

### Name

Fernando Martinez  
Fernando Martinez, DDS, Inc.

### Industry

Dental

### Location

Cincinnati, Ohio

### Challenges

- Supplement backups with an affordable and reliable online solution
- Continue to introduce technology while optimizing office efficiency
- Increase peace of mind while not having to spend as much time managing backups

### Benefits

- Data is safe from destruction and no longer kept in single location
- Realized greater confidence that data is safe and no worries about perfectly managing backups
- Able to introduce backup technology with low, affordable costs

## Tech-savvy dentist brings hobbies to work & enhances practice by switching to MozyPro

*"My data is at the heart of my practice and losing it would be nothing short of catastrophic. Mozy provides a practical and inexpensive way to gain extra peace of mind."*

*A visit to Dr. Fernando Martinez's orthodontic practice is a unique experience. From the interactive Web site and cutting edge orthodontic technology to the Play Station patients play while waiting, the Cincinnati office has a strong emphasis on technology. As for keeping all this data safe, Dr. Martinez leaves that to another emerging technology—online backup with MozyPro.*

Dr. Fernando Martinez has always been a gadget guy. As a child, he was the first in his neighborhood to get a Walkman and later owned one of the first Apple computers. His interest in computers and technology continued into adulthood and as an orthodontist, Dr. Martinez has found a way to effectively mesh his hobbies and professional life.

"I realized there was a practical element to my hobbies, and I've been able to kill two birds with one stone by bringing the latest technology into my practice," Dr. Martinez said. "Plus, it gives me an excuse to buy new toys."

One of the latest technologies Dr. Martinez has incorporated into his practice is computer technology that allows him to cut treatment time for his patients by up to 40 percent. Using 3-dimensional computer generated models, he can more easily customize braces and wires.

In a practice that sees roughly 40-50 patients per day whose progress must consistently be monitored and documented, there are numerous records and files to look after. Fortunately, Dr. Martinez is meticulous about backing up his data to multiple sources, including several hard drives and a RAID 5 server configuration.

However, after turning his office nearly paperless two and a half years ago, Dr. Martinez felt that not even the five copies of data stored on-site and the copy at his home were entirely secure.

"When everything is related to the computer you worry about the integrity of that system and losing all your data. Without our computers we would have nothing," Dr. Martinez said. "The advantage of being digital is potential for numerous copies of data, but digital copies on-site weren't enough. I needed another copy stored online and off-site."

After reading about MozyPro in PC Magazine and using the consumer product MozyHome, Dr. Martinez completed his web of backups by adding MozyPro and has enjoyed the simple cost and peace of mind from knowing his data is now even more secure.

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“With Mozy I still do my other backups, but I’m willing to pay the reasonable price each month to know that I don’t have to be flawless about it because the data is still being backed up and can’t be destroyed in a single event,” Dr. Martinez said.

One of Dr. Martinez’s favorite MozyPro features is its ability to handle a large backup set through incremental backups. The backups happen automatically every day and require no maintenance. While the dental industry has continued to grow in this slowing economy, Dr. Martinez watches his costs carefully. He was glad to find MozyPro’s pricing so attractive since backups—while something he hopes to never use—are necessary for his business.

“A lot of other online backup solutions were ridiculously expensive, but Mozy was very reasonable,” Dr. Martinez said. “If I had to pay hundreds of dollars each month, I couldn’t afford it and would need more manpower, which would raise my costs.”

In fact, when researching online backup options, Dr. Martinez found MozyPro was 50-90 percent less expensive than other offerings. For Dr. Martinez, having MozyPro running in the background is critical and removes the worry of human error. In addition, the habit of plugging in the hard drives is less critical, his patients’ sensitive data is safe, and he personally saves an hour of time per week.

Orthodontics is a changing field with a lot of computer technologies being applied to the practice. Advanced technology has allowed Dr. Martinez to run his practice more efficiently and with fewer staff members.

“My data is at the heart of my practice and losing it would be nothing short of catastrophic,” Dr. Martinez said. “Mozy provides a practical and inexpensive way to gain extra peace of mind.”

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#### **About Fernando Martinez, DDS, Inc.**

Dr. Fernando L. Martinez is a board-certified dental specialist in Orthodontics located on the west side of Cincinnati, Ohio. His practice’s top priority is to provide the highest quality orthodontic care available. They utilize the latest technological advances in the industry, such as Invisalign, clear ceramic braces, Damon ‘high speed’ braces, computer-customized braces and wires, diode lasers, and orthopedic treatments for proper jaw growth, along with the latest in computer technology to ensure that their patients receive the most effective and efficient care possible.

## **Contact MozyPro**

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