

Logically Keeps Dental Group Smiling Through Ongoing IT Support

About La Costa Dental Group

Established in 1975, La Costa Dental Group is a California-based concierge dental practice offering a full range of specialties, from cosmetic dentistry, endodontics, implants, and orthodontics to oral surgery. This state-of-the-art practice consists of a small team of dental professionals and office staff to support their growing patient base.

Glenda Collatos is the Director of Operations and New Business Development at La Costa Dental Group. Wearing many hats, she helps with day-to-day operations and IT support as well as leading the marketing efforts for the dental practice. La Costa Dental Group has been a Logically customer for over 7 years.

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GLEND A COLLATOS | Director of Operations & New Business Development, La Costa Dental Group

IT Challenge

Logically provides managed services for La Costa Dental Group, by supporting their secure server, and desktops, along with their dental management software and imaging suites. In addition, the practice is HIPAA compliant and utilizes a secure firewall.

In March, 2020, the pandemic forced the office to close the clinical dental office for two months. Thanks to Logically, La Costa Dental Group was already set up for administrators to work remotely. In fact, the dentists in the practice already had direct access to patient records for emergency calls.

“When the pandemic first hit, the world and how we worked changed,” said Glenda Collatos. “It was clear that Logically was there for us during that difficult time and also supported us when we reopened in May. Our ability to communicate with our patients through texts, emails and appointment reminders helped us

communicate effectively and navigate the challenges of the pandemic,” added Ms. Collatos.

La Costa Dental Group communicates with Logically monthly. Logically provides comprehensive analysis, recommendations for HIPAA compliance and growth with state-of-the-art technology. Through collaboration with Logically, La Costa Dental Group offers patients a tool to communicate with the office through an online secure environment. In fact, La Costa Dental Group’s practice is now essentially 95% electronic.

“Down time prevents us from serving our patient’s needs, and is undesirable for a dental practice. With Logically’s support, we don’t have to worry about system down time at all,” said Ms. Collatos. ***“We would never consider any other managed service provider other than Logically – they help us run efficiently so that we can focus on taking care of our patients.”***

Looking Ahead

Logically continues to provide the ongoing IT support to help the practice continue to grow and allows Ms. Collatos to continue to focus her attention on new business development efforts. In fact, the practice now has over \$2.7 million in annual recurring revenue, and is expecting continued growth.

“I recommend and refer other dental groups to Logically all the time. Not only is Logically the best IT managed service provider from a technology standpoint, they are also very cost-effective. It’s the perfect marriage of expertise and value”

GLENDIA COLLATOS | Director of Operations & New Business Development, La Costa Dental Group