

## CASE STUDY

# Patient News | An IT Partnership Without the In-House Overhead

Patient News needed to move away from the limitations of a small in-house infrastructure toward a more dependable, scalable model. Connectability stepped in to provide seamless, "employee-style" support that eliminated the friction of project-based billing and provided the CTO with total peace of mind and budget predictability.

**CLIENT:** Patient News



**INDUSTRY:** Dental Marketing & Advertising

**LOCATION:** Potomac, Maryland, USA

**SERVICES:** Dental marketing, patient newsletters, analytics, advertising

## ABOUT PATIENT NEWS

Patient News is a premier provider of dental marketing and advertising solutions, serving as a trusted partner to thousands of dental practices across North America. Specializing in high-quality patient newsletters and data-driven analytical strategies, they help dentists differentiate their practices and improve patient acquisition. With a deep commitment to service quality and guaranteed customer satisfaction, Patient News relies on a robust digital infrastructure to deliver results-oriented marketing campaigns at scale.

## THE CHALLENGE PATIENT NEWS FACED

Even with a small internal IT team, Patient News found themselves in a vulnerable position. Relying on a limited in-house infrastructure meant that technical stability was often tied to the availability of just a few individuals. Their primary hurdles included:

**Dependence Risks:** The "single point of failure" risk associated with a small internal team.

**Bureaucratic Friction:** Traditional IT firms often require a new Statement of Work (SOW) for every small initiative, slowing down progress.

**Budget Volatility:** Inconsistent IT expenses that fluctuated month-to-month, making long-term financial planning difficult.

## THE CONNECTABILITY SOLUTION FOR PATIENT NEWS

Connectability transformed the way Patient News viewed IT support by acting not as an outside vendor, but as a deeply integrated part of their staff. Our approach featured:

**The "In-House" Model:** Eliminating the SOW process for most initiatives, allowing project work to be absorbed into monthly services for faster execution.

**Infrastructure Reliability:** Moving the burden of "worry" from the internal team to Connectability's 24/7 support network.

**Fixed-Cost Stability:** Providing a dependable, flat-fee service model that eliminated monthly expense fluctuations.

**Direct Leadership Access:** Ensuring that high-level concerns were always met with approachable, CEO-level attention and a commitment to satisfaction.

## THE IMPACT FOR PATIENT NEWS

By integrating Connectability into their operations, Patient News achieved a level of stability that their internal team couldn't maintain alone:

**Operational Agility:** The ability to launch new initiatives and projects without being bogged down by paperwork or contract negotiations.

**Financial Predictability:** A clear, consistent IT budget that allows leadership to allocate resources to marketing innovation rather than tech emergencies.

**Reduced Executive Stress:** The "sleep well at night" factor, knowing that the infrastructure is managed by a team that cares about the outcome.

**Scalable Support:** A partnership that provides the depth of a large firm with the personal touch of a dedicated employee.

**Robust Cybersecurity & Risk Mitigation:** Comprehensive security protections implemented across their network, keeping sensitive patient-marketing data fully secured and heavily defended against modern cyber threats.

## THE WORD FROM PATIENT NEWS

*"The biggest benefit of working with Connectability is that we are no longer dependent on the availability of our small in-house IT infrastructure and support team to have a comfortable feeling that our IT is taken care of."*

— Michael Issaev, CTO, Patient News