



HTI Consultants Invests in Capability to Assist DSOs (Dental Service Organizations) at an Even Higher Level

HTI Adds Rich Hofmann to the Team as Director of Sales with Specialization in Special Markets & Multi-Sites

New Jersey — March 2021 – HTI Consultants (HTI), a leading managed technology services provider (MTSP), announced today that the company has hired Rich Hofmann, a seasoned dental industry veteran to the team, to cater to the unique needs that DSOs (Dental Service Organizations) have relative to their technology and IT. Hofmann has been working with several of the top organizations the dental industry for the vast majority of his career, which has given him uncanny insight into the unique challenges and solutions that every dental office faces when it comes to the performance of their technology. Hofmann is poised to make a substantial impact in the lives and practices of HTI's customers.

At Benco Dental, Hofmann equipped dental offices with the supplies, equipment and technology necessary to help dental practices expand their patient load and blossom into thriving practices. He devoted lots of focus understanding the various use-cases of that equipment, whether that meant understanding the intricacies of implants or bone regeneration products. Eventually, he garnered the attention of Planmeca, one of the world's leading manufacturers of digital dental units, where he expanded his expertise into CAD/ CAM solutions, 2D and 3D imaging devices and software solutions. As he acquired this knowledge, he furthered his ability to enhance the productivity of dental staff, improve patient experience and drive bottom-line profitability for dental practices to new heights.

"I was thrilled to join the team at HTI," states Rich Hofmann. "The

company has such a strong reputation and their customer-centric philosophy is a natural fit with my approach."

Hofmann will be a Director of Sales for Special Markets for New York and New Jersey, with a specific focus on helping DSOs to reach their next level. "I've worked at the highest level of dental imaging tech, and have witnessed firsthand the type of problems that arise from a lack of consistency in IT integration. The good news is now I have the resources necessary to help dental practices to rectify these issues. My central aim is to help our customers streamline technology installations and strengthen their infrastructure so that their practices have the ability to operate at peak efficiency."

One of the common problems that dental offices face is that their technology doesn't integrate seamlessly. While these inefficiencies may be overlooked and tolerated initially, eventually these small issues swell into larger problems that can cost practices sizable, painful and most importantly, completely avoidable capital expenditures to rectify. Among DSOs, these problems magnify dramatically and the cumulative costs balloon to exorbitant levels, rapidly. "One of the reasons I was so excited to be part of HTI was because since we have such a high-level of IT capability in-house. We can eliminate the all-too-common 'finger pointing' problem that happens when imaging companies' quarrel over which one is responsible for errors. While imagining companies bicker, the dental practice is the one who ultimately suffers. However, with HTI's technical strength, we can own the responsibility of their network and thus, guarantee the peak performance of dental IT systems, so that dentists can focus exclusively on patient care. This is how I foresee us leveraging

technology to increase our customers' bottom-line profitability."

While Hofmann has reached a high-level professionally, he still describes himself first and foremost as a "family man." This is one of the reasons why he is so passionate about helping dentists to streamline their practices, so that they too can spend more time with those they love. Hofmann is also an athlete who played Division 2 College Basketball. He and his wife are married with a 2-year-old daughter and a baby boy on the way in June.



ABOUT HTI

HTI Consultants has been providing cutting edge technology to hundreds of dental and healthcare practices in the northeast region since 1997. The company has been working to increase the productivity and profitability of its clients by offering them a range of technical products and services in the field of communications (VoIP), managed IT services, structured cabling, networking, surveillance, network security, digital imaging and backup and disaster recovery. Their certified and experienced technicians and engineers provide technical support and maintenance to keep various businesses running smoothly and compliantly. Call HTI at 877-222-1508 or visit, www.hticonsultants.com for more information.