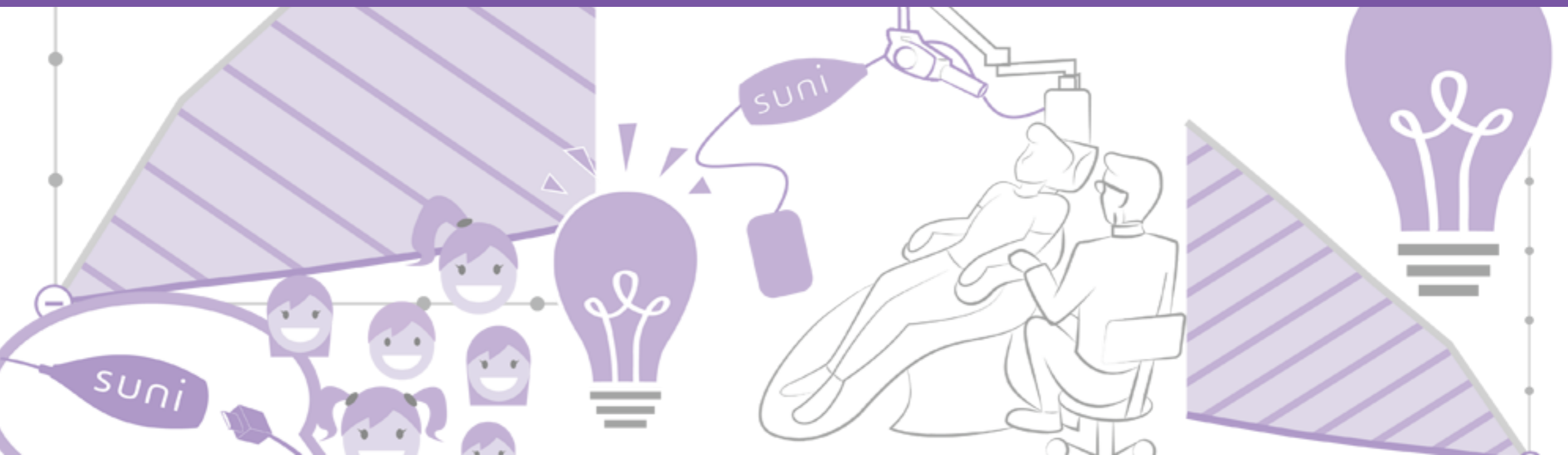
