See those two words above? They are everywhere and seem to be working their way into our conversations and daily life more and more as each month passes ... and don’t expect that trend to go anywhere but up in 2015. A magazine devoted to information technology proclaimed “the cloud” will be THE technology buzzword in 2015. Even in our own pages, our technology evangelist, Dr. John Flucke, proclaimed the cloud will be one of the top 10 dental tech trends of 2015 (check out all of his predictions on Page 56 of this issue).

Yet, despite all of the talk about the cloud and the buzz surrounding it, our survey found very few dentists understand how it will affect them and their practices. In fact, as you can see in the graph to the right, 88 percent of our respondents said they currently don’t use the cloud in their practices. Is that changing in the near future? Dental practice management software manufacturers are banking on it in 2015.

**7 types of data most commonly stored in the cloud**

- Notes & research: 43%
- Music: 43%
- Address book: 44%
- Calendar: 48%
- Business docs: 66%
- Email: 70%
- Photographs: 75%

Source: Endurance International Group survey/Eclipse

**75%** of people surveyed by Forbes use some form of cloud-computing platform.

Source: Forbes/Eclipse

**86%** of companies use more than one type of cloud-computing service. Most use four.

Source: Eclipse

**$150 BILLION**

The global cloud computing industry was estimated to be worth $46 billion in 2008, and by the end of 2014, was predicted to be worth more than $150 billion.

Source: Eclipse

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**ON A SCALE OF 1-10....**

- Comfort level when dentists were asked to explain the cloud
  - 0-3: 30%
  - 4-6: 24%
  - 7-10: 48%

- How secure do dentists believe their data is when it is stored in the cloud?
  - 36%
  - 30%
  - 35%

- How much have the security breaches at Target, Home Depot and other businesses impacted dentists’ confidence in the safety of storing data in the cloud?
  - 15%
  - 21%
  - 64%

- How easy do dentists believe it is to migrate data to the cloud?
  - 25%
  - 37%
  - 36%

Source: 2014 DPR Survey. Some totals may not equal 100% due to rounding.
Dental professionals who currently use the cloud
- **NO**: 88%
- **YES**: 12%

Do dental professionals believe the cloud will limit their options for software solutions (such as practice management, digital imaging, billing)?
- **Not sure**: 45%
- **Yes**: 17%
- **No**: 38%
- **No answer**: 1%

How often do dental professionals need to access data while away from the office?
- **Several times a day**: 6%
- **Daily**: 11%
- **Several times a week**: 18%
- **Weekly**: 15%
- **Once a month**: 11%
- **Less than once a month**: 14%
- **Never**: 26%
- **Not sure**: 1%

Do dental professionals believe switching to a cloud-based system saves money on IT services, hardware, etc.?
- **18%** YES
- **31%** NO
- **51%** NOT SURE

Dental professionals who believe their practice will use a cloud-based system in the future
- **We are already using a cloud-based system**: 12%
- **Yes, within the next year**: 13%
- **Yes, within the next 3 years**: 22%
- **Yes, within the next 5 years**: 18%
- **No, do not believe we will use a cloud-based system**: 35%

Staff members’ involvement with the cloud
- **Who makes the decision to move to the cloud?**
  - Dentists: 71%
  - Front desk personnel: 17%
  - Office managers: 12%
  - Others: 9%
  - Hygienist: 1%

- **Who is most involved in the actual work needed to move to the cloud?**
  - Dentists: 26%
  - Front desk personnel: 19%
  - Office managers: 34%
  - Others: 8%
  - Hygienist: 1%
  - None—Would hire outside help: 19%