Proposal: managed IT support for Ashby Dental Group

Prepared by Kestrel IT for Dr. Hannah Ashby, Practice Owner · 13 November 2026 · Valid for 30 days · Sample proposal written for the DocReel demo

Summary

Ashby Dental Group has three clinics, 34 staff and no in-house IT. In the last year you had two days when the booking system was down, and backups that nobody had tested. We propose a fixed monthly service that covers support, security and backups for all three clinics, starting in January.

What we heard from you

- **Downtime costs you patients.** When the booking system is down, the front desk can't see the day's appointments. You estimated each lost day at about $9,000 across the three clinics.
- **Nobody owns IT.** Your practice manager spends around six hours a week on passwords, printers and suppliers.
- **You are worried about patient records.** Backups run, but a restore has never been tested, and staff share logins at two front desks.

What we propose

Service	What you get
Help desk	Phone and chat support 7:00 to 19:00, Monday to Saturday. A person answers within 15 minutes.
Monitoring	All 41 computers and 3 servers watched around the clock. Most faults are fixed before you notice them.
Security	Individual logins with two-step sign-in for every member of staff, managed updates, and email filtering.
Backups	Patient records backed up every night to two places. We test a full restore every quarter and send you the result.
On-site visits	One scheduled visit to each clinic every month, and emergency visits within 4 hours.

How we would start

When	What happens
Weeks 1–2	Audit of all three clinics. You get a written report of what we found.
Weeks 3–4	Individual logins, two-step sign-in and the new backup go live, one clinic at a time, outside opening hours.
Week 5	Help desk opens to your staff. Short training at each clinic.
Week 6	First restore test. Review meeting with you and your practice manager.

Price

Item	Cost
Monthly service, 34 staff at $85 each	$2,890 a month
One-time set-up (audit, logins, backup)	$4,200
First-year total	$38,880

The price is fixed for 12 months and covers all support, with no hourly charges. New hardware is quoted separately, at cost plus 10%.

> **What it would save:** avoiding two lost days a year is worth about $18,000, and six hours a week of your practice manager's time is about $9,400 a year. Together that is roughly 70% of the first-year cost, before counting the risk to patient records.

Why Kestrel IT

- We support 22 dental and medical practices in the region, so we know your booking and imaging software.
- Our average answer time last quarter was 6 minutes, and 91% of problems were fixed on the first call.
- You can leave with 30 days' notice. We don't lock clients into long contracts.

Next steps

1. Tell us by 27 November if you would like to go ahead, or what you would change.
2. We send the agreement and book the audit for the first week of January.
3. Your contact is Marcus Oyelaran, account manager: marcus@kestrel-it.example.

Kestrel IT and Ashby Dental Group are made-up companies. This sample proposal was written for docreel.app to show how a sales proposal becomes a video.