



**DIGITAL
IMPACT**

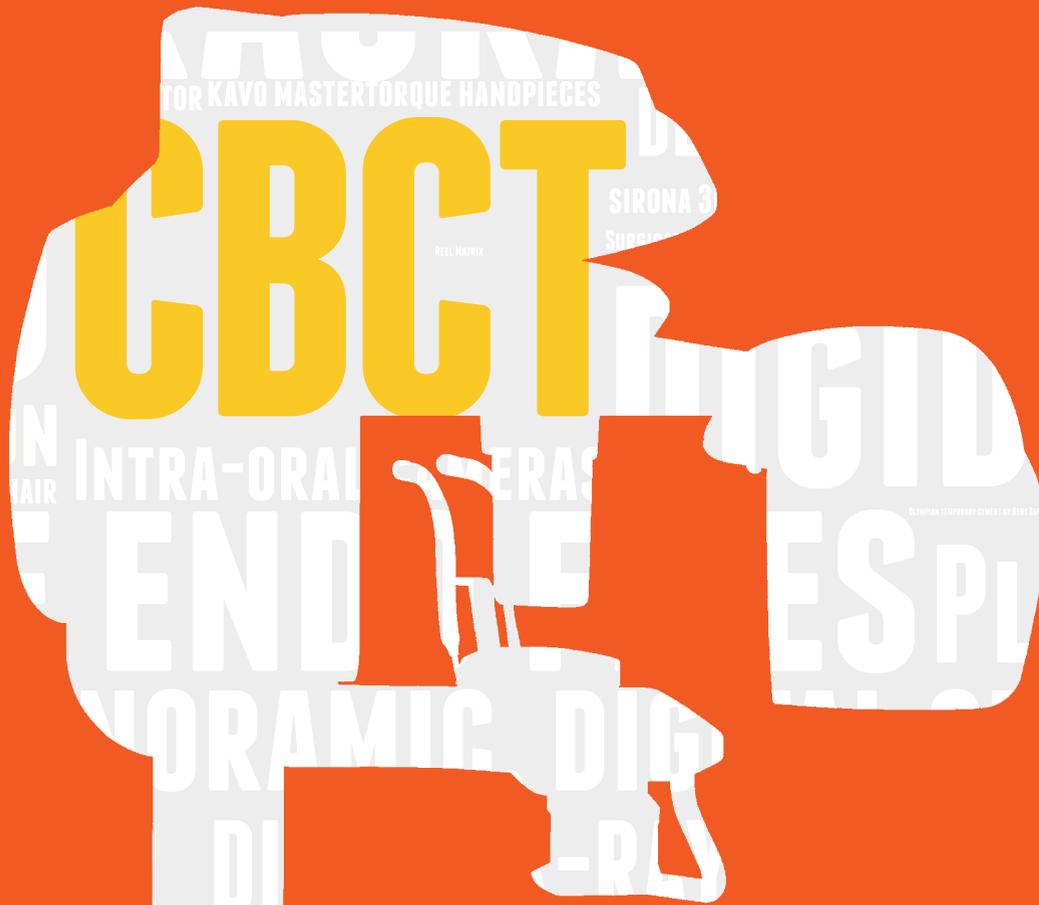
Townies declared **these 6 purchases** the biggest game-changers for their practices—and share why, in their own words



DentalTown asked, and hundreds of Townies replied. When Townie Choice Awards voters weighed in on which recent equipment or instrument purchases had made the biggest impact on their practices, the results overwhelmingly skewed toward digital technology.

The choices were revealing—often literally, when it comes to CBCT, intraoral cameras, CAD/CAM and digital X-rays, which show more to clinicians and patients alike, making both acceptance of performance of treatments easier. And new technology in lasers and endo files have transformed them into user- and patient-friendlier instruments, resulting in speedier treatment with fewer complications.

Over the next nine pages, you'll hear from Townies in their own words, sharing why these instruments and this equipment earned their votes as game-changers.



Dentaltown editorial director Tom Giacobbi says:

When CBCT technology started to permeate the dental market, many dentists were paralyzed by the price. However, with improvements in technology and more options in the marketplace, the real question is, "Which one should I buy?" Once dentists literally see what this technology can reveal, their eyes are opened to a new world of possibilities. Implants are most often the first procedure mentioned as a major impact on the practice.



Townies are saying ...

