



Digital Transformation: The Foundation for Growth and Innovation in Retail Healthcare

How Dental Practices, Veterinary Clinics, and Urgent Care Centers
Can Gain a Competitive Edge

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Introduction

For retail healthcare leaders, scaling your business while maintaining exceptional patient experience can create a unique operational challenge. As dental practices, veterinary clinics, and urgent care centers expand, the complexity of managing specialized equipment and facilities across locations also grows.

When critical equipment malfunctions or facilities systems fail, the impact reaches beyond operations, directly affecting patient care and satisfaction. A dental chair that's out of commission, a vet's malfunctioning HVAC, or inadequate lighting in an urgent care exam room all impact the patient experience.

Digital transformation helps facilities leaders overcome these common challenges. It gives healthcare businesses the visibility and control they need to deliver consistent, exceptional experiences at every location.

In this guide, we'll explore how embracing advanced technology builds an operational foundation that empowers medical providers to focus on patient care instead of facilities issues — and clears the path for seamless and sustainable growth.



Expert Insight:

Enhanced Facility Management Efficiency



With over two decades of experience in retail healthcare at CVS Health, ServiceChannel's Deb Millette has seen firsthand how digital transformation can revolutionize facilities operations:

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By automating work order management, scheduling preventive maintenance, and tracking asset performance, companies can reduce downtime, extend the lifespan of equipment, and lower operational costs. These efficiencies ensure that facilities are well maintained, leading to a better customer experience and a competitive advantage in the market.

Deb Millette

Director of Solution Consultants,
ServiceChannel



Unifying Operations Through Digital Transformation

Key Takeaways

- Digital transformation helps you deliver consistent experiences at every location
- Connected systems show you what's happening across all your facilities in real time
- Better data helps you identify what works best and where to make improvements

Embracing digital transformation is about more than just adopting new technology — it's about optimizing healthcare facilities operations without increasing the burden on leaders like you. Connecting your locations through centralized technology creates a major advantage as you grow, helping to maintain (or improve!) the patient experience.

Explore how advanced technology enables the consistency, visibility, and data-driven decisions that fuel sustainable growth.

→ Centralize Your Operations

The first step toward operational excellence is unifying fragmented processes across locations. Digital transformation makes this possible by replacing location-specific approaches with standardized, technology-enabled workflows. For example, digital maintenance systems ensure all assets follow the same service protocols across your entire network — an important consideration that's nearly impossible with paper-based systems or disconnected software.

The tangible benefits of standardization extend to your facility environments as well. Digital building management systems can monitor and adjust lighting, temperature, and air quality automatically based on optimal settings you choose.



Instead of each location manually controlling these elements, centralized digital systems maintain consistent standards, even if the external environment changes. That means patients will experience the same comfortable environments whether they're in New York or New Mexico.

And as you grow, this operational unity becomes increasingly valuable. Expansion is simplified with standardized processes you can deploy rapidly, rather than reinventing workflows for each facility. This scalability enables faster expansion while maintaining the quality standards that differentiate your brand in competitive healthcare markets.

→ Eliminate Information Silos

Growth often creates information barriers between locations, departments, and leadership. Digital transformation breaks down these silos by creating an easily accessible, central hub for all facilities data. Individual locations are no longer isolated islands of information; your digital platform now connects your entire network, providing real-time visibility into every aspect of operations.

Being able to rely on a comprehensive, birds-eye view of all locations can transform how you allocate resources, especially during expansion. When opening new locations, you can analyze performance data from existing facilities to make smarter purchasing decisions.

For example, if certain models of dental x-rays consistently require less maintenance or an individual vet clinic's specific medication refrigeration units perform better than those at other locations, you'll know to invest in these high-performing assets across your network.

Real-time updates also enable a shift from reactive to proactive operations, accelerating growth by identifying potential roadblocks before they impact

daily operations or growth. Digital systems can automatically track optimal maintenance schedules, warranty information, and compliance requirements for critical assets and diagnostic tools to ensure uninterrupted patient care at every location. And when operations are running smoothly, it frees you up to concentrate on innovation and growing your business.

Data analytics allows businesses to make informed decisions about facility operations. By analyzing data on equipment usage, maintenance history, and facility performance, companies can optimize resource allocation and identify areas for cost savings. This data-driven approach not only enhances operational efficiency but also supports sustainability initiatives, positioning businesses as leaders in innovative and responsible facility management.

Digital transformation is critical for retail healthcare businesses aiming to gain a competitive edge. It enhances facility management efficiency and enables data-driven decisions that optimize operations and support sustainability goals.



Industry Trend: AI-Powered ESG Excellence

Digital transformation and the implementation of emerging technology is becoming a key driver behind environmental, social, and governance (ESG) initiatives.

For example, research shows that AI-based management systems can improve building energy efficiency by 30%, delivering significant cost savings and emissions reductions.

