

# CLINICAL IMPLEMENTATION OF NEW TECHNOLOGY

TIPS FOR TODAY'S CLINICAL TEAM MEMBERS  
AMERICAN ASSOCIATION OF ORTHODONTISTS  
115<sup>TH</sup> ANNUAL SESSION – SAN FRANCISCO, CA

## Questions

- Patients seen on time?
- Procedures completed on time?
- Treatment completed on time?
- Number of emergencies too high?
- Equipment to perform new procedures?
- Sterilization system meet guidelines?
- What is your patient experience?
- Marketing ideas?

## Run Reports

- Patients beyond ECD
- Patient flow reports
  - Check in tracking
  - Procedure tracking
  - Assistant tracking
- Treatment efficiency monitors
- Emergency tracking

## Challenges

- Finding the right fit
- Gathering information
- Equipment
- Implementation
- Training

*To gain and keep their competitive edge, today's orthodontic practice must seek and implement innovative solutions and continue to acquire new skills.*

- *Increase practice efficiency*
- *Distinguish your practice*
- *Advertising*

## Questions to Ask:

- What is the implementation protocol
- What additional equipment will be needed
- Specific instructions
- Additional expenses
- What training is available
- Anticipated time frame

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**Gathering Information**

- Sales reps
- Colleagues
- Consultants
- Study clubs
- Meetings

**Scanner Advantages**

- Digital study models
- No impression storage issues
- Case diagnosis features
- Case presentation features
- Can scan with braces on for same day delivery at deband
- No impression issues
- Immediately review scan on the screen
- Multiple uses of intra-oral scans

**I/O Scanning Process**

- Scan in office
- STL file created
  - Open
  - Closed
- Sent to lab
- Model printed
- Appliance fabricated

**Patient Experience**

- Create vision
- Hire and train
- Set standards
- Systems to remove variation
- Consistent patient experience

**DIGITAL  
IMPRESSIONS  
ARE HERE TO  
STAY. IT IS NOT  
A MATTER OF IF  
YOU WILL USE  
THEM BUT  
RATHER HOW &  
WHEN.**

**• Use advanced  
technology  
• Advertise your  
technology**  
**DO NOT FORGET  
THE PATIENT  
EXPERIENCE!!**

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## What is it and How do I use it?

### Introduction to the team

- Name of product
- Proper use
- Best patient
- Care and maintenance
- Disinfection/sterilization

### Team Meeting

- Area of improvement
- Idea
- Who will be involved
- Training needed
- Time frame
- Cost incurred

### Implementation and training

- Use available resources
- Take advantage of training
- Send team to training
- Bring training to the team
- Train ALL employees
- Cross training

### Care and Maintenance

- Follow manufactures instructions
- Could void manufacturer's warranty

## Checklist

- **Responsible Party**
- **Backup**
- **Daily**
  - **Start-up**
  - **Shut-down**
- **Weekly**
  - **Beginning of week**
  - **End of Week**
- **Monthly**
- **Annually**

## Actions for Change

- **Ask questions**
- **Run reports**
- **Determine problem**
- **Find right fit**
- **Gather information**
- **Introduce to team**
- **Implementation and training**
- **Care and maintenance**

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***EXCEED PATIENT EXPECTATIONS!!!***



Andrea Cook's in-office, hands on training motivates and energizes orthodontic clinical teams. She bases training systems on practical knowledge gained through 20 years chairside experience. She works as a clinical consultant and trainer for premier orthodontic offices across the country.

Since effectively training clinical team members is a critical portion to the advancement of clinical productivity and profitability Andrea works with teams to increase efficiency, improve communication and guides the office to a new level of excellence.

Her years of experience include working in single, double, and multi doctor practices. She has extensive experience as clinical coordinator for a multi doctor practice seeing over 120 patients per day. Andrea's experience allows her to understand and address the concerns of the clinical team.