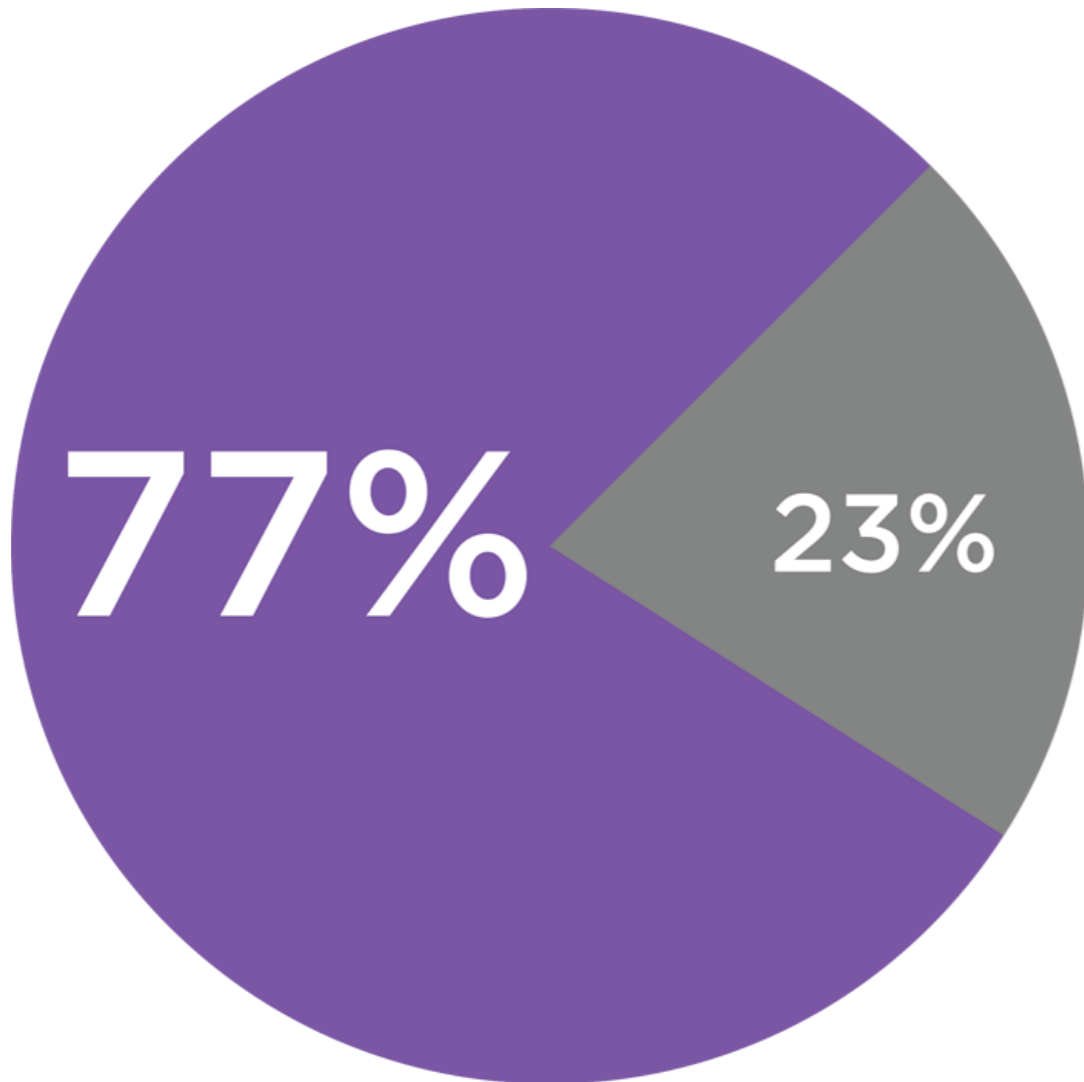


