

WHITE PAPER

STAKEHOLDER IMPACT OF ASSET MANAGEMENT PLATFORMS IN THE DENTAL INDUSTRY

UPTIMEHEALTH AND SAGE DENTAL CONSULTING

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ABOUT UPTIMEHEALTH

UptimeHealth's software platform can support all of your medical device operations and management. With our simple-to-use software, we help medical professionals save time, money and stress by increasing efficiency and suppressing the risk involved with managing compliance tasks.

www.uptimehealth.com

ABOUT SAGE CONSULTING

With decades of experience in the industry, Sage Dental Consulting has a unique understanding of the struggle dentists face on a daily basis trying to balance their professional responsibilities with those of commercial realities.

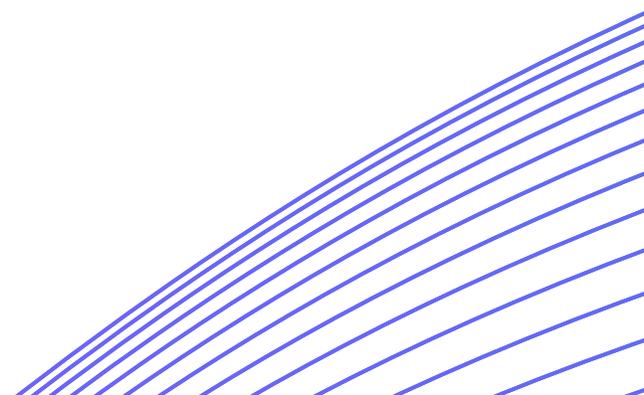
www.sagedentalconsulting.com

THE DENTAL EQUIPMENT MARKET

The dental equipment market encompasses a broad range of mission-critical biomedical devices used in the delivery of oral health care services. These may include handheld dental instruments used by oral health care providers such as dentists and dental hygienists; larger durable equipment such as equipment used in dental radiography, dental laser platforms and CAD/CAM equipment, autoclaves, and suction motors; and emerging technologies such as robot-assisted surgical platforms.

It is estimated that the global value of the dental equipment market is more than \$9.1 billion as of 2022, and is anticipated to achieve a 4.9% CAGR, growing to over \$13.4 billion by 2030.

The North American dental equipment market accounts for 38.5% of the total global market and is estimated to be worth \$3.52 billion as of 2022. The market is expected to achieve outsized growth, growing at a CAGR of between 7-10% during the forecast period 2022-2027.*



PREAMBLE

The dental industry has experienced unprecedented consolidation over the last decade, with Dental Support Organizations (DSOs) leading this consolidation trend. It is estimated that the portion of the Dental providers owned by DSOs has grown by 15% over the last decade, resulting in a doubling of the DSO-owned practices over the next 5 years. over the next five years. A side effect of this widespread consolidation has been the acquisition of a sizeable asset base of dental equipment of varying ages and serviceability from a broad range of manufacturers. This has necessitated the development of biomedical asset management capabilities to effectively catalogue and administer these dental equipment assets.

Today, almost all dental offices, DSOs, and dental groups, manage their equipment and facilities with an administratively heavy process, utilizing a limited set of rudimentary asset-management tools. Intuitively, the success of a practice is predicated on both working equipment and a reliable building within which to operate, so it's challenging to understand why the necessity for a robust equipment management strategy is often overlooked.

In our experience, over 95% of providers use a combination of the following to manage their devices and facilities:

- Paper/Excel-based asset tracking
- Paper/Excel-based checklist tracking for maintenance
- Email or text-based system to communicate and track issues
- Use tools not built for this specific purpose to fill in gaps

Because of this, providers do not have ready access to:

- An up-to-date roster of equipment they own
- A standardized system for tracking IFUs/maintenance
- Analytics or readily available data to base cap-ex purchase decisions
- An understanding of which devices are problematic to the operations of their practices
- A structure to monitor and create a sense of accountability for tasks

With the status quo, we have found that dental offices, because of their current inefficient and unscalable systems are missing a great opportunity to save time and money. Moreover, today's methods of data collection render the data very difficult to access for analytical evaluation such as repair vs replace analysis of a specific item or across the enterprise. UptimeHealth is the first and only solution in the market that solves these common issues with a single, easy-to-use platform.

The purpose of this white paper is to provide an analysis of the impact on various stakeholder groups of introducing the UptimeHealth platform to DSOs and other dental entities.

