



Dental Professionals' Insights on Precision Imaging Excellence

Introduction

PreXion recently surveyed dentists and dental specialists across the nation to gather insights on what “precision imaging excellence” means in dentistry.

The respondent pool included primarily general dentists as well as orthodontists, endodontists, oral surgeons, prosthodontists, pedodontists, dental hygienists and dental assistants. While 50% of participants worked in solo practices, 42% served in multi-location practices, and 8% hailed from DSO-supported practices.



50%

of participants worked
in solo practices



42%

of participants served in
multi-location practices



8%

of participants hailed from
DSO-supported practices

Drawing on the resulting data from the study, this eBook covers:

- ✓ “Precision Imaging Excellence” Defined
- ✓ Insights on the Importance of a Full Lineup of 2D/3D Features
- ✓ Your Peers on the Importance of Precision Imaging Excellence
- ✓ Strengths and Weaknesses of Various Imaging Technologies According to Your Peers
- ✓ Insights on the Advantages of Leading a Practice Offering Precision Imaging Excellence
- ✓ Insights on Types of Dental Imaging Solutions

Let's get started!

“Precision Imaging Excellence” Defined

Before delving into deep insights on imaging in dentistry, we must first align on the definition of “precision imaging excellence.” In this section, the definition based on survey responses is juxtaposed with the expert definition.

Definition Based on Survey Responses

From your peers’ survey responses, “precision dental imaging” was loosely defined as a practice’s commitment to ensuring accurate, detailed and reliable diagnostic images. Respondents highlighted several key aspects:

Accuracy and Clarity:

Responses such as “getting the best view for the intended purpose” and “[gaining] clear images to assist in proper evaluation” emphasize the importance of precision in achieving accurate diagnostic images.

Reliability:

Comments such as “no errors in the process” and “the quality and durability of the equipment is premium and reliable” point to the significance of the reliability of imaging equipment and diagnostic processes.

Patient Care:

Statements like “showing the patients we care” suggest that precision imaging is also seen as a part of compassionate patient care, ensuring patients feel valued and are receiving quality care.

Expert Definition of “Precision Dental Imaging”

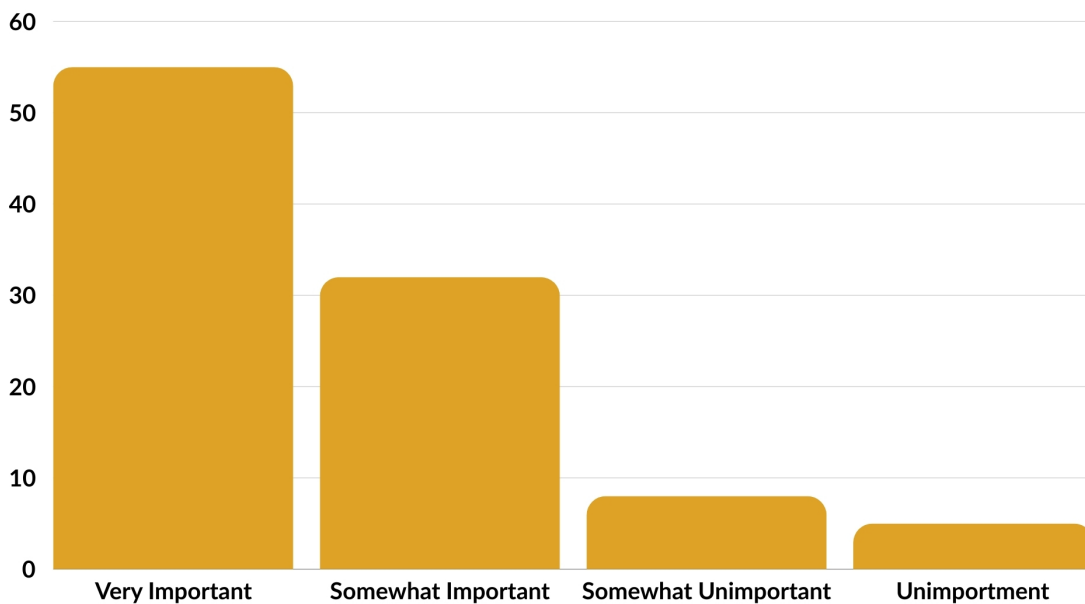
Precision dental imaging refers to the use of advanced imaging technologies that provide detailed, high-resolution images of dental structures. This encompasses a variety of imaging modalities, including digital X-rays, 3D and 2D cone-beam computed tomography (CBCT), intraoral scanners (IOS) and intraoral digital sensors specifically adapted for dental use. The goal is to achieve the highest level of detail and accuracy in the images, which aids in precise diagnosis, better treatment planning and effective outcomes. This technology is mission-critical for diagnosing complex conditions, planning surgical procedures and monitoring treatment progress.

