

Software Advice BuyerView: Dental Software Report 2014

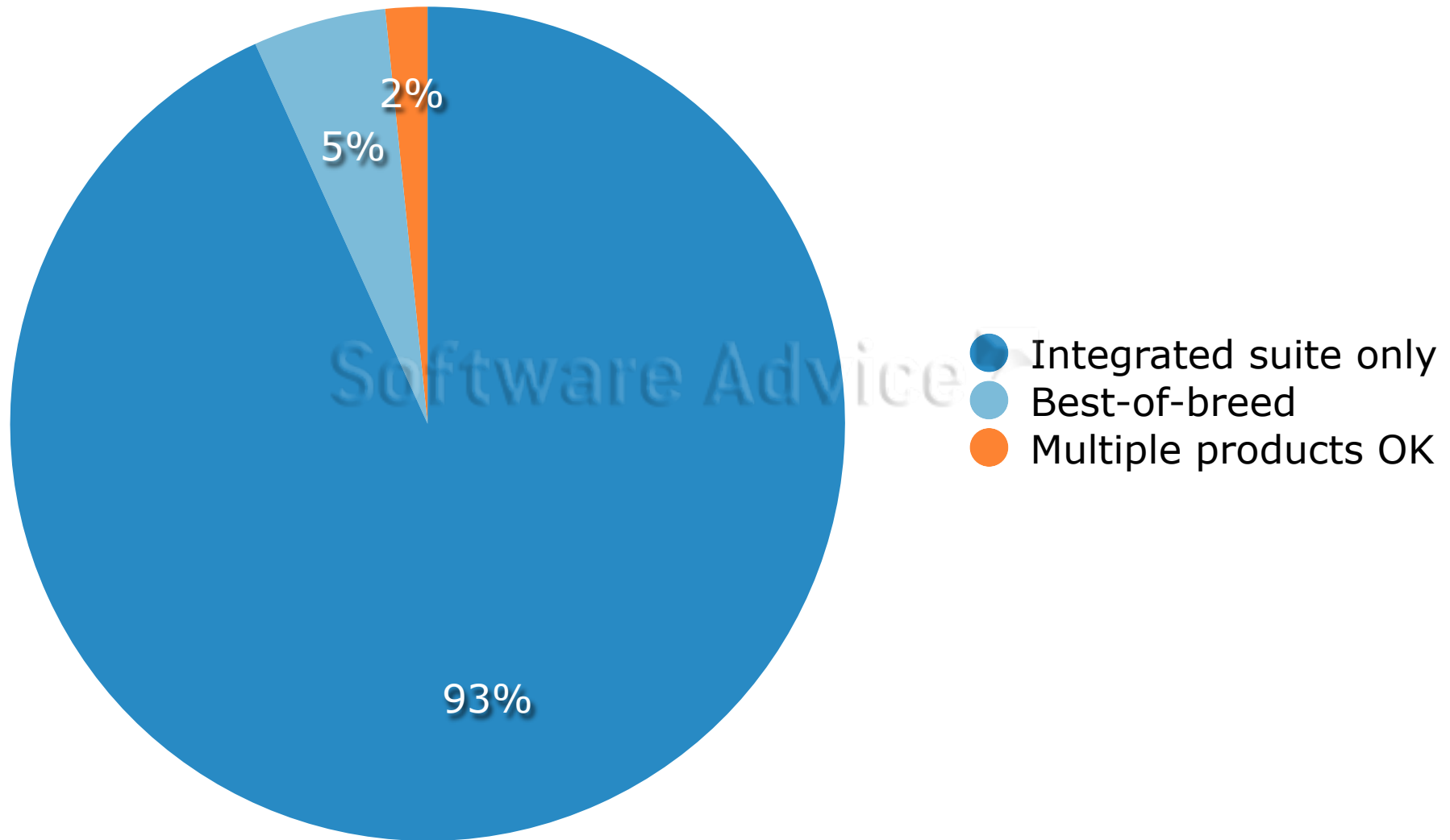
Insight into today's software buyer

Abstract

Every year, Software Advice speaks with hundreds of dental professionals searching for dentistry software solutions. To find out what drives practices to purchase these systems and why, we recently analyzed data from 368 interactions with prospective dental software buyers. Key findings included:

