



CASE STUDY

Launching an Oral Surgery Branch with Sensei Cloud

The dental industry is rapidly shifting, with more multi-site practices each year. In fact, the dental support organizations (DSO) industry is expected to grow in market size from **\$393.7 billion to almost \$685 billion** by 2030, according to Precedence Research — that's a growth rate of 6.4% every year.

As more practices expand their geographic footprint with new locations, dental professionals are migrating to the cloud. This advanced technology centralizes data across the entire organization, enabling leaders to manage the day-to-day operations of each office from anywhere in the world.

When **Akeso Oral Surgery Group** experienced a massive growth period, adding seven locations in five years, they were using suboptimal software that made transferring documents to the cloud a “nightmare.” However, Carestream Dental stepped in to help with Sensei Cloud for Oral Surgery — a comprehensive, cloud-based practice management software that's designed by and for oral surgeons.

The Challenges of Managing Multiple Locations

Like many DSOs, Akeso started as a single practice. Owned and operated by Dr. Lyn, the organization's CEO and founder, this first location began booming from a reputation and referral standpoint to the point that there were too many patients for the number of seats. As he expanded by one doctor and location at a time, the same thing kept happening, until Akeso grew into the organization it is today.

But it wasn't all a smooth ride.

At the time, their practice management software didn't allow them to centralize information because there was no unified view of all the platforms and servers across the different locations. This on-premise tool made migrating documentation to the cloud incredibly difficult, often resulting in lost files.

Moreover, it only allowed one person to use it at a time, so working on the platform was tedious and slow-moving. According to Travis Lairson, COO of Akeso, “When we knew that we needed a [new] solution, we knew that [on-prem software] was not a solution we were willing to use again.” That's why Akeso went with Sensei Cloud for Oral surgery.

How Sensei Cloud for Oral Surgery Helped Akeso Build a New Branch

Sensei Cloud for Oral Surgery empowers multi-location practices to manage every aspect of their offices on a single, centralized platform. This capability was key for Akeso, as it gave them a unified view across their entire network.



“I can look at the practice level, or the network level to determine what production is, what our treatment planning is, what all of that is—and it gives it to me in a much easier way.”

Travis Lairson, COO of Akeso

Sensei Cloud also offers a friendly user interface, which he says is “kind of like the Apple interface; it’s just intuitive. You get it, you know where things are, and frankly, it’s just easier to use.”



With a centralized dashboard and real-time reporting for all aspects of practice management, from clinical operations to business performance, Sensei Cloud has enabled Akeso’s leadership to stay up-to-date with what’s happening in the organization. Plus, efficiency and productivity tools have streamlined both front- and back-office workflows.

According to Travis, “It just makes our ability to make decisions and react to trends much quicker because we can see it in real-time.”

Want to learn more about Sensei Cloud for Oral Surgery?

Request a Demo

800.944.6365

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