



# HOW PRACTICES GROW WITH INTRAORAL CAMERAS

**A Simple 10-Point Checklist for Your Practice**



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## A Simple 10-Point Checklist for Your Practice

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# The Challenges Dental Practices Face

Dentists face a number of challenges in running a successful practice. At MouthWatch, we speak to a lot of dentists, hygienists, and other dental professionals every day. If your practice and professional life is like others, you may be concerned about how to increase case acceptance rates, how to ensure greater patient loyalty as patients become comparison shoppers, how to market in an increasingly competitive environment, and how to cultivate a great team culture in the office—one that your patients can feel. You would like to see fewer empty chairs, increase the contribution of your hygiene department to patient education and revenue, and do dentistry instead of needing to sell treatment. And not deal with costly insurance claims delays and denials!

An intraoral camera, when used as part of a new mindset amongst your team, can have wide ranging positive impacts for your practice across all these areas.

We're going to walk through 10 ways an intraoral camera can change your practice for the better.

Treat this as a checklist. How many can you get in place?

And how did it work for you? We love to hear from practices and providers that see the differences both the camera itself and a change in approach make.

## First things first...

# 01 Our Entire Dental Care Team Is Trained in Use of the Cameras

In some practices, a single camera is moved room to room. Or, is only used by the dentist. We've also visited offices where the intraoral camera was kept in a box in the cabinet "to keep it safe." Prohibitively expensive intraoral cameras can be a reason for all of these scenarios. The end result being that the cameras aren't used by the entire team. If this is the case in your office, after reading this ebook, do a quick cost/benefit analysis on whether you have the right cameras in place.

"Trained" can simply mean that the workflow expectation is set that every visit includes intraoral imaging, every team member understands how to capture images and where the images should be stored... An intraoral camera should be simple to use, so that extensive training is not really needed.



**It's really now standard equipment...**

## 02 Every Op, Every Chair In Our Practice Has an Intraoral Camera

If the whole team is going to be using intraoral cameras to contribute to practice growth, patient education and case acceptance, the cameras need to be quick to access, and ready to use.

When team members or the doctor has to hunt around for “the one” camera, not only

does it negatively impact patient experience, it means cameras will not be utilized as frequently.

In fact, this is one of the common things we hear from dentists: how much better it is to have an intraoral camera at every chair in every operatory. Make sure you are getting the full benefit from cameras by making them easily accessible in every op for streamlined workflows.