"Throughout my career, I've relied on the ability to interpret a 2-D radiographic image and to use that information to extrapolate in my mind what the dental anatomy and surrounding bone would actually look like. Now, with my Carestream 8100 3D CBCT, I'm able to view the reality of the anatomy and surrounding bone, without any need to wonder or imagine.

"I continually have 'wow' moments after I've examined a patient and viewed the periapical

radiograph, when the CBCT shows me a much more advanced disease process than what I'd been able to initially interpret.

"The case shown here is an example of a clinical situation where the radiograph did not begin to tell the real story that the CBCT was able to reveal: Severe periapical and lateral bone loss around the upper left first premolar that, once understood, was truly a 'wow!' moment."

Dr. Brett E. Gilbert, King Endodontics,
Niles, Illinois
"bgil32"

“When we bought the Planmeca cone beam upgrade to our existing Panorex about two years ago, our primary goal was to use it for treatment-planning implants. It’s an invaluable tool for implant cases, and we’ve also found it to be extremely useful for endodontics—we’ve found radiolucencies around failing endo teeth that weren’t apparent on traditional radiographs, and recently I was able to identify a deep split in a canal system that I otherwise might have missed. While I don’t use it on every endo case, I find myself going to the cone beam more often, both pretreatment and during treatment. As a tool for improving the quality of patient care, it’s been well worth the investment.”

Dr. Thomas Weir, James Island Dental Associates, Charleston, South Carolina
“dr_tom”

“The decision to purchase a Carestream 9300 Select CBCT one year ago was the best decision we’ve made for the practice to date. We’ve experienced the best year-over-year growth in both production and collections that we’ve ever had—more than twice our previous best growth rate. The ability to more accurately diagnose and identify pathology that would otherwise not be evident on a 2-D radiograph, to more confidently present treatment plans, and to have additional treatment modalities such as guided surgery available to us has led to a tremendous increase in case acceptance and overall practice growth.”

Dr. Kyle Shank, Shank Dentistry, Indianapolis
“kwshank”

“Following the techniques laid out by Cory Glenn and Armen, I utilize Blue Sky Plan to have surgical guides made. Those guys and Blue Sky Bio have revolutionized the implant game. It is much more predictable, profitable and enjoyable to place implants guided.

“Comparing 2-D images to 3-D images is like comparing an old-fashioned road map to Google Earth. You may

think you have the whole story with a 2-D image, but you may really be in the most dangerous part of St. Louis.

“I upgraded my Carestream 8100 2-D to a 3-D. It was an easy decision for me to stay with Carestream because it was a good product, a seamless transition software-wise, and much cheaper.

“I can’t even begin to tell you how many times I was unsure of a diagnosis on an upper posterior tooth, then took a CT and found the diagnosis to be obvious. I now look at all 2-D images, especially on the maxilla, with a degree of skepticism. I don’t always take a CT when doing endo, but if anything is the slightest bit unusual on a PA, I’ll take a sectional CT.”

Dr. Jay Cunningham, Cunningham Dental, Paducah, Kentucky
“jaymsu2004”

“The Carestream 8100 3D is a workhorse in our office. What pushed us to the new machine was our desire to get into guided implant placement using the Blue Sky Bio software. We do not have a digital impression system in the office, so with the new machine we were able to create digital models from the impression or stone models. The .STL file it creates is an open file, which is easy to transfer to the implant planning software. Also, taking full-arch scans has been helpful to create more accurate guides.”

Dr. Philip C. Hunt, Wood Creek Dental, Greenville, South Carolina
“drphilliphunt”

“Patients find the CBCT really impressive. When we review scans together, they are pretty amazed to ‘see’ what their skull and jaws look like! Seeing their anatomy in 3-D makes it easier for them to understand proposed treatment, and why the procedures are needed. At the same time, it fortifies a sense of trust and value, as patients see that we have invested in technology that gives us clearer, much more thorough

CBCT

continued

information than the FMX/pano they are accustomed to. The J. Morita Veraviewepocs 3D R100 has a nice FOV range of 40x40 up to 180x180, so it’s versatile and precise.”

Dr. Luke Wolniak, Prairie Fields Dentistry, Overland Park, Kansas
“LDubbs”

“I’ve been using my CBCT for roughly five years as an adjunct to the 2-D panoramic images for wisdom-teeth removal. Typically this involves cases where the impacted teeth are in a suspicious position on the Panorex. Prior to using 3-D images, wisdom teeth removal was more stressful clinically. My iCAT CBCT has been helpful providing an exact 3-D location of rotated or distoangular upper #8s and adjacent maxillary sinuses. Lower lingually situated #8s or those near the inferior alveolar canal can also be easily observed. These images provide confidence that surgery is possible in my general dental practice with IV sedation. CBCT has reduced the risk of unnecessary complications. It has also improved confidence to refer out for oral surgery under general anesthesia.”

