



∴ CASE STUDY ∴

## Family Dental Center

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*Dr. Shawn Kralik, Owner  
Family Dental Center  
West Point, NE*



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## Medix Dental helps Nebraska dental practice unravel disrupting technology challenges

*Expertise in dental technology helps Medix quickly recognize problem and find effective solution*

### The Customer Challenge

As the owner of the Family Dental Center in West Point, Neb., Dr. Shawn Kralik is an expert at providing his patients with personalized and professional services that help brighten smiles.

He'll be the first to admit, however, that he isn't an expert when it comes to office technology. This became all too apparent when the technology that usually made his office run so smoothly began giving him serious troubles.

"We have 15 computers in the office and every single day one of them would give us fits," he said. "They wouldn't turn on, or weren't connecting to the network, or weren't opening certain programs. On top of that, our backup wasn't working correctly."

Although Dr. Kralik had just upgraded his computers using a local IT company, the problems he was having weren't getting resolved. When the technology challenges in the practice began disrupting his ability to focus on his patients, he knew he needed to find a solution.

He turned to Medix Dental, a dental technology consulting company based in Iowa.

### 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. Tom Terronez, president of Medix Dental, quickly recognized the underlying issue of Dr. Kralik's challenges.

"The company that helped Dr. Kralik upgrade his computers didn't take into consideration the list of specifications that the practice management software company provided them with," said Terronez. "Many general IT companies like to do things the way they always do them. They don't realize that if you vary too much from these recommendations, it will create a lot of problems."

After trying to resolve the issue using workarounds and a few other approaches, Terronez realized the only solution would be to install brand new computers. Terronez helped develop the specifications of the quote, and after a competitive bidding process, Dr. Kralik selected Medix to supply and install his new computers.

A team of Medix employees traveled to West Point, Neb. in May of 2008 to spend a weekend installing the new equipment and making sure it integrated with the practice management software.

### The Results

By using their expertise in dental software and technology, the Medix team was able to help Dr. Kralik quickly and effectively resolve the technology challenges he had been dealing with for more than six months.

"We've been problem free, and that's been really nice because I don't have to mess with it anymore," said Dr. Kralik. "There have been some minor networking issues, but the Medix support has been fantastic. Whenever we've had to call, someone answers 99% of the time and is able to help us right away."

Dr. Kralik has been so impressed with the support, that he has even started using Medix to help troubleshoot his personal laptop.