



**EBOOK**

# How to Grow Your Practice with Intraoral Cameras

A GUIDE FROM THE INDUSTRY LEADER IN INTRAORAL CAMERAS



# 01 Make sure your entire team can use intraoral cameras confidently

**First things first...** Some practices only have a single camera that is moved from room to room. In others, the camera is used solely by the dentist. We've also visited offices where the intraoral camera is stored in a secure cabinet or drawer to keep it safe while not in use. And there's a valid reason for taking these precautions when a single intraoral camera can cost thousands of dollars and have costly repair needs. However, keeping a camera in a hard-to-access area or not having all your team members using one limits the potential and impact of your intraoral camera investment. If this is the case in your office, after reading this guide, do a quick cost/benefit analysis on whether you have the right cameras in the right places.



An intraoral camera can be a simple and efficient addition to your workflow:

1. Set workflow expectations that every visit includes intraoral imaging
2. Make sure every team member understands how to capture and store images
3. Inform staff about using intraoral images for maintaining patient records and submitting insurance claims

02

Have an easy to access intraoral camera in every operatory, at every chair



**Intraoral cameras should be thought of as standard equipment in today's operatories...** The whole team needs to have cameras that are easily accessible, and ready to use to see benefits in practice growth, patient education, and case acceptance. When doctors or team members have to hunt around for "the one" camera, not only does it negatively impact the patient experience, it means cameras will end up being left out of your workflow. 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 most out of your intraoral cameras by making them easily accessible in every op for streamlined workflows.



**"These cameras are not only in every operatory at my practice, but my mobile hygiene team uses them in schools and other programs with TeleDent."**

DR. KINOL, MIRACLE DENTAL ASSOCIATES, WEXFORD, PA



# 03

## Capture intraoral photos at every appointment



**OK — now everyone in the practice is trained with the intraoral cameras and can easily access them.** What's next? To make intraoral success a 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. Using a heavy tool over the whole day can cause ergonomic stress. Every gram makes a difference with extended daily use.
- Easily integrate with your existing imaging software. Intraoral cameras should integrate with your existing workflow, not disrupt it.

Taking pictures at every appointment helps patients visualize how their oral care routine impacts their oral health. You can also compare any areas of concern documented at an earlier appointment with their current condition to see how changes in oral care routines have impacted their oral health. This oral health timeline makes patients feel more accountable for their oral care routines, often leading to improved patient outcomes.



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## 04

## Present cases with intraoral imaging



**Case presentations don't need to be a sales pitch.** By taking intraoral photos consistently and saving them in your patients' records, you're creating a more impactful and detailed case presentation every time your patient visits the office. You can quickly pull up the collection of photos and use an intraoral camera to provide a live video feed on the monitor as you discuss why you are recommending treatment.

This gives the patient the opportunity to see what you see, to ask questions, and most importantly, become invested in their oral health. 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."



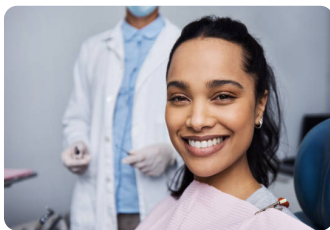
Taking detailed intraoral photos with new patients is especially important when it's time for case presentations, as they help build provider-patient trust and get new patients invested in both their oral health and your practice.

05

Show patients the positive outcomes of treatment



**Showing patients the results of accepted treatment recommendations deepens trust**, improves patient loyalty, and drives word-of-mouth marketing for your superb dental care: show patients how their decision to follow through with your treatment plan led to exceptional results. Make this interaction even more powerful by sharing “Before and After” images with patients. This is easily accomplished because capturing “Before” images is now part of your practice protocols, and can be accessed in the patient’s records.



“Our hygienists, assistants, and I all use intraoral cameras. We love seeing the ‘wow’ factor from our patients!”

DR. STEVEN HINCHEY, CONNECTICUT



06

## Enable hygienists to 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 every patient can understand.

Hygienists can use intraoral images to show the patient specific areas that need attention, without needing to use confusing clinical terminology that can make patients feel disconnected from their own oral health.

Photographs help patients become invested in the outcome of treatment because they can now visualize the results and track their progress before and after their treatment.

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# 07 Talk about the patient benefits of intraoral imaging

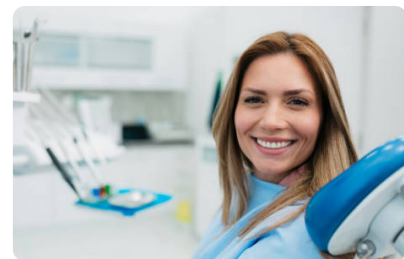


## Put the technology second and patient impact first.

We've seen many dentists explain on their websites, social media, and in other marketing materials that they use intraoral cameras. They're excited about their investment in intraoral cameras and want to share that they're committed to enhancing the patient experience.

But before a patient visits your office, they aren't going to know what an "intraoral camera" is or why it should matter to them.

We recommend when discussing intraoral cameras in marketing materials, first talk about the benefits to the patient and how it aligns with the values you hold as a dentist. Then, mention how you ensure your patients have the same access to their oral health that you do with the ability to see exactly what their dentist is seeing. This allows patients to easily understand how intraoral cameras impact their dental visits without needing to understand the technology itself.



Show more, not only with your intraoral cameras but also with your marketing materials. When you showcase intraoral cameras in your marketing materials, you're demonstrating to patients your commitment to providing a modern dental experience with the highest quality of care.



08

Have 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.



New gingivitis codes can be easily supported by photographic documentation with claim submission.

09

Give patients the opportunity to use the camera and ask questions



**Offer a “2-minute tooth tour.”** Let patients use the intraoral camera themselves while they watch the live video feed on the monitor. You’ll want a lightweight, easy-to-use camera that you can feel comfortable leaving in the patient’s hands while they stream live video and capture images. This technique is especially effective for anxious, sensitive, pediatric, or special needs patients who greatly benefit from 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 that their dentist answers, opening the lines of patient-provider communication and getting patients more invested in their oral health, leading to increased trust and acceptance of recommended treatment options.



“Intraoral cameras let patients see the problem and are amazed when they’re shown the photos. It is also invaluable in my ability to educate the patient and help them understand their need for treatment.”

DR. KURT GIBSON, NORTH CAROLINA

10

Explore how intraoral cameras and TeleDent work together for more growth opportunities



Using intraoral cameras alongside a teledentistry platform, creates a “connected dentistry” experience that enables a practice to:

- Extend hygiene hours without requiring the dentist to physically be in the office
- Conduct real-time referrals or initial meet and greets
- Improve marketing outreach and take virtual appointments online
- Digitally send compelling visual treatment plans that include intraoral images
- Conveniently have virtual case consultations face-to-face with patients and other stakeholders about complex or high-end cases
- and grow in many other ways...

LET US SHOW YOU HOW! SCHEDULE A PERSONAL DEMO HERE:

[mouthwatch.com/demo](https://mouthwatch.com/demo)



Teledentistry isn't about replacing in-office procedures. It's about making treatment visits and the patient journey more efficient, convenient and effective. Whether it's reducing no-shows, shortening new patient lag time, creating more work/life balance for teams, or saving chair time for treatment, teledentistry's flexible, powerful capabilities are ready for your innovation.





**SEE. SHOW. TREAT. REPEAT.**

See how MouthWatch intraoral cameras can help grow your practice risk-free with a 100% satisfaction money-back guarantee.

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