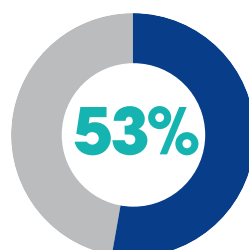
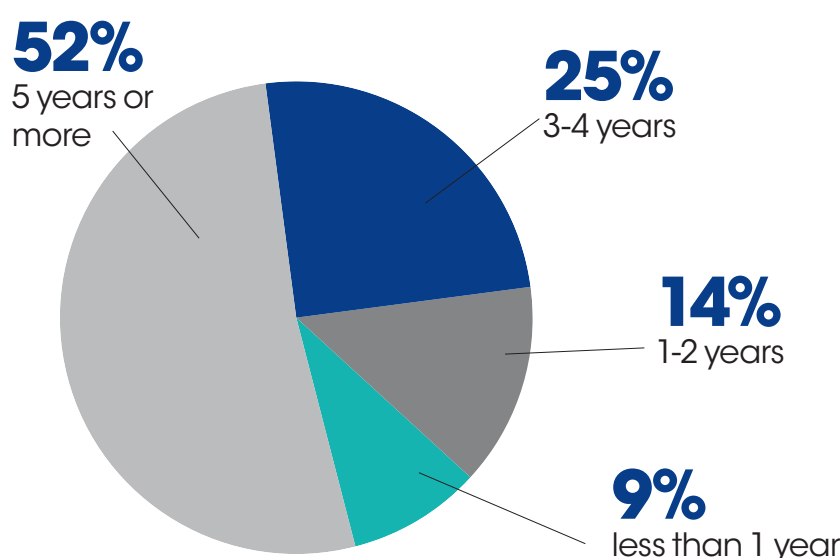


Intraoral SENSORS

Digital sensors are extremely reliable and provide images that are incredibly diagnostic and high-resolution. They are basically a chip, similar to what you would find in a digital camera, encased in a hard plastic covering that's sealed to prevent damage from any type of liquid. While early versions sometimes used proprietary connectors to attach to the computer, almost all of today's digital sensors attach to the computer via USB. Some even have done away with the wire and communicate with the computer via a wireless protocol.

In a recent DPR survey, we asked you everything about your sensors from how long you've had them to how well they integrate with your practice management software. Here's what you told us. —Dr. John Flucke

Length of time surveyed dental practices have owned their current sensor system *Source: 2014 DPR Sensors Survey*



53% of dentists surveyed will choose the same brand of sensor system they currently have when the time comes to replace it.

Source: 2014 DPR Sensors Survey

“The product category has matured to a point that all name-brand sensors provide beautiful clinical images. The most important part of the decision-making/purchasing process lies mainly in integration with your practice management software and the products your dealer of choice carries.” — Dr. John Flucke

