

Technology your patients will notice

The 3M™ True Definition Scanner is a technology that will get your patients talking as well as improve communication with your lab. Here Dr. Bruce Cooper tells us how the technology benefits his practice, his lab and, most importantly, his patients.

by Renee Knight

Dr. Cooper received an honorarium from 3M ESPE



DR. BRUCE COOPER

Dr. Bruce Cooper obtained his B.S. degree in biology from Pacific Lutheran University. In 1986, he completed his dental training at Creighton University in Omaha, Neb., and moved to Olympia, Wash., and began practicing general dentistry.

“If you want to do better dentistry, this technology allows you to do it.”

When patients walk into Dr. Bruce Cooper’s practice, they can’t help but be impressed.

He keeps his Olympia, Wash.-based practice equipped with the most up-to-date technology, technology that enables him to provide the best patient care possible. Patients can see he truly cares about delivering high-quality dentistry, and that he’s willing to invest in the technologies that make that happen—a fact many patients are happy to share with family and friends.

Investing in the right technologies has been key to his practice’s growth, he said, from the CAD/CAM technology that’s been part of his practice for 20 years to the digital impressions that have been part of a more efficient, patient friendly workflow in his practice since 2008. He loved how 3M ESPE’s Lava™ C.O.S. scanner made taking impressions more comfortable for his patients and enhanced communication between him and his lab, so when he found out about the new 3M™ True Definition Scanner, it just made sense for him to embrace the attractive upgrade. He incorporated the 3M True Definition Scanner into his practice about 6 months ago, and couldn’t be happier with the results.

User friendly and affordable

One of the first things Dr. Cooper noticed about the 3M True Definition Scanner is the clearer, more defined screen. The scanner is easy to use and easy to read, and that means he can do an even better job of assessing margins and checking preps before he sends the case off to his lab, Ziemek Laboratories.

The economical price point is also a huge advantage, Dr. Cooper said, making digital impressions more practical for more doctors.

“It’s an affordable technology,” Dr. Cooper said. “It always has been a good value in my mind, but the price point they were able to bring the 3M True Definition Scanner to market at was icing on the cake.”

It gives you more options

Dr. Cooper loves the scanner’s flexibility, as does his high-tech lab. With the open-architecture 3M True Definition Scanner, files can be shared with a variety of different softwares at the lab and different kinds of milling centers, opening up many possibilities for the dentist, the lab and the patient.

“The 3M True Definition Scanner allows that flow, that seamless transition on the digital front to move from the scan to software design to milling,” he said. “That makes it easier on my lab so they can move forward with designing the restoration we want. It’s a technology that’s good for both of us.”

Enhanced communication, better results

Sending a digital scan to the lab via the 3M True Definition Scanner allows the dentist and technician to communicate more directly and promptly about the case, Dr. Cooper said. If there are any issues with the scan, those issues can be addressed right away—rather than a few days later.

With the 3M True Definition Scanner, if you’re not happy with the scan it’s easy to re-take or go over an area you might have missed—unlike with traditional impressions. You can look at the prep on a large screen, and that makes it possible to see things you wouldn’t see with a traditional impression. You can view the scan before you send it to your lab and make sure margins, the bite and all other parameters are as they should be. This eliminates the back and forth so common with traditional impressions that can lead to miscommunication and, eventually, remakes.

“You have fewer adjustments. The contact points are spot on. Occlusion and bite are spot on,” he said. “I would say it cuts seating time in half, which is not a small thing at all. Crowns come back accurately, needing little to no adjustment at seating time.”

It engages your patients

Many patients dread getting impressions taken, mainly because they don’t like having the “goop” in their mouth and the gagging and awful taste that it brings. The 3M True Definition Scanner eliminates that, but the benefits for the patient don’t end there.

After Dr. Cooper takes a scan, he looks at it on the screen to make sure the prep is as it should be before he sends it to the lab. Because the scanner is right there chairside, patients can see the screen too, and most of them look at the scan along with Dr. Cooper.

“It’s almost like the patient and I are checking the work together. It engages the patient,” Dr. Cooper said. “They understand what we’ve done for them. They see the care I have for my work as I review their case on the scanner. They see how seriously we take our work and that is very positive.”

It helps your practice grow

The 3M True Definition Scanner helps patients understand and appreciate what you’re doing for them clinically, as well as the investment it took to offer that level of technology in your practice. They leave impressed, and can’t wait to tell family and friends about their leading-edge dentist and what he can do for them.

“They appreciate that traditional impressions are no longer necessary and they appreciate the fact that you’re doing really good work for them, and that you’re delivering a great product to them,” Dr. Cooper said. “You’re going to have better patient perceptions. I genuinely believe the growth of our practice is related to the fact that we have current technology. We see a lot of referrals. People come and say, ‘I have a friend that you did a scan on. I’m here for that, too.’ The 3M True Definition Scanner helps build patient referrals and that’s huge in today’s marketplace.” ●

