

Using Digital Imaging to Improve Patient Education, Case Acceptance, and Patient Satisfaction

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Digital radiography and camera imaging software provides an excellent opportunity for what I like to call “extended communication and consultation.” While there’s no doubt that the use of digital radiographs and photographs increases patient education and case acceptance, this line of communication between you and the patient shouldn’t stop at the end of the appointment.

E-mail has become an integral part of our lives. From pictures and messages we exchange with our families, to the insurance claims we transmit from our offices, sending information electronically is easy, fast, and inexpensive. It only makes sense that you can and should use this technology to send images to patients to improve the likelihood of treatment acceptance, to increase patient satisfaction, and to gain referrals. Now, whether in our out of the office, your images will help your patients visualize the problem as well as the solution, makes them a part of the treatment plan, and keep your services on their minds.

Course outline:

1. Introduction
2. Imaging hub-keep images at your fingertips
3. Digital software features that allow enhanced communication
4. New ways to communicate with your patients
5. Building referrals through e-communication
6. Proper tools for e-communication
7. Different file formats—what works well
8. Q&A

Join me to discuss how digital imaging and the internet, specifically e-mail, has revolutionized communication with my patients...and beyond.



Before, Mockup, and After Images—Visual communication at every stage promotes services and builds patient satisfaction and the practice.