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CLINICIANS REPORT®

DECEMBER 2011, VOLUME 4 ISSUE 12

Best Products of 2011: CR BUYING GUIDE

Gordon and Paul's Clinical Bottom Line: For many years, Clinicians Report (previously CRA) has identified and published an annual list of the best materials, devices, and techniques that were evaluated that year. The 2011 guide also includes some classic products, study controls, and products that can make your practice faster, easier, better, and potentially more profitable. *Please note the following categories of products selected for this report.*

Products listed in this buying guide have been evaluated by the CR in-house science team and CR field evaluators. Each product in this report is color-coded to identify why it has been included in this 2011 listing. Please use the color code as you observe products.

- **GREEN**—CR Choice designates the best products from recent CR multi-product comparisons (marked with a ).
- **BLUE**—Additional highly-rated products from CR clinical use and in-house science evaluations during 2011.
- **RED**—Proven classics/controls: Long-term, well-proven, popular, and accepted classics; current top performers; or controls used to compare and evaluate the new products during 2011. *Some categories do not have classics/controls listed.*



The following categories identify areas in dentistry where CR conducted active product evaluations during 2011. Products are listed in alphabetical order. Classics/controls (where identified) are listed first followed by CR Choice products then new, highly-rated products. Products that are not listed may still be in testing or were not among the highest rated. *This is not an all-inclusive list. There are many other excellent products not tested this year among the various categories.*

ANESTHETICS & ACCESSORIES



OneTouch Advanced
Topical anesthetic gel (14% benzocaine, 2% butamben, 2% tetracaine hydrochloride) dispensed from bulk press-top container.
\$20/32 gram jar

Hager Worldwide www.hagerworldwide.com
70% of CR Evaluators would purchase this product.
Dental Hygiene Clinicians Report May/June 2011



Painless Steel Needles
Injection needle with 3-edge lancet tip and siliconized cannula for smooth entry. Plastic hub has bevel marking and color coding by size.
\$15/Box of 100 (15¢ Each)

Transcendent www.painless-steel.com
77% of CR Evaluators would purchase this product.



Septoject Evolution
Injection needle with scalpel-designed bevel for smooth penetration, less tissue displacement, and reduced deflection for better control.
\$18/Box of 100 (18¢ Each)

Septodont USA www.septodontusa.com
74% of CR Evaluators would purchase this product.

DIAGNOSIS & TREATMENT PLANNING

Caries Detection

Devices in this category have better accuracy than all previous models



CarieScan Pro
Occlusal caries detection system. Low voltage current evaluates mineral density of tooth and identifies occlusal lesions reliably and accurately. Device is easy and fast to use, but does not record appearance of tooth.
\$3995/System (through Patterson)

CarieScan www.us.cariescan.com
Clinicians Report November 2011



Logicon
Interproximal caries detection software. Software analyzes grayscale of radiographs and detects interproximal lesions reliably and accurately. Only available with Carestream (Kodak) digital radiography.
\$1995 / Software

Carestream Dental www.carestreamdental.com
Clinicians Report November 2011



SoprolIFE
Occlusal caries detection system. Corded handpiece provides intraoral imaging and 450 nm LED blue light for reliable and accurate caries detection. Patient can view tooth for education but caries indication is subtle.
\$6470 / System

Acteon www.ais.acteongroup.com
Clinicians Report November 2011



Spectra Caries Detection Aid
Occlusal caries detection system. Corded handpiece emits 405 nm LED blue light to show porphyrin metabolites from cariogenic bacteria reliably and accurately. Color-coded map and number show lesion location and severity quickly, but no clinical view.
\$4995 / System


Air Techniques www.airtechniques.com
Clinicians Report November 2011 and Dental Hygiene Clinicians Report January/February 2011

EDUCATION

Drug Interaction Resources

** Five digital drug information systems were compared in Clinicians Report August 2011*


Classics/Controls:

-  Lexicomp Online for Dentistry,* Lexicomp www.lexi.com
- Little Dental Drug Booklet, Lexicomp www.lexi.com