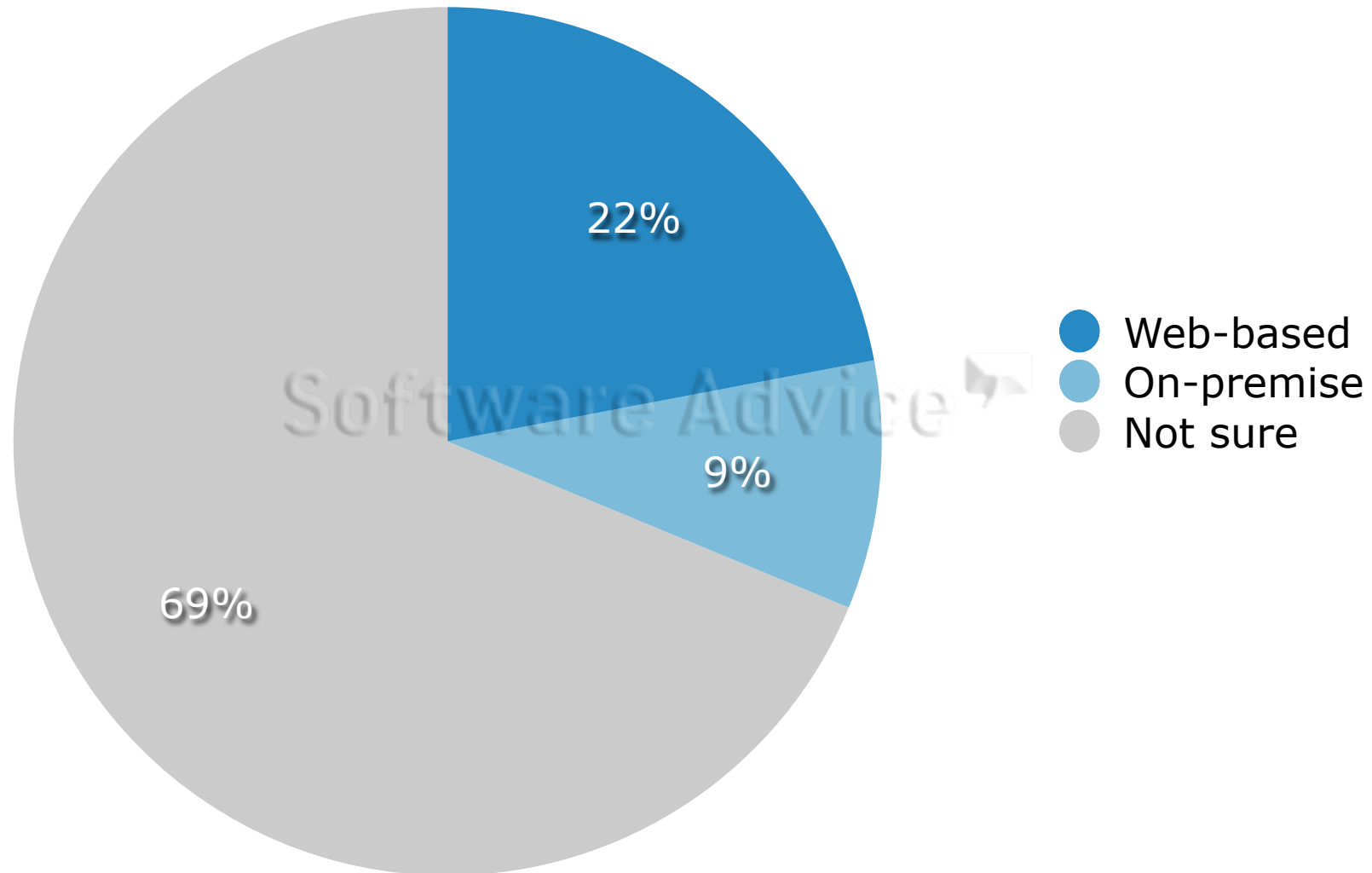
- The overwhelming majority of buyers (93 percent) were seeking integrated suites, but only 31 percent had a preference between Web-based and on-premise solutions.
- Slightly more than half of buyers (51 percent) still relied on manual methods: 30 percent were using paper exclusively, and 21 percent employed a combination of paper records and software.
- Imaging device/digital sensor integration was the top-requested software application among prospective buyers.

Most Buyers Seek Integrated Suites



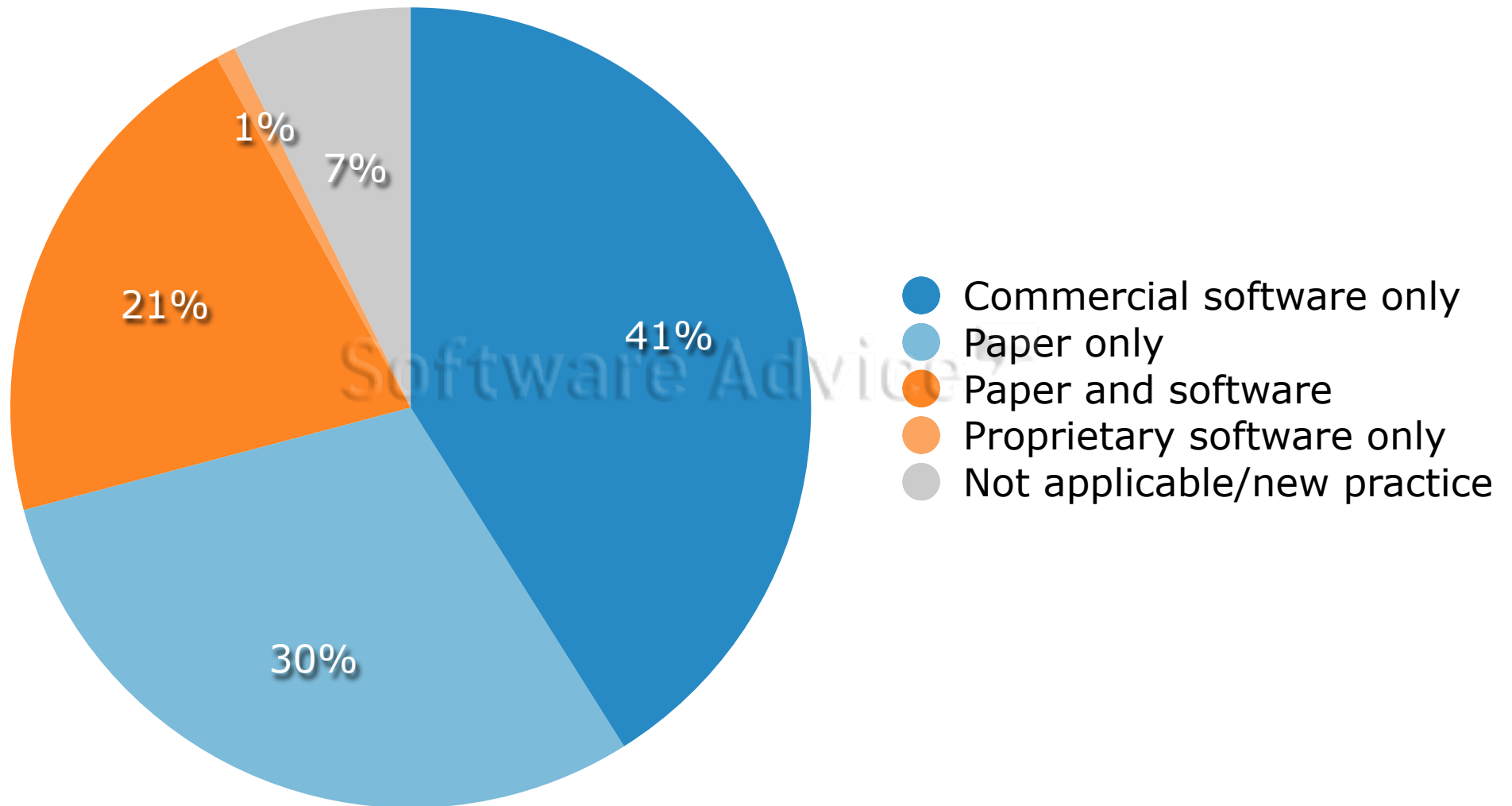
Nearly all prospective buyers surveyed seek integrated suites. Five percent prefer a best-of-breed solution, and the rest are OK with using multiple products.

