



## MANAGED VoIP & BUSINESS ANALYTICS FOR DENTISTS

Unified Office Total Connect Now<sup>SM</sup> with the Total Connect Now Dental Management Suite (TCNDMS<sup>SM</sup>) is a powerful “Business Class” communications managed service and analytics software that helps dentists and their office managers drive revenue capture, increase operational effectiveness, and create a better customer user experience.

### Avoid Lost Revenues by Never Missing a New Patient Opportunity

The Unified Office voice communications platform is designed to always be available including integrated LTE backup should your Internet suffer from intermittent outages and or quality problems.

### Convert Phone Calls Into Dollars

The Unified Office voice communications platform is designed so that you never get a busy signal so you’ll never miss a call!

### Enhance Your Brand Image

Our premium quality voice communications uses our patented HQRPTM hybrid cloud network. That means no more garbled voice calls, distorted on-hold messages, or confusing after hours messages!

### Increase Revenues by Increasing Appointment Conversions

Simplified, easy to configure automated appointment scheduling and confirmation reminders via text, phone calls and emails to your patients will increase appointment conversions.

With the Unified Office Operational Management Suite,™ easily configure and change practice management workflows as needed, dramatically increasing your staff effectiveness. No more missed hygienist’s appointments that can lead to lost dollars!

### Focus on Building Your Practice

With Unified Office’s worry free 24X7 premier managed service, we take care of everything for you (install your equipment, manage your broadband, and proactively manage your service), so you can focus on building your dental practice.

### Elevate Staff Performance and Practice Management

Unified Office’s advanced training features and business analytics, integrated with leading Practice Management Solutions, elevates staff performance, practice management, and customer experience.

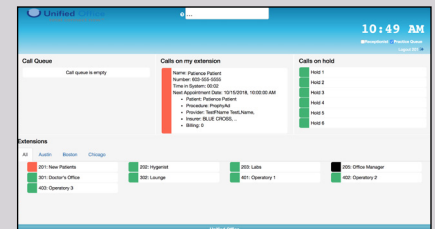


**FANIKOS SALIB DENTAL CARE**

*“We are so happy to have found Unified Office. Fanikos Salib Dental Care is obsessively dedicated to delivering the highest quality care to our patients. We are very pleased with the quality of our business communications service and with the superior customer support we have received from Unified Office. They have enabled us to focus on our patients, delivering the highest quality care and customer service to our patients.”*