Read on for your peers’ insights on the importance of a full lineup of 2D/3D features.

Insights on the Importance of a Full Lineup of 2D/3D Features

In the survey, we asked about your peers' perceived importance of having a full lineup of 2D/3D features in one dental imaging product. 55% of respondents considered it "very important," and 32% found it "somewhat important."

When it comes to emerging features of dental imaging solutions, how important is a 2D/3D full line up of features in one product to running a practice predicated on precision imaging excellence?



Here is a comparison of two Cone Beam Computed Tomography (CBCT) systems currently on the market that offer both detailed 3D images and traditional 2D imaging techniques:

Advanced Image Processing Capabilities

Comparing the PreXion 3D Evolve with the Carestream CS 8100, the PreXion model delivers advanced image processing capabilities, such as the Ultra High-Definition (UHD) mode which offers isotropic voxel sizes from 75µm to 400µm, ensuring highly detailed images crucial for endodontics. This feature is complemented by innovative algorithms like Patient Motion Correction (PMC) and Metal Artifact Reduction (MAR), which enhance image clarity and diagnostic accuracy by adjusting images to correct for patient movement and metal distortions within the scan. While the Carestream CS 8100 also provides high-quality imaging and versatility with adjustable fields of view and high-resolution detectors, the emphasis tends to rely heavily on versatility across different types of dental and maxillofacial imaging needs rather than solely on the ultra-high definition and specific algorithm enhancements seen in the PreXion 3D Evolve. PreXion's Evolve also offers additional features like the optional CEPH arm for cephalometric analysis, making it an excellent choice for orthodontic practices that require detailed analyses of dental and facial measurements.

User Experience and Efficiency

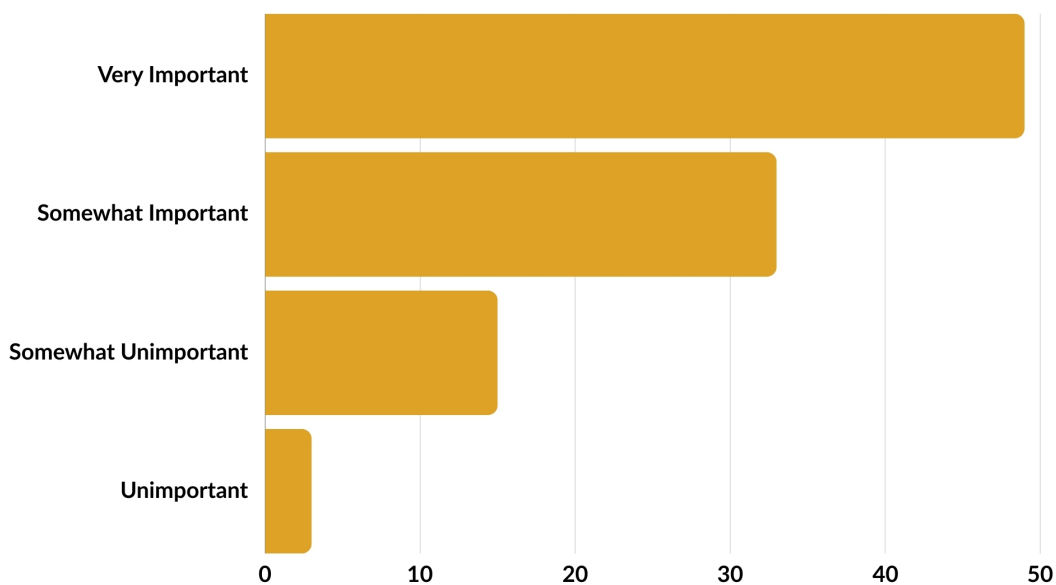
PreXion 3D Evolve emphasizes ease of use and efficiency in workflow. The system is designed with user-friendly interfaces that allow quick adjustments and easy navigation through 3D scan slices. The Evolve’s software supports efficient organization and management of images, which can significantly speed up the diagnostic process. Moreover, it includes rapid scanning capabilities, with a low dose mode that reduces scan time significantly. The Carestream CS 8100, while also user-friendly, focuses more on providing a range of field of view (FOV) configurations, all sold separately, and patient positioning, which are essential for practices that handle a high volume of diverse cases. PreXion offers a tight-knit circle of specialty physicians who precisely understand the PreXion technology and resulting clinical outcomes firsthand, offering customers exclusive hands-on courses nationwide.

