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DENTAL IMPLANTS: ISSUES AND OPPORTUNITIES FOR GROWING THIS BENEFICIAL PROCEDURE

Dental implants are a growing medical treatment for replacing missing or damaged teeth. Considered medically superior than dentures or bridges, implants provide a natural-looking prosthetic tooth that is long-lasting. The dental implant procedure is a complex process involving close coordination among dentists, specialists, labs and suppliers. Centralized visibility of treatment and parts details requires a great deal of time and effort on the part of everyone involved, and inefficiency and errors are a common occurrence that limits the growth of this beneficial treatment option.

Recently, two periodontists in San Francisco, **Dr. Gregory Conte, DMD, MS;** and **Dr. Paola Guglielmoni, DDS, MS;** turned to the iConfiDent Implant Management System (IMS) to help them improve and grow their implant practice. They were looking for an application to securely share implant patient case information and collaborate over the Internet with their treatment team and referral dentists, and easily track and follow parts needed for the implant procedure.

Their previous method for tracking and organizing their high volume of implant procedures was using an Excel spreadsheet. “This was very difficult due to all of the changes to the appointment calendar and lining it up with specific dates of the implant procedure,” says Dr. Conte. “In addition, the amount of time spent to inform our referrals on implant case details was extremely inefficient. The amount of back-and-forth phone calls was becoming tiresome and unmanageable.”

Dr. Conte and Dr. Guglielmoni wanted to find an application that was easy to use and fulfilled the need of efficiently communicating with their referrals. They heard about iConfiDent IMS from an implant manufacturer sales representative and were intrigued. “Based on what the sales rep told me, **iConfiDent seemed like exactly the solution we were looking for,**” says Dr. Guglielmoni. “Once we logged into the iConfiDent IMS application and began to see what it does, we immediately understood how it worked and how we could implement it into our practice.”

Within the first few weeks **they entered over fifty of their current implant cases,** and began using iConfiDent IMS on a daily basis. “Every morning we log into iConfiDent IMS and view the Appointments tab. This allows us to see very easily and clearly what cases are coming up this week, and helps us identify what we need to do in terms of parts to be ordered, preparing and communicating with the referral dentist and assist them, if needed, with the restorative part of the procedure,” says Dr. Conte. “One of the wonderful features of iConfiDent IMS is the Implant Wizard, which helps guide selecting the correct implant systems and related components from multiple implant manufacturers. Having this information in a centralized electronic archive of case records with notes, images, x-rays, and orders is a tremendous asset. **With these features, my**

referral base is now up to speed, real time, with all case information - all they need to do is log into their iConfiDent account,” adds Dr. Conte.

COLLABORATIVE PLATFORM – A PRACTICE-BUILDING TOOL FOR SPECIALISTS

A collaborative relationship exists between general dentists and specialists like Dr. Conte and Dr. Guglielmoni. They work together to treatment plan, and provide dental implant restorations for their patients. “Competition for implant referrals is strong, and the ability to provide a value-added service that makes it easier for the entire treatment team to produce outstanding patient results is a key differentiator,” says Dr. Conte. “iConfiDent’s “DDS Lite” module enables us to easily offer our referral dentists the ability to collaborate electronically on cases. All they need to do is sign up, and I add them to my MyTeam network on iConfiDent and select cases to share with them. **The fact that IMS is free for them makes this a no-brainer and a real practice-building tool for me.**”

IT’S EASIER WHEN YOU WORK TOGETHER

Dr. Daniel Mairani, DDS; is an iConfiDent “DDS Lite” user, and refers his patients to Dr. Conte for implants. He can now log in and see his patient’s progress as Dr. Conte is working on the case, as well as key details to better prepare him for the restorative treatment phase. “I can pull up the specific implant and healing cap that is in the patient instantly through the online implant completion report, and any associated parts that are needed are easily selected with the Implant Wizard,” says Dr. Mairani. “I can even share the case with the manufacturer rep and get suggestions on what restorative parts are recommended. I no longer have to maintain and retrieve paper files. **iConfiDent has enabled us to be much more efficient with each of our implant cases, and this helps us focus on creating better patient outcomes.**”

Using iConfiDent helps dentists, specialists, labs and manufacturers work smarter, fostering more billable chair time units and promoting better service delivery across the treatment team. A procedure that oftentimes became an exercise in reactive, paper-chasing and scattered phone calls and emails is now handled smoothly and efficiently via iConfiDent’s secure, centralized collaborative platform. By removing the behind-the-scenes issues, fragmentation and potential for errors, iConfiDent makes it easier for everyone to work together. The biggest beneficiary is the patient who comes away with a successful implant and a beautiful new smile. Learn more at www.iconfident.com.



Dr. Gregory Conte, DMD (left) and Dr. Paola Guglielmoni, DDS (right)