



How GPs Can Grow their Practice with CBCT

eBook



CBCT and the GP

Today, compact affordable cone beam computed tomography (CBCT) systems with user-friendly software, adjustable fields of view (FOVs) and easy-to-use interfaces are making it easier than ever for general practitioners to adopt CBCT.

Discover how CBCT can:

- Capture more detailed images to provide the best care
- Instill confidence in your patients so they'll more easily accept treatment
- Grow your practice by expanding treatment options

Enhance Your Diagnostic and Treatment Capabilities

When you see more you can do more for your patients. Two-dimensional imaging doesn't tell the full story, while 3D imaging can assist in everything from identifying endodontic lesions or fractures; knowing where to search for calcified canals and how to identify them; and understanding the proximity of third molars to inferior alveolar nerve, and more.

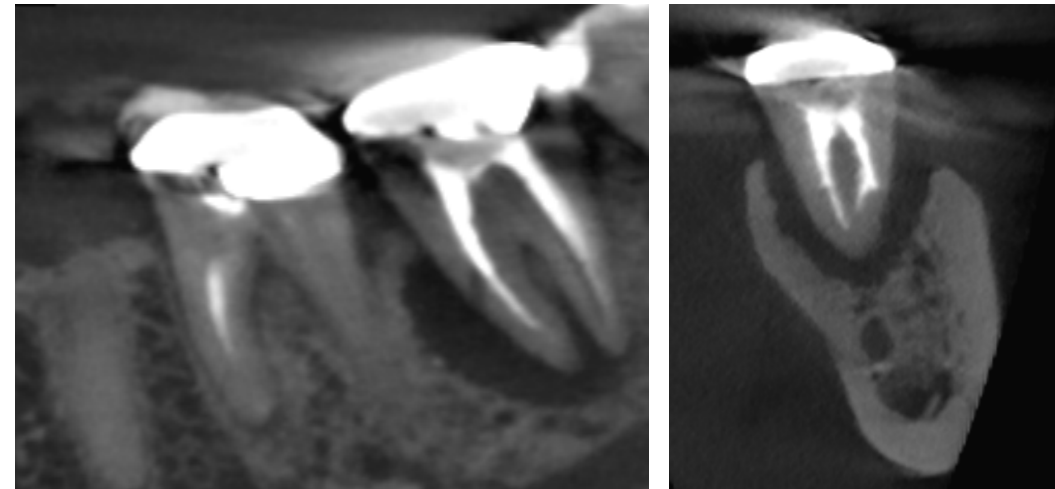
What Do You See?



Ask Yourself:

What's your diagnosis?
Which tooth is the culprit?
To whom do you refer?
Where is the swelling coming from?

What Do You See Now?



Ask Yourself:

Do you have a more accurate diagnosis now?
Do you now know where the patient's pain is coming from?
What would you do next?

Where CBCT Can Help.

Pre-operatively: To help diagnose and plan.

Intraoperatively: To help understand canal morphology and avoid complications.

Post-operatively: To evaluate healing post-treatment.

Improve the Patient Experience

There's no denying the clinical benefits CBCT can have on the way you care for patients, but how do you communicate that benefit to them? According to a 2019 study, **two out of three patients would switch to a doctor who they felt used more advanced technology.**

“More advanced technology” to a patient means:

- Confidence in their doctor
- Convenient one-stop diagnosis and treatment
- “Cool” 3D scans when reviewing treatment options
- Comfortable experiences when positioned in the system

Advanced technology like a CBCT system creates a perception of care among patients that creates trust, builds confidence and increases treatment acceptance.



2/3 of patients would switch to a doctor they felt used more advanced technology*

95%

of patients who have experienced more advanced technology agree they get better care (**63% strongly agree**)*



Patients are **2X** more likely to report a **positive experience** when advanced digital dental technology is used*

*2019 Global Digital Dentistry Survey: Asked among 7,000 nationally representative adults ages 18+ in 7 markets: U.S., Canada, UK, Germany, France, India and China



Grow Your Bottom Line

When you invest in a CBCT system, your practice can benefit from both the direct ROI of new technology and the indirect value the system brings to you diagnoses, treatment planning and your patients' health.

Direct ROI

When investing in a new CBCT system, there are several areas where doctors can see a return on their investment.