When it comes to emerging features of dental imaging solutions, 55% of respondents said “very important,” and another 39% said “important” when we asked how important it is to have the ability to upgrade extraoral imaging from 2D to 3D to running a practice predicated on precision imaging excellence. At last, this option is available today.

In the next section, let’s explore your peers’ perspectives on the importance of precision imaging excellence.

Your Peers on the Importance of Precision Imaging Excellence

In our study, we asked your peers how important it was to maintain precision imaging excellence at the practice. While 49% said “very important,” 33% said “somewhat important,” 15% said “somewhat unimportant,” and 3% said “unimportant.”



The study also asked why maintaining precision imaging excellence at the practice is important, if at all. In analyzing the survey responses to this open-ended question, these three trends emerged:

Elevated Standard of Care



A significant number of responses emphasized the critical role precision imaging plays in improving patient care and clinical outcomes. Dentists and specialists rely on high-quality imaging to make accurate diagnoses, which is essential for effective treatment planning. The ability to see detailed clinical images allows practitioners to identify issues earlier and more precisely, plan treatments more effectively and monitor outcomes. This elevates the standard of care provided to patients.

Increased Trust and Confidence



Several respondents highlighted the importance of precision imaging in attracting new patients and enhancing customer satisfaction. This trend underscores the role of advanced imaging technology in building a dental practice's reputation for excellence. State-of-the-art technology draws in more patients by showcasing a commitment to using cutting-edge technology for care and boosts patient satisfaction by providing clear and comprehensible visual explanations of dental issues and treatment options. This fosters trust and confidence among patients.

Best Tools, Effective Use



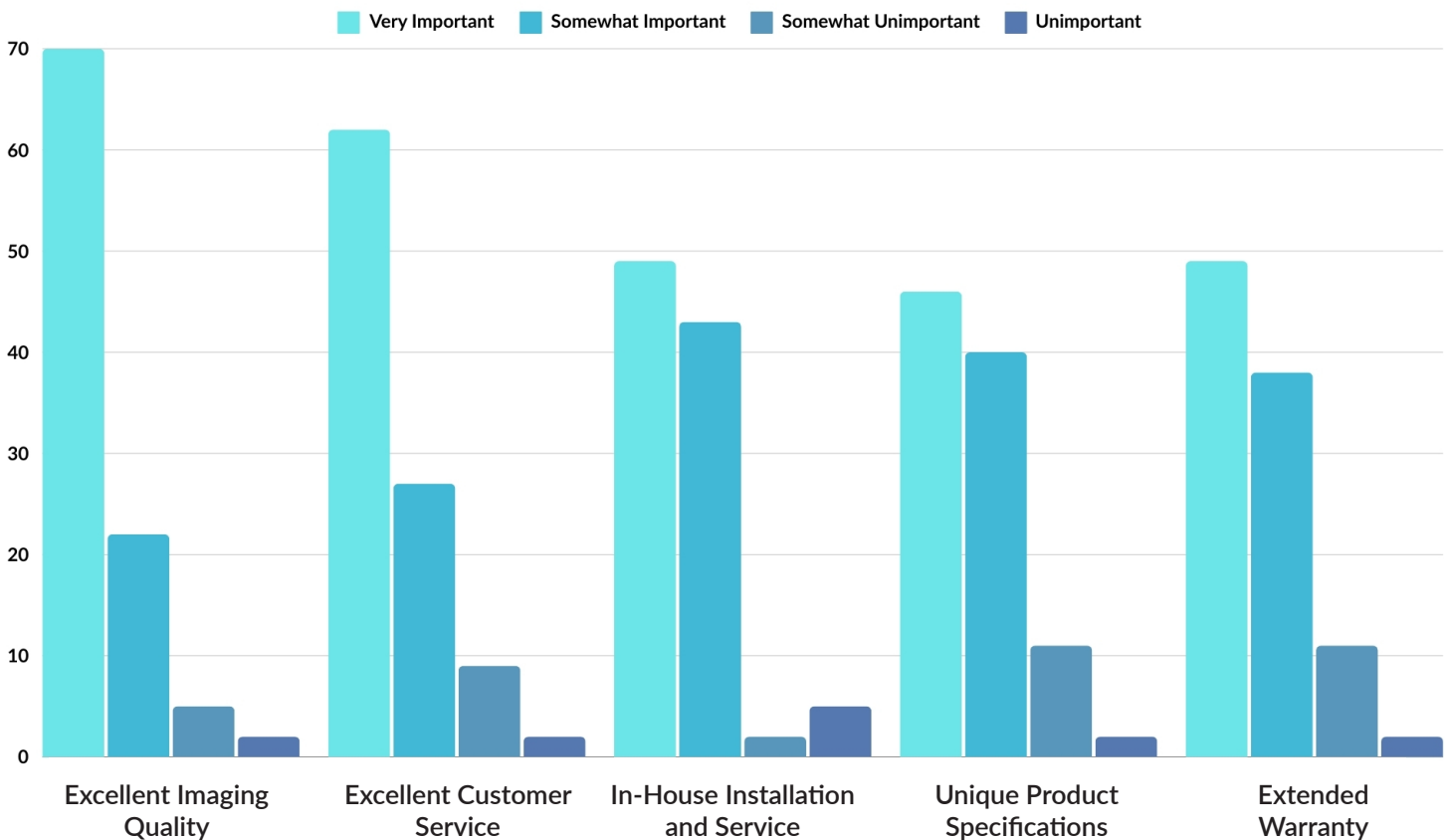
Responses also pointed to professionalism and the maintenance of high practice standards as key benefits of precision imaging. In dentistry, maintaining a competitive professional edge is crucial, and the use of advanced imaging technologies can significantly contribute to that differentiation. It demonstrates a practice's commitment to using the best available technology for diagnosis and treatment, which can enhance the practice's image and help meet high client relationship standards. This ensures practitioners are equipped with the best tools to educate patients and provide more treatment options with earlier diagnosis.