For retail healthcare businesses, emerging technologies can boost ESG benefits through:

- **Predictive maintenance** that extends equipment lifespan and reduces waste
- **Automated energy optimization** that adjusts HVAC settings based on usage patterns
- **Simplified ESG reporting** that streamlines regulatory compliance documentation
- **Data-driven insights** that identify sustainable upgrades with the strongest ROI

By embracing tech like AI, IoT, and advanced automation, healthcare facilities leaders can create powerful opportunities to enhance ESG performance while improving operational efficiency.

→ Foster Innovation Through Data

So how exactly can digital transformation support innovation and growth? It can open doors to entirely new ways of delivering healthcare services.

With comprehensive facility data at your fingertips, you'll be empowered to envision what the ideal patient experience looks like and develop innovative, tech-driven offerings that bring it to life and set your brand apart.

This could look very different depending on the patients you serve and their most pressing needs. For example:

- Dental practices could **soothe anxious patients with pre-determined exam room settings** known to reduce stress, like providing a warmer room temperature with dimmer lighting.
- Vet clinics could implement **smart monitoring systems that automatically relay updates** about procedures to pet owners.
- Urgent care clinics can **leverage operational data like historical patient flow and real-time location status** to create predictive scheduling models that reduce wait times.

All of these upgrades would optimize patient care and facilities operations.

Digital transformation also enables healthcare businesses to adapt more quickly as market opportunities emerge. When patient needs shift or new treatment approaches are developed, organizations with cloud-based, digitized operations can set up facilities and workflows much faster than competitors relying on manual or disjointed processes. This adaptability creates a sustainable competitive advantage in rapidly evolving healthcare markets, allowing you to continuously innovate while maintaining operational excellence.



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Powering Growth Through Advanced Technology

Key Takeaways

- AI identifies subtle patterns humans miss, preventing equipment failures before they happen
- Smart IoT sensors create responsive healthcare environments that adapt to changing conditions
- Connected technologies enable personalized patient experiences without additional staff

Not all digital transformation is created equal. While some digital transformations allow retail healthcare businesses to simply catch up to the technological standard of the industry, others that incorporate specialized, emerging technology build a competitive edge.

Artificial intelligence (AI), Internet of Things (IoT) sensors, and advanced analytics help facilities leaders leverage intelligent environments that actively contribute to business growth and patient satisfaction.

→ Harness AI-Driven Insights

AI transforms how facilities leaders anticipate and prevent facility issues. Unlike traditional systems that simply monitor overall status, AI is able to analyze thousands of data points to identify subtle indicators of lagging performance that may cause future problems.

While regularly scheduled preventive maintenance should be the norm across all locations, there may be small changes in asset health that wouldn't be noticeable by a human until a visible issue arises.

For instance, AI might notice a pattern of power surges before sensor failures in imaging equipment. It would

alert you before equipment failure and prompt you to schedule extra maintenance. This capability is especially valuable for specialized equipment where downtime directly impacts your ability to deliver care.

AI can also uncover other performance indicators that may not be obvious, especially at scale — like the relationship between facility conditions and outcomes. A vet clinic, for example, might discover that recovery areas with specific temperature and humidity combinations lead to faster healing times for surgical patients.

Evidence-based insights like this help you create optimized care environments tailored to specific services or treatments. And these improvements would be extremely difficult to identify through routine human analysis.



→ Create Responsive Environments

IoT sensors transform static facilities into responsive environments that actively support patient care. This technology enables smart environments that adjust to changing conditions in real time rather than following fixed schedules.

In healthcare settings, water systems and plumbing networks can be continuously monitored for optimal performance and safety. Rather than conducting manual inspections on a fixed schedule, IoT-enabled systems detect pressure changes or unusual flow patterns that might indicate developing issues. This proactive monitoring prevents disruptions to critical services while upholding important hygiene standards.

Adopting IoT can also create an interconnected ecosystem across locations that adapts to changing environments and patient flow. It can make automatic adjustments to account for weather like increasing office ventilation when pollen count is high or cooling waiting room temperatures when they're full.

These intelligent responses to changing conditions take the burden off of clinic staff, maintaining optimal environments throughout the facility regardless of fluctuating demands.

→ Deliver Smarter Patient Care

When AI insight and IoT connectivity work together, they create something greater than either technology alone.

IoT sensors provide the continuous stream of real-time data that AI needs to make smarter decisions, while AI acts as the analytical engine that transforms raw sensor data into meaningful actions. Together, they create healthcare environments that actively contribute to clinical care.

The result is healthcare environments that actively support both clinical teams and patients:

- **Smart diagnostic equipment self-calibrates** based on specific procedures.
- **Treatment rooms automatically adjust environmental conditions** to support particular services.
- **Recovery areas continuously monitor patients** without requiring constant staff attention.

And this powerful technology combination lets you do it all with fewer resources.

The system handles routine monitoring, environmental adjustments, and equipment checks automatically across your entire network — meaning dedicated facilities teams aren't a requirement for peak performance. This efficiency becomes increasingly valuable as you expand, allowing you to maintain consistent care quality without increasing head count.



