

# Being direct with extraoral imaging

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Over the years, dentists have shared insightful feedback with us about what elements are of key importance to them. One word routinely surfaces over and over again: Direct.

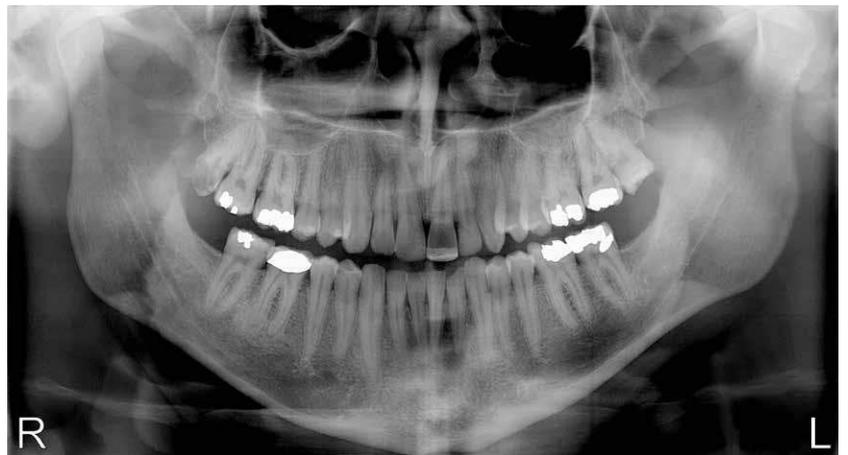
## **\_Direct digital**

At a time when technology is changing and being adopted at an extremely fast pace, it is critical to offer solutions that provide the practitioner with immediate results. In the past, with film X-ray machines, processors and darkrooms, it would take up valuable minutes to produce a panoramic image. Now, with direct digital imaging, the patient can view the X-ray in real-time on the monitor.

This time savings yields many efficiency gains for a practice while concurrently enhancing the patient experience.

## **\_Direct benefits**

Extraoral imaging extends patients the opportunity to see their entire mouth in a single X-ray. This allows the practitioner to identify problematic areas and offer a thorough treatment plan. With this co-diagnosis tool, the patient can be involved



in the process, increasing the likelihood of accepting recommendations.

(Photos/Provided by Panoramic)

The clinical benefits of panoramic imaging have been well-documented over the years, including: anatomical assessment of the entire oral cavity and surrounding structures; identification of jaw fractures; development, position and eruption of primary teeth; assessment and diagnosis of TMJ disorders; locating hidden decay, dental abscesses, cysts, tumors, impacted and supernumerary teeth; early diagnosis of oral cancer; and assessment of

The PC-4000, left,  
and Encompass, right.



implant sites to name a few. Spatial relationships and tooth positions are more easily viewed along with as many as 50 distinct and relevant dental landmarks.

### **Direct ROI**

With available clinical data, the practitioner can offer treatment plans to improve the overall health of the patient. This will result in future production from crowns, bridges, extractions, endodontic treatments and implants.

Proper utilization of the panoramic imaging code (D0330), in addition to new 3-D scanning options, typically generates revenue for the practice to more than pay for the equipment investment within just one to two years.

### **Direct support**

None of us expect to have issues with the products we buy or the services we receive. However, it is always nice to know that if a problem arises, it will be attended to in a timely manner by individuals who are equipped and experienced in what they do.

Utilizing a nationwide network of certified technicians in the field, combined with in-house experts, we surround offices with a unique level of attention for product questions and assistance.

### **Direct access**

Another resounding theme for customers is the

importance of giving practitioners a direct line to the manufacturer. Whether facility tours in Indiana to watch products being made, an opportunity to meet the customer-centric teams that daily serve practices with focused excellence or just an outlet to solicit feedback, most individuals want to know their opinion matters.

This allows the manufacturer a powerful connection with the market for product improvements and process refinement to accommodate those that matter most: our customers and the patients they serve.

Panoramic Corporation has been serving the dental community for more than 30 years by offering reliable equipment designed with intuitive operation, yielding exceptional, consistent image quality.

Foundational principles of quality, service and value guide our direction as we provide panoramic, cephalometric and 3-D imaging solutions that not only give clinicians the diagnostic capabilities they need but also aid in the provision of extending encompassing care to the patients they serve.

It is our promise to embrace the heritage of our past with award-winning products such as the PC-1000, PC-4000 and Encompass, while creating a customer experience which dental practitioners can trust.

To learn more, contact us at [www.pancorp.com](http://www.pancorp.com) or call (800) 654-2027.