Next up, we will delve into the strengths and weaknesses of various imaging technologies according to your peers.

Strengths and Weaknesses of Various Imaging Technologies According to Your Peers

In ranking the overall strengths of significant features of purchasing imaging technology important to dental and specialty practices focused on precision imaging excellence, the survey results indicate excellent imaging quality is deemed very important by approximately 70% of respondents, with an additional 22% considering it somewhat important. Excellent customer service also ranks highly, with 62% of practices finding it very important and 27% somewhat important. In-house installation and service, alongside extended warranty options, are both valued similarly. About 49% of respondents consider each very important. For in-house installation and service, 43% find it somewhat important, slightly higher than the 38% for extended warranty. Unique product specifications are seen as very important by 46% of respondents, and somewhat important by 41%.

Rank each of the following overall strengths of various imaging technologies in order of importance to running a practice predicated on precision imaging excellence.



By contrast, when we asked about the overall weaknesses of features of imaging technology purchases important to dental and specialty practices focused on precision imaging excellence, the most significant concern, cited by approximately 49% of respondents, is the limitation of only having intermediate and advanced 3D options available today, with another 35% moderately concerned. This suggests a desire for more diverse technology offerings or improved 2D capabilities.

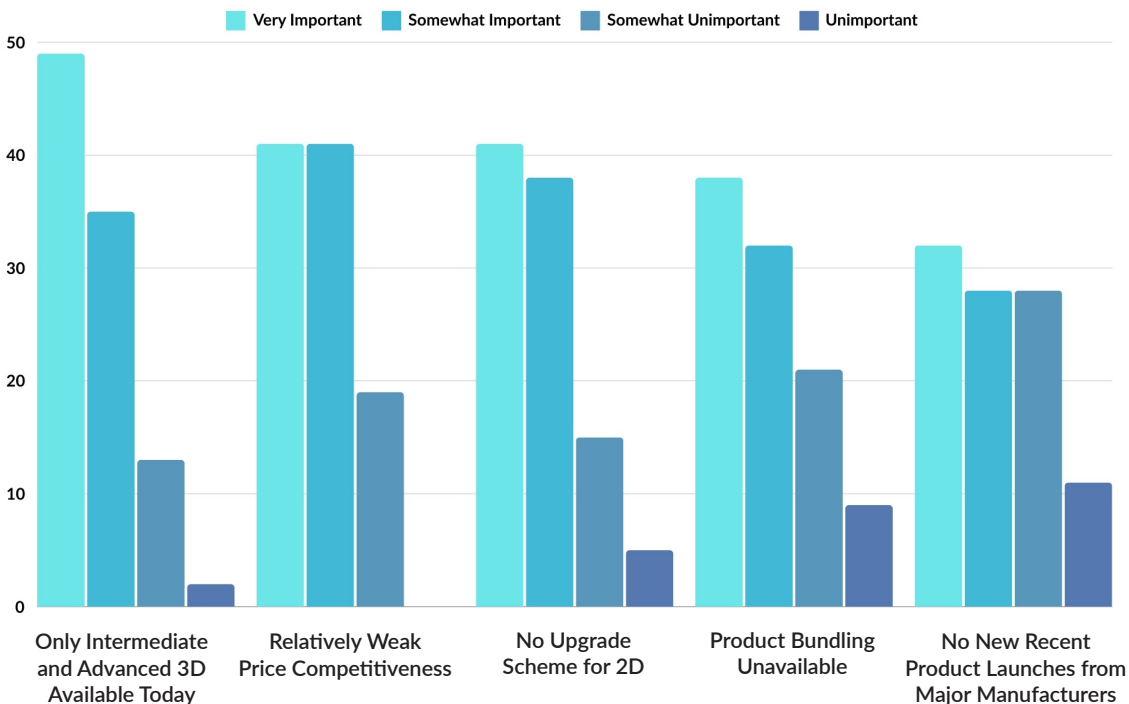
Around 41% of respondents are very concerned about the relatively weak price competitiveness of imaging technologies, and another 41% are moderately concerned, indicating there is room in the market for lower-priced imaging solutions.