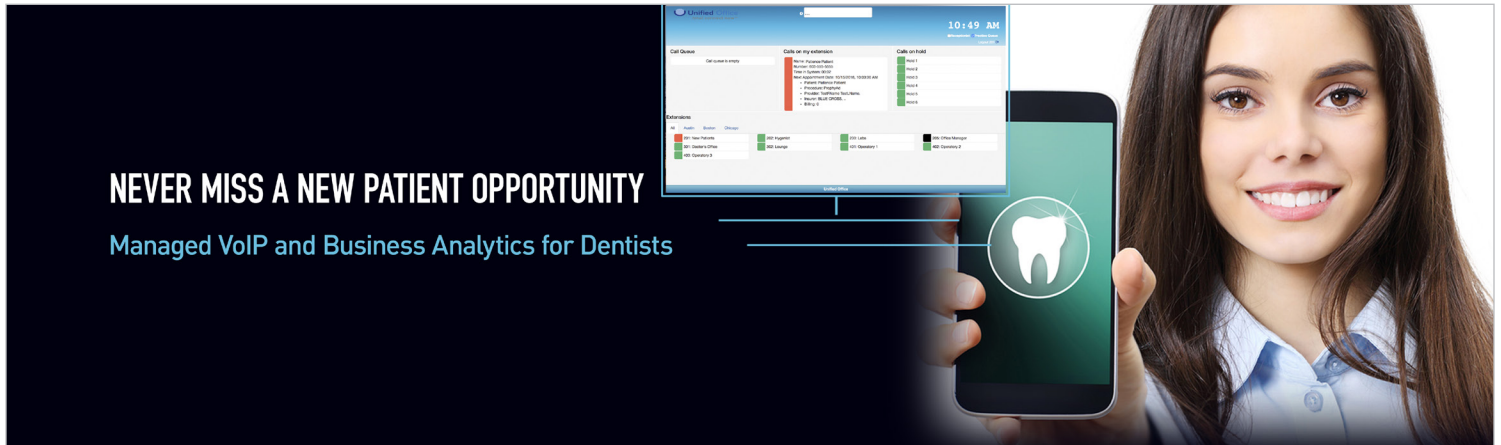
– Dr. Daniel Fanikos, DMD

### TCMDMS Receptionist Panel



### What Unified Office Delivered to Fanikos:

- Unique solution to high growth business
- Highest quality business communications service
- Superior customer support
- A managed service which allowed Fanikos to focus on the highest level of customer care and service to their patients



**NEVER MISS A NEW PATIENT OPPORTUNITY**

Managed VoIP and Business Analytics for Dentists



**BEDI DENTAL GROUP – ALL LOCATIONS COMBINED AS SINGLE UNIFORM BUSINESS COMMUNICATIONS SERVICE**

## Case Study Summary

Bedi Dental Group is a growing dental practice with five locations in central Massachusetts all within a 40 mile radius. Bedi Dental provides a full set of dental services from general dentistry, to prosthodontics and endodontics. Bedi Dental believes that dentistry is more than a profession — it is a calling to help others. Each member of their team embodies a collaborative spirit and a dedication to doing what's right to deliver the highest quality care to their patients.



**Dr. Abay Bedi,**  
BDG Founder, CEO

### The Business Challenge

Bedi Dental was planning to expand the number of locations beyond their initial footprint and bring in more disciplines and specialties such as oral surgery and periodontics in order to provide a full set of dental services across all locations.

Because their dentists and dental professionals float between offices, they needed communications uniformity across all offices. They also needed to forward calls to different locations at different times of the day to keep up with their nomadic workforce without having to remember different phone numbers.

They were tired of having to work with different vendors across multiple locations that were constantly pointing fingers at each other whenever there was a problem.

Their offices had a collection of different systems that included complex legacy PBX phone systems, various phone lines, and phones from different companies. Their existing vendors and service providers delivered poor call quality and reliability; and lacked programmable features that could be easily configured to suit their office workflow. They were paying too much for low quality unreliable services, that were too complicated and inflexible to use, and in many cases obsolete (they couldn't find parts for them anymore).

Quality of service was very important as medical information and scheduling appointments was being communicated to patients. It was also vital that calls, messages, and voicemails are clear and that nothing is lost. Business continuity is essential as they cannot afford to have offices off-line during business hours. Office downtime risks losing clients, losing business, suffering decreased customer satisfaction, and damaging their brand.

To read the full case study go to [www.unifiedoffice.com/case-study-bedi-dental-group](http://www.unifiedoffice.com/case-study-bedi-dental-group)

### How Unified Office Delivered For Bedi Dental Group:

- Combined all four dental locations and headquarters into a single integrated business communication service using **Total Connect Now**.
- Enabled highly mobile staff to never miss a call, powerful TCN based Bedi defined workflows:
  - ✦ Forwards staff calls to alternate locations and/or device types (iPads or smart phones) by simply pressing a unique code.
  - ✦ Forwards staff calls to a messaging system when they are not available.
  - ✦ Effectively handles work and after hour calls according to a complex schedule.
- Integrated with **Message on Hold** application, providing detailed sales and medical information to clients.
- Provided premier quality voice services, by choosing highest quality voice path on each call.
- Supplied exceptional business continuity by providing LTE backup to broadband and internet plus redundant network paths.
- Furnished superior support via TCN managed service, allowing Bedi to focus on their dental customers.

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