**Make the camera easily accessible for  
streamlined work-flows.**





## What's next?

# 03 We take intraoral photos at every appointment

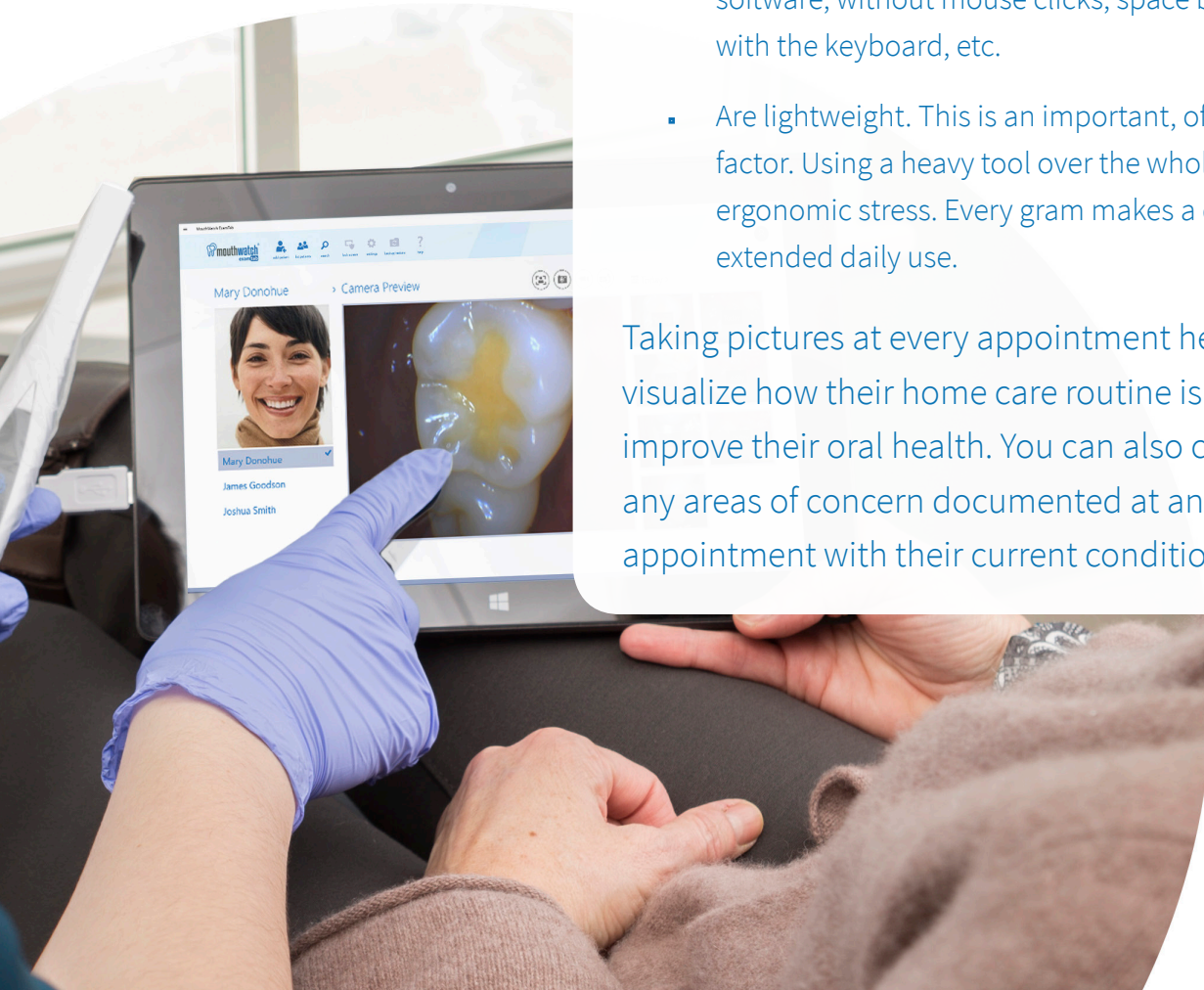
OK — now everyone in the practice is on-board with the intraoral cameras. And they are at-hand and easy to access.

## What's next?

To make this a practical reality, you'll want to make sure that your intraoral cameras:

- Take images quickly, with no lag or warm up delay.
- Save directly to the patient chart in your imaging software, without mouse clicks, space bars, or messing with the keyboard, etc.
- Are lightweight. This is an important, often overlooked, factor. Using a heavy tool over the whole day can cause ergonomic stress. Every gram makes a difference with extended daily use.

Taking pictures at every appointment helps patients visualize how their home care routine is helping improve their oral health. You can also compare any areas of concern documented at an earlier appointment with their current condition.



