

The following is an article written by Jeff Gray, D.D.S., and William Boyer, D.D.S. Both have private practices in the San Diego, California area. Each owns a Trojan Camera Ultra-Eye video system.

INTRA-ORAL CAMERA VIDEO SYSTEMS

I.) "Our group of CRA evaluators found that intraoral video-camera systems provided unbelievable advantages in enhanced patient education which resulted in significant increases in acceptance of treatment plans." (Gordon Christensen, Patterson Today, February 1991). That about sums up the bottom line on intraoral camera systems but read on to find out how many benefits lie hidden behind the television screen.

Like many other clinicians we were impressed by what we had seen and heard about these incredible systems. However, what you see on the convention floor is merely a glimpse of the power these systems will provide your practice. We were skeptical at first, but now that we've seen the tremendous interest and enthusiasm generated in our patients, staff, dental insurance consultants and ourselves, we too truly believe that these systems are incredible.

II.) Let us just list for you some of the unbelievable advantages we have found in our offices:

A.) **THOROUGH EXAMINATIONS:** On the average, we have found that in less than fifteen minutes, using the video camera system you can show, educate, and convince the patient as to conditions of the mouth. The trust and rapport that used to take years to develop now comes easily. In addition to performing the routine clinical and radiographic procedures, the intraoral video system allows you to accomplish a more complete examination. Viewing the conditions of the teeth and gums with the benefit of the fiberoptically lit camera system will be more revealing for both the patient and the dentist. After performing the clinical, radiographic, and video exam, a review of the video taped examination allows a fourth opportunity for the clinician to evaluate the oral conditions. On the television screen craze lines, fractures in enamel, gingival conditions, defective and stained restorations, and of course caries come to life. Now for the first time the patient is allowed to visualize and participate in their own diagnosis. The main benefit in this video presentation comes from a "Co-Diagnosis" developed with the patient.

B.) **PATIENT ACCEPTANCE:** We have discovered a tremendous increase in the patient acceptance of recommended treatment plans. This stems from the fact that the patient is actively and visually involved in the determination of their needs. Rather than communication in a unidirectional manner, the patient "discovers" the status of their oral health. Add to this "involvement" the fact that the process is easily performed, and uses new technology. This open communication and exchange of information produces an

educated and motivated patient, confident in the needs being presented, and in their state of the art practitioner.

C.) INCREASED PRODUCTION: Most practitioners using these intraoral video systems report significant increases in production. They range anywhere from \$2,000.-\$10,00. per month and more. These increases could obviously have the camera pay for itself in a matter of months, depending on the system.

D.) PATIENT EDUCATION: Historically the dental patient relied on verbal communication from the dentist about existing conditions and treatment recommendations. This communication could be enhanced by pointing out conditions on the patient's x-rays, study models, or by viewing their own teeth with an often foggy and poorly lit hand held mirror. The use of still photography further enhanced this process however, 35mm film can cause a delay and Polaroid film never matched the clarity of 35mm film. Now, television technology goes beyond the limitations of the past. The intraoral video system presents many advantages over these techniques: a..) Magnification of conditions under fiberoptic lighting, b.) "Seeing is believing" and the patient is seeing him/her self, not a diagram, drawing, or model, c.) "Living Color" as opposed to an x-ray or lifeless stone model, d.) Television is the medium of our society, ("as seen on TV") implying its valid if its on television and therefore must be the truth.

E.) INSURANCE: Almost all the intraoral video systems allow you to obtain a high quality instant print of the image on the screen. We have found that by sending these prints with our insurance claim forms our turnaround time has on the average decreased from 4-6 weeks to 2-3 weeks. Several practitioners report even receiving thank you notes from insurance consultants. This excellent documentation sets your office apart and makes the consultant's job easier. This results in quicker claims processing and a greater likelihood of treatment acceptance.

F.) MEDICAL-LEGAL: The intraoral video system provides documentation of pre-existing conditions retained on a video tape. This may be kept as part of the patient's permanent record. Access to this information could be important in the future, in the areas of forensics, insurance and litigation.

III.) SUMMARY: Its hard to describe the patient's reaction and total comprehension in this short article. This is something that truly must be seen to be believed. Each day we use this video system we continue to find more and more benefits: There are a multitude of systems available in a variety of price ranges. Use your upcoming convention of supplier to get a close up view of this amazing technology. These systems have been working for us and we are positive they will work for you.