

# Case Study: Wow Dental Practice (Birmingham)

## Managed IT Services for Cutting Edge Private Dental Practice

Wow Dental is a private Dental Practice in the city of Birmingham. They believe that quality dental care should be affordable, and have a particular focus on providing care for families. Offering bright, fun experiences to help nervous patients, they're turning the concept of dental care on its head.

### The Challenge

To help deliver outstanding patient care, Wow Dental needed exceptionally reliable systems as the practice uses IT for everything from bookings to monitoring hygiene, as well as fully digital x-ray systems. Phone & IT services are vitally important to comply with legal requirements need to be robust and available 24/7 for emergency appointments.



### Key Benefits:

- ✓ Integrated IT, Communications & Telephony allows efficient operation
- ✓ Understanding of the need for, and how to comply with regulations and government IT use policies
- ✓ Responsive, UK based support team
- ✓ Agility Voice Telephony Service allows "on the fly" redirection of calls for emergencies, overflow and compliance
- ✓ Robust networking ensures everything from calls to x-ray images are delivered quickly and reliably right to patients
- ✓ The integrated, single supplier approach saved time and hassle, and removed the "blame game" risk.



As business manager at Wow Dental Practice Limited I can vouch for the quality and efficiency of VPW Systems (UK) Ltd staff and services. We opted for an unusually IT-centric setup including VoIP telephony and network linked digital X-Ray processing. The networking and telephony have always worked flawlessly, it's just a shame that some of the outside service suppliers cannot offer the same responsiveness!

MARK THURSTON, PRACTICE MANAGER, WOW DENTAL PRACTICE LTD



## How does the VPW Product portfolio help Wow Dental?

**Wow Dental** take advantage of the broad range of IT Services offered by VPW, including:

### Managed Networking

From installation of cabling to deployment of switching and broadband services, Wow Dental can rely on the network 24/7/365.



### E-Mail Services

Communication with suppliers, patients and other staff is vital to any business today, and Wow Dental rely on *Agility Mail* to communicate – both in the office and when senior staff are working remotely.



### Web Hosting

Like any business, an online absolute must – Wow Dental use Web Hosting to promote the practice, update patients on new facilities and help ensure that they can be found.



The services don't stop there, and include many others, for example:

### Domain Names

VPW manage the domain portfolio for Wow Dental and ensure the brand is protected



### Technical Support

As you might expect, a full and comprehensive general IT Support service helps keep everything running.



### Connectivity & Broadband

Without Internet Access, Wow Dental couldn't communicate, phone or provide free Wifi access to customers.



### Security & Protection

Maintaining patient confidentiality is paramount to Wow Dental, so VPW has implemented numerous systems to make sure customer data is safe.