Patient Education

** Eight digital systems were compared in Clinicians Report July 2011*

Classics/Controls:

- ADA Pamphlets, ADA www.ada.org
- CAESY,* CAESY Education Systems www.caesy.com
- Dental Documents Booklet and Patient Education Video, Practical Clinical Courses www.pccidental.com
- Guru,* Henry Schein www.henryschein.com
- Patient-Vu Platinum,* Implant Vision www.implantvision.net
-  Simple Patient Education (now on iPad), Practical Clinical Courses www.pccidental.com



DDS GP*
iPad delivered patient education with over 200 demonstrations; clinician can draw with finger; customize to fit practice; build, send, or print emails.
\$400 / App

Kick Your Apps www.ddsgp.com
80% of CR Evaluators would purchase this product.
Clinicians Report July 2011

Self & Staff Education

Classics/Controls:

-  CR Dentistry Update and Clinicians Report, CR Foundation www.cliniciansreport.org
- Coding with Confidence: The "Go To" Dental Insurance Guide, Dr. Charles Blair and Associates www.drcharlesblair.com
-  Dental Office Medical Emergencies, Lexicomp www.lexi.com
-  Emergency Medicine in the Dental Office, Healthfirst www.healthfirst.com
-  Preparing for Your Next Medical Emergency and other DVDs and Courses Practical Clinical Courses www.pccidental.com

Additional company contact information may be accessed free at www.cliniciansreport.org (click on "Dental List")

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Patient Education: Improving Treatment Plan Acceptance

Gordon and Paul's Clinical Bottom Line: It has been estimated that about 50% of the revenue of general dentists in the U.S. is derived from elective procedures and paid for by discretionary patient income. How can dentists influence patients to want dentistry instead of other elective consumer items? There is one major potential solution to this challenge—patient education! Numerous excellent patient education products are available to dentists that allow technology to assist in educating your patients and influencing their acceptance of treatment plans. *This CR report describes and compares the most popular patient education products, ranging from inexpensive, simple DVDs to more complex programs, any of which will help with patient education.*

Patient education is often overlooked as it may be perceived to take valuable time away from the clinician. This procedure should be delegated to staff. Clinicians agree that spending more time with patients results in higher treatment plan acceptance. If patients are not asking questions about a proposed treatment, some clinicians infer this to mean that the patient understands and accepts the treatment, which is not always true. Excellent patient education includes:

- Complete informed consent
- Adequate use of visual aids
- Effective use of staff

This article discusses new and existing options for patient education, informed consent, effective use of staff, results from a CR survey, and patient education tips.

CR Survey on Patient Education (n=1003)

Who: Dentists provide the majority of patient education (50% compared to 36% Hygienists and 12% Assistants)

Where: 94% chairside

Time spent educating new patient: Average 14 minutes

Time spent educating existing patient: Average 8 minutes

Spending more time with patients equals greater treatment plan acceptance: 75% agreed

Visual aids used:

86% Radiographs	59% Commercial models
83% Diagnostic casts	45% Printed pictures of patients
76% Pamphlets/flipcharts	35% Computer software
67% Photos of patients on computer monitor	35% Books
65% Intraoral camera images (live)	16% DVDs
	10% Patient testimonials

Most used computer software or DVDs: 57% Caesy (Paterson), 18% GURU (Henry Schein), and 17% Simple Patient Education (Practical Clinical Courses)

Purchase computer software or DVDs: majority of dentists plan to renew or repurchase the programs

Most effective for treatment plan acceptance: DDS GP Yes! (Genitive), Simple Patient Education (Practical Clinical Courses), and Caesy (Paterson)

iPad or tablet: 11% use for patient education

Future use of iPad or tablet: 80% would consider purchasing for patient education

Provide complete written informed consent: 13% all of the time, 21% most of the time, 43% some of the time, 22% never

Written informed consent by dental procedure:

75% Oral Surgery	20% Esthetics	9% Operative
44% Endodontics	19% Orthodontics	6% Anesthetics
42% Implants	16% Periodontics	6% Occlusion
24% Prosthodontics, fixed	15% Prosthodontics	2% Radiology
23% Sedation	Removal	1% Preventive dentistry

CR Comments and Suggestions on Survey

• **Dentists Providing Majority of Patient Education:** For optimum efficiency, dentists should delegate the majority of patient education to well trained staff members.