- Directly bill patients for scans you take instead of referring out
- Offer more in-house treatments, like extractions, implants or root canal therapy
- Charge for or submit claims for services that patients would have typically sought elsewhere



Indirect ROI

There are some things you can't put a price on: Like the clinical benefits of CBCT, the convenience of having a system in your own practice and the way it aids in communication with patients.

Clinical: Having the full picture can give more confidence when making a diagnosis.

Convenience: Your own in-office CBCT system isn't just more convenient for your treatment, it's more convenient for your patients, too, who can avoid the hassle of multiple appointments and referrals.

Communication: The hyper-realistic 3D image a CBCT scan captures can close the gap between consult and treatment.



CBCT is for the GP

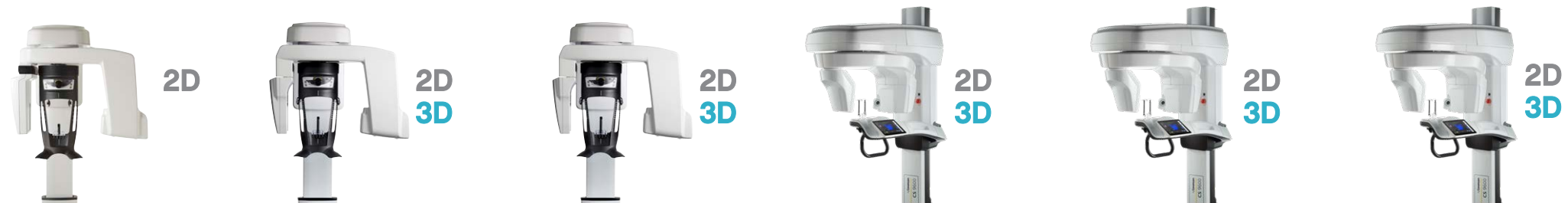
Whether it's providing enhanced treatment and care, communicating better with patients to increase case acceptance or opening up new streams of revenue by offering enhanced services, a CBCT system in your practice can help you exceed your practice's goals.

Today, advancements in technology make these systems more accessible than ever. A wide variety of selectable FOVs for performing more treatment at the lowest possible dose; easy to learn user-friendly software; a compact footprint; and cost-effective pricing means that what was once seen as a "big-ticket item" reserved for hospitals and the specialist's office is now just as likely to be found in the GP's office.

Add this valuable tool to your practice to help gain new confidence in your diagnosis, grow your patient base and improve your bottom line.

Which System is Right for Me?

Click [here](#) to learn more about the newest CBCT system, or visit carestreamdental.com to learn more about any of Carestream Dental's innovative imaging technology.



	CS 8100 CS 8100SC	CS 8100 3D CS 8100SC 3D	CS 8200 3D Family	CS 9600 12x10 Edition	CS 9600 16x10 Edition	CS 9600 16x17 Edition
FOVs (CBCT)	-	4 FOVs available: 4 x 4 cm to 8 x 9 cm	4 or 6 FOVs available: 4 x 4 cm to 12 x 10 cm	10 FOVs available: 4 x 4 cm to 12 x 10 cm	12 FOVs available: 4 x 4 cm to 16 x 10 cm	14 FOVs available: 4 x 4 cm to 16 x 17 cm
Tomosharp pan imaging	✓	✓	✓	✓	✓	✓
Ceph imaging	✓	✓	✓	✓	✓	✓
CBCT imaging	Upgradable to 3D	✓	✓	✓	✓	✓
3D model scan	-	✓	✓	✓	✓	✓
3D facial scanner	-	-	-	✓*	✓*	✓*
CS MAR	-	✓	✓*	✓*	✓*	✓*
120 kV tube voltage	-	-	-	✓*	✓*	✓*
Practices / Specialties	<ul style="list-style-type: none"> • General practice • Orthodontics 	<ul style="list-style-type: none"> • General practice • Endodontics 	<ul style="list-style-type: none"> • General practice • Implant • Periodontics • Orthodontics 	<ul style="list-style-type: none"> • General practice • Endodontics • Implant • Oral surgery • Periodontics 	<ul style="list-style-type: none"> • Implant • Oral surgery • Periodontics 	<ul style="list-style-type: none"> • Oral and maxillofacial surgery • Orthodontics • Radiology centers • Hospitals • ENT

* Option



Carestream Dental is committed to transforming dentistry, simplifying technology and changing lives. In this pursuit, we focus on providing cloud solutions and technology for practice and clinical management for dental practices, groups, DSOs and partners. For more information, please visit [carestreamdental.com](https://www.carestreamdental.com).