

CONCATE *Connection*

Science. Service. Solutions.

Finding Solutions is a SNAP

November 2006

Digital Technology in Practice

Probing the Issues of Dental Hygiene



Welcome

Welcome to the premiere issue of our monthly newsletter, *Concato Connection*. Each issue will provide you with a unique blend of dental science, services and solutions, packaged as a superb resource for practice management and dental technology to enhance your patients' overall dental experience.

Concato Dental is a leading independent technology integrator with expertise and knowledge to make dental technologies work best in your practice. We make recommendations on software, hardware, digital radiography systems, interoral cameras, backup strategies, networking options, ergonomic placement of treatment room equipment, and new periodontal treatment products to boost your overall patient treatment strategy.

With more than 15 years of professional experience, Concato has a complete understanding of the networking experience as it relates to all the other technology and digital products on the market. We are not your typical supply house, but rather an established service and support resource focused solely on providing you with a wider selection of technologies.

We hope you find the articles informative and helpful to your practice. Feel free to provide us with feedback and suggestions on how we might make our newsletter more relevant to your needs, by contacting me at 1-800-957-5470 or visit us on the web at www.concatodental.com.

We look forward to the opportunity of building a relationship with you and your staff.

Sincerely,

Bob Matlack
Vice President of Sales and Marketing

Here's What Some Dental Professionals Have to Say About SNAP

"Our SNAP system completely paid for itself in its first few days of use. So far, SNAP has been directly responsible for us landing at least \$25,000 worth of extra procedures. Since the software is so quick and easy to use, we actually enjoy using it, as opposed to avoiding using it. We found that about 75% of patients that initially rejected a recommended cosmetic procedure, approved it when they saw the simulated "after" photo of themselves."

David N. Abramowitz, DMD

"I find the SNAP system invaluable. It is truly a 'snap' to use. It's also more reasonably priced than similar programs. I've used Photoshop and find SNAP is much more user friendly. I gave a luncheon for my patients and did before and after pictures of them using SNAP. They loved seeing how they would look with whiter teeth! We've sold a lot of big cases with SNAP. Their support staff is terrific. I've recommended SNAP to many other dentists."

Linda Johnson, DDS



CONCATE Solutions

SNAP Instant Digital Imaging

With **SNAP**, cosmetic procedures sell themselves. If you show your patients the visual benefits of a procedure before it is performed, they will be much more likely to accept the procedure.

SNAP boasts the fastest and easiest simulation which means that you (or your assistant) are much more likely to actually use it! Many otherwise excellent systems remain unused in the office because they either take too much time, are hard to use, or both. SNAP's "procedure-oriented" program is much easier to use than old-style "tool-oriented" programs.

Its built-in patient education system is a constant marketing tool and acts as a "slide show" that can be routed to televisions or monitors in the office. Patients in the waiting rooms can see the before and after benefits of the cosmetic procedures you offer. SNAP produces professional presentations automatically, in just a few minutes.

Ease of Use

Simply take a picture of your patient's smile with one of our suggested digital cameras. As soon as you release the shutter, SNAP instantly transfers the picture into the automatic editing software and displays it on the computer screen. No memory stick removal/insertion or file loading is required, thus saving valuable time and eliminating confusion.

- Select the desired simulation, such as Whiten, Replace Teeth, Repair Chip, etc. At this point SNAP will run its own automatic procedure. If more than one step is involved, SNAP will automatically select the correct tool for you, and prompt you with the next step. The typical amount of time you are using the software is less than one minute.
- Click the print button. The automatic software will produce a convincing side-by-side comparison photo, complete with the name of your practice and telephone number (or any other information you would like on the print). Patients can take the handy pocket-sized before/after simulation photo home to show their spouse, a powerful advantage.

Monthly Offsite Backup Service Is a Necessity

Data backup is essential to prevent data loss and corruption, maintain data integrity, and restore or maintain access to data. The new ADA Technical Report No. 1021 outlines Data Integrity, Redundancy, Storage and Accessibility, Reviews and Options presently available.

Data Backup Protection

Backups can be done on some type of removable media that someone takes home with them periodically, ideally every night. Common removable media include: tapes, ZIP disks, floppy disks, recordable CDs and removable hard drives.