Dr. K. Appalraju, Red Deer, Alberta, Canada
“KAppalraju”

evaluation, which I have found to be very accurate. Although I used to make great VPS impressions, I would never go back. The future of impression-making has arrived!

Dr. David L. Gordley, Gordley DDS,
Slippery Rock, Arkansas
"slipperyrockdoc"

"With several hundred crowns placed per year, we surpass the financial break-even point to own such a machine. We also use it as a marketing tool for same-day dentistry."

Dr. Jason Monroe, Village Green Dental Center,
Aurora, Illinois
"JMonro177"

"Since getting the Omnicam, we've almost eliminated PVS in our office. We use the Omnicam for Invisalign impressions and same-day crowns; for zirconia and gold crowns we don't do in the office, the turnaround is faster, it costs less and I draw my own margin so I know that it's right. Plus, patients really enjoy watching it work in full color."

Dr. Devin Bernhart, Nannette Benedict DDS & Associates, Scotts Valley, California
"devinburn"

"My new-office buildout in 2014 included a CAD/CAM counter space, but I didn't think I was ready to make the investment. But I heard from Townies and a local colleague who use Planmeca's E4D, who said that it gave them more control and predictability. I also saw a CE piece by Mark Morin, who's a big proponent of CAD/CAM (and now E4D in particular), and an article by CRA stating that the clinical margin of powdered and nonpowdered scans were comparable, so in May 2015 I went for it. I figured, 'Why wait five years, if the tech is good now?' It's a great service to my busy urban clientele in downtown Seattle. It's about moving forward with technology—it's inevitable, just like placing routine implants."

Dr. Annie Sohn, Smile Esthetic: Dentistry for the Entire Family, Seattle
"Asohn"

Dentaltown editorial director Tom Giacobbi says:

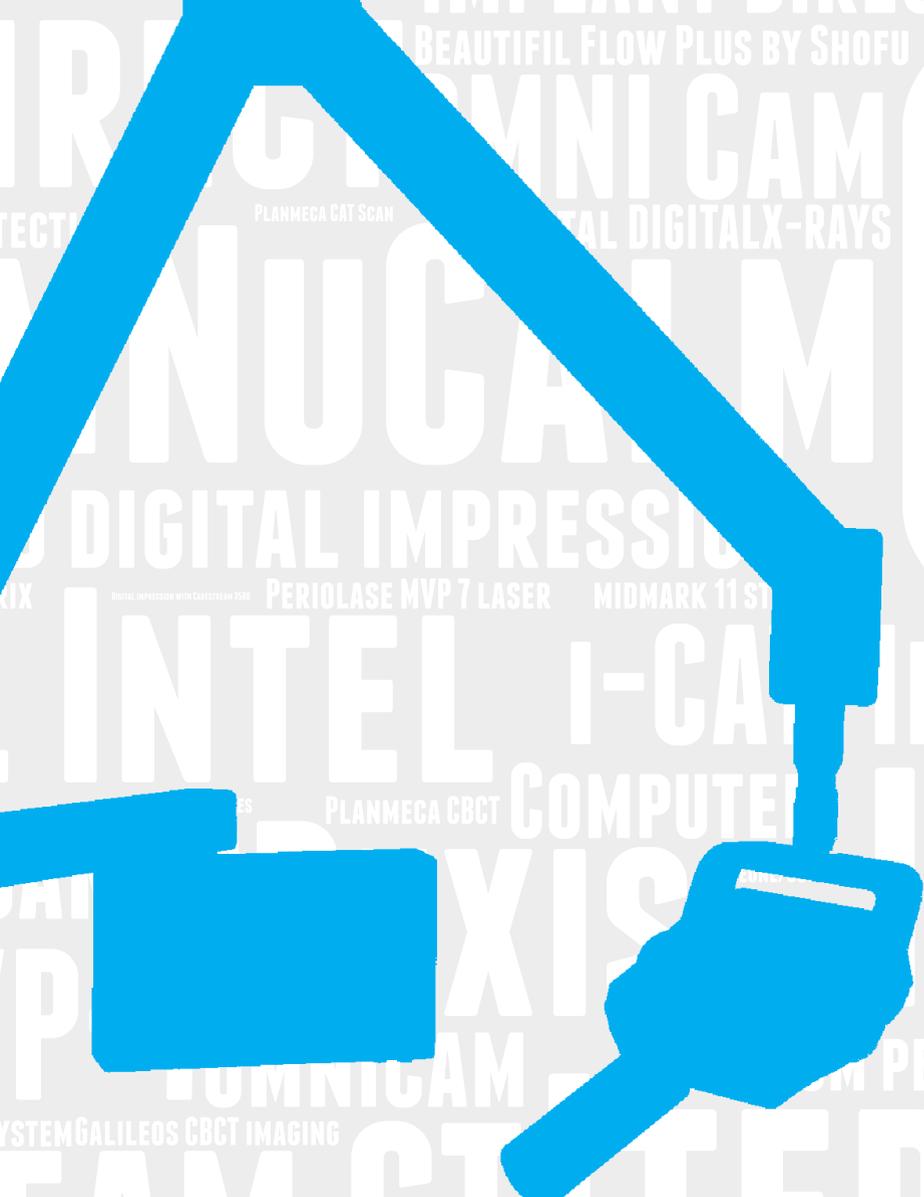
It's no surprise that Townies are adopting this technology at a rapid pace. Whether they're taking digital impressions or completing a restoration in a single visit, the universal sentiment points to better outcomes and less chair time. There are many options available when it comes to digital impressions and in-office milling, but this is the first question you should ask yourself: "Am I ready to make a change for the better?"

