Discovering state of the art patient education solutions

Ideally, dentists would love to be able to sit down with each and every patient and discuss their oral and dental care routine at length, as well as go through the comprehensive list of treatment options open to them. However, with many dentists barely having enough time to grab a sandwich at lunchtime, this seems impossible.

Of course, technology is always being developed to make the lives of dentists, and their patients, that much easier. There are now systems available to promote patient education in the practice. Until now, the dentist who wanted to reach out to patients and keep them as informed as possible would invest in a stylish new website, rich in informative content, regularly updated and augmented with treatment animations and before & after images.

One step further

Systems like the award winning e-touch (winner of the first ever Product Innovation category at the 2008 Probe Awards) bring High Definition treatment animations and professionally designed images into the waiting room, all easy accessible using the latest touch screen technology.

By placing such a touch screen system in your waiting room, patients will be encouraged to use it while they wait.

Also, the dentist or front desk staff can steer the patient to the touch screen system, should the patient require further information. The most obvious benefit is that this saves time for the dental team, but these systems do more than that.

The educational style of a touch screen system is both visual and kinetic, with its blend of images and animations. This means that the information captures the patient’s imagination more than the auditory style of the dentist or dental nurse.

Also – and this is a key benefit – the patient is able to progress at his or her own pace, replaying sections of the animation and controlling both the speed of the animation and text, and the depth of technical detail. This means that the patient can develop a complete understanding without being baffled by complex dental terms – but if the patient wants to know the more technical aspects of a procedure, then that option is available too.

Sit back, relax

Educated patients are more likely to be relaxed when they enter the surgery, as they know exactly what the procedure involves. Also, they will be able to make informed choices as to what treatment options they wish to take. Once your patients have achieved a nice, healthy smile, you can direct them to the touch screen system so they can find out how best to maintain their smile.

With a bespoke information resource of this calibre, you will feel the weight slip from your shoulders as patients requiring more information seek out the sleek new kiosks, desktop or wall-mounted systems. In fact, you might feel a little bit like a third wheel. You can almost hear the busy dentist say “change would be a fine thing!”

About the author

Amy Rose

Amy has over six years experience in the dental profession, working predominantly in a marketing capacity. Amy currently heads up the development and marketing team at Dental Design Ltd. Visit www.touch-ed.co.uk to find out what the leading systems offers, call 01202 677277 or email contact@touch-ed.co.uk

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