# Making the Digital Switch



suni

There's never been  
a better time  
**to go digital.**



More dentists are making the switch from film to digital radiography than ever before. **77%** of 93 respondents in a recent Dental Products Report survey said they currently were using a digital radiography system in their practice.

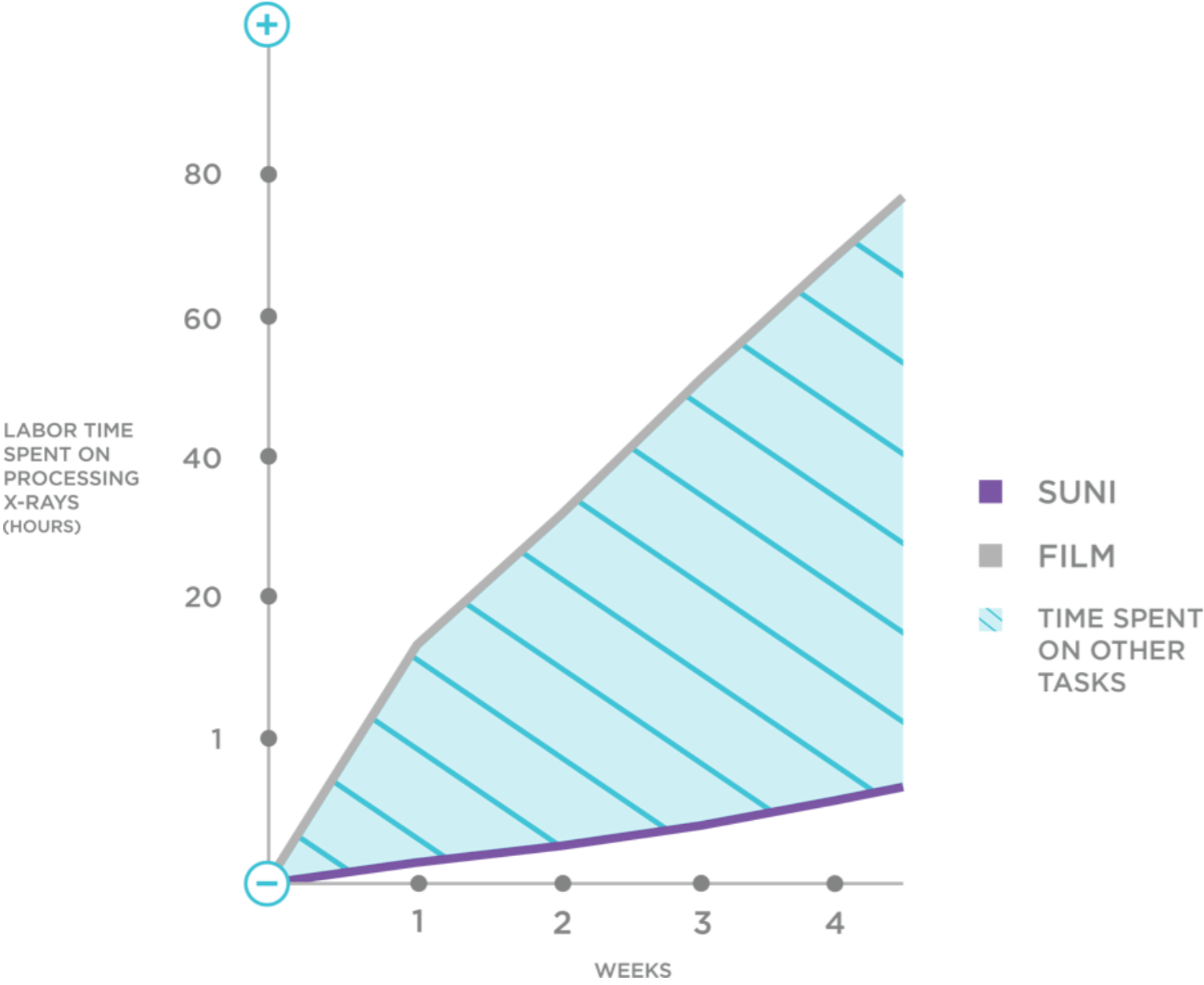
# How much could your practice be saving?

Investing in a digital imaging system can cut your costs and increase your revenue.



The ADA estimates that, on average, every film X-ray captured costs about \$1.11. If your practice captures an average of 500 film X-rays per month, in one year you'll be spending \$6,000 on X-rays alone, and that's excluding storage and development costs. The money saved just by eliminating the material costs of film X-rays will cover the initial cost outlay of a digital imaging system in one year.

	SINGLE X-RAY	BITE WING	FMX	AVERAGE LABOR PER WEEK
FILM	4 MINUTES	8 MINUTES	24 MINUTES	16.6 HOURS
DIGITAL	2 SECONDS	8 SECONDS	24 SECONDS	8.3 MINUTES



Reducing the amount of time spent per patient benefits both dentists and the patient: dentists can treat more patients throughout the day, and patients can shorten the length of their visits to the dentist, which makes them more likely to return or refer.