## Case presentation does not have to be like sales...

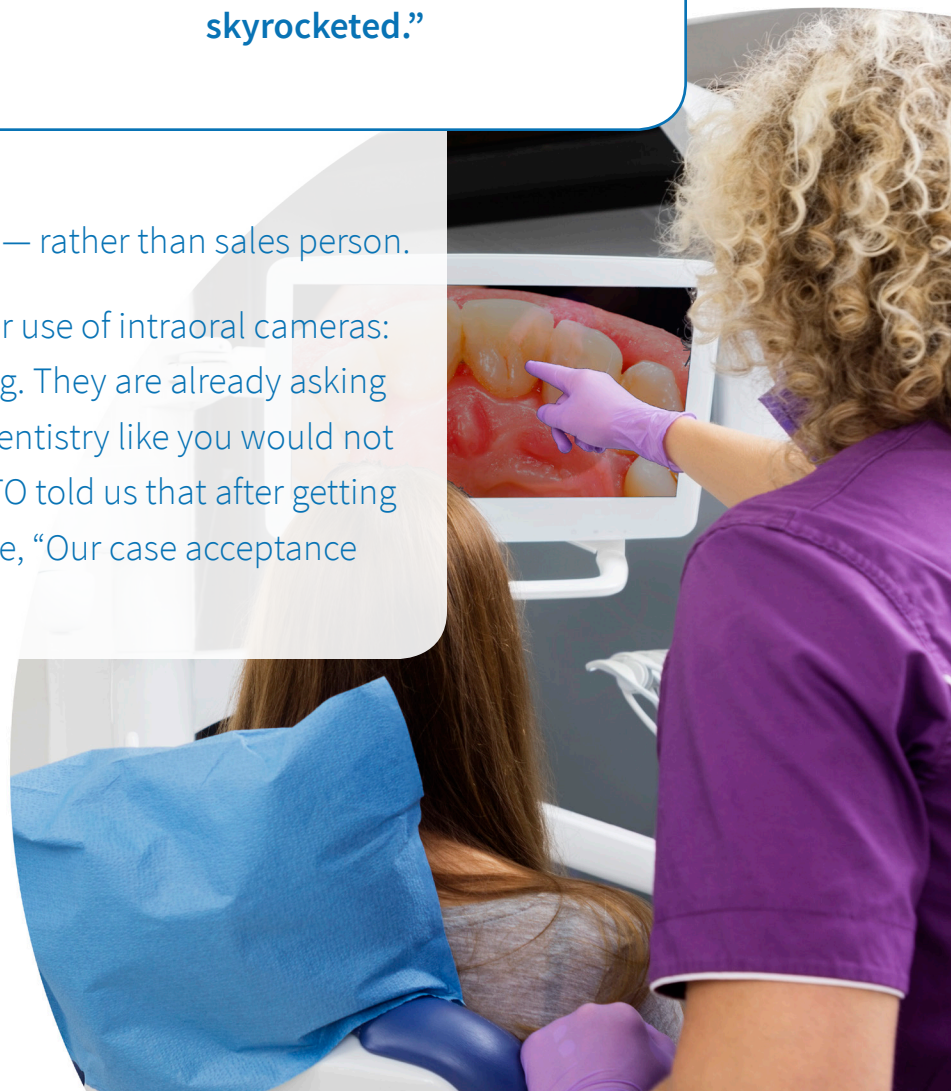
# 04 We make use of our intraoral photos during case presentation

Case presentation does not have to be a sales pitch. Now that you are capturing intraoral photos consistently and saving them in your patients' records, you can pull them up to show the patient. Extend this even further: use the IOC to provide live video on the monitor as you discuss why you are recommending treatment.

This gives the patient the opportunity to see what you see — and to ask questions. Co-diagnosis is a key technique to try. It puts you and your team in the position of solution provider — rather than sales person.

One dentist told us this about her use of intraoral cameras: "I don't even have to say anything. They are already asking about treatment options. Sells dentistry like you would not believe." And a group practice CTO told us that after getting over 20 intraoral cameras in place, "Our case acceptance rate skyrocketed."

**"Our case acceptance rate skyrocketed."**



**People are visual learners...  
Before/After is a powerful way to tell a story.**

## 05 Our patients see the positive outcomes of treatment

Here's a brief patient interaction that can deepen trust, further cement patient loyalty, and drive word-

of-mouth marketing for your superb dental care: show patients the results of the treatment plan you recommended and they decided on.

**Drive word-of-mouth marketing for  
your superb dental care.**

Make this interaction even more powerful by showing "Before and After" images to patients. You can do this easily because now you are capturing "Before" images as part of your practice protocols.





