The Dental Directory: Experts on Digital Imaging Equipment

Digital Imaging is an extremely fast growing area within today’s dentistry field, and one that may require a dentist to make a substantial investment in terms of equipment. Due to the complex nature of Digital Imaging, the necessary equipment currently available is often highly advanced and relatively new to the market. With this in mind, it is vital that suppliers keep up to speed with industry developments; and one that has is The Dental Directory.

Dr Boota S Ubhi is the Specialist Periodontist and Implant Surgeon at the Birmingham Periodontal and Implant Centre. He works alongside Dr Tuss Tambra who is an American trained Specialist Prosthodontist. The practice is a large specialist centre based in Harborne, Birmingham and has a wide referral base covering most of the Midlands. He has been a client of The Dental Directory for the last thirteen years, and after treatment.

Five years ago, Dr Ubhi changed to using both the intra-oral and extra-oral digital imaging supplied by The Dental Directory. He was extremely pleased with how this worked out and investigated the CT scanner options.

‘The equipment arrived promptly and was exactly to spec; I was delighted. The whole experience was thoroughly well-planned, low stress and professional; qualities that I’ve come to expect from The Dental Directory.’

Having read research from the University of Manchester, Dr Ubhi learned that the i-CAT scanner provided the best quality images, and most importantly, the lowest dose of radiation available on the current market. After intensive consultation, The Dental Directory supplied Dr Ubhi with a Gendex GXCB-500 CBCT System.

‘The i-CAT scanner is fantastic. The installation was arranged efficiently by The Dental Directory and needed very little input from me. The engineers arrived at 8am to set up the i-CAT, and by late afternoon I had taken my first scan! The equipment arrived promptly and was exactly to spec; I was delighted. The whole experience was thoroughly

Dr Ubhi’s multidisciplinary practice specialises in treating patients with advanced periodontal problems, fixed and removable prosthetics and Implant therapy. Dr Ubhi was entered onto the General Dental Council’s Specialist Register in Periodontics in 2000 and has been accepting referrals for advanced dental care since 1996. Dr Tambra is a registered specialist Prosthodontist in Canada, UK and USA.

In addition to this, the practice facilities which include a large lecture room and dedicated surgical suite allow them to provide training to referring dentists and their staff to enable them to gain the understanding and confidence to deal with advanced dental care. The Surgical and Prosthodontic 10 day modular implant course is now in its 5th year. This course covers surgical implant therapy, sinus and bone grafting, bone augmentation and the Prosthodontic aspect of Implant therapy. Nurse’s courses are also run and cover a range of topics including basic implant techniques, care of instruments, sterile techniques, implant kits and care of patients before and after treatment.

‘After considering the necessary specifications, I approached several different suppliers, one of which was The Dental Directory. I discussed my requirements with them and they were extremely knowledgeable. They have a dedicated Digital Imaging Manager, Mohammed Latif who is on hand to offer advice and explanation. Their expertise was invaluable and made me feel confident that my choice of equipment and supplier was the right one.’

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After-sales and backup support is a key area for consideration after having purchased a new piece of equipment. Should something go wrong, it is always vital that the appropriate expert be on hand to support the customer and resolve the issue quickly and effectively. The Dental Directory boasts highly skilled and knowledgeable staff members, who are able to offer the right levels of support should it be needed. As Dr Ubhi says, ‘The support provided by The Dental Directory is second to none. They offer a consistent level of customer care, and will always do over and above what is necessary in order to resolve an issue. This is very reassuring and certainly encourages customer loyalty. After the i-CAT scanner was set up, a member of The Dental Directory team came down to provide us with two days of training. All of his instructions were extremely clear and any questions or queries that were raised were answered precisely and confidently. We were also offered further software training after the initial training session, which we took up. This we found invaluable as it cleared any queries we had after the installation.’

If you are a dental professional needing astute, unbiased and impartial advice on which Digital Imaging solution is best for your practice, The Dental Directory should be your first port of call.

Priding itself on not being tied to any particular manufacturer, The Dental Directory has Technical Sales staff that can give you comprehensive advice on the best Digital Imaging equipment to meet your unique requirements.

For more information on how digital imaging systems can improve your practice, call Mohammed Latif on 07808 943647 or The Dental Directory Equipment Department on 0800 585 565.