Most Buyers Have No Preference on Deployment



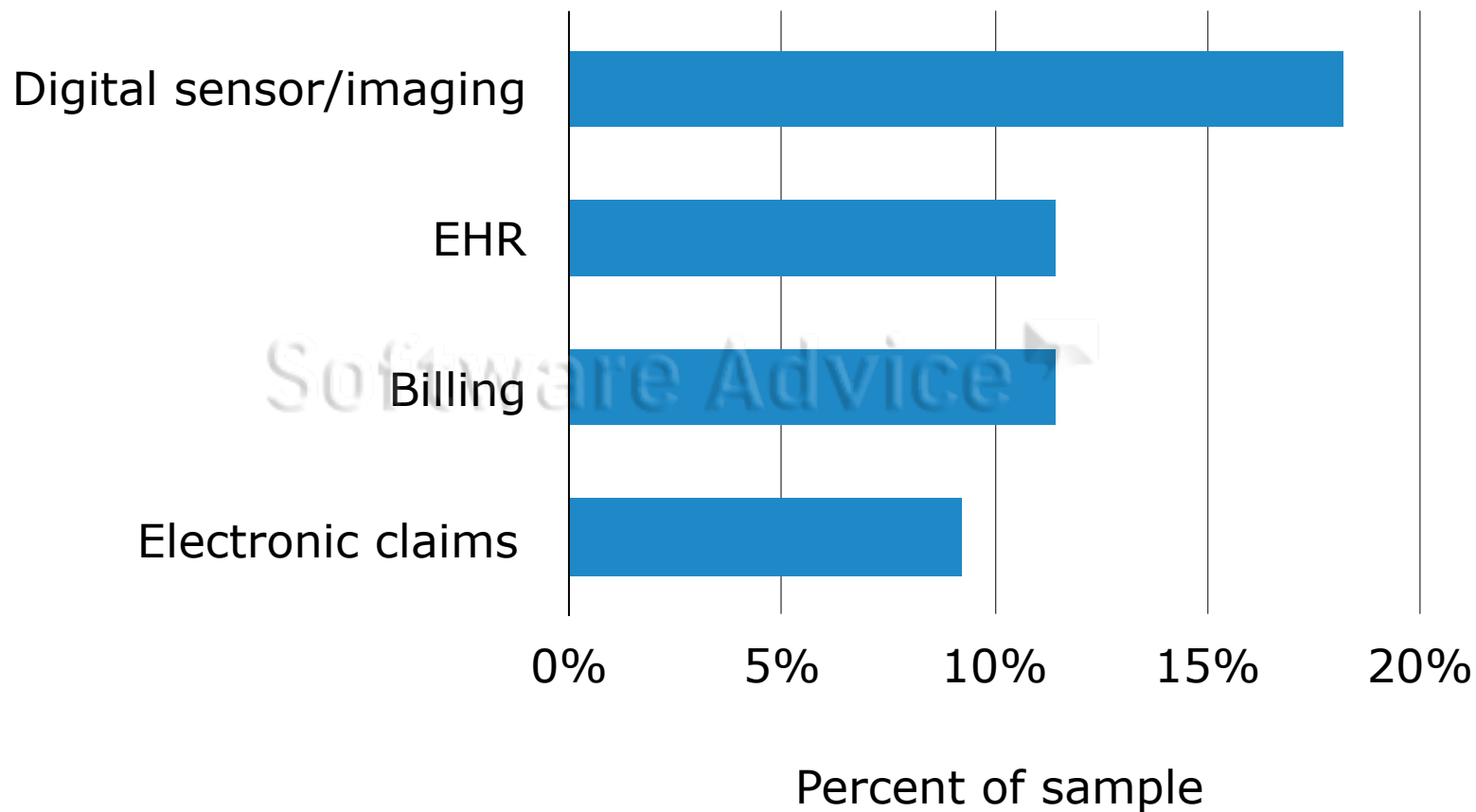
Most prospective buyers surveyed have no preference between Web-based and on-premise solutions. Web-based systems were more popular for those who did.

