



FOR IMMEDIATE RELEASE

Sept. 9, 2014

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## **Carestream Dental Launches New 'TechCheck' Promotion to Diagnose Outdated Equipment and Offers Treatment Plans for Practices**

**ATLANTA**—Sometimes, even dental practices need to be diagnosed—for broken or outdated technology, that is. Starting now through early December, Carestream Dental's new TechCheck promotion gives practices the chance to trade in or upgrade their existing equipment, ensuring that doctors are treating their patients with the most up-to-date technology available.

The TechCheck, which runs until Dec. 19, includes a free consultation to identify opportunities for technological improvements, such as switching from desktop-based to cloud-hosted practice management software or updating from 2D to 3D imaging. Practices will then have the option to upgrade or trade in their current technology for the latest offerings from Carestream Dental, including special savings of up to \$25,000.

"When equipment is up-to-date, practices can improve patient diagnosis, optimize workflow, ensure they are HIPAA-compliant, and improve technology integration options," David Roudergues, director of U.S. dental equipment, Carestream Dental, said. "The TechCheck lets doctors take care of their patients, while Carestream Dental takes care of their technology."

More importantly, doctors would be well advised to understand the implications of using older models that are compatible only with Windows XP, as they are more susceptible to security breaches and HIPAA violations that could require disclosure to all patients. Working with the most recent equipment, or at least equipment that can be easily updated, is also important when it comes to HIPAA-compliance. Practices should be aware of whether their office complies with the latest requirements as well as if systems can be updated or if replacements are necessary.

"Even patients can tell you how quickly technology changes these days—just think of their smartphones—and dental technology is no different," Roudergues said. "A perfect example is the transition from 2D to 3D imaging and, more recently, the move to digital impressions. These advances took place just within the last 10 years; it can be exhausting to keep up with it all. A TechCheck consultation removes the guesswork and helps a practice determine whether there are better, more current equipment options available to them."

Some of the technology that Carestream Dental will be evaluating includes extraoral imaging systems, CAD/CAM systems, intraoral sensors and practice management software, to name just a few.

Carestream Dental also provides resources such as checklists and self-assessments for

knowing when to upgrade on its blog, the Digital Image Stream, at [www.carestreamdentalblog.com](http://www.carestreamdentalblog.com). For more information about Carestream Dental's TechCheck or to schedule a consultation, visit [www.carestreamdental.com/techcheck](http://www.carestreamdental.com/techcheck).

### **About Carestream Dental**

Carestream Dental provides industry-leading imaging, CAD/CAM, software and practice management solutions for dental and oral health professionals. With more than 100 years of industry experience, Carestream Dental products are used by seven out of 10 practitioners globally and deliver more precise diagnoses, improved workflows and superior patient care. For more information or to contact a Carestream Dental representative, call 1.800.944.6365 or visit [www.carestreamdental.com](http://www.carestreamdental.com).

### **About Carestream Health**

Carestream is a worldwide provider of dental and medical imaging systems and IT solutions; X-ray imaging systems for non-destructive testing and advanced materials for the precision films and electronics markets. For more information about the company's broad portfolio of products, solutions and services, please contact your Carestream representative, call (888) 777-2072 or visit [www.carestream.com](http://www.carestream.com).

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