• **iPad or Portable Tablets:** This method of patient education is growing and seems to be a desirable and effective method for educating patients.

• **Staff Oriented Diagnostic Appointment:** Before dentists examine a patient, well-trained and educated staff members should gather all the diagnostic data needed and educate the patient on various conditions that are evident.

• **Use of Visual Aids:** Dentists should incorporate more of the above listed visual aids as patients tend to learn and comprehend findings and proposed treatments better with both visual and audio learning.

What is Informed Consent?

Informed consent includes identifying and educating the patient about the following six components:

1. Presenting all treatment options
2. Discussing the advantages of each option
3. Discussing the disadvantages or limitations of each option
4. Identifying and adequately explaining the risk of each option
5. Providing the cost of each option
6. Discussing the outcomes of no treatment

The clinician is responsible for providing informed consent to each patient and for each proposed treatment. There are a variety of options to best educate the patient, including use of well-trained staff, visual aids (as listed above), and software or video programs.

CR Comments and Suggestions on Digital Patient Education

• **Simplicity:** Systems vary from placing a DVD in a computer to custom installation of a server. The trend is towards seamless integration with the office's existing computer network, portable, and being available on any type of media.

• **Updates:** Many systems are a one-time fee, while others require a monthly, annual, or additional fee for continuous updates. *Be aware of any additional fees before purchasing.*

• **Customization:** Several systems allow customization of which presentations are played, sequenced, or looped. Take the time to learn how to customize the digital patient education system to maximize its potential.

• **Subject Matter:** Systems vary from being very focused on one area of dentistry (such as implants and surgery), to covering the most common procedures, to every topic involved in dentistry. Select the system that best suits your practice needs.

• **Clinician Involvement:** Some systems only provide the presentation without narrative, requiring the clinician to stay by the patient while the presentation is played. Others are set for specific lengths with narrative, allowing the clinician to complete other tasks while the patient is being educated.

• *Select the system that best meets your practice and patient education goals.*

Patient Education: Improving Treatment Plan Acceptance (Continued from page 1)

Digital Patient Education

Patient education delivered verbally can be very effective, but a shift to incorporating digital delivery of the patient's options can improve outcomes, ensure completeness, and save time. This area of patient education is growing rapidly as more dentists are experiencing improved treatment plan acceptance.

The following table is not all-inclusive, but provides examples of some of the most popular options. CR Evaluators observed and used these educational products with success. Selecting a CR Choice product for this report was not possible because Evaluators varied significantly in their presentation preference; computer and software competency; financial outlay they would accept; and depth of patient education they desired.