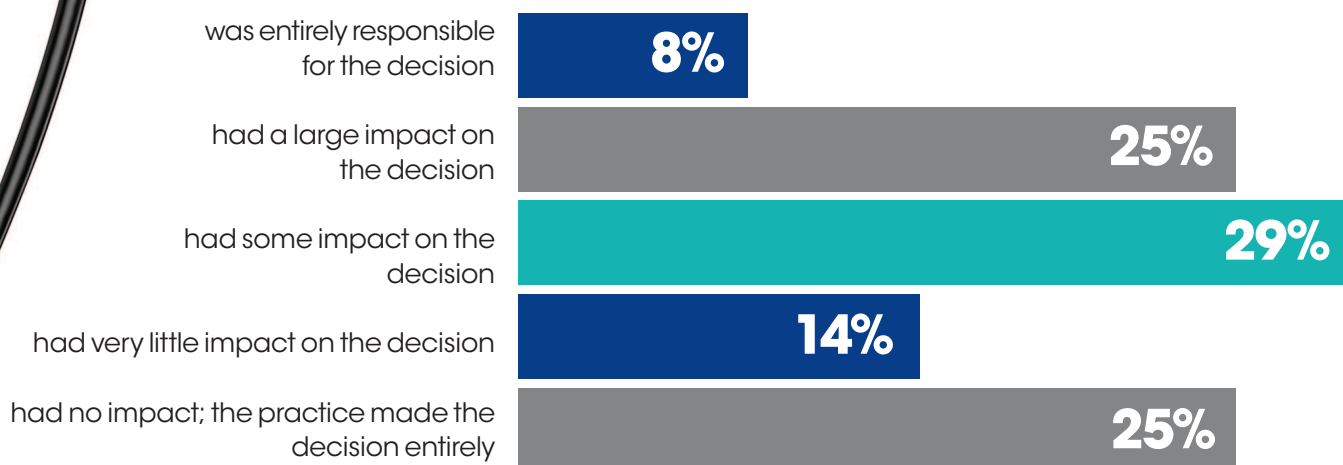
68%

of dentists think more than one size of sensor is needed in their practice. | *2014 DPR Sensors Survey*



What role does the dental dealer play in the purchasing decision of sensors for a practice? *Source: 2014 DPR Sensors Survey*

THE PRACTICE'S DENTAL DEALER...



EVALUATING SENSORS

BRING EACH SYSTEM IN FOR A DEMO IN YOUR OFFICE. Digital radiography sales reps are mobile and can bring sensors and a laptop to you. If you're already computerized, have them connect their laptop to one of your treatment-area monitors and take some images of the doctor and the staff. That way you can see how the images will appear on your monitor using your X-ray heads.

HAVE EACH CLINICAL STAFF MEMBER TAKE TURNS BOTH PLACING THE SENSOR IN A PATIENT'S MOUTH AS WELL AS SWITCHING PLACES AND BEING THE PATIENT. This allows everyone to see how easy or difficult the sensor is to place while also being able to gauge the way the sensor will feel to a patient. This also will help them explain to patients about the sensors after you make the jump to digital.

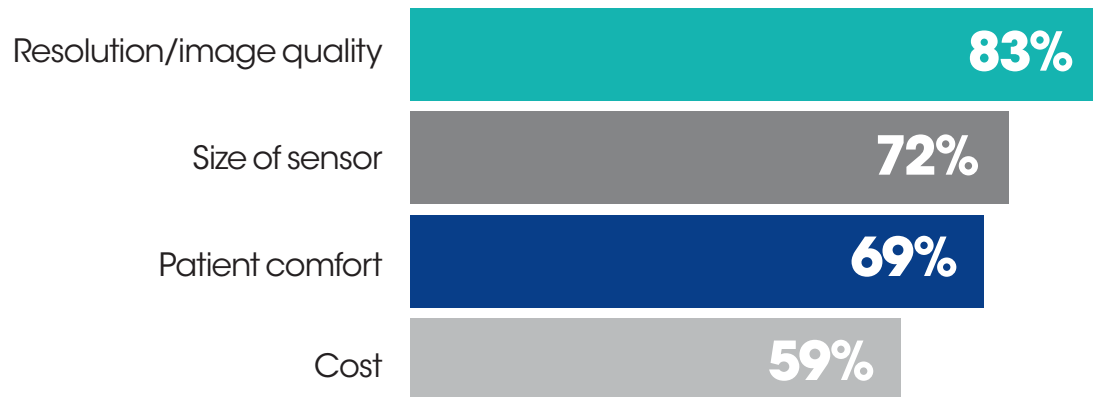
EXPECT SOME MINOR HICCUPS. Any time you try something new, there will be one or two unforeseen problems that present themselves. The learning curve for digital sensors is extremely short, but anticipating minor problems will help you and your staff deal with them in a more positive manner. Remember, the benefits of digital radiography far outweigh any minor problems that may present themselves as you familiarize yourself with the new systems.