FILM

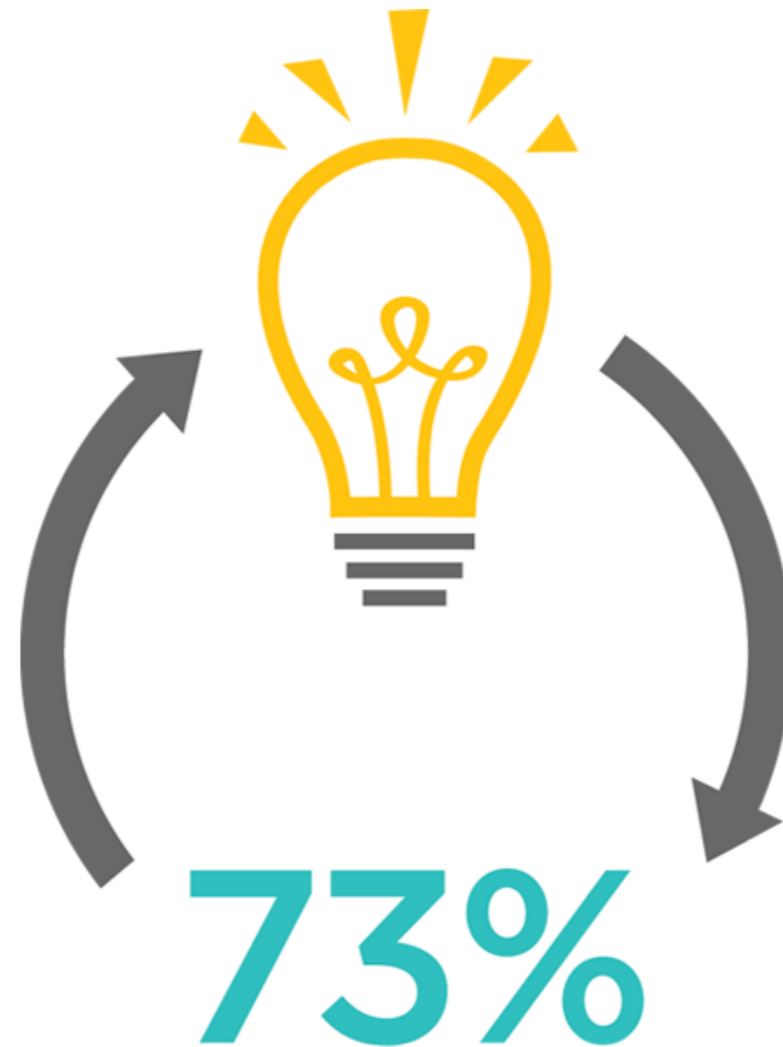


DIGITAL

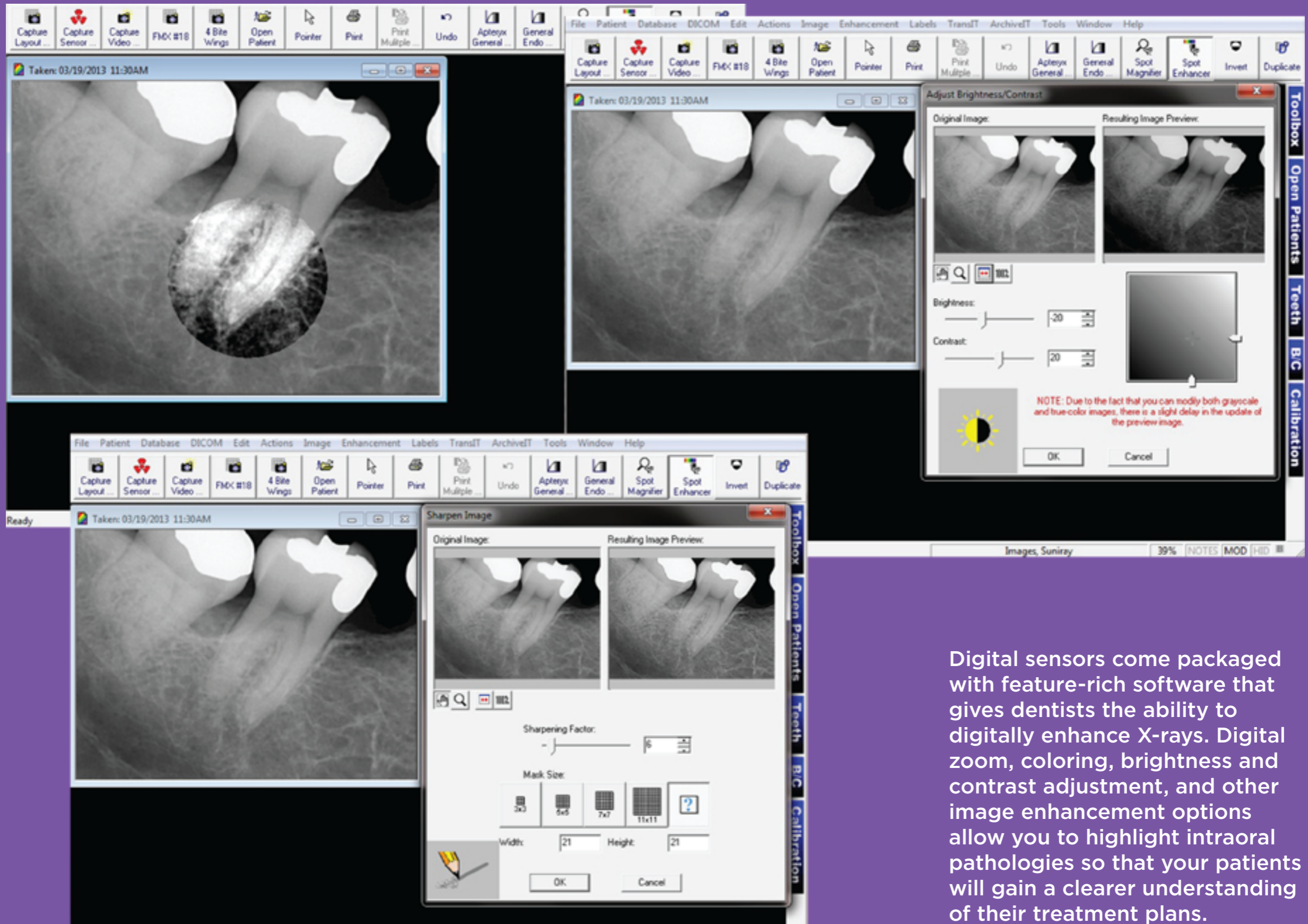


Less time developing X-rays means  
more time to treat more patients.

“By clearly demonstrating to them on a digital monitor their diagnosis and proposed treatment plan, I’ve seen significant improvements in case acceptance.” —Dr. Alex Parsi, DDS



In a recent DentalTown survey, 73% of respondents said that digital radiography is more diagnostic than film. One of the advantages of digital radiography over film is the ability to enhance or alter X-rays, highlighting certain areas of the image to patients so that they can more clearly understand their proposed treatment plans. When patients feel more involved in the diagnostic process, they are more likely to accept treatment.



Digital sensors come packaged with feature-rich software that gives dentists the ability to digitally enhance X-rays. Digital zoom, coloring, brightness and contrast adjustment, and other image enhancement options allow you to highlight intraoral pathologies so that your patients will gain a clearer understanding of their treatment plans.