Similarly, 41% are very concerned about the lack of a simple upgrade opportunity for 2D imaging technologies, with 38% moderately concerned. This could reflect a need for more flexible upgrading options to keep up with technological advancements.

Concerns about the unavailability of product bundling were also noted, with 38% very concerned and 32% moderately concerned, suggesting that bundling options could enhance value perception and purchase decisions.

Lastly, 33% of respondents are very concerned about the absence of recent product launches from major manufacturers, with 28% moderately concerned. This might indicate a worry about the stagnation in technological innovation and its impact on diagnostic and treatment capabilities.

Rank each of the following overall weaknesses of various imaging technologies in order of importance to running a practice predicated on precision imaging excellence.



Keep reading for industry insights on the advantages of leading a practice that offers precision imaging excellence as your peers see it.

Insights on the Advantages of Leading a Practice Offering Precision Imaging Excellence

In our study, we asked what, if any, are the advantages of leading a practice that offers precision imaging excellence. The overall sentiment was that the role of precision imaging in dental and specialist practices is becoming increasingly important as technology advances and patient expectations rise. More than that, three key trends emerged:

Enhanced Reputation and Quality of Care



Many respondents highlighted the positive impact that precision imaging has on the reputation of their practice. Providing high-quality imaging services differentiates practices in a competitive market. For example, one practitioner noted a “good reputation,” and another mentioned “improves the quality of my practice” as key advantages. Precision imaging is perceived as a tool for better diagnosis and as a symbol of a practice’s commitment to using up-to-date technology and providing a high standard of care. This directly translates to trust and credibility among current and prospective patients, setting a practice apart as a leader in dental or specialty oral services.

Improved Diagnostic and Treatment Outcomes



Respondents also emphasized the direct benefits of precision imaging on patient outcomes. Statements like “better results and better understanding” and “it helps to see the details of the [dental] issues” underscore the critical role that advanced imaging can play in enhancing diagnostic accuracy. With the ability to obtain detailed images, practitioners are better equipped to identify issues early and accurately, leading to more effective and targeted treatment plans. This improves treatment success rates and can significantly enhance patient satisfaction and overall health.

Expansion of Services and Patient Confidence



Precision imaging enables practices to expand their range of services. As one respondent put it, “There are more services that can be offered by the practice,” which highlights the potential for practices to address more complex and varied patient needs under one roof. Additionally, another key aspect is the increased patient confidence that comes with precision imaging. Comments such as “patients are more taken care of and more at ease” suggest that patients feel more confident and comfortable when they know their dental issues are visualized and understood with clarity. This increased confidence can lead to higher patient retention and referrals, further benefiting the practice.