More Than Half of Buyers Are Still Using Manual Methods



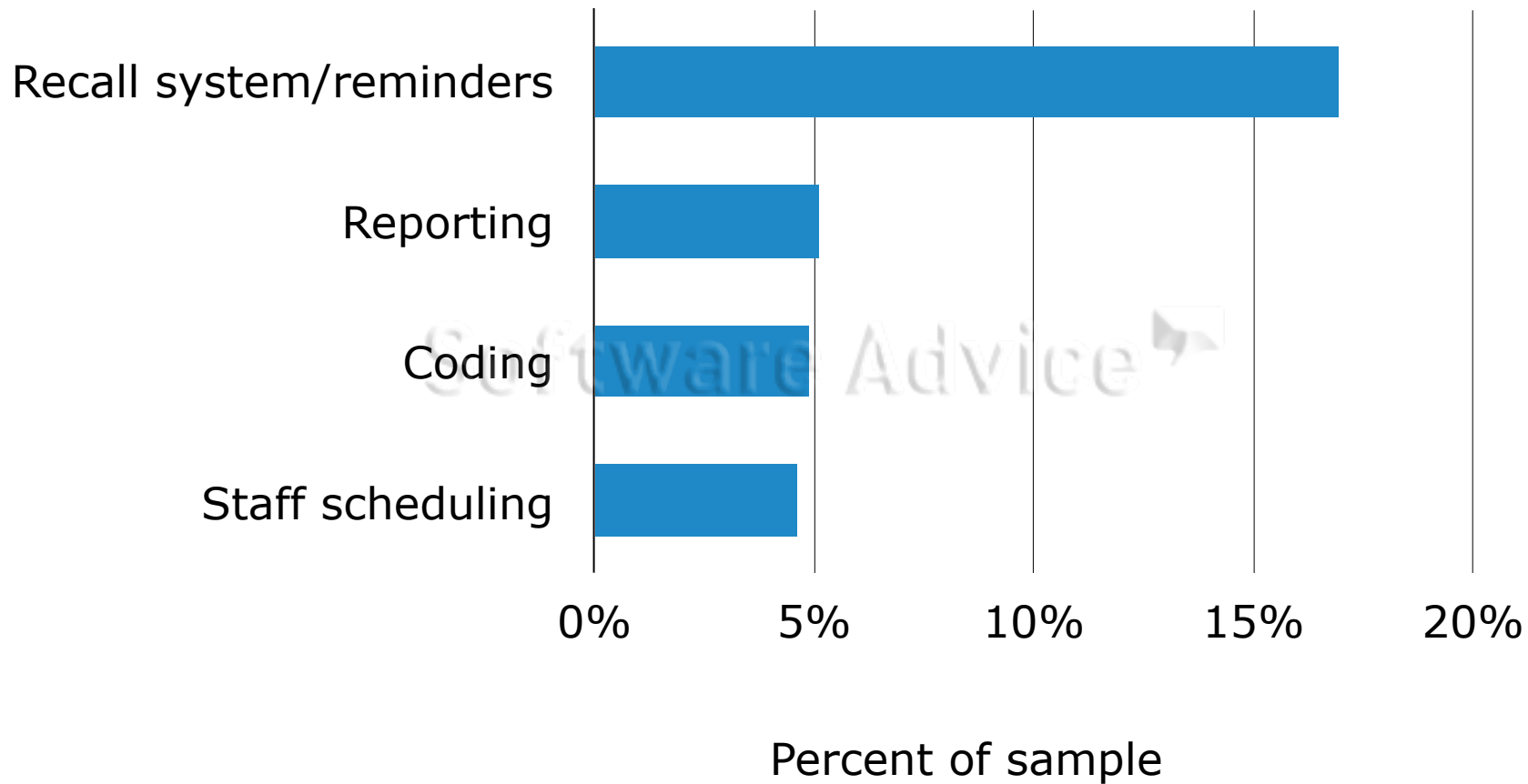
Slightly more than half of buyers are still relying on manual methods exclusively or paired with software.