Customer Stories:

Prioritizing Oral Health and Facilities Health through Digital Transformation

Smile Brands and Great Expressions are both retail dental services brands serving patients across the U.S. But operational complexities didn't have their facilities leaders smiling. And that's when they turned to ServiceChannel.

Smile Brands: From Scattered to Synchronized



We went from a system of being very human-dependent to an automated solution that delivers faster service to our offices and better communications to our vendors.

Scott Graversen

Director of Facilities and Dental Equipment

With 600 offices across 29 states, managing 23,000 work orders was a logistical nightmare. Disconnected systems meant wasted time, hidden costs, and missed opportunities.

ServiceChannel helped them embrace digital transformation to create a single source of truth. Their unified platform connects operations, tracks performance, and highlights cost savings across their entire network.

With ServiceChannel, Smile Brands:



Rerouted 92% service provider spend to higher quality providers



Saved \$80,000 by identifying deferrable work orders



Automated work order processes and communications

→ **Check out the whole story** to unlock the power of a single source of truth.

Great Expressions: From Reactive to Proactive

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We are able to better serve our customers because we can repair our assets as soon as possible. This also helps us reduce wait times and ultimately avoid losing revenue.

Jeffrey Crabtree
Director of Facilities

Great Expression's network is vast, including 300 locations across the country and 500 practitioners. But that means an enormous asset fleet to maintain and service.

ServiceChannel worked with Great Expressions to create a system of record to track their service providers. Whether it's check-in time, time on site, invoice history, or other key metrics, the facilities team is now equipped with real-time data and analytics to ensure assets are fixed on time and on budget.

With ServiceChannel, Great Expressions gained:



30% reduction in invoice costs



24% faster problem resolution



24/7 visibility that keeps offices running

→ [Learn more](#) about how the right technology can get your assets to peak performance.



Spotlight:

The Future of Connected Healthcare

The next frontier of healthcare facility innovation lies at the intersection of biometric technology and operations management. These emerging technologies will create powerful data streams that drive growth and innovation, with the ability to integrate directly into your existing systems. Explore how biometric data can reveal unexpected insights that enhance efficiency, reduce costs, and improve patient care.

→ Biometric Wearables Offer Facilities Insights

Wearable devices are designed to track patient vital signs, but as they become more common, they can also create valuable data that can help optimize facilities operations.

One unexpected area that could see significant benefits is asset management. With centralized patient data, you could analyze trends and draw insights that will help you make smarter decisions about resource allocation and patient needs.

For instance, if it's flu season but the majority of your patients aren't experiencing fevers or other signs of illness, it could be evidence that you don't need as many flu tests in your inventory and you can use that budget elsewhere. On the other hand, if you're seeing data suggesting a surge in sick patients, it could alert you to stock up on relevant tests and medications.

→ Smart Microchips Improve Patient (and Owner) Experience

As technology advances, pet microchipping is beginning to offer more value than just the location of an animal. Smart microchips will be able to help vets keep a **closer eye on the health of their patients** while improving experiences in clinics.

When connected to your practice management system and integrated with queue management systems and strategies, microchip data will optimize appointment scheduling and patient flow. The powerful combination has the potential to reduce wait times and help inform where to allocate staff depending on how busy each location is.

Smart microchipping will also change the way care providers can proactively treat animals. For facilities, the additional real-time data visibility will illuminate assets or clinic areas to preventively service and prepare, depending on health trends. As you expand your footprint, this data will also help prioritize focus on specific locations.

Transitioning into Digital Transformation

It's clear patient care is evolving — are you?

While digital transformation has become a necessary foundation for retail healthcare businesses, implementing the transition can be its own challenge. How can you move from traditional facilities management to technology-enabled facilities operations?

Choosing the right facilities software like ServiceChannel gives leaders a holistic toolbox to help build a roadmap for digital transformation. Make sure to only consider partners that:

- **Start where you are:** Your partners should meet your organization at its current technological maturity.
- **Integrate intelligently:** The right platform connects seamlessly with your existing systems.
- **Scale gradually:** Leverage partner expertise on how to implement technologies that deliver immediate value.
- **Minimize disruption:** Outsource technology transitions to upgrade smoothly without overwhelming your team.

Whether you manage a single location or multiple facilities across different markets, ServiceChannel offers customized approaches to your specific challenges. Our solution combines:



Intelligent platform technology that provides real-time insights



Managed services that handle complex operational details



Expert support that understands the unique demands of retail healthcare facilities

Facilities leaders of dental practices, veterinary clinics, and urgent care centers are reimagining what's possible with ServiceChannel. When technology and human expertise work together, you gain the flexibility to expand confidently, optimize asset performance, and focus on delivering exceptional patient care.



Ready to transform your healthcare business?

→ [Get your personalized demo today](#) and discover how you can upgrade your facilities management solution.

