Gendex has been involved in digital imaging and X-ray technology since X-ray technology was invented. Its all-hands-on-deck attitude has made the company thrive – from R&D to technical support. They strive to be innovative and creative and in the thick of what’s happening in the dental profession. Herein, we talk to several Gendex managers and leads to learn what the company is all about and what’s in store for the future.
If you bumped into a dentist in an elevator who didn’t know about Gendex and only had a few floors to tell them about the company, what would you say?

Larry Gioffre, Sales Territory Manager: Gendex has been a leading technology player in the dental profession for 120 years. We design dependable and innovative imaging solutions that provide vital information to support accurate diagnosis and predictable treatment planning. From our earliest days, we have stood by the side of general practitioners and specialists, providing comprehensive imaging solutions to advance the quality of dental health care.

How exactly did Gendex get its start and evolve into the dental imaging company it is today?

Gioffre: Gendex history can be traced back to 1893 when C.F. Samms and J.B. Wantz founded Victor Electric, a Chicago-based operation. Only one year after Wilhelm Conrad Roentgen discovered X-rays in 1895, Victor Electric started manufacturing X-ray equipment.

What set Victor’s X-ray products apart from the competition was a new kind of voltage stabilizer. Compared to other technologies of the day, this device yielded more consistent exposure that, in turn, translated into consistent and predictable radiographs.

In 1923, General Electric acquired Victor Electric and dental X-ray manufacturing became part of GE Medical. During the “GE years” this division played a critical role in the development of intra-oral and panoramic imaging. Eventually, the company’s CDX intra-oral X-ray and its innovative Panelipse became the early benchmark for imaging performance.

Gendex emerged when GE divided its medical and dental lines in 1983. Next in this legacy was the launch of the iconic GX-Pan panoramic and GX-770 intra-oral systems, two products that would be known for reliability and performance.

Gendex’s initial steps into digital imaging led to the 1991 unveiling of VIXA, the first all-in-one system combining a digital X-ray sensor, personal computer and imaging software.

Today, Gendex is proud to offer the GXS-700, its latest advancement in digital sensors, as well as a state-of-the-art extra-oral platform that covers multiple modalities and is capable of addressing the needs of general practitioners and specialists. The GXDP-300 digital pan is a solid and easy-to-use panoramic; the award-winning GXDP-700 is a modular system offering advanced panoramic capabilities that can be upgraded to cephalometric or cone beam 3D imaging, or both.

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What is Gendex’s business philosophy and what core values allow Gendex team members to achieve the company’s mission?

Gioffre: Our business philosophy is rooted in the principles that have characterized Gendex and made the company successful since the very beginning. We strive to deliver continuing innovation and elevate the diagnostic technology we provide to thousands of dentists in the U.S. and around the world. We are also passionate about delivering dependable and comprehensive solutions. These core values are reflected not only in the solutions we offer, but also in the work of every Gendex associate. We strive to serve our dealer partners and end-users with the highest level of professionalism to deliver the best customer experience possible.

Tell us about the culture at Gendex. What is it like to be part of the Gendex team?

Gioffre: I’m fortunate to have worked for Gendex for 16 years. I have met some great people along the way who have contributed to the person I am today. The company culture fosters teamwork and continuous improvements are driven at every level of the organization. I am also honored to be part of the Gendex Senior Advisory Team (SAT) and am charged with helping make Gendex even better. Imaging is never boring, and this is a reason why I have been so attached to Gendex. I truly love being involved with technology. New technologies are just around the corner and it challenges me to keep sharpening my skills.

What sort of involvement do dentists have in the research and development of your products? How can a dentist get in on the ground level in product R&D?

Mike Bosha, Senior Product Manager: We place dental practitioners at the very center of our research and development process. Voice of the Customer, or VOC as we refer to, is an essential part of any new product development project. We seek customer input from start to finish, from product ideation to the final launch. We collect feedback about their practices with surveys, internal data analysis and other research techniques. In addition, we also study how imaging and diagnostic technologies are used and integrated in the office space – and ultimately try to identify opportunities to improve clinical outcome as well as the practice workflow and efficiencies. There are several opportunities for dentists to be involved in the development process. If they are passionate about dental imaging, we absolutely love to hear from them.

Can you tell us how Gendex differentiates itself from the competition?

Bosha: We innovate not just for the sake of technology. We are passionate about identifying innovative improvements and solutions that are the most meaningful to clinicians to help them enhance the standard of care provided to patients. A clear example of the Gendex way to innovate is in the patient positioning system designed for the GXDP-300 and GXDP-700 digital panoramic units. The Gendex EasyPosition system makes patient positioning consistent, easy and repeatable while providing a comfortable experience to patients. Similarly, our GXS-700 digital sensors have been carefully designed to feature smooth, rounded corners and a custom-made positioning holder. These features contribute to more precise sensor positioning and improved comfort to offer younger and older patients the best possible experience during intra-oral examinations. Finally, our latest innovation: the brand-new SRT image optimization technology available exclusively on the Gendex GXDP-700 Cone Beam 3D system helps us deliver a new level of clarity and detail in 3D scans by reducing artifacts generated by metal or...
radiopaque objects. These products exemplify the innovation capabilities of Gendex and its commitment to deliver meaningful benefits to dental practitioners and their patients.

What can your customers expect when they purchase a Gendex product?

**Bosha:** At Gendex, we are committed to drive continuous innovation in dental imaging. We also strive to provide dependable solutions and the diagnostic information that clinicians need to complete diagnosis and define the best treatment plan for their patients. By embracing our legacy and track record of accomplishment, we find the inspiration to look forward and push the bar higher on reliability and performance. Our motto “Always by Your Side” is our clear commitment to help dentists with their imaging needs, whether they are taking the first steps into digital or upgrading their practice’s imaging equipment to the latest technology. We are here for them.

What can your customers expect when they call you with a question or concern?

**Carl Hainzl, Traditional Technical Support Lead:** We always strive to get an issue resolved on the very first call. Our goal is to resolve an issue as quickly as possible with the least impact on the customer’s business. And everyone does what it takes to get to a complete resolution. Technical support is like one big family. We work together well and always help each other out. Everyone is willing to listen and learn.

How do you obtain customer feedback and what do you do with that information when you receive it?

**Crystal Bialek, Customer Care Process Lead:** We obtain customer feedback in a number of ways, from phone conversations to e-mail communication, from in-office visits to communication with dealer partners. We take customer feedback very seriously. We have processes in place to funnel the feedback to reach the right associates within the organization, whether they belong to product management, engineering or other departments. Our quality assurance team analyzes the customer feedback we receive to identify trends and the top improvement priorities we should be working on. Everyone on the team is customer-oriented. And as a team, we rely on each other. We all understand that the ultimate goal is that the customer is happy.

What can we expect to see from Gendex in the next five years?

**Bosha:** This year we celebrate “120 Years of Imaging Excellence” to honor Gendex’s rich history of dental innovations. With this campaign, we want to connect with our large owner base, and continue to be a strong imaging partner as practices upgrade to the latest digital solutions. Our offerings will continue to be designed and anchored around three fundamental goals: addressing clinicians’ key needs, delivering dependable performance, and offering comprehensive digital imaging solutions.