

The Most Important Questions to Ask When Buying Cloud-Based Dental Software

To make sure you choose a technology solution right for your practice, use this handy list to ask the right questions when shopping for cloud-based dental software.

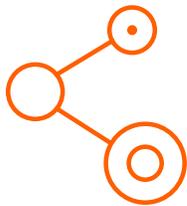
How often is your service down for any reason?

Ask for uptime performance stats and performance goals in writing. At Curve Dental we publish our uptime performance. Nobody else does that. You have to wonder why. We also perform upgrades overnight without interrupting you. We're not going to tell you to logout so we can install an upgrade. We can usually add new enhancements and features on the fly, which is pretty cool.

How much experience does the software company have in cloud development?

This is a critical piece of information. The key word is "cloud" experience, not software experience. Writing software for the cloud requires an entirely different skill set than writing traditional software. The only way a company can provide the dependability that Curve Dental offers is through experience. In our 15 years working in the cloud, we've learned, grown, and improved our system to the point that it's rock solid. For other young products, there are many bumps ahead. With the cloud, experience is paramount. We have committed \$40 million over the next five years to further enhance our software. Ask other cloud-based software companies how much they are investing in their platform.

What other services integrate with your software?



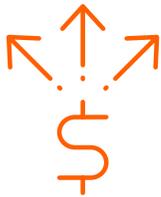
If you're fond of patient communication services offered by Solutionreach, Weave, or Lighthouse 360, make sure there's an integration available. The same goes for CareCredit patient financing and Bluefin payment processing. Curve Dental integrates with the industry's top companies to ensure you have the features you need to run your practice efficiently. You'd be surprised by how many of our cloud competitors lack the same breadth.

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Can I capture images directly to the cloud?

Freedom of choice is a powerful thing. Curve Dental wants you to retain that power, which is why we bridge to many different imaging systems and hardware. You can choose to use our native imaging software and capture directly to the cloud or use something that you may like already.

How many users or patients can my practice have for the price you're quoting?



When you add new members to your team or gain more patients you don't want to be penalized with a bigger price tag for your software. If a software company is charging you by the number of users in your practice or the number of patients you've earned, then you may end up playing musical chairs with user logins or patient records to make sure you stay under their threshold. That kind of pricing is further complicated should your practice have more than one location. Curve makes it easy because pricing is per dentist only, so no rearranging the chairs when your practice grows.

Will I still need a server if I use your software?

The purpose of moving to the cloud is to reduce your technology footprint and give your server the boot. If you still need a server in your practice even when you've moved to the cloud, then something is wrong. With Curve Dental you don't need a server to use our software or to capture 2D digital images, which saves you money on hardware and IT consulting costs.



Does the odontogram look realistic, or does it have a sterile textbook look and feel?

If you're looking at tooth charts all day, why not make the images beautiful? Compare the Curve Dental odontogram with any other system and you'll quickly see a chart that will win any beauty contest. You'll be happy to know there are many powerful features behind that pretty face and that you'll increase procedure acceptance when patients clearly see what you are recommending. Take a close look at Curve's clean, simple design. In your present system, do you have to perform multiple clicks or have to close a window and open another to find the data you're looking for? Not in Curve Hero!

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How much of my data will convert to a new system?

Confirm that the following data will be converted:

- Balances
- Recare dates
- Patient status

Curve Dental's conversion process checks all these boxes and more.

Will you be able to satisfactorily convert my existing data?



If your data can be converted, ask to speak with a current customer who may have converted from the same system you're currently using. You might be surprised by what doesn't convert or how your data could get compromised in the process. Curve's experienced team has completed over 2,900 conversions from over 100 different systems. Our customers will tell you any change or conversion is not a walk in the park, but Curve makes it as painless as possible.

Can I speak with someone who has used your software for 12 months or more?

Ask to speak with a customer who has used the software for at least 12 months. This will help you understand not only how they like using the software, but the level of support they receive when they need it. Some cloud providers focus on the honeymoon period, but once the customer has completed implementation, customer care falls short. That's why Curve Dental has committed to 24/7/365 customer care to ensure an outstanding experience from onboarding to adoption and beyond; and support is included in the affordable monthly license fee.

About Curve Dental

Founded in 2004, Curve Dental provides cloud-based dental software and related services to dental practices within the United States and Canada. The company is privately held, with offices in Provo, Utah, and Calgary, Alberta. The company strives to make dental software less about computers and more about user experience. Their creative thinking can be seen in the design of their software, that's easy to use and built only for the web.



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