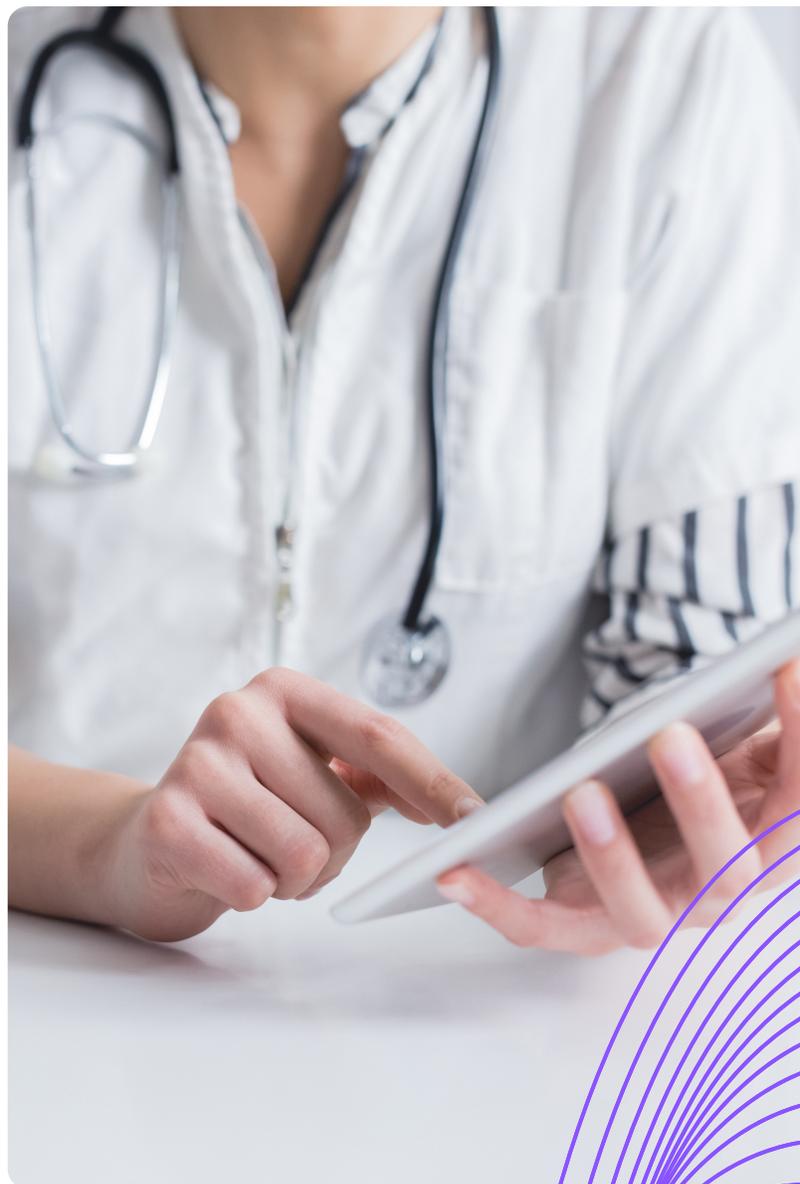
METHODOLOGY

Although we recognize that it is convenient to focus on solely the financial impacts of implementing the UptimeHealth platform, we believe this to be a simplistic and shortsighted approach. Rather, we broaden this view, and have identified key stakeholder groups that are impacted by the implementation of an asset management platform.

These key stakeholder groups are:

- Regional Level Operations and IT
- Practice/Office Manager
- Dentist/Owner
- Business Partners
- C-Suite Executives and Leaders
- Government Entities and Regulatory Authorities
- Biomedical Asset/Service Technicians
- Manufacturers and Vendors
- Practice Level Team Members
- PE/VC/Investors
- Patients

After performing an in-depth key stakeholder impact analysis, we have been able to identify the top issues that are most impactful to key stakeholder groups and have identified how implementation of the UptimeHealth platform supports these impacted stakeholders.



ISSUE ONE: INTEGRATION WITH OTHER TOOLS AND PLATFORMS

It is recognized that DSOs and dental groups have invested heavily in practice management software platforms and other decision support systems. The most impactful issue that we have identified affecting the largest cross-section of stakeholders is the ability of the asset management platform to integrate and interoperate with existing tools and platforms. With over thirty-one API endpoints (six public and more than 25 non-public), the UptimeHealth platform is well positioned to integrate with most platforms on the market. UptimeHealth is currently fully integrated with five of the most popular dental management platforms, including Patterson's work order tool, where the integration makes managing and ordering services for capital equipment as simple as a single click.