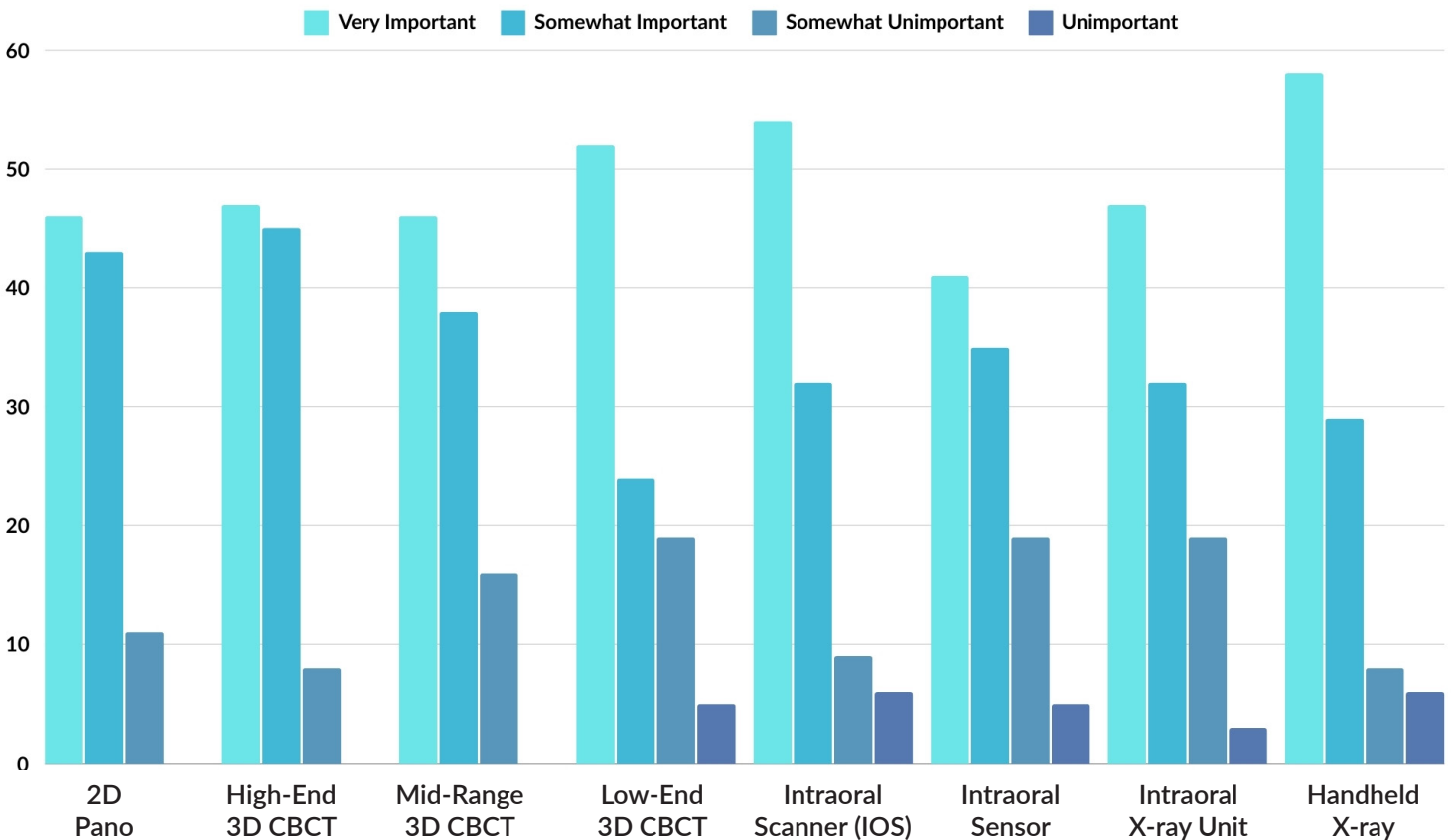
As technology continues to evolve, the value of investing in high-quality imaging capabilities will likely increase, making it an essential component of a modern dental practice. Practices that embrace these technologies stand to gain in their operational excellence and ability to provide exceptional clinical care.

Finally, let's look at which dental imaging solutions your competitors find most important and which they currently use today, so you can ensure your own competitive edge.

Insights on Types of Dental Imaging Solutions

In the surveys, we asked respondents to rank various dental imaging solutions in order of importance for leading a practice focused on precision imaging excellence. The table below shows the outcome.

Rank the following types of dental imaging solutions in order of importance to leading a practice focused on precision imaging excellence.