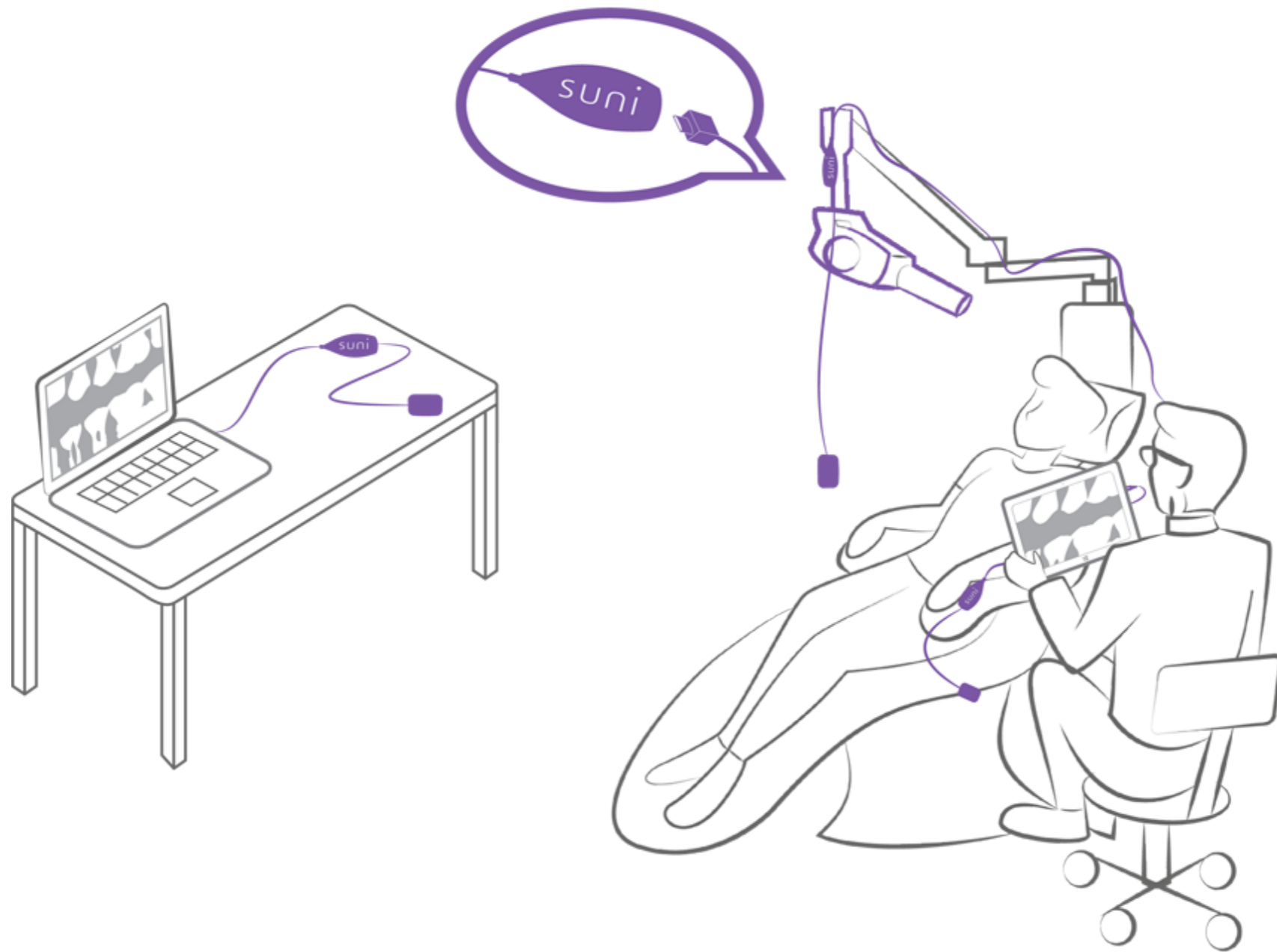


**Less is more**  
Less radiation, more x-rays

**5 : 1**

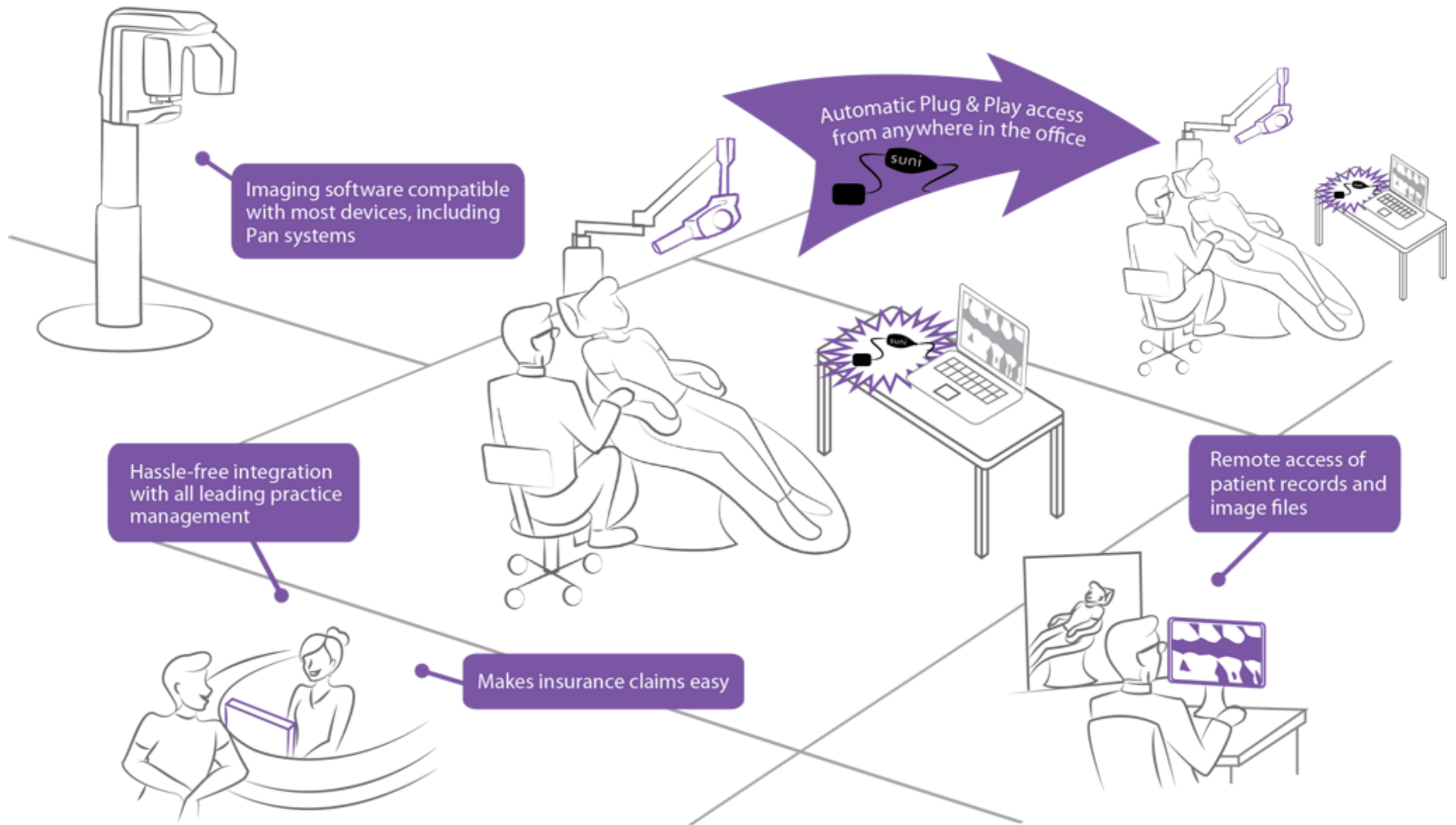
**DIGITAL : FILM**  
X-RAYS X-RAYS

Capturing an X-ray with a digital sensor requires up to 80% less radiation than tradition film X-rays. That means digital radiography allows you to take as many as 10 X-rays using the same amount of radiation that it takes to capture just 2 film X-rays.

