Industry

Crescent focuses on patient comfort

An interview with Judy McDonald, division manager

Why did Crescent Products feel it was important to develop a patient comfort product line?

When this product line was developed, we wanted to address a problem that both doctors and patients were experiencing during a treatment. For the patient, there was an issue of discomfort because of lack of proper support. For the doctors, it was difficult to get the patient properly positioned in the chair. Our hundreds of happy customers tell us we have addressed and solved both of those problems.

Tell us a little more about why these products work in solving those needs.

We developed a very comfortable, memory-foam product line specific to the areas where a patient needs support the most. Our headrest fits into the naturally voided area behind the patient's neck, allowing his or her head to be supported while resting at an angle for easier treatment. The lumbar support takes pressure off the lower back, while the knee support removes additional pressure from the back and hip area. Our full chair pads also contain memory foam, conforming nicely to every patient and relieving pressure points throughout the whole body. This is especially important in any practice where long procedures are performed. With the addition of these products to a practice, the patient's experience is a more positive one, and what practice doesn't want a happy patient?

How long have you been producing these products?

We developed this line more than 10 years ago, long before ergonomics and spa dentistry were the hot topics that they are today. We are proud to say that our products are in practices all over the world, from here in North America to Australia, Asia and throughout Europe.

What challenges did you face in introducing this new product line to the dental market?

While we were extremely successful in showing why these products were necessary, we often heard clinicians singling out certain patients who could benefit from this product, i.e., those with back problems or the elderly patient who may have difficulty bringing his or her head back in the dental chair. We find it important to point out that even the healthy patient feels an amazing difference using these products, so the investment shouldn't be made for just those one or two patients — keep the products in the chair and let everyone benefit from them! They can truly make a difference.

What other types of products do you offer?

We carry two different size headrest supports (one is the original size and one a little thicker for those patients with longer necks or those who have difficulty being in a reclined position), a U-shaped neck support designed for sedation dentistry, and a child booster seat. Any practitioner who treats young children knows the children simply won't fit the dental chair properly. Our booster seat lifts them up, putting them in the proper position in the chair. We are also in the midst of developing another type of booster, this one for that age group who has outgrown the booster seat yet does not yet fit the dental chair properly. This would be geared for children age 7 to early teens.

This sounds like a rewarding product line to be a part of.

At every dental show in which I exhibit our products, I am approached by past customers thanking me for one of the best investments they've ever made in their practice — now that's rewarding!

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