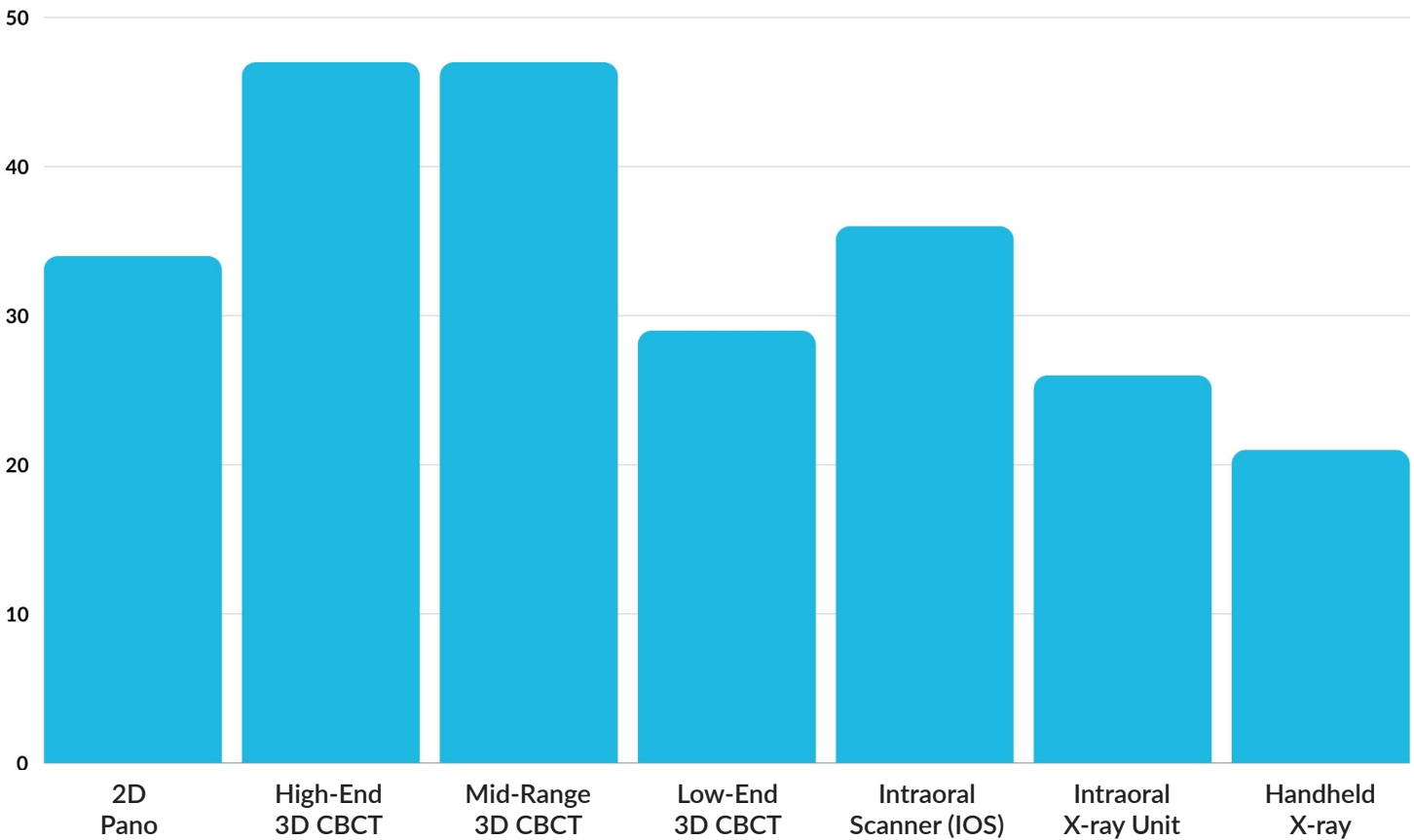


According to your peers, the handheld X-ray and intraoral scanner (IOS) were considered the most important, with over 50% of respondents rating them as very important. Low-end 3D CBCT was also highly regarded, with a majority rating it as very important. Nearly half of the respondents also saw high-end 3D CBCT and 2D Pano as very important. Mid-range 3D CBCT, intraoral X-ray unit, and intraoral sensor registered slightly lower in importance responses but are still largely seen as important tools.

The overall sentiment was that to begin building a practice focused on precision imaging excellence, one can start by adding lower-priced solutions like an intraoral scanner (IOS) or intraoral sensor. More established practices can gain a stronger competitive edge with high- to low-end 3D CBCT.

As for what your peers are using today, here is a snapshot of the most popular technology in use:

Which of the following types of dental imaging solutions do you use today in your practice?



The data indicates a diverse use of various dental imaging technologies, with a notable preference for 3D CBCT solutions, both high-end and mid-range. Intraoral scanners (IOS) are also widely adopted. Traditional 2D Pano and intraoral X-ray units are in moderate use since they are being replaced by CBCT and handheld X-rays, respectively. This suggests that the market is continuing to evolve with practices striving to provide the most up-to-date technology to maximize their diagnostic capabilities.

Where does your practice fall in the lineup?

Conclusion

As you reflect on the insights and data presented in this eBook, consider the following steps to enhance precision imaging excellence in your dental practice.

Evaluate Your Current Imaging Technology:

Take stock of the imaging solutions you currently have and assess their performance against the standards of precision imaging excellence discussed. Identify any gaps or areas for improvement, particularly in the capabilities of your existing equipment.

Invest in Advanced Imaging Solutions:

If your practice primarily relies on traditional 2D imaging, consider upgrading to 3D CBCT technology, keeping in mind that mid-range or high-end options significantly enhance diagnostic accuracy and treatment planning. If budget constraints are a concern, begin with more affordable solutions like digital sensors or low-end 3D CBCT and gradually incorporate more advanced technologies.