Most Requested Applications for Buyers



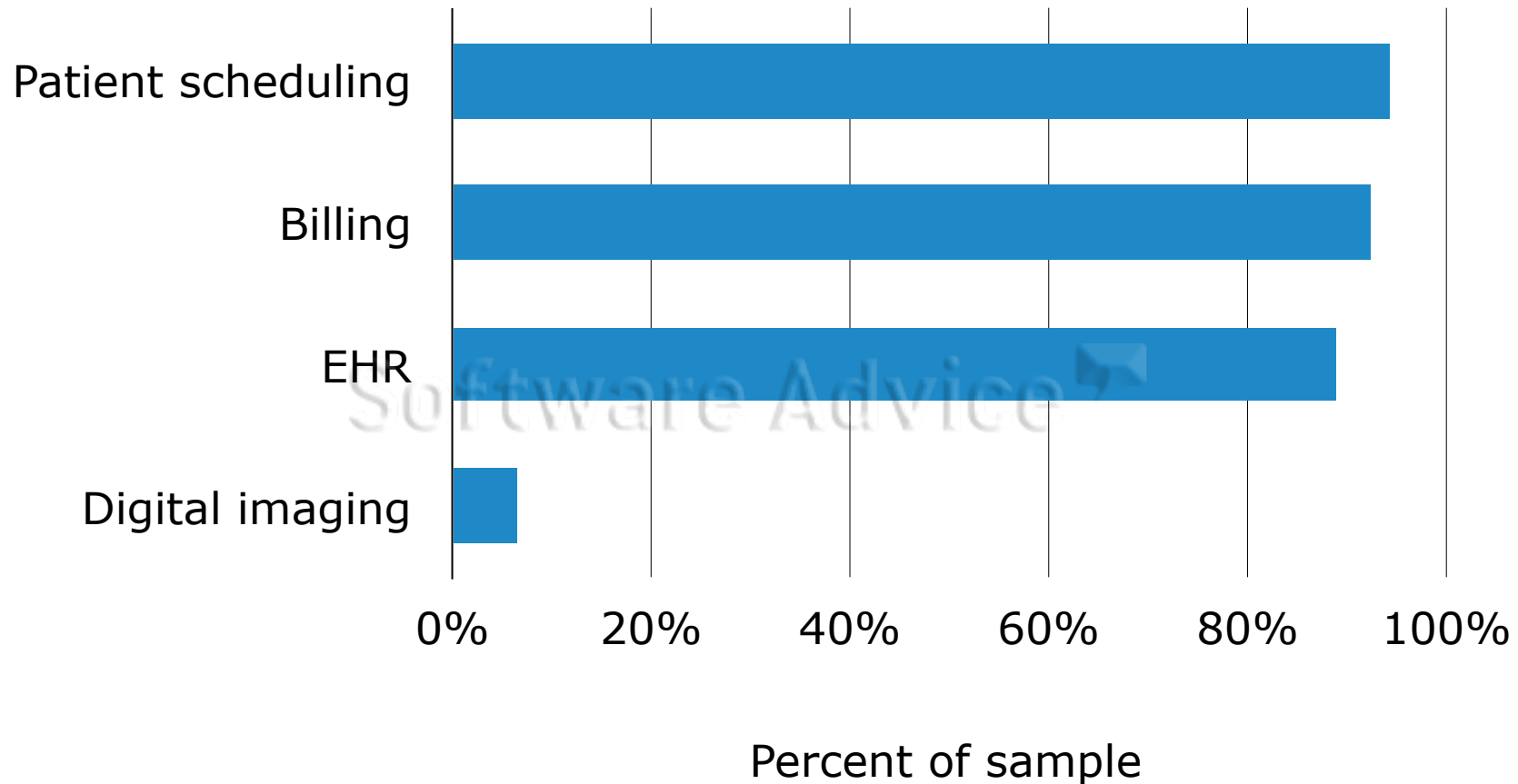
Most potential buyers specifically cited imaging device and/or digital sensor integration as their top software application request.

Most Requested Modules for Buyers



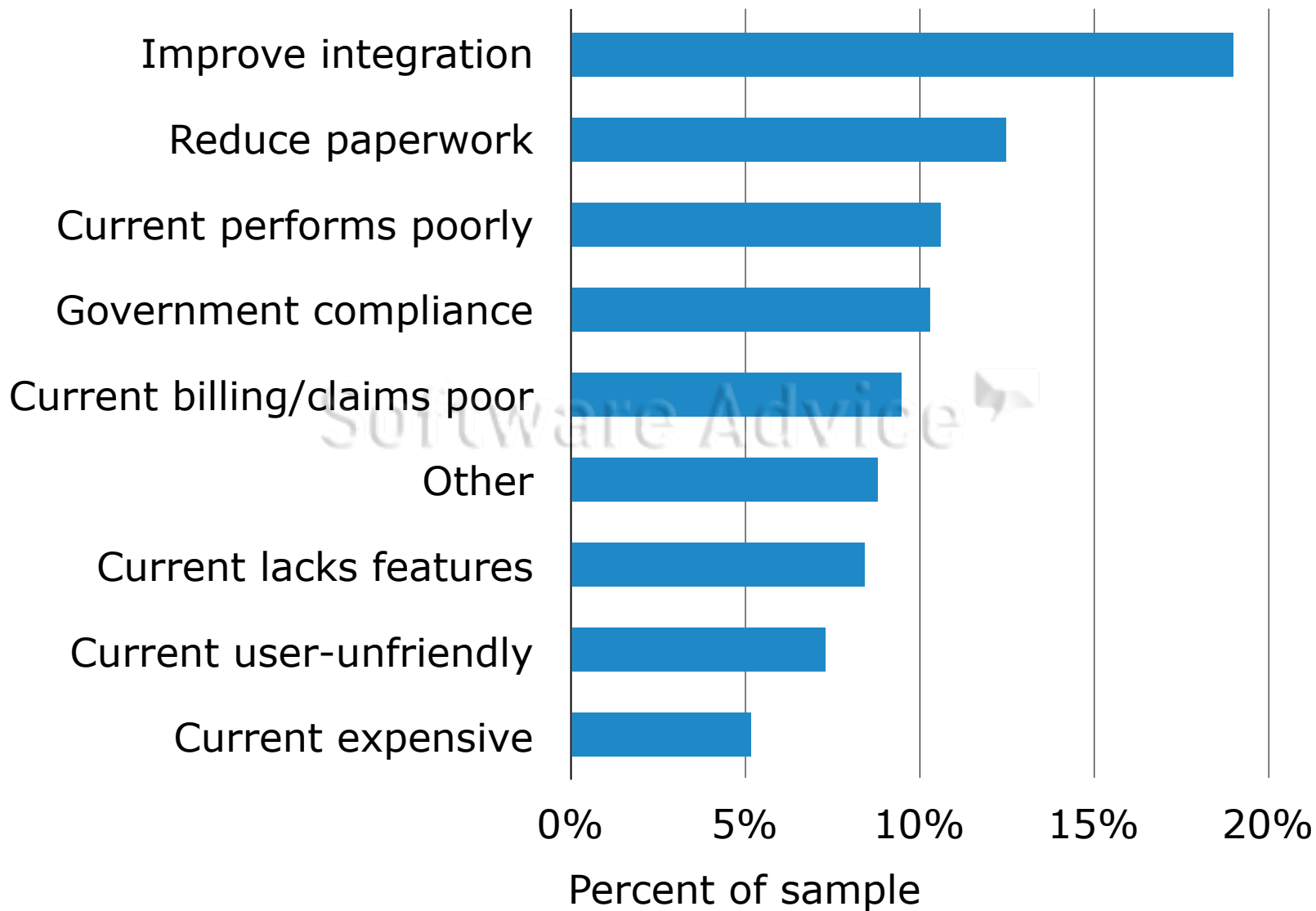
Our respondents' other popular software requests included modules. Robust recall and appointment reminder systems topped the list.