However, it is the speed of delivering these integrations to market, not simply the number of API endpoints and other integrations, that delivers immediate value to platform users. UptimeHealth solutions are built on a robust platform that allows for accurate and rapid deployability, with a wide range of contexts.

ISSUE TWO: REPUTATIONAL RISK

We understand that when a DSO or dental group practice chooses to implement a new system into their existing workflows, they want the process to be as seamless as possible with minimum disruption to service. Sadly, we also know that this is not always the case when implementing a new SaaS product. Given the sheer number of SaaS platforms that are currently deployed in the dental industry, we have identified that our stakeholders want assurances of reliability of not only the technology platform, but also wish to be assured of the competency of the client-success and customer-support teams they will rely on post-deployment.

With a technology stack built for dependability and agility; and a highly trained dedicated client success team, the UptimeHealth platform has been able to exceed the expectations of its stakeholders, allowing us to boast an industry leading Customer Satisfaction Score (CSAT) of 84% and a churn rate of less than 1%.

ISSUE THREE: VISIBILITY OF DATA

Timely access to relevant data underpins any robust decision support system. The status quo for dental equipment maintenance in many DSOs and group dental practices is the decentralization of essential data, resulting in poor data visibility at both the practice and at the enterprise levels of the business. Gathering reports, in the current paradigm, is a cumbersome and costly task that involves costly resources, skilled individuals, site visits, data collection, report generation, and more. The UptimeHealth platform solves this by centralizing data points and providing superior organization wide data visibility. Reports using this data are generated by the UptimeHealth platform easily, typically with a single click, and take full advantage of the centralized data.

The UptimeHealth platform provides data visibility to users through its five main dashboards, each displaying 5 or more sub-reports. In addition, the platform aids in compliance monitoring via two fully interactive compliance dashboards and five on-demand reports. In totality, the platform provides users access to over 100 data points, greatly increasing data visibility and optimizing decision making throughout the organization. The system is highly configurable and if a bespoke dashboard is needed, it can be created typically in under a week.

ISSUE FOUR: DEVICE REPORTING

While a roll-up view of the inventory, and status, of dental equipment across the enterprise is vital for a DSO, especially at the corporate level, the ability to manage individual pieces of dental equipment is critical for operational performance at the practice and regional levels. Moreover, the ability to compress and streamline the workflow and processes for equipment maintenance provides UptimeHealth users with a significant competitive advantage.

Scheduling a service order, including the dispatch of a technician, is a simple two click process within the UptimeHealth platform. All pertinent information regarding the equipment, the issue, the location, best practices, and reference materials, and more are available within the platform to support a range of technical skill by its users.

This automatic population of information eliminates human error and saves both the facility manager and the technician time, reducing the downtime of the machine. The platform also monitors that staff is completing their IFUs, further reducing unplanned downtime events by over 10% (based on the observation of over 150,000 pieces of equipment).

Additionally, UptimeHealth's customizable workflow provides for oversight and cost control of equipment maintenance activities, with the option of adding management approval of service work-orders prior to dispatch of service technician into the workflow sequence.

ISSUE FIVE: REGULATORY COMPLIANCE

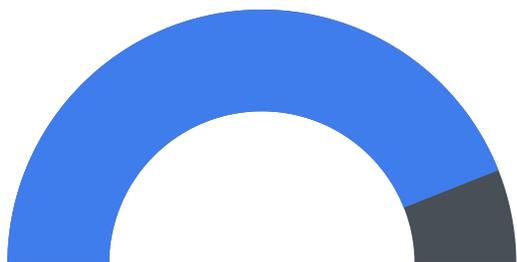
There can be substantial penalties and sanctions for operating out of compliance levied by insurers, local, state, and federal, governing bodies. It is critical for any organization to implement a platform that optimizes compliance rates. These compliance events can vary based on equipment within the practice such X-Ray certifications, spore samples for sterilizers, or other instructions for use.

Pre-implementation of the UptimeHealth platform, dental organizations have an average compliance score of 25%, with compliance monitoring generally focused on autoclave and dental handpiece maintenance. Within 30 days of implementation, it is observed that UptimeHealth users achieve an average compliance score of 80.75%, with the platform's most consistent users enjoying a compliance score of up to 98%.