## What's measured (or seen) is managed...

# 06 Our hygienists use intraoral images to educate patients on progress during recall appointments

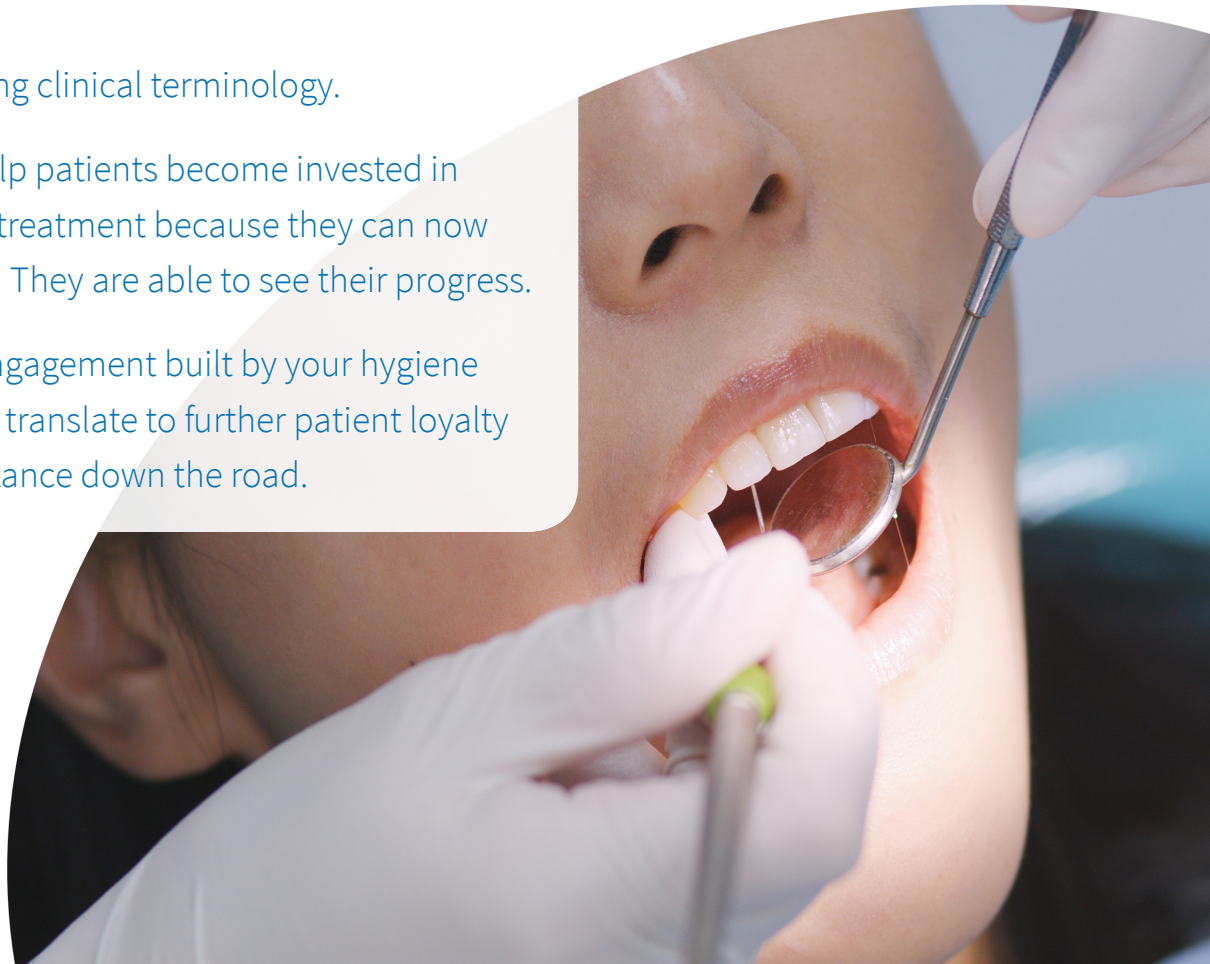
Hygienists can talk about inflammation and pocket depth all day without a patient truly understanding what is happening in their mouth. A few pictures of inflamed, bleeding gums is a message that a patient doesn't need a dictionary to understand.

