

ORTHODONTICS PRACTICE GETS MAKEOVER

Marshfield has been ranked as the number one small city in which to live in Wisconsin. One of its best kept secrets is that it is also home to the offices of one of Wisconsin's top orthodontists, Dr. Robert A. Kay. But what's an orthodontist who aligns patients' teeth and jaws to do when he discovers that his office equipment is out of alignment with the business needs of the practice?



According to Terriessa Krueger, Financial Coordinator at Dr. Kay's Orthodontic Clinic, the answer is simple. Terriessa tells *Biz-Tech* magazine that the orthodontic practice got the ball rolling by bringing in one of Wisconsin's top office products dealers with more than 56 years of experience: Bauernfeind Business Technologies. "BBT" is a full service solutions provider for a wide range of document management needs as well as office services such as IT and postage meters.

FIRST THINGS FIRST

The first thing BBT did was to perform a comprehensive analysis of the office's workflow and equipment. An analysis assesses workflow, equipment locations and departmental applications, and looks at the frequency with which jobs are outsourced in an office, a school district, or municipality.

"We knew there were several areas in which we wanted to make changes," says Terriessa. "Our analog copier was on the way out. We also wanted to look at alternatives to outsourcing certain specialty jobs such as Kay Cash, our incentive program for patients to take care of their braces and keep them clean. Patients get to redeem Kay Cash for various rewards: fishing lures, CD players, basketballs."

The office analog time clock had also gone down for the count and there were issues involving the office computers and

postage meter. The BBT analysis found that by adding a 35-page per minute multifunction device that can copy, print, scan and fax, and a networked color laser printer to print brochures & specialty items (Kay Cash) which had been outsourced, Dr. Kay's Orthodontic Clinic could significantly enhance office productivity and reduce its operating costs. The orthodontic practice also changed out its Pitney Bowes postage meter in favor of equipment installed and maintained by Bauernfeind.

With the help of BBT's IT staff, the office dove in head first & changed out its PCs, adding new networked work stations. BBT also suggested putting in a server base, which has kept the orthodontic office up and running. The office quickly went from a peer-to-peer network with all the vital data being held at one workstation to a client-server model with dedicated file servers that now holds all their data, increasing the office productivity by reducing downtime while securing data and protecting it from hardware failure. The analog time clock was replaced with a digital time clock with a biometric reader connected to the office computer system. This allows for employee hours worked to be automatically calculated.



BIG BUSINESS BENEFITS

The real benefits of all these changes are rolling in. By changing out the office's old postage meter to one with an integrated scale, Dr. Kay's Orthodontic Clinic eliminated the hidden charges they'd been paying and improved on the slow service they'd once received.

"They streamlined our mailing process and it saved us money. And if there's any issue with the meter, Bauernfeind responds right away," says Terriessa, citing that when the machine was recently down, BBT rushed over with a replacement model that same day to minimize downtime. Additionally, the new laser printer allows staff to print out Kay

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Cash on thick card stock as needed. The end result of a thorough workflow analysis such as the one which BBT performed for Dr. Kay's Orthodontic Clinic, is to form a clear and accurate understanding of a company's workflow needs and offer a solution that provides greater capabilities at a lower monthly cost. **BBT**

To arrange a complimentary Workflow Analysis, call your workflow consultants at **BBT (800) 288-2712 #1**.