

Is Technology A Tool For Your Practice... Or Just An Expense?

Presented by Todd Gooden at SOMSA 2026

YOUR TECHNOLOGY GAME PLAN

STEP 1: CONDUCT A TECHNOLOGY AUDIT

You can't manage what you don't measure. Do this next month.



Count Everything In Inventory

List every software subscription, hardware lease, and IT service contract.



Be Realistic: Usage vs. Intent

Write down what it's SUPPOSED to do vs. what your team actually uses it for.



Calculate Total Spend

Be honest...How much are you paying for things you barely use?



Ask Your Team

"What task or tool makes you want to throw your computer out the window?"



Identify Redundancies

Are you paying for three different tools to do the same thing?

STEP 2: PRIORITIZE BASED ON IMPACT, NOT COST

Build a solid foundation before chasing shiny objects.



STEP 3: CALCULATE YOUR REAL ROI

What's the real return on your technology investment?



TIME SAVINGS

If a new system saves each team member just 30 minutes per day, what is that worth across your entire team per year?



STAFF RETENTION

Modern, efficient technology is a top factor in satisfaction. Better tools mean a happier team and less turnover expense.



PATIENT ATTRACTION

Online booking, texts, and digital forms are expected. Don't lose patients to a competitor because they offer more convenience.

THE RETURN OF INVESTING WISELY INCLUDE TIME SAVINGS, REVENUE GROWTH, COMPETITIVE ADVANTAGE, AND PEACE OF MIND.

STEP 4: KNOW WHEN TO BRING IN EXPERTS

You Don't Have to Be an IT Expert, But You Need One on Your Team.



Healthcare-Specific Experience

They must understand oral surgery workflows, not just generic IT.



Proactive Monitoring

Stopping problems before they cause downtime, not just fixing things that break.



Clear, Plain-Language Communication

No "tech-speak" or jargon. You should understand exactly what you're paying for.



Deep Compliance Expertise

Specific knowledge of HIPAA and regulations that affect your practice.



Demonstrated Disaster Recovery

Proven capabilities with tested procedures, not just empty promises.

YOUR 90-DAY TECHNOLOGY ACTION PLAN

01 WEEK 1-2

INVENTORY & LISTEN

Complete technology inventory and run the staff frustration survey.

02 WEEK 3-4

IDENTIFY CRITICAL GAPS

Pinpoint Tier 1 priorities: Security vulnerabilities, compliance holes, and DR failures.

03 MONTH 2

SECURE & STABILIZE

Address immediate vulnerabilities. Implement and TEST your Disaster Recovery plan.

04 MONTH 3

STRATEGIC GROWTH

Begin planning Tier 2 improvements and evaluate long-term IT partnership needs.

TAKE THIS WITH YOU

Practical action items to secure your practice starting when you return to your office.



Schedule a 30-min Team Huddle

Ask explicitly: "What technology frustrates you most?"



Review Last 6 Months of IT Expenses

Identify what delivers real value vs. what is just auto-renewing.



Test Your Backup

Don't just look at the log. Actually try to restore a specific file.



Check Your HIPAA Compliance

When was your last Security Risk Assessment? (It's required annually!)



Ask Your IT Provider: "What is our DR Plan?"

If they hesitate or can't explain it clearly that is a red flag.



The Mindset Shift

Give yourself permission to expect more. Tech should work for you.