

HOW TO GAIN COMPREHENSIVE MANAGEMENT OF 100 LOCATIONS AND A MULTI-CARRIER NETWORK

The Story of an agnostic Partner designing a Carrier network that Provided the Best Solution and Value to a Rapidly Growing Dental Services Company



About Mortenson Dental



As a corporate dental structure, Mortenson Family Dental partners with expanding dental groups to help practices manage their growing IT needs alongside HR and patient-first services. As a managing partner, Mortenson Family Dental offers various technology and business support services, which allow the owners of each practice to keep their focus on what they do best: providing top-notch dental care.

Although Mortenson Family Dental started by backing just one company, their support services now manage over 50 dental groups that range from basic family dental practices to specialty practices, like oral facial surgery and orthodontics. They employ over 8,000 people and are in charge of managing around 3,000 computers and 1,200 handsets.

In order to support a growing number of dental groups in over 100 locations, Mortenson Family Dental needed to address their own growing IT demands.

Expanding Operations Leads to a Need for More Control

From a technology perspective, Mortenson Family Dental was facing pressure as they were attempting to manage a large VPN network across multiple sites. Their multi-carrier VPN was sporadic and showing strain as the company continued to grow. They needed a better way to manage their network systems, as well as the IT systems of their 50 partner sites. So the hunt for a perfect-fit solution and carrier partner commenced.



The Hunt for the Best Carrier

Mortenson Family Dental was in the process of researching options when Virtual Telecomm, a local Technology Company specializing in Carrier Wide Area Network (WAN) solutions approached them. Mortenson Family Dental was evaluating two other providers and working with the Carriers directly. Virtual Telecomm caught the attention of Mortenson's decision-makers with their superior design and when their competitive pricing drove all other quotes down. Beyond cost and network perspectives, however, Virtual Telecomm set themselves apart in another way.

How an Agnostic Partner Proved to be the Right Fit

Being carrier agnostic, Virtual Telecomm had the ability to enter the picture not as a product-pushers, but as an overlay to help in designing, implementing and supporting the Carrier WAN. As an independent agent of all carriers in the market that provided phone, Internet, and private WAN solutions (MPLS), Virtual Telecomm could find the best-fit solution to any carrier need that sprouted. This unique advantage would allow Virtual Telecomm to advise and manage Mortenson Family Dental's Carrier needs for the life of the service.

Overall, Mortenson Family Dental awarded Virtual Telecomm the work because they would be a reliable partner for nearly every project and technology need. Virtual Telecomm's strength was that they would always present the best solution for the job – without the agenda of pushing brand names or specific products.

Beyond blending carriers, we also blended technologies – from co-ax to fiber, traditional analog, T1, and wireless. We've blended 4 carriers on 5 technologies into one single effort – all at the great advice of Virtual Telecomm.

Glen Nash - Director of Business and Systems Integration, Mortenson Dental



Presenting a Multi-faceted Solution from an Agnostic Partner

In the end, Virtual Telecomm positioned Windstream as the primary carrier of choice for Mortenson Family Dental because it was the perfect fit their nationwide footprint. Using the Windstream MPLS Wide Area Network, Mortenson Family Dental was able to move all of their self-managed networks back to their co-location data center, where all networks could be managed internally – regardless of carrier products.

Customizing a Solution to Fit Mortenson Dental's Needs

In addition to the primary Windstream MPLS network, Mortenson Family Dental has a multi-carrier blended network that includes 3 other Carriers for redundancy. Even while working with multiple carriers, Virtual Telecomm designed a customized solution that was able to route between the 4 carriers seamlessly.

“This solution was high customizable, highly thought-out, and extremely stable,” Mortenson Dental’s Director of Business and Systems Integration Glen Nash stated. “Beyond blending carriers, we also blended technologies – from coax to fiber, traditional T1, and wireless. We’ve blended 4 carriers on 5 technologies into one single effort – all at the great advice and support of Virtual Telecomm.”

Building a Robust and Secure System

A network made up of over 100 locations requires a robust and secure system to manage and protect it. With Virtual Telecomm’s design, all 100 locations – the dental offices – sit behind a managed structure and can act independently. Also, the Windstream MPLS Wide Area Network allows one VoIP Phone System to service over 1,200 IP Phone handsets across 100 locations.

“The greatest cost savings and the greatest asset that we have is our phone system,” Nash explained, “and without the MPLS network, it would not be able to act as reliable as it is.”

Built-in Disaster Recovery

For any business, downtime is not an option. Virtual Telecomm’s designs accounted for this and allowed Mortenson Family Dental to maintain local stability in case they experience a partial or complete network crash. With the ability to run independently of Mortenson’s MPLS traction, the individual dentist office locations can operate on their local systems until the main data center goes back online. Even calls are re-routed to cell phones so offices can keep in contact with patients.

This allows dental offices to keep administering treatments to patients. And when the Mortenson’s main systems are once again available and connected, they automatically catch up on backups and updates made in the individual office locations. Seamless recovery means no damage to business.



Simplified Management

Using an open platform and an application called Open Dental, Mortenson Family Dental has the ability to write their own reporting. This process allows partners and executive teams to know exactly what happened within the walls of an office the day before – from treatments to how patients arrive for treatment. The Mortenson Family Dental team can view the day-by-day look at how an office is performing, and the MPLS networking makes this intensive reporting structure possible.

Building a Long and Fruitful Partnership

Virtual Telecomm and Mortenson Family Dental continue to reap the rewards of a lasting partnership.

“Virtual Telecomm does a great job of staying agnostic across the board, even when it comes to changing solutions,” described Mortenson Dental’s Director of Business and Systems Integration, Glen Nash. “Sometimes they propose changes that actually reduce their monthly income on our account just because it was best for us. There’s no pushing us into something that we don’t need nor want just to gain extra income. They try hard to deliver good, quality customer care and have a desire to have an honest, trusting relationship.”

The End Goal: To Provide Better Dental Care to Patients

At the end of the day, Virtual Telecomm and Mortenson Family Dental aim to develop world-class technology innovations that allow dental offices to provide better dental care to their patients.

“I don’t believe there is another corporate industry or organization in the nation doing what we’re doing,” Nash exclaimed. “It sets us apart. We strive to give our offices anything that they need to provide the best dental care to patients. And everything thrives on the MPLS network. Without that, we wouldn’t know what our offices were doing day in and out, and we couldn’t make the right decisions. It fuels our business, our day-to-day operations, and helps our partners deliver better care.”



About Virtual Telecomm

Virtual Telecomm has supplied forward-thinking, customized solutions and ongoing support to companies in all industries since 2004. Their powerful partnerships with multiple carriers allow them to offer best-fit solutions based on the unique and specific needs of the companies they partner with. From cloud services to networking, unified communications, and beyond – Virtual Telecomm is dedication to helping companies navigate business hurdles using the latest tech innovations available.

Ready to discover how a dedicated, long-term partner can help you break new ground on opportunities within your business?



**REACH OUT TO A VIRTUAL TELECOMM EXPERT
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