Most Necessary Applications for Buyers



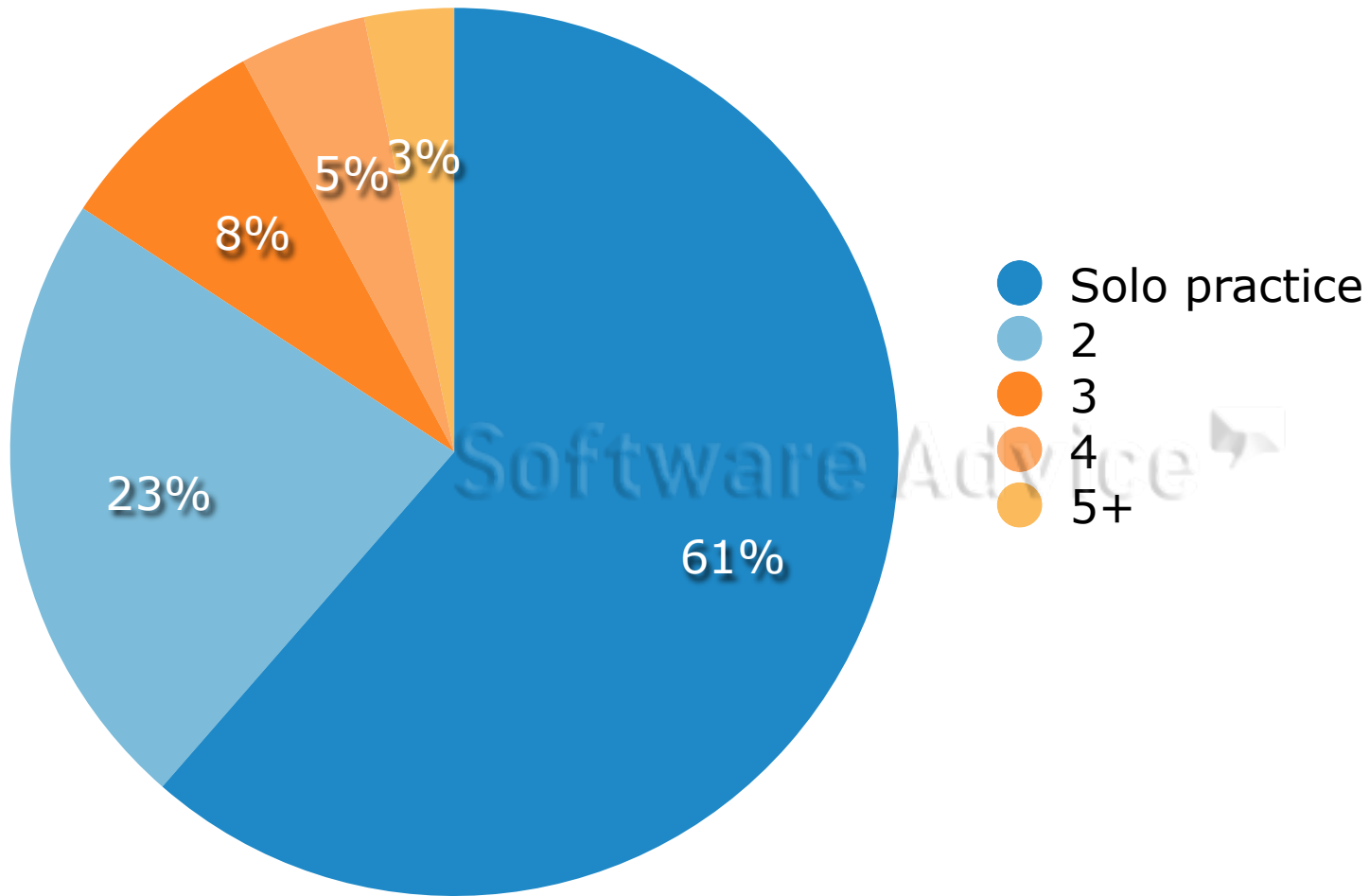
When it comes to must-have software applications, patient scheduling was actually considered more necessary for potential buyers than digital imaging.