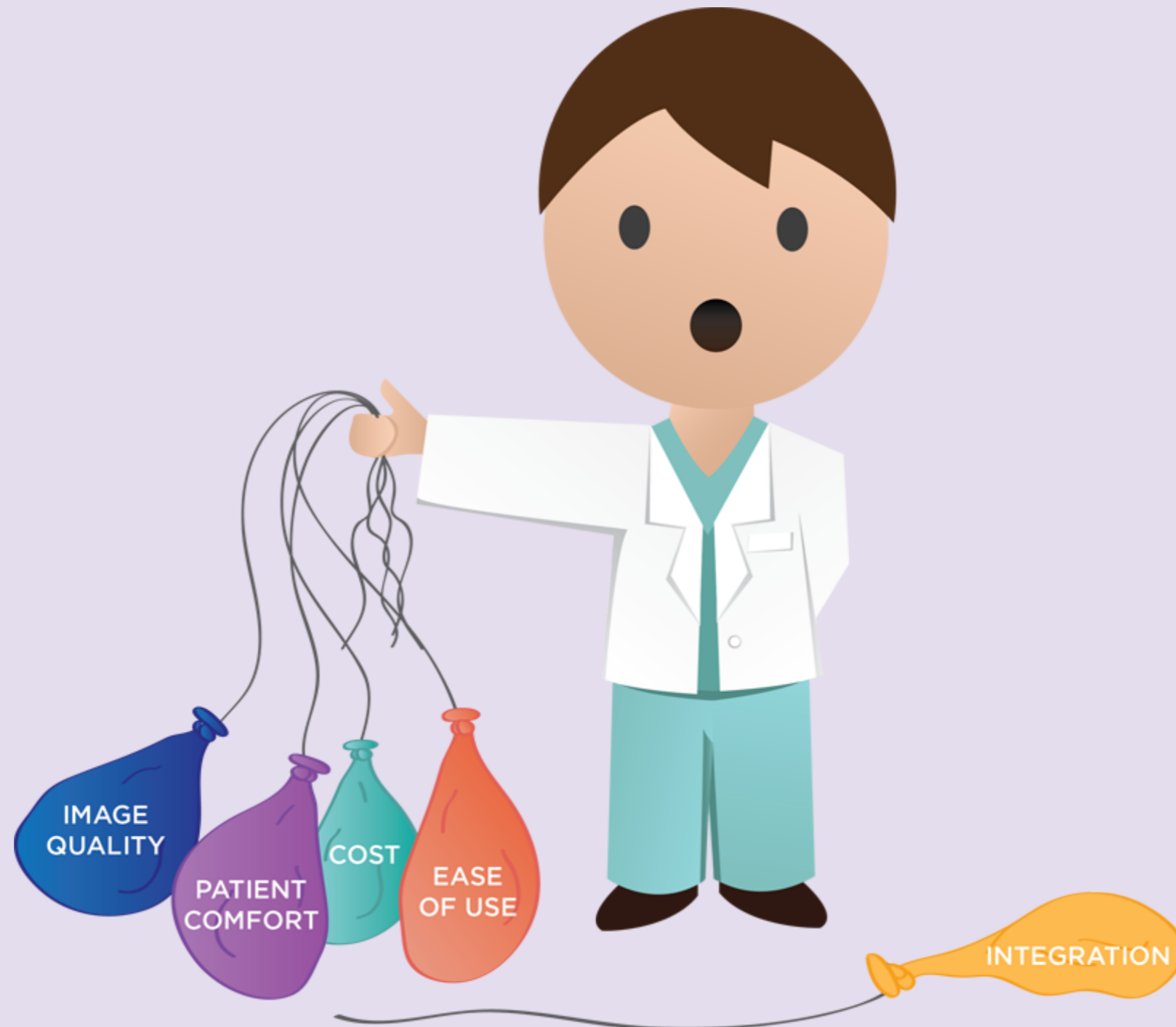


Digital radiography lifts many of the cumbersome analog burdens inherent to film. Digital imaging systems provide easy and convenient patient record storage, remote access of image files, and compatibility with tablets. Some digital imaging systems provide the flexibility of moving a sensor from one operatory to another with fully-portable plug-and-play recognition.

“My digital intraoral sensors are integrated with the existing practice management software system, making it even easier for me to store and access patients’ digital X-rays.”  
— Dr. William Choi, DMD, FICOI.



# Deflating 5 Myths About Digital Radiography



### **Myth #1: Digital X-rays are Inferior to Film X-rays**

**Truth:** While this might have been true during the incipient stages of digital radiography, digital X-rays have come a long way since then and now boast image resolutions that are at the very least equal, and in many cases superior, to film X-rays. Plus, with image enhancement features that allow you to increase color, contrast, and brightness, digital imaging is far more diagnostic than film, which actually gives it a clear-cut advantage over film radiography.

### **Myth #2: Switching to Digital Is Too Costly**

**Truth:** This myth is easily dispelled. Simply use an ROI Calculator to see how much your practice could be saving by investing in a digital imaging system. The fact is, the upfront costs of digital radiography are more than covered by cutting the ongoing, long-term costs of film. Simply by eliminating materials costs, not to mention the time and labor saved by not having to develop film, a digital imaging system can cut the costs of your practice and increase its revenues.

### **Myth #3: I Won't Be Able to Use My Existing Software**

**Truth:** Switching from film to digital doesn't mean you have to uproot the software you already have in place. Many digital imaging systems are fully compatible with all leading practice management software so you can easily and efficiently integrate the new system with your existing one.

### **Myth #4: My Staff Will Have a Hard Time Adapting**

**Truth:** Digital imaging equipment is known for being intuitive and easy-to-use. And by streamlining the storage and access of patient records and image files and allowing you to electronically submit insurance claims, digital imaging systems actually make life easier for you and your staff.

### **Myth #5: Digital Sensors Are Uncomfortable for Patients**

**Truth:** Over the years digital sensors have been getting progressively smaller, thinner, and more comfortable for patients. Digital radiography also provides patients with peace of mind out of the dental chair. With radiation exposure levels up to 80% less than that of film, patients can be assured that their exposure to radiation is truly as low as reasonably achievable.