Hygienists can use intraoral images to show the patient specific areas that need attention, without confusing clinical terminology.

**Patients become invested in treatment.**

Photographs help patients become invested in the outcome of treatment because they can now visualize results. They are able to see their progress.

The trust and engagement built by your hygiene department will translate to further patient loyalty and case acceptance down the road.



**Let people see how you value them seeing with their own eyes...**

## 07 Our marketing messages talk about our intraoral cameras

Put the technology second, the patient impact first.

We've seen more and more dentists explain on their websites and in other marketing materials that they use intraoral cameras. They're excited about the cameras and they see positive response from patients.

But patients aren't going to know at the start what an "intraoral camera" is or why it matters.

Our recommendation is that in marketing materials first talk about the benefits to the patient, and put it in context of the values you hold as a dentist. Then, mention one way you achieve that is with making sure patients can see for themselves what you are seeing.

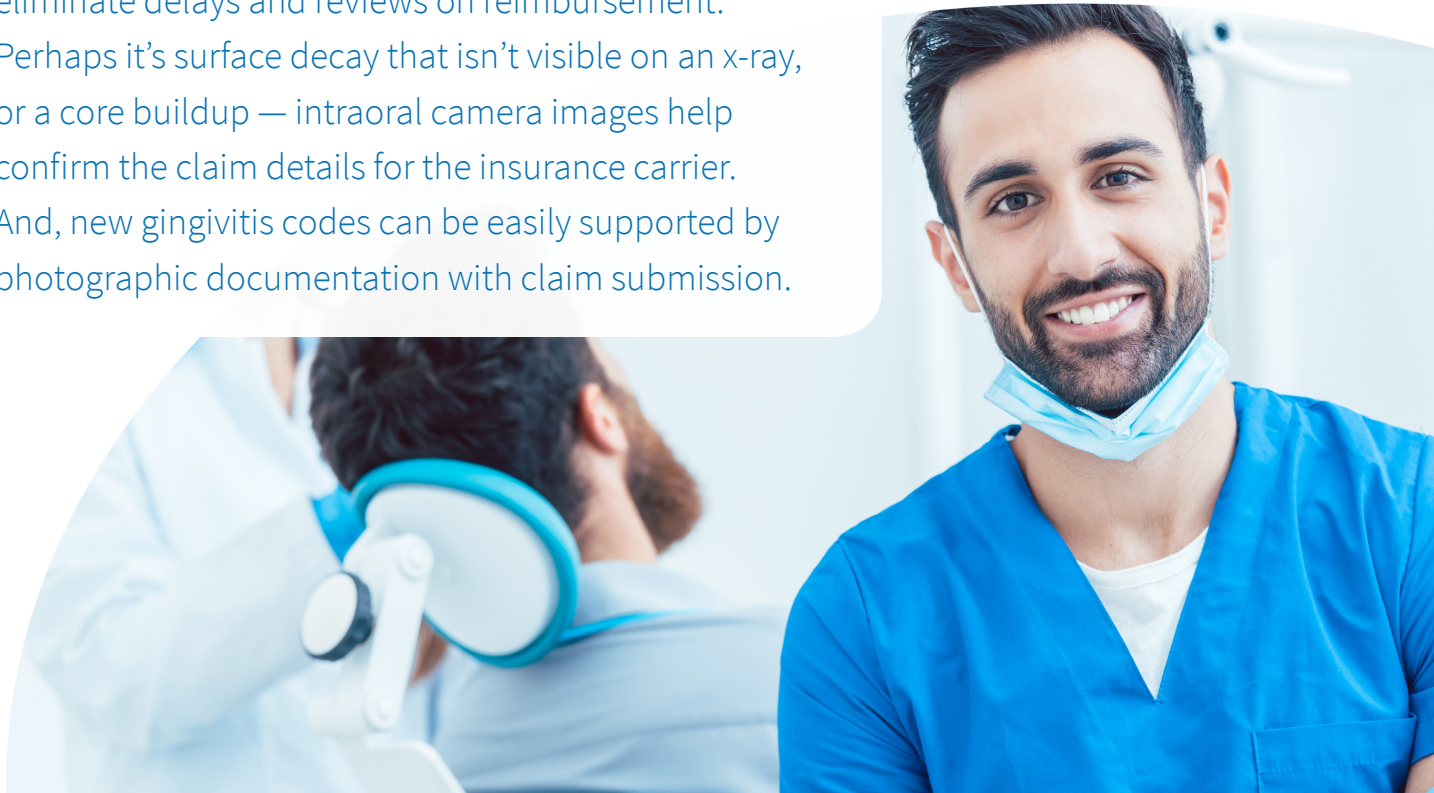


## Intraoral cameras impact admin as well...

# 08 Our admin staff add intraoral photos to insurance claims whenever helpful

Insurance claim adjusters are more likely to understand the need for treatment and to approve claims when they see before and after pictures of your work. Showing the clinical condition prior to treatment, and in some cases documenting the steps of the procedure, can help insurance claim adjusters understand the claim details and reduce or eliminate delays and reviews on reimbursement. Perhaps it's surface decay that isn't visible on an x-ray, or a core buildup — intraoral camera images help confirm the claim details for the insurance carrier. And, new gingivitis codes can be easily supported by photographic documentation with claim submission.

**New gingivitis codes can be supported by photographic documentation with claim submission!**





**For patient education, let them ask questions...**

## 09 We give patients the opportunity to use live video to self-examine and ask questions

The “2 minute tooth tour.” Let patients use the intraoral camera themselves while they watch the live video on the