Townies are saying ...

"I believe I always made good crowns, but the dramatic improvement in fit and the reductions in adjustments and seating time are unbelievable. With analog impressions, I was satisfied if one crown in 10 was a perfect drop-in; now that I use the Trios scanner, nine of 10 crowns don't require any adjusting before cementation. The 3Shape software has also been very helpful in evaluating the path of insertion and clearance. I no longer get behind in my daily schedule because of delivery complications—in fact, crown delivery is actually a spot where I can get caught up and back on schedule if I am running behind."

Dr. Lawrence W. Brent, Brent Dental Arts,
Cranbury, New Jersey
"nbrent22"

"I bought a Trios 3Shape color intraoral scanner two years ago, and it has absolutely revolutionized my outcomes and workflow as a general dentist. I no longer spend excessive time doing adjustments at insert appointments—in fact, I just posted a full-mouth reconstruction case on Dentaltown where I spent only 10 minutes total on occlusal adjustments and polishing! When I was choosing a scanner, what really appealed to me was the speed of capture of the Trios and how the cotton rolls and tongue captures simply dissolved away during the scan. My staff and I use the Trios for everything except dentures, distal extension RPDs and hybrid overdentures. This scanner also has amazing tools built into the software, including shade



DIGITAL X-RAYS

continued

“I bought this dental office from a retiring dentist who was using ScanX with this program called Patient Gallery. Patient Gallery was not bridged with Dentrax and it was painful in the first two months of practice trying to load patient’s chart and their X-ray separately. The use of Patient Gallery was also painful with antiquated method of image manipulation.

“With Dexis, the flow of patient care changed—no longer are DAs leaving patients behind to load X-rays into ScanX. They can do retakes on the fly also. I’m able to spotlight/highlight the location of caries that patient can easily identify and understand the reason behind why we do what we do. It’s no longer a mystery!”

Dr. Chung Tsen, Lakeview Dental,
Lake Stevens, Washington
“chungt”

“I purchased a Dexis sensor, and it has made a great impact on my practice by enhancing my treatment plan presentations. I was accustomed to reviewing radiographs with patients in dental school, so when I bought a film-based practice I had a hard time expressing the urgency of certain dental conditions with a small and hard-to-visualize image. By switching to digital radiographs, I’m now able to show patients areas of concern, such as incipient decay, periapical radiolucencies, bone loss and open margins on crowns—all of which would be hard to express to the patient without an image to validate my concerns. My Dexis sensor has helped me communicate my treatment plans more effectively so that my patients understand the conditions affecting their teeth.”

Dr. Larissa Hanson, Port Orange Dentistry,
Port Orange, Florida
“beachtooth”

“I am very selective about which technology purchases I make for my practice. I have to see discernible benefits to me, my patients and my staff. A recent patient told me, ‘I can’t believe how fast and much more comfortable these new X-rays are.’ And with the ability to enlarge and clarify digital X-rays, I am now able to clearly show patients where decay is present, which is something that was very difficult to do with film X-rays. Now I am able to catch decay when it is smaller and reduce out-of-pocket cost for patients.”