CONSULT WITH YOUR STAFF TO GET THEIR OPINIONS ON WHICH SYSTEMS THEY WOULD PREFER AND WHY. Also have an "all-hands" staff meeting to discuss the plan to move to digital as well as identify any potential problems you or the staff foresee during implementation.

IF YOU'RE STILL USING FILM, MAKING THE TRANSITION TO DIGITAL CAN SEEM INTIMIDATING. However with the proper planning for the transition in place, things can go quite smoothly. Your sales representative can provide an incredible amount of knowledge about the dos and don'ts of going digital. I can assure you that the shopping, planning, training and integration is all worth it! Digital radiography offers immense benefits for both the patient as well as the dental team. —Dr. John Flucke

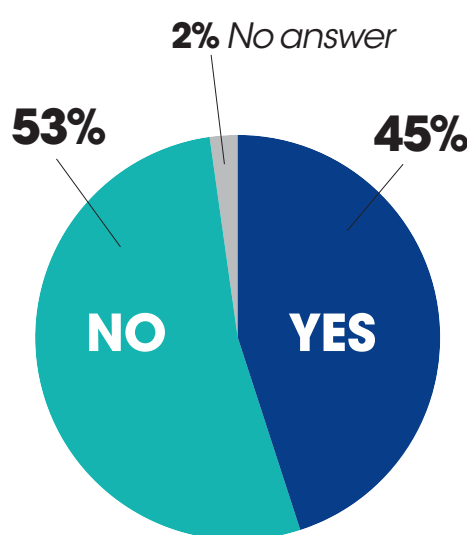
SENSOR SATISFACTION

How satisfied are dentists with the following factors regarding their current sensor system? *Source: 2014 DPR Sensors Survey*

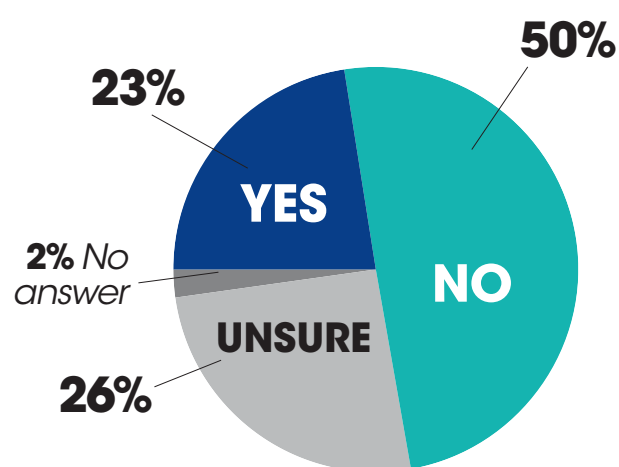


PRACTICE MANAGEMENT SOFTWARE

Does a practice's sensor system have an impact on the selection of practice management software it uses?



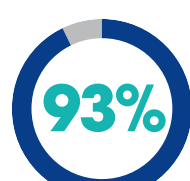
Would a practice consider changing its practice management software if it didn't work well with its sensor system?



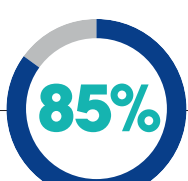
Source: 2014 DPR Sensors Survey

BUYING PRACTICES

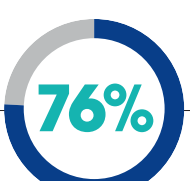
What were the most important factors when choosing the practice's current sensor system? *Source: 2014 DPR Sensors Survey*



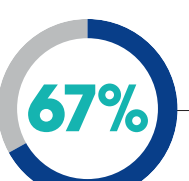
Resolution/
image quality



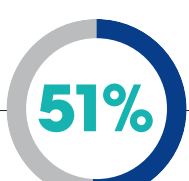
Size of sensor



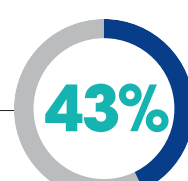
Patient comfort



Cost



Recommendation
from colleague



Recommendation
from dental dealer