Product Company	Cost*	Description	Delivery Method, Equipment	Unique Features*
Caesy Patterson	Cloud: \$295 / Start up DVD: \$1999 / Primary Set Enterprise: \$7999 / System	Instant access to all online presentations Continuous play DVD Server based, unlimited stations	PC, Mac, iPad, smart phones DVD player PC networks for Enterprise	Continual updates and full compatibility Video with animation and narration Printables; burn to CD to market practice
Consult-PRO Chairside Consult-PRO	\$200 / Single \$300 / Network, 5 licenses \$300 / Network, 10 licenses	850 animated presentations with total customization for recorded informed consent; 17 languages	DVD to be downloaded on server and terminals; Enterprise system coming soon	Records Dr./patient interactions for informed consent; notes, image import, email videos to patients; web link with 40 movies on your website
DDS GP Kick Your Apps	\$399 DDS GP (one-time fee)	Over 200 demonstrations; clinician can draw with finger; customize to fit practice; build, send, or print emails	iPad recommended; iPod Touch and iPhone compatible	Specifically designed for iPad use, lifetime free updates, no monthly or annual fees, extra fee for narration of 38 tips by Dr. Paul Homoly
Dental Sidekick InfoStar Productions	\$300 / Office	Easy to use patient education system for unlimited stations; customize for desired presentations, add your own images	PC, Mac, or load to existing server network	All services can be linked to any website and emailed to patients; Smile imaging module; 3 languages including Chinese
GURU Henry Schein	\$395; includes 1 year of Guru Web, Guru email, and one training	Customized case presentations with 3D animations and narration; allows import of patient's intraoral images and radiographs	TV, practice website, PC, iPad, email presentations to patients with Dr.'s voice annotations	Intuitive user interface; Stop, Draw, and Teach technologies, allows clinicians to draw on video highlighting areas of focus
Orasphere Orasphere	\$195 Website version \$295 DVD version	72 subject patient education videos with 3D models; unlimited use per office	Windows PC for entire practice DVD/TV Practice website	Embed presentations on website Practice edition with unlimited stations
Patient-Vu Platinum Implant Vision	\$195 / Office version \$195 / Web version	Specifically for dental implant, full screen 3D animations, customize with your own photos and treatment plans	PC, web, custom DVD for patient take-home, consent forms, customized emails	Narrated; 16 languages; printable consent forms; 11 color brochures; embed on website
Simple Patient Education Practical Clinical Courses	\$59 / Combo DVD \$199 / Extra combo DVD \$89 / Single topic DVD	18 separate DVDs or 18 topics on 1 DVD, average topic length 9 minutes, English and Spanish	DVD player, DVD-ROM on PC or Mac, or office server	18 essential topics including information satisfying informed consent

* Cost is based on initial purchase. Additional monthly, annual, or upgrade fees may apply; unique features may add additional costs.

Effective Use of Staff for Patient Education

- **In-service education.** Provide scheduled and frequent in-office education to discuss and implement staff-oriented patient education.
- **Visual aids available.** Have all patient education aids in operatories for quick access.
- **Diagnostic data use.** The staff should use the diagnostic data gathered during the exam along with visual aids to educate the patient. The clinician reinforces concepts, obtains informed consent, and completes treatment planning.
- **Involve all staff.** Well-educated dental assistants, dental hygienists, business staff should all be involved constantly with patient education.
- **Continuing Education (CE).** Upgrade staff with broad-based CE courses.
- **Clinician should lead by example.** Teach your staff effective patient communication then compliment and thank them.
- **Professionalism.** Expect professionalism from staff in all areas: dress, appearance, communication, and behavior.
- **Incentives.** Some practices provide an incentive system for staff when the patient accepts necessary treatment or provide a quarterly/annual goal-based bonus system.

Ten Tips for Improved Patient Education

1. **Be prepared.** Look at *all* aspects of patient medical and dental history.
2. **Listen to patient.** Allow patient to express his/her views *first*, then add your perceptions of what can be completed.
3. **Discuss and provide mandatory items first** then provide elective treatment.
4. **Speak directly to patient**, not to the computer monitor, the casts, radiographs, or other visual aids. Speak clearly and slowly using terms the patient will understand.
5. **Be perceptive.** Let the patient ask questions and emphasize key points or summaries.
6. **Personalize treatment.** State what you would do for your own oral cavity.
7. **Be honest.** Many patients can sense when something "doesn't add up."
8. **Opinions.** Don't force your opinions on patients.
9. **Informed consent.** Provide all options for treatment. Provide documentation of treatment plans; their commitment and obligations for successful outcomes; and post-operative care instructions.
10. **Time.** Don't force a decision if the patient needs more time or information before making an informed decision.

CR Conclusions: Educating patients is sometimes minimized because of busy schedules; misunderstanding the patients' desires or comprehension of findings; lack of desire for dentist to explain a condition or treatment; and/or failure to delegate to staff. Clinicians should delegate patient education to well-trained staff with improved use of visual aids. In-office staff education should be implemented on a regular basis. The trend of digital methods for patient education is increasing and can be an effective part of increased treatment plan acceptance. Select the products and devices that best meet your practice needs.