Dr. Ryder Waldron, Sunset, Utah
“DentalRealist”

“I was a late convert to the world of digital X-rays: I had done what seemed to be years of research and comparisons of different systems, and finally decided to go with Schick. The clarity of the images is amazing, and because of this, production drastically increased. Because of the “wow!” factor, the increased ability to diagnose, the ease of integration and the customer support, it pays for itself.”

Dr. Jamie M. Ferguson, Del Mar, California
“jfergusondds”

INTRAORAL CAMERAS & SENSORS

Dentaltown editorial director Tom Giacobbi says:

The single best communicator in any dental office is the intraoral camera. This nice bit of technology will pay for itself the first time you use it, and your patients will appreciate the opportunity to have an out-of-body experience as they view their dental issues on a large color monitor. We live in a time when people need more time to build trust, and documentation of conditions is critical. The intraoral camera will be your best friend.



Townies are saying ...

“The intraoral camera was the second piece of equipment I bought in 1993, after I bought two dental handpieces to start my practice. Here’s why:

“Patient: ‘I broke my tooth.’

“Me: ‘Well, what would you like me to do to fix this tooth? This picture was taken this morning, and this is what has happened.’

“No argument over which tooth it is or how bad the break is—only what treatment options are needed to be done. Inlay, onlay, crown, large filling. This is instant credibility and the wow factor of having a wireless camera transmit this to a 42-inch monitor on the wall in front of the patient lets the patient know that this practice is not in ‘Mayberry, RFD,’ as one of my patients once told me. The only issue to be discussed is how you want to pay for it and my business manager will do that for you now.

“From a return on investment, the real world dollars are this: \$800 Lumica wireless camera, \$350 42-inch TV mounted on the wall, total of \$1,150. What is your fee for a buildup and crown?”

Dr. Marc Asmar, Olmsted Township, Ohio
“nosilverdotcom”

**Dentaltown editorial director
Tom Giacobbi says:**

The universal truth when it comes to endodontics and general dentists is that you either love it or refer it. A key component of success in any procedure is using the best instruments and materials for the case. In endodontics, the files are the workhorse of the procedure so they can make your cleaning and shaping a breeze. If you plan to perform more root canals in 2017, pick a system and get plenty of continuing education.

(Unlike the other top answers, endo files aren't digital entities. But so many Townies named them as game-changers that we had to include them in the mix, as well.)

Townies are saying ...

"My endo journey must be small in comparison to others—in the past 12 months I've done perhaps 18 root canals? But when I was setting up my office, I splurged on what I thought was the best system out there—the WaveOne. (I still think so, too—and when it comes to frugal equipping, I'm the poster child.) I think the system's key is the gold alloy files. They seem to "give" a lot more than nongold alloy files at the critical moments of shaping the canals. I feel that I can clean out the soft-to-moderate calcium deposits quicker, better and with more confidence than before."

Dr. Allen J. Robinson, Georgetown, Texas
"doctortooth1"

"I love WaveOne. It has changed the way I practice, making root canals fast and easy. From anesthesia to fill and temporization, it takes me 25 minutes to complete a root canal. The pathfile and Profiles make shaping and cleaning a cinch. Paired with Gutta Core, I get beautiful fills every time and happy patients who are pain-free."

Dr. Bilal Sajid, Kessler Dental Associates,
Phoenixville, Pennsylvania
"bmsajid"

"Canal instrumentation can be performed very quickly, which allows for increased irrigation time. My patients and I love the fact that the WaveOne system facilitates ease of treatment with such outstanding results."

Dr. Kyle L. Samples, McCoy Samples Mattingly,
Chillicothe, Missouri
"SampsDDS"

"The Edge Endo files have allowed me to perform endo in an unprecedented way. The metallurgy of the NiTi endows the files with 'super' properties. The increased strength allows the files to be designed with a more aggressive geometry, and the increased flexibility allows the files to negotiate curved canals with a much lower risk of separation.

"These files have caused me to be able to change the way I approach endo, allowing me dramatically reduced treatment times, reduced effort and steps and beautiful results."

Dr. Scott Perkins, Hillside Dental, El Paso, Texas
"sperkins"

"I use Dentsply's Vortex Blue NiTi file—the .06 taper, #15 tip diameter, especially for small and medium canals."

Dr. Henry J. Herrmann, Herrmann & Desio
Family Dentistry, Falls Church, Virginia
"herrmann1981"

ENDO FILES