Enhance Your Team's Skills:

Ensure your team is well-educated in using advanced imaging technologies. Provide ongoing education and hands-on training to maximize the effectiveness of the equipment. [A reputable imaging manufacturer provides this education.](#)

Consider Patient-Centric Upgrades:

As you upgrade your imaging technology, consider the patient experience. Look for equipment that offers fast scan acquisition, reduced radiation exposure and comfortable patient positioning. These factors can significantly improve patient satisfaction and scan quality as well as set your practice apart from the competition.

Leverage Imaging Excellence in Marketing:

Use your investment in advanced imaging technology as a marketing tool. Highlight your commitment to precision imaging excellence in your promotional materials and patient communications. This can enhance your practice's reputation and attract new patients who value high-quality care.

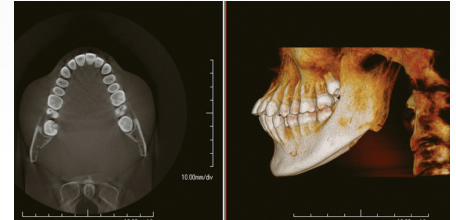
Here's to your practice remaining at the forefront of dental imaging excellence!

About PreXion

PreXion delivers precision imaging solutions to dentistry and specialty practices across the United States and is best known for:

Top-Quality Imaging

Diagnostically, precision imaging is a must-have in the clinical settings of today's world. PreXion offers the clearest, most precise image in the industry at an incredible price point. The clarity of the image is unparalleled by competing solutions, and the precision is unrivaled. Analysis of an image this sharp means more precise treatment planning and the best possible clinical outcomes. With most imaging solutions, higher image quality means higher radiation. Only PreXion offers high imaging with low radiation levels. The PreXion3D Expedition CBCT Scanner features accurate 360-degree rotation, 260-1,024 projected views, a dedicated 2D (PAN) mode option, and the clearest detail with 0.3mm focal spot and 0.06-0.3mm voxel. One physician remarked, "This is truly impressive technology."



Unmatched Commitment to Education



PreXion has developed strong working relationships with key opinion leaders made up of both specialty and general practitioners that precisely understand the PreXion technology and resulting clinical outcomes firsthand by using PreXion CBCT in their own practices. These doctors offer PreXion customers hands-on courses nationwide on topics including Using 3D Imaging in Implant Dentistry, Better Endo Outcomes with CBCT, and USING 3D Imaging to Transform Treatment Planning. This is among the most valuable 3D imaging education available today.

Educational and instructional scan capturing videos are also available online, making it easy for PreXion customers and their teams to continuously access information they need. In the spirit of education, PreXion is committed to forming strong partnerships with continuing education organizations in the field of dental diagnostics and treatment planning, including Catapult Education, among others. Additionally, PreXion's advisory board made up of industry experts and key opinion leaders propels the company and technology forward with an acute focus on continuing education supported by focused R&D and product development.

Excellent Service

PreXion is deeply committed to listening to the customer's voice. The PreXion mission is to always be passionate about answering customer questions and delivering excellent troubleshooting. It is PreXion's vision to build trust by providing each customer ideal support, precisely responding to every inquiry. PreXion customers have described the technical support team as steady, dependable and hardworking, with support technicians treating each customer as the most important one. While some competitors' customers must go through distribution branches for support, PreXion customers are directly connected to PreXion-trained and employed technicians to access robust, timely and precise support. PreXion never contracts out support roles and only employs certified technicians. This ensures the technology will be back in optimum working order as quickly as possible. If an onsite visit is required due to a customer hardware issue, a technician will travel to the office for a part replacement within 24-48 hours. Once customers purchase PreXion, they rarely go to another brand, in part because of this unprecedented commitment to excellent customer service.



Learn more at www.prexion.com.



Ready to increase case acceptance rates now?

Enhance patient education and production with 3D cone beam computed tomography (CBCT) imaging.

Yes, I want to schedule a demo with a PreXion 3D cone beam specialist so I can get:

- ✓ A clear understanding of how easier-to-read images give way to improved diagnostic capabilities, increased revenue and easier treatment planning
- ✓ Clarity on how to angle and zoom in on problem areas to help patients visualize their case and treatment
- ✓ Insight into exactly how a fully three-dimensional rendering of a patient's dentition with quality images with easier pathology detection can encourage quicker patient treatment acceptance
- ✓ A comparison of the attributes of various 3D CBCT scanners and how each stacks up in increasing practice production

GET MY DEMO SCHEDULED