# Integrating Practice Management and Encrypted Payment Solutions for Healthcare

## Case study featuring The Dentist Group, Curve Dental, and Bluefin Payment Systems

## The Need for Efficiency and Security in Healthcare

U.S. healthcare is in a phase of continuous growth. In 2015 alone, the U.S. healthcare system spent $3.2 trillion – $10,000 for every person – and government economists predict that national health spending will grow by 5.8% each year on average for the next decade.

Medical practices have the arduous task of maintaining this rapid growth while managing troves of patient data – from personal health records to patient payment information – with the underlying goal of keeping the data safe and secure, since healthcare organizations are a popular target for hackers. In 2015, there were over 250 healthcare data breaches in the U.S., affecting 1 in 3 Americans and resulting in approximately 112 million stolen patient records and damages that reached over $5.6 billion.

As the healthcare market continues to grow, so too will the threat of data breaches. The unprecedented growth and accompanying breach risk has created a demand for new software solutions that can combine practice management technology, which allows offices to efficiently manage their business and their patients, with secure payment processing that keeps patient payment data safe from hackers.

This case study examines the successful implementation of one such integrated practicement management and payment system, Curve Hero by Curve Dental, with Bluefin Payment Systems' integrated and encrypted payment solution, by The Dentist Group, founded by Dr. Josh Berd, DDS.

## The Dentist Group's Story

San Francisco-based Dr. Josh Berd, DDS, has been a dentist since 2010 and opened his own practice, The Dentist Group, in July 2016. Inspired by the technological advances he saw happening within his own city, Dr. Berd wanted to create a dental practice that incorporated everything he loved about technology and office administration.

Having practiced within other offices before opening his own, Dr. Berd's biggest challenge was going from a "grass roots" type of system, where he did many of the manual, daily tasks necessary to run a business, to finding the right technology that could take on these tasks and create efficiency and consistency within his practice and most importantly, for his patients.

After much research and due diligence, Dr. Berd found Curve Hero by Curve Dental, a cloud-based dental software platform for storing patient records, digital x-rays, and accounts – and specifically designed for managing a dental practice from anywhere, whether it be the office, home, or beach.

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This design was the perfect fit for Dr. Berd's modern practice. While Dr. Berd was working out of one location and setting up his new practice, having cloud-based capabilities allowed him the flexibility and convenience to run his business, review reports, adjust patient records and manage billing and collections from wherever he was. Additionally, he incurred no up-front costs when setting up his new office that are associated with purchasing servers.

Dr. Berd, through a colleague's unfortunate experience, also saw the true value of using Curve Dental's platform, and what it would be like if his business was not cloud-based. Two of his colleagues had opened up a new practice and their building had a fire. Water damage caused by the sprinkler system destroyed the new office, forcing the dentists to close and search for a temporary space while repairing their practice.

"I offered my colleagues to use my office temporarily, and one of the things I suggested to them was to consider cloud-based dental software because these kinds of things, although rare, do happen. Had they been using Curve Dental to manage their practice, all they would need to do is come right into my office, log in through the website and you are right there," said Dr. Berd.

> "I feel like dental practice software is just like another person in your practice. It has to be a good fit. It has to perform well, and you also have to enjoy working with it. Curve is very intuitive and user friendly, and looks nice too, which is important, as you don't want to look at cumbersome software all day. Curve provides useful online tools, such as training manuals, videos and tutorials, all within the Curve app. You don't have to look through a big book or thumb through a manual, pay for software support, or worry about servers. For those reasons I chose Curve, but perhaps the biggest advantage is having a software platform that is cloud-based."
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> *Dr. Josh Berd, DDS, The Dentist Group*

## The Benefits of Integrated Payments Backed by P2PE

Curve Dental also had the added benefit of offering integrated payment processing by Bluefin Payment Systems, backed by the company's PCI-validated Point-to-Point Encryption (P2PE) solution. Adding the integrated payment piece that Curve offers was a necessity for Dr. Berd, and one that provided multiple benefits.

First, having their payment processing integrated with Curve Hero created immediate efficiencies by eliminating the need to manually enter payment information into Curve's platform – cutting out any margin of error that could occur with human entry and shutting down a lot of the duties the front office would normally have to do.

Second, Bluefin's payment processing is backed by the company's PCI-validated P2PE solution, which encrypts cardholder data at the point of card entry and prevents clear-text data from being present in the network or software platform, where it could be accessible in the event of a data breach. With strict HIPAA regulations on patient records, the amount of patient data that is stored within a network, and a keen awareness of the rise in data breaches within healthcare, security has always been a priority for The Dentist Group.

> "Security is always at the forefront of everything done in dentistry. We have HIPAA regulations to consider, a lot of personal and health data that we store on our patients, as well as patient billing information on file, so security is always something we stay on top of and one of the things most vital to running a successful practice."
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> *Dr. Josh Berd, DDS, The Dentist Group*

Finally, for any business that transmits, stores or processes credit card information, they must meet Payment Card Industry (PCI) Data Security Standards (DSS). PCI-validated P2PE solutions can reduce a merchant's PCI

scope and requirements, resulting in a significant decrease in time and money spent on managing compliance issues.

## Curve Hero and Bluefin – An Ideal Solution for The Dentist Group

Implementing Curve Dental's software and Bluefin's integrated payment option has helped Dr. Berd turn his six operatory rooms into their own fully functional office. Each has its own computer, where the Curve Dental software can be easily accessed, along with Bluefin's encrypted credit card terminal that hooks into the computer through a simple USB connection. So when a patient comes in for dentistry work, they can securely and conveniently pay for services right in the operatory.

"The computer serves as our merchant servicing tool as well as our cash register. We can send our patient's claims to their insurance company right there from the operatory as well. So really, our patients don't have to go upfront to check out, which can create a bottleneck at the front desk. I think that is one of the unique things that Curve and Bluefin has helped us do, is make each operatory its own mini office that is fully functional."

*"Dr. Berd is both a talented clinician and a driven business owner. His practice is ideally located among some of the biggest tech giants in the world, whose employees look for technology to simplify everyday tasks, like going to the dentist. To meet their expectations, Dr. Berd has been incredibly successful in wrapping Curve Dental and Bluefin around his unique work style and brand. Obviously his patients have responded favorably and his practice is booming. We're honored to be a part of another success story."*

*Andy Jensen, VP Marketing, Curve Dental*

Founded in 2004, Curve Dental provides web-based dental software and related services to dental practices within the United States and Canada. The company is privately-held, with offices in Orem, Utah and Calgary, Alberta. The company strives to make dental software less about computers and more about the user experience. Their creative thinking can be seen in the design of their software, that's easy to use and built only for the web.

The Dentist Group based in San Francisco is evolving dental care. Dr. Josh Berd, DDS and Associates utilize a preventative model and innovative technology to foster lifelong partnerships between patients and doctors, reduce disease and cost. At their brand new dental office, they offer fillings, crowns, extractions, dental implants, Invisalign, veneers, teeth whitening, and cleanings while focusing on prevention of disease.

Bluefin Payment Systems is the leading provider of secure payment technology for retailers, enterprises and small to medium-sized businesses worldwide. Bluefin specializes in PCI-validated Point-to-Point Encryption (P2PE) integrated and stand-alone solutions for retail, mobile, call center and kiosk/unattended environments, and secure Ecommerce technologies including transparent redirect and tokenization.