

The **Insight** in **hindsight**

By Danny Chan

The Vatech Insight delivers unforeseen patient care value that Adelaide-based Dr Carmine Mignone never knew he needed.

Dr Carmine Mignone takes great pains to make his patients feel right at home in his clinic.

As principal dentist and owner of Campbelltown Dental, a family-oriented suburban clinic in Adelaide, he is constantly searching out new ways and means to improve the patient experience – whether they are visiting for the very first time, or have been doing so since the disco heyday.

Campbelltown Dental opened its doors in 1979, just one year after Dr Mignone graduated with a BDS from the Adelaide University. That the practice doesn't look its age owes much to the dentist's emphasis on refreshing the clinical environment to maintain a welcoming atmosphere.

"The patient experience starts the moment you enter through the front door," says Dr Mignone.

For starters, Campbelltown Dental uses a personalised recall system to give patients advanced notice of their bookings

so that they are not in a rush or feel flustered on appointment day.

"To make them feel as relaxed as possible while they wait, we regularly upgrade and refurbish our reception and waiting areas," he adds.

"We also make it a point to refresh the surgeries with new equipment and décor to give them a safe and comfortable treatment experience."

Dr Mignone applied the same patient-focused principle to making one of Campbelltown Dental's recent equipment upgrades – the digital OPG.

Looking sharp

The Vatech Insight was purchased in August 2019 mainly to facilitate the preventative and restorative aspects of the work. With an oral health therapist and a dental hygienist on board, the practice takes a holistic care approach to active preventive maintenance and children's dentistry.

The dentist also uses the digital OPG extensively to investigate and plan for CEREC-assisted crown and bridge treatments.

"A good x-ray is an invaluable diagnostic and patient information tool. More than any other equipment, it helps to facilitate acceptance of proposed treatment plans in a modern practice," says Dr Mignone.

"The Vatech Insight meets these criteria perfectly."

From the get-go, Dr Mignone was extremely impressed by the way Vatech's SA distributor, Dental Concepts – in particular, Jason Roberts – had advised, planned, designed and incorporated the digital OPG into his practice seamlessly.

"A specialist design consultant was employed to ensure that the highest compliance standards were met," he adds.

Having used the Vatech Insight – mainly the panoramic images – for just over a year, the veteran dentist can attest that, as compared to previous OPG units

he had used in the past, the images are "clearer, sharper and consistently of higher quality – with fewer artefacts".

According to the Adelaide dentist, the unit's multitude of options – including Ceph, OPGs and Bitewings – affords more depth and versatility to its well-rounded diagnostic quality.

"The clear images allow for accurate TMJ assessment. The 41 multi-layer PANO images enhance diagnostic value," he adds.

"By examining extra sliced images you can locate mesial-buccal, distal-buccal and palatal roots.

"The user-orientated Vatech software couples well with Insight NAVI and is easy to learn and use."

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Patient-focused technology

Of course, Dr Mignone's assessment would be incomplete without mentioning Vatech Insight's attributes in the area of patient comfort, convenience and care.

"Patient acceptance has been exceptional. It is a state-of-the-art unit with a modern appearance and it makes a great first impression," he says.

"The unit allows instant feedback from patients on the proposed treatment plan as they can visualise and process information there and then. They feel included in the process from the beginning.

"The unit's low-dose radiation and faster scan times befits its claim of being next-generation technology, and if I may also add, patient-focused technology."

Bonus benefits

In hindsight, Dr Mignone could not have predicted how the Vatech Insight would also go on to play an important role in patient health and safety during a particularly stressful time, courtesy of a global pandemic.

"By locating the unit in-house, we offer



a much more convenient and COVID-safe service to patients as they do not need to go back and forth between our practice and our radiology practice.

"Due to a short scan time, the x-ray capturing process is kept to minimum.

"Insight's 41 Multi-layer imaging function has reduced the number of intraoral x-ray images to be taken. This versatile technology actually promotes social distancing by minimising patient contact."

To date, Dr Mignone says that he has heard nothing but positive comments and feedback from both staff and patients.

"As an investment, the unit's expanded diagnostic and informative value simply raises the bottom-line of the practice.

"Perhaps more profoundly appreciated during these challenging times, the Vatech Insight is more than just a diagnostic tool, but one that delivers on our philosophy of total patient care." ♦

For more information on Vatech x-ray system – Including Insight, contact: Vatech Australasia (1300 789 454)

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Heart-won reputation

By Danny Chan

"Trust has to be earned, not given." That is the guiding axiom of dental equipment seller Alldent. It sums up the principled approach the company has taken to build up their enviable industry standing – one satisfied customer at a time

Over the decades, the Melbourne-based dealer of major brands like A-dec and NSK has garnered a strong following for its attentive, personalised service. From their unhurried manner of guiding customers throughout their equipment buying process to their avoiding a cookie-cutter approach to sales and servicing, no stone is left unturned to put the customer's needs first.

Alldent offers a wide range of services including dental equipment sales and service, autoclave validating, plant room maintenance, handpiece repairs, digital imaging surgery set up setup, installation and consultation. The company has a strong web presence through its comprehensive online offering (www.alldent.com.au).

Alldent also boasts a nationwide

network with local presence, offering products such as nitrous oxide sedation systems, dental handpieces and smaller equipment and consumables. More recently, they have moved into specialised product lines such as the Alldent Surgical Products Range.

Alldent was founded in 1988 by Bill Stoney, an industry stalwart whose enduring professional ethos has rubbed off on his team.

"Bill has mentored and instilled a philosophy of getting the job done right, whether that means spending more time on our behalf or on the dentist's behalf," says Paul Petkovski, Senior Service Technician. "The key is not to take short cuts.

"There is only one way to do the job – the right way – otherwise the customer will end up with more problems in the end."

Talk ain't cheap

Taking short cuts sometimes means giving in to the temptation to sell customers



products with the highest margins – not necessarily what they need. At a time when the retail business is affected by a pandemic-stricken economy, it's not easy to resist making a quick sale over advising customers of their longer-term considerations.

Yet Alldent insists on taking the time to go through the customer's specific operational set-up to ensure that they

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