



∴ CASE STUDY ∴

Dr. Michael Flinn

"I have complete trust in Tom. Their customer service is outstanding. With Tom, it's all about how he can help me and what he can do for me."

*Kristi Zimmerman
Dr. Michael Flinn dental practice
Redwood Falls, MN*



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Medix helps solve dental practice's technology pain point in a single phone call

Expertise in dental technology helps Medix quickly recognize problem and implement solution

The Customer Challenge

When Kristi Zimmerman turned to Google in January of 2009, she was frustrated and desperate. As the office manager for Dr. Michael Flinn's dental practice in Redwood Falls, Minn. one of her responsibilities was data backup. The practice was still using tape backups, which was causing her a lot of anxiety.

"I really wasn't comfortable with that," said Zimmerman. "I was never sure if I had a good backup or if I accidentally left the tape in the car. I would lay awake at night, thinking about it."

In addition to the backup challenges, the internet connection in the practice was extremely slow and Zimmerman was faced with the intimidating prospect of having to update the practice management software to comply with state law.

Unable to resolve this concern with the IT company she was working with, Zimmerman searched Google, and stumbled across a listing for an Iowa-based dental technology consulting company that would completely change her outlook on technology in the dental practice.

The Medix Solution

As a consulting company specializing in dental technology and software, Medix Dental helps practices optimize their technology solutions to increase productivity and make them as efficient as possible. When Tom Terronez, president of Medix Dental, received Zimmerman's call in January of 2009 he was able to use his expertise to help resolve one of her primary concerns in a single phone call.

"By remotely accessing her system, I was able to install our secure, off-site data backup solution," said Terronez.

"By automatically backing up data, it eliminates the risk of human-error as well as the need for tapes, tape drives, cleaning tapes and other expensive software."

By the time Zimmerman left the office that evening, the remote backup system was completely configured.

"I was blown away that when I left work that night I had an offsite backup," said Zimmerman. "I get emails every four hours with a summary of backup activities. I just love it!"

During the same phone call, Terronez learned about Zimmerman's other challenges.

Shortly thereafter, a Medix team was on site in Redwood Falls to update the practice management software from Dentrix 10 to Dentrix G4 and resolve the problems they were having with the practice's internet connection.

"I recognized right away what the reason was for the slow internet connection," said Terronez. "It was set up and configured improperly and corrected by changing the network configuration."

The Results

By using their expertise in dental software and technology, the Medix team was able to help Zimmerman quickly and efficiently resolve challenges that she had been dealing with for more than year.

"I have complete trust in Tom," said Zimmerman. "Their customer service is outstanding. My experience with the previous IT company was all about when they were going to get paid. With Tom, it's all about how he can help me and what he can do for me."

Zimmerman plans to have Medix help her upgrade her computer systems in the near future.