With the onset of unheralded local and national physical disasters, dental practices have been destroyed both structurally and emotionally, causing loss of critical practice and patient data that may never be recovered. Hopefully, you will never have to live through such devastation, but there are several points of failure that could cause destruction of your patient data, files and your practices' management and financial information. Hardware failure, human error, theft, viruses, hardware error and software corruption, are just a small list among the many hazards that patient data faces on a daily basis... even if daily tape backup procedures are followed.

No complex computer program has ever been written without several programming bugs. It is critical that computer programs are kept current with all available "patches". Don't dismiss the possibilities of fire, theft, disgruntled employee mischief or viruses causing the practice to lose the data stored in its system.

What Does this Mean for the Typical Dental Practice?

In today's dental offices across the country, countless hours are being spent backing up practice and patient data onto local tape and disc backup units. The problems with this process typically exist in three areas:

- Is the right data or any data really backing up?
- Are the backup tapes or disks left in the office rather than kept off site?
- Typically, backups are incremental and do not contain a total "image" of the server data or applications needed for the replication and restoration process in event of a disaster.

The Value of Off-Site Backup

Dental practices need a monthly "Offsite" Backup service that is low maintenance, reliable and secure to keep backed up files safe and up-to-date. Consider the following critical elements to an offsite backup service:

- High level 128bit encryption
- Fully automated, background backups
- Open file backup system, so that you can continue to work even while running our software
- Data replication services availability
- Emergency Data Restoration services availability

The most effective concept for backup is the transmission of your data to a remote storage site via the Internet, which has been proven in the business world over the past 10 years.

Call Bob Matlack for information and a discovery audit of your current data protection processes.

The Use of Digital Radiography

Our research shows that 93 percent of dentists have seen an increase in case acceptance since implementing digital radiography. Digital proves to be more diagnostic than film with more data that patients and staff can see and visualize

Before implementing digital radiography to your practice, create a firm computer foundation to effectively to manage your practice. Install computers throughout your office and train your staff to use them and your practice management system. Abandon the old paper-based procedures and enter treatment from point of diagnosis though payment.

While it is true that digital technologies are a big investment, experts agree it's the best one a practice can make. If you calculate what it will cost you to prepay film processing costs for four years, and then figure what you would do with an additional hour of saved time in your practice, the cost effectiveness of digital becomes apparent.

Don't Focus on Giving Me a Brighter Smile When My Heart Might Be Breaking

By Judy Rilling, R.D.H.

More and more research is showing the link between Periodontal Disease and many other health problems, including heart disease, diabetes and premature births. While such information is hitting the news channels, we don't often hear how dentists can discover, prevent, protect, diagnose and treat a disease that can affect an individual's overall systemic health.

Why don't we hear about it? The answer may lie within the statistic that illustrates that only 17 to 20 percent of practices are effectively focusing on the detection of periodontal disease with formal treatment strategies. Many of those practices fail to fully educate the patient on the severity of periodontal disease.

I believe many patients are in the dark when it comes to the seriousness of poor periodontal health. I want to spread the word on unique technologies that enhance patient education and acceptance of perio-treatment plans. This motivated me to become an evangelist for the Florida Probe. The Probe immediately engages patients in the co-diagnosis and educational process of the various stages of gum disease and invites them to work with their dental team in choosing from the many treatment plans available in today's progressive practices. Contact the professionals at Concate Dental Technologies to schedule a demonstration on the Florida Probe and make steps towards healing the hearts, not just the smiles of your patients.

DENTALDigest

What are the critical computer issues affecting dental offices?

Spyware

Spyware is a "malware" or malicious software that is placed on your computer without your knowledge. This can occur when you visit web sites offering downloads of games, videos or music or any share files, such as when you download that comic e mail from your friend. Spy ware programs are piggybacked into your machine at the same time you download a file and infect millions of home computers today.

Please Note: Microsoft's computer programs have been written and released with several programming bugs. It is critical that Microsoft programs are kept current with all their available "patches" to prevent hackers and viruses.

Hackers

- A hacker is an outside computer that gets into your computer and either damages files, snoops around or uses your computer to attack someone else's computer under your name.
- Hacking into a system is possible whenever the computer system is connected to the Internet, whether or not you are downloading or viewing anything at all. It is possible for your computer to be hacked when connected through a dial-up telephone type modem but these instances are fairly rare.

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