Kirstin Carlson
Dental Systems Consultant - HTI

Former Dental Assistant Represents HTI Consultants as Dental Systems Consultant in Midwest Region

Kirstin Carlson Moves to Chicago to Empower Dental Offices With Advanced Tech

NEW JERSEY —May 2020 – HTI Consultants (HTI), a leading managed technology services provider (MTSP), announced today that Kirstin Carlson, Dental Systems Consultant, is moving to Chicago to service the midwest region and all of HTI's customers. Carlson brings essential industry knowledge to HTI with her strong industry background as a dental assistant for almost 8 years. During this period, she became all too familiar with the daily challenges that any dental office faces in terms of speed, efficiency and productivity. With her insider's perspective, she is actively helping dentists and dental offices to catalyze their productivity with advanced technology solutions.

"As a dental assistant myself, I was always frustrated when our technology wouldn't work properly," states Carlson. "When you have a customer sitting there waiting for an x-ray to pull up, or the computer was slow and we didn't know how to fix it, it was so frustrating. That unecessary lag time made us look less professional than we actually were," adds Carlson. "Now, it feels so great to be part of a team that can solve those issues for any practice, both quickly and permanently. I cannot wait to help our customers in the midwest to improve their practices, so they exude the professionalism and superior service capability that the modern client expects from any dental office." Jeff Weiss, President of HTI, also commented on Carlson. "Kirstin is such an incredible asset to our team and we're thrilled that our customers in the midwest will be able to benefit from her talents."

As ransomware attacks have grown in prevalance among dental practies, so has HTI's sophistication in handling those attacks amongst dental practices. While many network security issues require a holistic approach, "one of the easiest issues to identify, is also one of the most effective ways to prevent cybersecurity issues," comments Weiss. "By making sure that your computers are constantly being updated, you receive important security patches which not only help your computers run faster, but they regularly contain software upgrades that thwart cybercriminals from the onset, making your practice much more secure that your competitors." Carlson adds, "What we've found is that many dental offices, even if they already have an IT provider, don't know exactly what services they're paying for. If they ever want a second opinion, via a virtual consultation, to more accurately understand how their network is being serviced, we're glad to clarify the often confusing world of technology."

HTI provides an array of HIPAA-compliant services for dental practices including managed IT services, ransomware protection, data backup, disaster recovery and custom websites, in addition to many others. Perhaps one of the reasons the company has been growing at such a rapid rate is due to it's performance-based business philosophy and emphasis on service. "At the end of the day, the point of any technology is to increase our customer's bottom-line, through improved productivity or to give them a competitive advantage. We're thrilled to be able to solve complex problems and bring peace of mind to everyone we work with," concludes Weiss.