

# BLUE STONE DENTAL

Upgrades Its Communications System with Broadview's OfficeSuite Dental™

## BACKGROUND



### BLUE STONE DENTAL

- › Service: Dentistry
- › Location: Keller, Texas
- › Size: 1 location

### CHALLENGE

- › Blue Stone Dental had invested thousands of dollars in two cloud-based systems that did not provide the features they were promised. They needed an affordable phone system that integrated with their dental practice management software, provided enterprise-grade features, and came with outstanding customer service.

Blue Stone Dental is a single office dental practice located in Keller, Texas, headed by Dr. Jay Corley and Dr. Rebecca Lauck. The practice offers a wide array of services, including routine oral care and prevention, cosmetic dentistry, orthodontics, implants and restorative care.

Dr. Rebecca Lauck opened the practice in January of 1996 in an old house, when health insurance carrier, Cigna, informed her that there were a high number of people moving to the area and not enough low-cost dental practices to service the population.

The practice had great success. Dr. Lauck began using Dentrix practice management software for all of her recordkeeping needs in 1999 as a safety precaution prior to Y2K. Dr. Corley joined Blue Stone Dental 2001, the practice went completely paperless in 2007, and in 2009 they moved into a new office building. Their patient base grew and so did their popularity within the community, as they continued to provide outstanding and personalized patient care.

## CHALLENGE

When they first moved to their new location, the Dr. Lauck and her staff inherited an old analog phone system, which they quickly realized was too outdated for their needs. They were sold an IP phone system by a local salesperson a few weeks before Christmas, which proved disastrous.

This system did not include the features or functionality Dr. Lauck had expected. "It had certain helpful features, but it did not meet all of the practice's needs," said Lauck. "We needed to be able to change the incoming phone numbers when the practice closed for holidays, or a receptionist needed to work from home, but were not able to on the first system. Not to mention the service crashed constantly... it was a nightmare." Frustrated and out \$10,000, Blue Stone switched to a second hosted phone system, which promised all of the features and functionality that the first system had not delivered. Desperate for a solution that would work for her practice, Dr. Lauck invested another \$10,000 on a second system, which did indeed have many of the features they were looking for in a cloud-based phone service. However, there was one big problem: they couldn't manage it themselves.

"We couldn't change office hours or call routing rules," said Lauck. "We had problems transferring to voicemail and couldn't change the outgoing messages for snow days or holidays. Literally every time we wanted to change a system preference, which seemed like it should have been easy, we had to have a representative come out and program these things. We had work orders in and technicians out to make changes constantly. We basically had 6 months straight where the phones didn't work at all.

"The phones were also constantly turning off but there was no indication. So, front desk staff would figure out that the system was down after an hour of no incoming calls, and would have to use their cell phones to call in work orders. Even when the system was working, the



second provider told us that we couldn't keep calling in every day to make the changes to the preferences like we wanted."

"So we were out \$20,000 and needed a new system, but couldn't afford to spend any more money. Then during a conversation with Henry Schein, the company that provides the Dentrrix software we use to manage patient records, recommended Broadview."

## SOLUTION

After Henry Schein recommended Broadview, Dr. Lauck did her own research. She requested the names of other dental practices that used OfficeSuite Dental™, the only cloud-based phone system that directly integrates with the Dentrrix software, and called them to see what they thought. After overwhelming positive reviews, Dr.

Lauck investigated further.

"Aside from the recommendations of other dental practices, and because it's the

only phone system that integrates with Dentrrix, when we found out that there was no upfront cost with Broadview, it was a done deal," said Lauck. "They give you the option to rent the equipment, which was a big selling point for us."

Blue Stone Dental now enjoys many benefits thanks to OfficeSuite Dental™. "We now have the ability to change the office hours whenever we want," said Lauck. "We can transfer calls to cell phones, change the outgoing message when we are in a team meeting or the office is closed. And we can all get online and make these changes right from the website. Our patient's experience is number one to us and communicating with them is vital to our business' success. If they think we are just ignoring their calls, we lose that business."

"Also, when I get home if I've forgotten to change a system preference like change the outgoing message or forward calls to my phone I just log on to the website and do it. It's really nice that way, because not only can we make the changes ourselves whenever we want, but we don't even have to be in the office to set preferences."

"The benefits of the OfficeSuite Dental phone system are greatly helpful to running the practice.



The OfficeSuite Dental system is easy to use and easy to set up.

**DR. REBECCA LAUCK, DDS**  
*Blue Stone Dental*



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**DR. REBECCA LAUCK, DDS** | *Blue Stone Dental*

And not only the phone features, but the Dentrix integration as well. We use Dentrix to keep track of all of our patient records and we love how everything is set up. We have been using it for years and are very happy with the software and with Henry Schein. So the last thing we wanted to do was learn a whole new system. OfficeSuite Phone ties into Dentrix so that when a patient calls into the office, the patient information is instantly displayed on the screen. So we can see their name and age and records and appointment history before front desk staff even answer the phone. It’s really convenient and we love that.”

## RESULT

Blue Stone Dental understands the integral role technology play in connecting its employees to its patients, so finding a future proof phone system that was easy-to-use and reliable was imperative.

“The OfficeSuite Dental system is easy to use and easy to set up. It was a one day implementation process. I was off the day they installed it and

when I came back I couldn’t believe the system was already up and running. They trained the entire team and set everything up the way the receptionists wanted it right off the bat. They also showed us how to do the things we were most interested in like setting up the office hours and transferring to cell phones.”

“Now we can manage everything ourselves, which is such a huge benefit compared to the other systems we’ve had. And even if we do have a question, which happens from time to time, we can always call in and have our questions answered. I would definitely recommend Broadview and OfficeSuite Phone to others, especially any other dental practice that uses Dentrix.”



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