monitor. You’ll want a camera you can feel comfortable leaving in the patient’s hands and that has live video and snapshot capability. This may be a useful technique for sensitive or

**Try with higher anxiety or pediatric patients.**

special needs patients. You might try it with higher anxiety patients or pediatric patients to give a sense of control and understanding. With potential cosmetic cases, patients can explore the current state of their teeth — and commit to change.

In this model, the patient comes up with questions and the dentist then can answer them, opening the lines of communication which increases patient trust and acceptance for recommended treatment options.





Connect to patients in your chair, and outside your practice...

10 We have spoken with MouthWatch about how to extend the benefits of our intraoral cameras *outside* the office and *after* regular office hours

Intraoral cameras connected to teledentistry software, together with a “connected dentistry” mindset, can enable a practice to:

- Extend hygiene hours without requiring the dentist to be in the office
- Conduct real-time referrals
- Improve marketing outreach
- and grow in many other ways...

Schedule your call here: [mouthwatch.com](https://www.mouthwatch.com)



## What's your score?

- Our entire dental care team is trained in use of the cameras*
- Every op, every chair in our practice has an intraoral camera*
- We take intraoral photos at every appointment*
- We make use of our intraoral photos during case presentation*
- Our patients see the positive outcomes of treatment*
- Our hygienists use intraoral images to educate patients on progress during recall appointments*
- Our marketing messages talk about our intraoral cameras*
- Our admin staff add intraoral photos to insurance claims whenever helpful*
- We give patients the opportunity use live video to self-examine and ask questions*
- We have spoken with MouthWatch about how to extend the benefits of our intraoral cameras outside the office and after regular business hours*



## Can we help further?

Thanks for giving us the opportunity to share our passion for the power of seeing for patient connection, superb care, and successful dentistry. We're always available to answer more of your questions at [mouthwatch.com](https://www.mouthwatch.com)

