

New Case Study Features Appia Video Communication | A busy dental practice deploys Appia Video Communication to improve collaboration between its four offices.

TRAVERSE CITY, Mich. – May 12, 2010 – Appia Communications has released a new [case study](#) demonstrating the advantages of video communication and collaboration for small and midsize businesses and organizations.

The study features [Snodgrass-King Pediatric Dental Associates](#), a growing dental practice serving the Nashville, Tennessee area. With four busy locations spread up to 40 miles apart, it was getting harder to communicate efficiently and effectively between offices. Everyone agreed that regular meetings between offices were useful and necessary, but it was increasingly difficult to coordinate, schedule and attend any



meetings.

“Snodgrass-King needed to bring everyone together in a way that suited the on-demand nature of a bustling dental practice,” said Victor von Schlegell, Appia’s president. “That meant giving staff the ability to meet and collaborate whenever they needed, without spending unproductive time traveling to and from other offices.”

The answer proved to be [Appia Video Communication](#) (AVC), a flexible video platform designed to make secure, business-quality video communication affordable and easy to use. Beyond office meetings, Snodgrass-King found that AVC’s built-in collaboration tools opened up additional opportunities to streamline trainings, supplier demos, and consultations between doctors.

“Everybody likes that AVC is easy to use, and we like the quality of the audio and video,” said Melody Snodgrass, owner and operations manager of Snodgrass-King.

“But most importantly, we’re enjoying the more efficient use of our time.”

The entire case study can be read and downloaded for free from Appia's [case study](#) library.

About Snodgrass-King Pediatric Dental Associates

Snodgrass-King Pediatric Dental Associates is a dental practice serving the Nashville, Tennessee area. It provides pediatric, cosmetic, orthodontic and general dentistry from four locations in Davidson County, including Cool Springs, Spring Hill, Hermitage and Murfreesboro.

For more information, please visit www.snodgrassking.com or call 615-771-1111.

About Appia Communications

Appia Communications is a leading provider of remotely managed communication and networking services, with a focus on small and midsize companies and organizations. Appia's solutions help customers minimize capital investments, reduce costs, enhance employee productivity, improve customer care, and compete more effectively against much larger enterprises.

Headquartered in Traverse City, Michigan, Appia serves markets nationwide, with operations in Boston, Chicago, Detroit, Houston, Indianapolis, Los Angeles, New York, Philadelphia, San Francisco and St. Louis.

Appia has been recognized as one of America's fastest-growing private companies (Inc., 2007-09); one of the fastest-growing solution providers in the technology industry (CRN, 2009); and one of the top managed service providers in the world (MSPmentor, 2009-10). Appia has also been named one of the 2010 Michigan 50 Companies to Watch by the Edward Lowe Foundation.

For more information, please visit www.appiaservices.com or call 877-277-4297.