

When Imaging Finally Works, Everything Else Falls Into Place

How Morrison Dental Group resolved imaging inefficiencies, streamlined workflows, and elevated patient care with SOTA Cloud



Alex Morrison
CCO, Morrison Dental Group

AT A GLANCE

**Morrison
Dental
Group**

Multi-location

50,000+
Patients

Family-owned
since
1992

Integrated
with CareStack
and Pearl AI

The Challenge

Morrison Dental Group had been investing in cloud-based solutions since 2011, implementing CareStack in 2018. But imaging remained a persistent problem:



Frequent image drops and poor cloud integration disrupted daily workflows



Technical issues created constant frustration for clinical staff



Growing at double digits annually made these inefficiencies harder to absorb



"We needed to ensure a high standard of patient care while addressing back-end efficiency and overcoming staffing shortages. As our company grew, these challenges became more pronounced."

Alex Morrison, CCO, Morrison Dental Group

The Approach

Morrison switched to SOTA Cloud, integrating it directly with CareStack. The results were immediate — an intuitive dashboard, improved image quality, and a seamless connection between imaging and practice management that eliminated the daily friction their team had been working around.



"Features like image magnification, clearer images, and the ability to adjust settings in real-time allowed our dentists to provide more accurate diagnoses and better patient education."

Alex Morrison, CCO, Morrison Dental Group

Adding AI: Pearl Second Opinion

Morrison embedded Pearl's AI oral disease detection directly within SOTA Cloud — giving clinicians a real-time second set of eyes on every image, reducing missed diagnoses and improving treatment acceptance rates.

The Results



Imaging workflows streamlined across all location



Clinical team adoption was fast — feedback was overwhelmingly positive



More accurate diagnoses and better patient education at the point of care



Improved treatment acceptance rates with AI-assisted findings

The Takeaway

"The integration of SOTA with CareStack — and later the addition of Pearl — transformed our operations. This improvement in workflow has allowed us to focus more on patient care, which, as we believe, is the cornerstone of our success."



Alex Morrison,
CCO, Morrison Dental Group