



## SHARING THE LOVE OF DIGITAL IMAGING

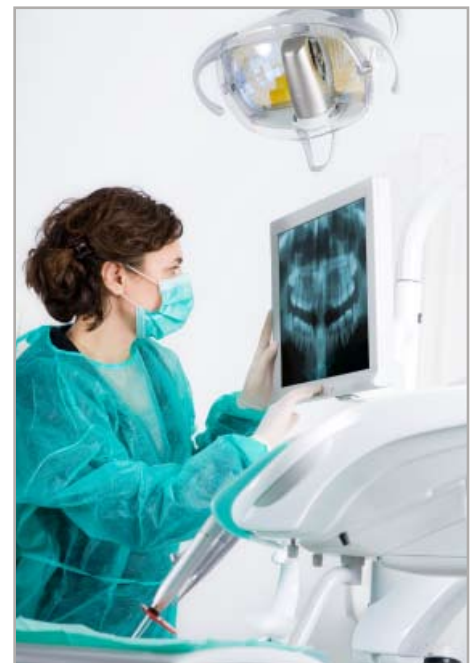
By Cynthia Brattesani, DDS

Although the motto of the City of Lights is “What happens in Vegas, stays in Vegas,” I hope that what happens during my speech at the TBSE Love Dentistry Event travels back to my colleagues’ practices all across the country. When preparing to share some of my thoughts on how to improve a practice, I tried to reflect on everything that I love about dentistry. There’s the technology that helps me to treat my patients in innovative ways; the teamwork and synergy of my office staff, and most of all, the patient relationships that build trust, loyalty and the best part, case acceptance. Here are some ways I have shared the love of digital imaging with every aspect of my practice.

Share the love with the clinical staff: Digital X-ray got my team out of the dark ages of the darkroom. No more toxic chemicals and cleaners needed to handle to develop film and no more processor to clean and maintain. It’s a dirty job, and they hated it. In comparison, digital images appear instantly on the screen. Capturing digital images is easier and faster with my single-sensor system (DEXIS® software and the DEXIS Platinum sensor). Digital cuts down the time it takes to capture a FMX by as much as 20 minutes.

Share the love with the front office: My office staff really clicked with digital X-ray. Literally. With a click of the mouse, they can send X-rays to the insurance company, along with patient information. No more duplicating film X-rays, preparing envelopes and hoping that the images get to the right person.

Share the love with the patients: It’s important to get patients excited about the switch to digital. Assistants should talk about the comfort of the sensor with its rounded edges and ergonomic shape. The sensor doesn’t cut into the tissues like film corners can. Also, digital X-ray lets me communicate with patients on





a higher level. The large image displayed on the monitor promotes understanding. I can sit right next to the patient, and point out my concerns. I can zoom in, enlarge, or ClearVu™ to highlight a specific area, and I know that they really comprehend. We can discuss goals, examine options, and start treatment with confidence. If they want to take home a copy of the image to show a spouse, or a friend (potential new patient!), I can e-mail the image to them or print it quickly.

“MY OFFICE STAFF REALLY CLICKED WITH DIGITAL X-RAY. LITERALLY. WITH A CLICK OF THE MOUSE, THEY CAN SEND X-RAYS TO THE INSURANCE COMPANY, ALONG WITH PATIENT INFORMATION. NO MORE DUPLICATING FILM X-RAYS, PREPARING ENVELOPES AND HOPING THAT THE IMAGES GET TO THE RIGHT PERSON.”

Share the love with referring dentists: My colleagues like to stay current on with their patients' progress. Whether it's a second opinion or a specialist, I can e-mail the patient's images and we can discuss the treatment options, and they don't have to wait for the snail mail to arrive and for the X-ray to get filed, before the collaboration begins.

Share the love with the environment: Bear with me; I'm from San Francisco, an environmentally-conscious city. Traditional X-ray chemicals must be properly stored and disposed of to prevent contamination of the land and water. With digital imaging, there are no more chemicals, ever. I know that it's not my hazardous waste that will contaminate something that future generations may want to drink, or build on.

I love all of the affects of switching to digital. The time that we save from not taking traditional X-rays is now spent with patients, and building a reputation of amazing customer service. For a more in depth look at the benefits of converting to digital, I invite you to attend my lecture at the Love Dentistry event, Nov. 12 in Las Vegas. What happens in Vegas will help you share the love of digital imaging with your practice, too.

Cynthia

Dr. Cynthia Brattesani owns a private practice in San Francisco where she implemented digital X-ray in 2002. She was awarded the prestigious ADA Golden Apple New Dentist Leadership Award in 1996. An enthusiastic member of organized dentistry; she has held positions at the local, state, and national levels. Dr. Brattesani is a contributing author to many well-respected dental publications and is a frequent lecturer. She is a graduate of University of California at San Francisco, School of Dentistry. You may reach her at [info@drcynthiab.com](mailto:info@drcynthiab.com).

