

# RingCentral Gives Pacific Dental Services Scalability to Support Growth

**FOCUS** | SCALABILITY  
**INDUSTRY** | HEALTHCARE



**PACIFIC**  
DENTAL SERVICES®

## Flexible, reliable, and secure

Pacific Dental Services (PDS®) has been on the Inc. 5000 list of the fastest-growing private companies in America for the past 10 years in a row. The company adds as many as 80 offices every year. Its success comes from freeing dentists to focus on dentistry by providing them with the latest technology, the best operational practices and procedures, highly skilled support staff, and a commitment to ongoing training and education. PDS' Perfect Patient Experience® operating model gives patients in PDS-supported offices an extraordinary, differentiated experience, creating Patients for Life™.

Communications is a critical element of the operational infrastructure that PDS provides to the dental offices. Certain aspects, such as reliable, quality telephony, are "a given," says PDS Sr. VP and CIO, David Baker. "When someone picks up a phone, it should work," he adds. Because that was not happening consistently with the company's previous communications solution, Baker undertook a search for something better. But basic telephony was just the starting point.

"I looked at the rate we were scaling. I looked at the six different tools we were using for video conferencing and how we could provide a more consistent experience across the offices. And I looked at how best to give patients an amazing experience, which includes communicating with them in the ways they prefer," Baker explains. In addition, any new communications functionality he brought in had to meet the company's HIPAA requirements.

To find a solution that met those requirements, Baker enlisted the help of Sidepath, a telecommunications and technology integrator. He worked with Mike Miller, a Sidepath digital solutions consultant, who explains his challenge this way: "I was tasked to identify a truly holistic and scalable communications solution for PDS that not only replaced the existing legacy system but also established an enhanced experience across all of the dental offices." He pointed Baker to RingCentral as both the recognized leader in cloud communications as well as the only provider offering a unified solution across all modes of communication.

## Company profile

Pacific Dental Services is one of the country's leading dental support organizations, with more than 625 supported offices in 19 states.

## Year founded

1994

## Size

Over 9,900 team members, including 7,100 non-clinical employees and 2,800 clinicians

## Website

[pacificdentalservices.com](https://pacificdentalservices.com)

## Headquarters

Irvine, CA

## RingCentral met all of PDS' requirements, even the HITRUST Common Security Framework.

PDS chose RingCentral because it met all of Baker's requirements for functionality, starting with reliable, quality phone service (RingCentral Office®) and extending through the full range of communications functionality, including video conferencing (RingCentral Meetings™ and RingCentral Rooms™), faxing (RingCentral Fax®), and instant messaging (RingCentral Glip™).

All that functionality complies with HIPAA Security Rule in light of RingCentral's HITRUST Common Security Framework Certification. Baker also chose RingCentral because, as a cloud UCaaS solution, it supported the transition of PDS's IT infrastructure to the cloud better than other UCaaS offerings, in his opinion. "None of the other providers is as flexible as RingCentral, which is a scalable, true cloud solution," Baker says. RingCentral integrations with other cloud solutions used at PDS, such as Salesforce®, Box, Office 365™, and Okta, were another point in RingCentral's favor.

## Large, on-going deployment will create a consistent environment across all offices.

Baker has two teams handling the RingCentral deployment in PDS-supported offices: one for the new offices that join the company, and one that is upgrading the communications systems in existing offices. In both cases, the process is simple. "All we need to do is make sure the office has an Ethernet port. Everything else is remotely configurable, and we do a remote training session to show people how to use the various tools," Baker explains. "That's the beauty of UCaaS."

RingCentral service isn't limited to the dental offices. The PDS leadership team uses it for video conferencing, which before RingCentral Meetings and Rooms, "was painful," Baker says. "The biggest problem was that people needed a VPN to get on a video call, so they had to use their laptops, which was not good when they were traveling. Also, it took 10 minutes to connect the system and audio to get on a call from a conference room. RingCentral delivers the 'instant-on' experience people expect now, and lets them participate whether they are in a conference room or on the go with their mobile phones." He expects to see a downward trend in travel costs as a result of an even greater use of video conferencing.

Baker appreciates the fact that with RingCentral, he is moving toward the company's goal of establishing a consistent IT environment across the company and all of the supported offices. More importantly, that environment makes it possible for the offices to communicate with their patients in the way they prefer, which for many people now is text. "Some people don't want a phone call," Baker says. "From the tests we've done with Glip, we've seen huge successes with conversing with patients this way for things like appointment reminders. Secure texting is one of the most important deliverables we wanted in our communications solution. We expect this to have a huge impact on customer satisfaction."



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625  
supported offices

### Sidepath: Help from a technology integrator

PDS enlisted the help of Sidepath, a telecommunications and technology integrator, in its search for a new communications solution. The company worked with Mike Miller, a Sidepath digital solutions consultant, who explains his challenge this way: "I was tasked to identify a truly holistic and scalable communications solution for PDS that not only replaced the existing legacy system but also established an enhanced experience across all of the dental offices." He pointed Baker to RingCentral as both the recognized leader in cloud communications as well as the only provider offering a unified solution across all modes of communication.

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