Top Reasons for Replacing Existing Software



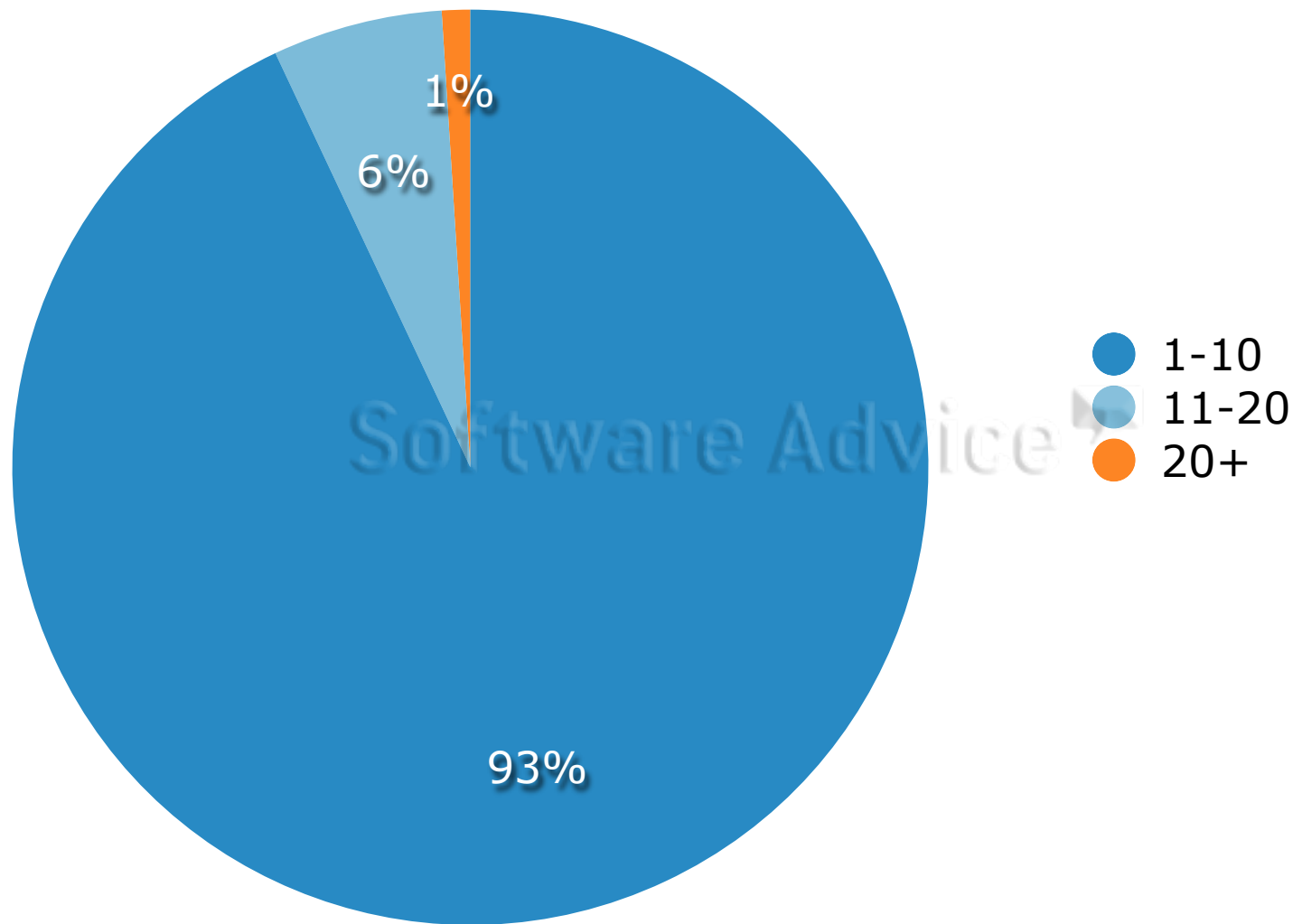
The most commonly cited reason respondents gave us for replacing their current software is that they needed improved integration.

Most Buyers Are Small-Practice Leaders



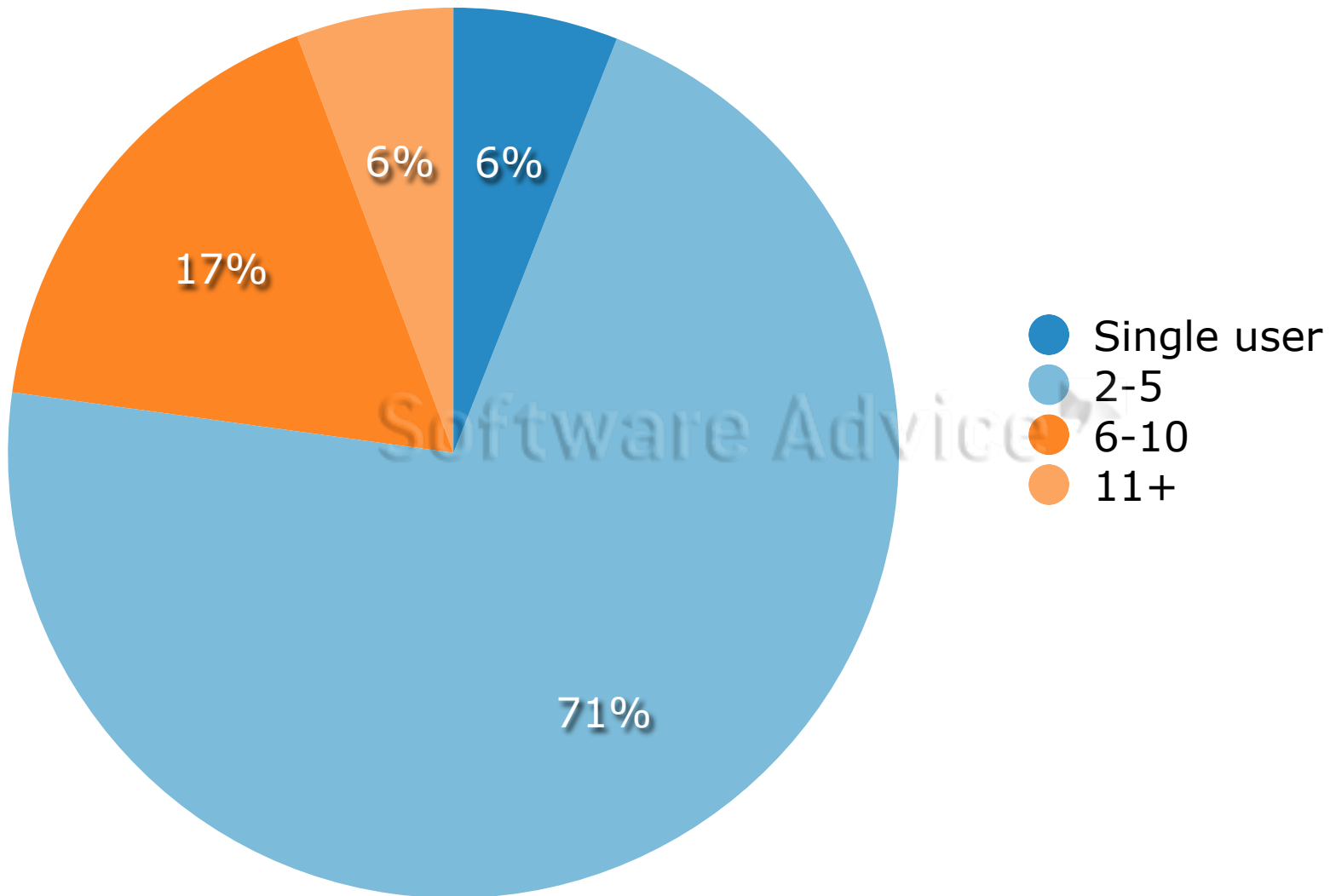
Most of our buyers came from small dental practices with more than half of respondents practicing dentistry solo.

