Clinical Implementation of New Technology
Tips For Today’s Clinical Team Members
American Association of Orthodontists
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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

Notes
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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

NOTES
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Digital Impressions are here to stay. It is not a matter of if you will use them but rather how and 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

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.