ISSUE SIX: EASE OF USE

The learning curve and user experience associated with the implementation of any new system can be the "make or break" element in successfully adopting the platform and achieving end user buy-in and desired operational improvement. The UptimeHealth platform's simple and intuitive interface shortens this considerably with onboarding and we typically see full user adoption achieved within 30 days of onboarding completion.

The result of this is that the UptimeHealth platform achieves a class leading Consumer Effort Score of 88%.



Consumer Effort Score of 88%.

CONCLUSION

This white paper has sought to identify the key stakeholder groups most impacted by the introduction of an equipment management platform. Additionally, the key issues that impact these stakeholder groups have been identified following a stakeholder impact analysis.

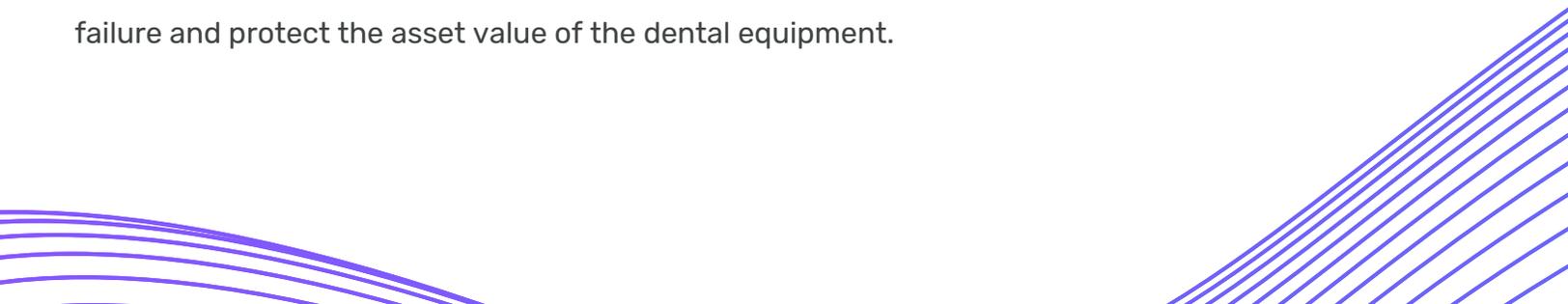
The current state of equipment management in DSOs and groups remains relatively rudimentary, with maintenance and record keeping being largely limited to multiple spreadsheets that require significant time and effort for upkeep. Even with resources directed at manual upkeep, significant compliance and sub-optimal operational issues frequently arise.

The implementation of an equipment management platform that provides automation of the equipment maintenance process is one way to optimize the operational performance of an organization and achieve important compliance milestones.

The UptimeHealth platform shows exceptional performance across all the dimensions raised by key stakeholder groups in relation to equipment management. Specifically, the UptimeHealth platform offers the key competitive advantages to organizations and stakeholder groups:

- Strong integration capabilities with existing software platforms and rapid deployment of new integrations
- Significant control of reputational risk associated with equipment failure
- Significant time savings for compliance reporting and technical reporting
- Improved data visibility across the organization, underpinning a robust decision support system
- Ability to manage equipment at the individual asset level with customizable workflows
- Significant improvements in regulatory compliance
- Rapid onboarding and good ease of use for end users

Based on the findings in this white paper, it is recommended that dental offices, DSOs, and dental group practices explore equipment management platforms such as UptimeHealth as means to optimize operational performance and constrain costs associated with equipment failure and protect the asset value of the dental equipment.





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RESOURCES

"Dental Equipment Market (By Product Type: Dental Radiology Equipment, Dental Lasers, Laboratory Machines, and High Maintenance Device) - Global Industry Analysis, Size, Share, Growth, Trends, Regional Outlook, and Forecast 2021 - 2030"

Technavio: "Dental Equipment Market by Product and Geography - Forecast and Analysis 2021-2025"

The Business Research Company: "North America Accounts for Over 36% of the Global Dental Market"

Fortune Business Insights: "Dental Equipment Market Size, Share and COVID-19 Impact Analysis, By Product Type (Dental Radiology Equipment, Dental Lasers, Dental Surgical Navigation Systems, Dental CAD/CAM Equipment, Dental Chairs, and Others), By End User (Hospitals, Dental Clinics, and Others), and Regional Forecast, 2020-2027"

Data Bridge Market Research: "North America Dental Equipment Market - Industry Trends and Forecast to 2029"