Nearly All Respondents Have Less Than 10 Employees



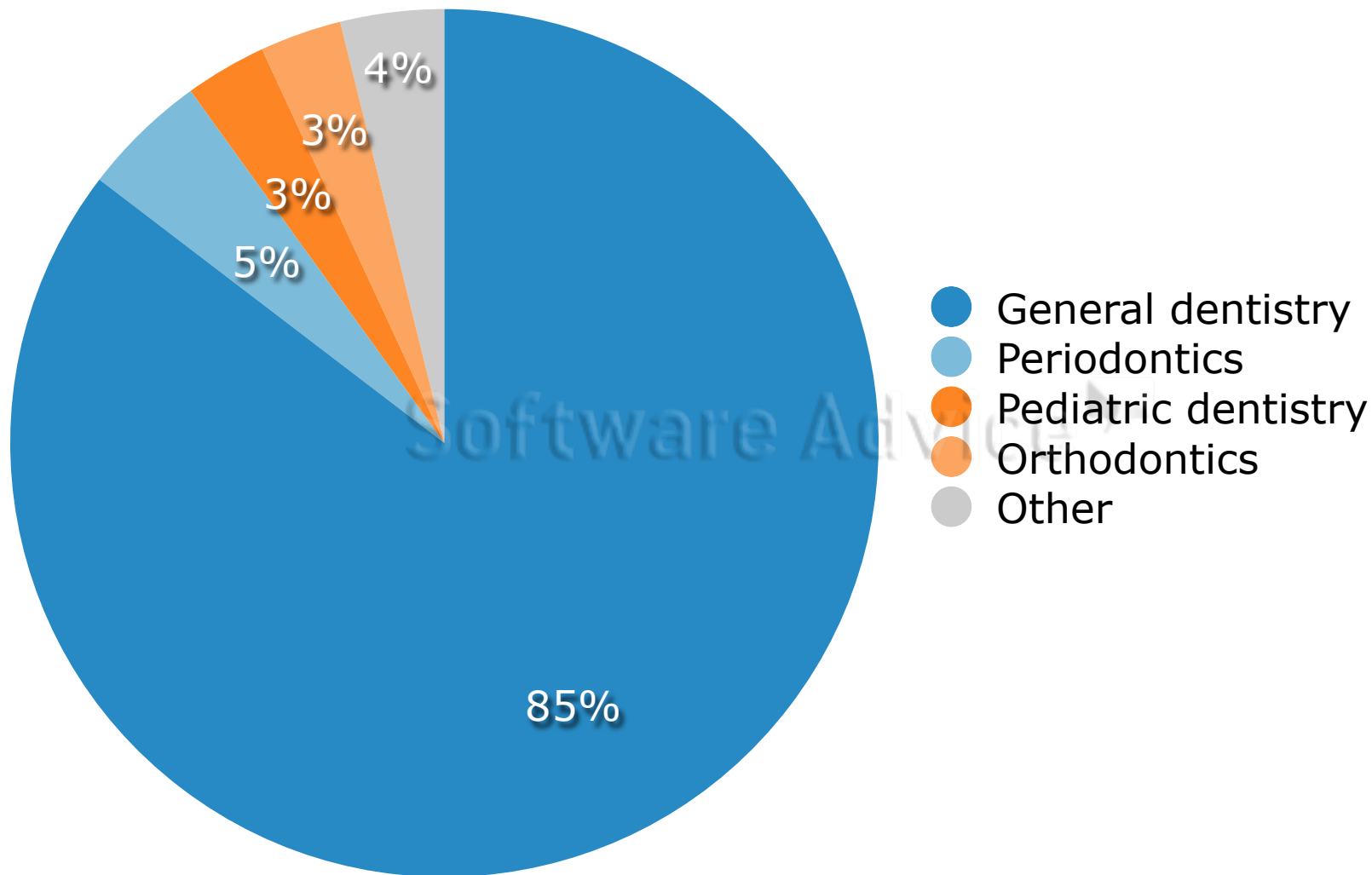
The great majority of our sample (93 percent) consists of practices with 10 or less employees.

Prospective Buyer Size by Number of Users



Nearly three-fourths of respondents said their next software purchase was intended for just two to five users.

Prospective Buyers by Dentistry Segment



The buyers we spoke to came from a variety of dental concentrations, but the majority represented general dentistry practices.

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