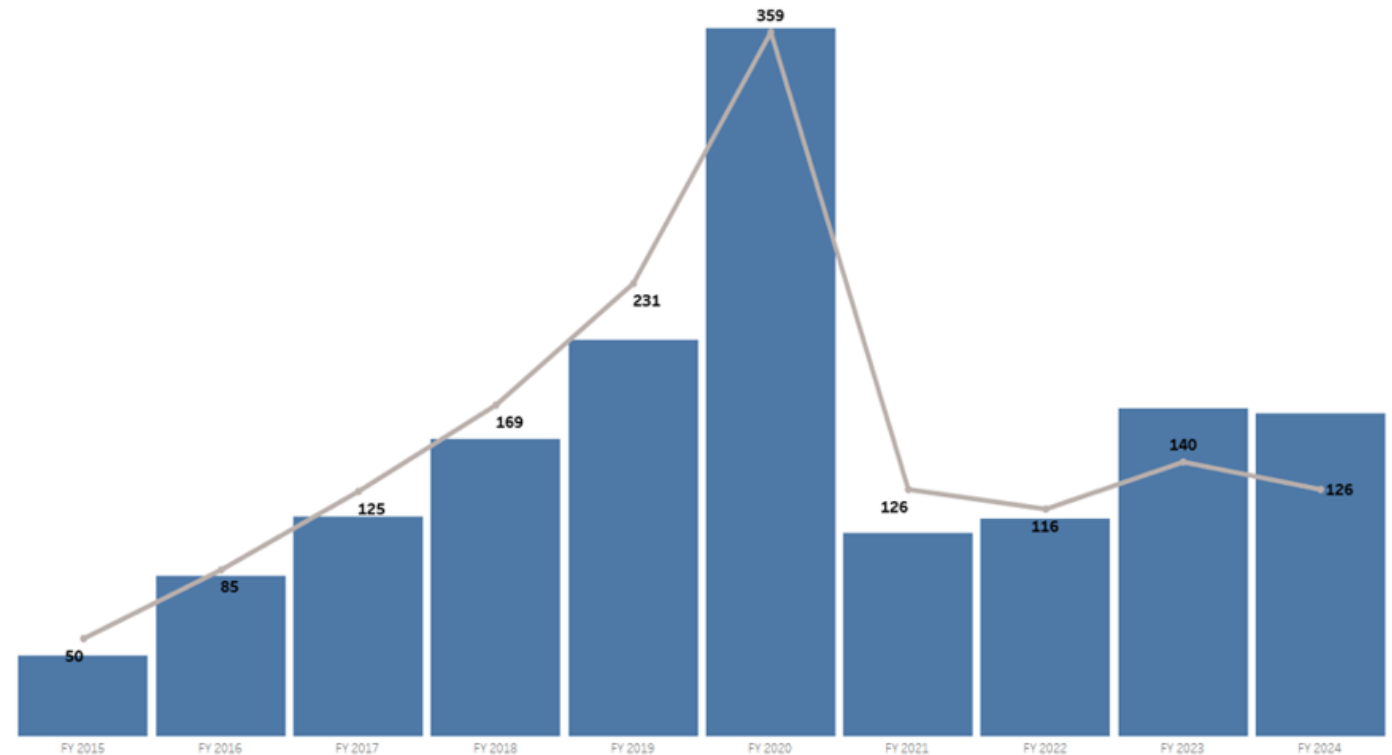02 PROTECT
03 DETECT
04 RESPOND
05 RECOVER

Sunset Technologies
Rest Assured.

For Perspective: A View From Just One Independent National Finance Company

Imagine the number of practices from all finance companies

Annual Number of NET NEW Independent Dental Practices GreatAmerica Implements Monthly Technology Spend Programs

FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
50	85	125	169	231	359	126	116	140	126

IDENTIFY

PROTECT

DETECT

RESPOND

RECOVER

TECHNOLOGY

PEOPLE

PROCESS

BOOM

| RECONNAISSANCE | WEAPONIZATION | DELIVERY | EXPLOITATION | INSTALLATION | COMMAND & CONTROL | ACTION ON OBJECTIVE |

MINUTES TO MONTHS

MINUTES TO MONTHS