

Is your dental future digital?

Rachel Moreland explains why it should be.

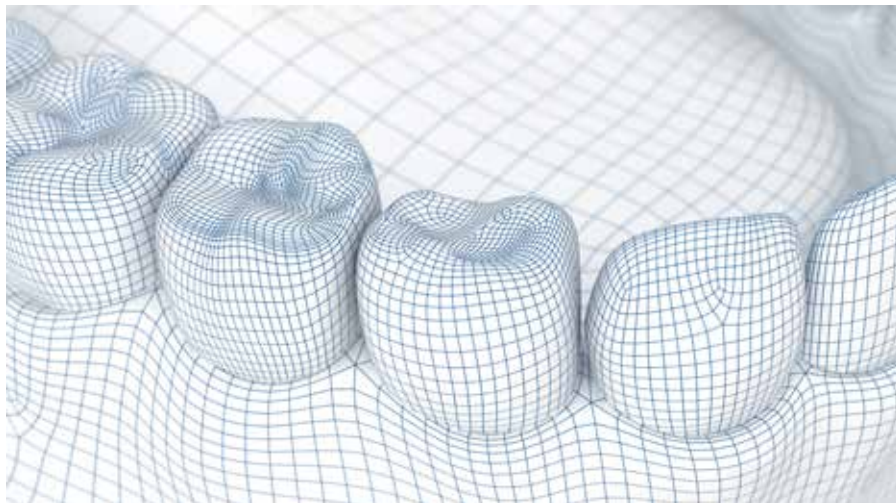
A new year always raises the opportunity to reflect upon what has happened and create projections for what we would like to accomplish during the year ahead.

Business planning is absolutely crucial for all of us. While covid does continue to rear its ugly head – and we haven't forgotten about the challenges of Brexit, too – we cannot simply stand still and allow these hiccups to stop us progressing. Your planning may take a different form to usual – I find that focusing on shorter timescales than I usually would works better for me, allowing me to learn, regroup, adapt and grow as I go. Working from quarter to quarter may be more beneficial in these times than year to year, but it is always good to keep long-term goals on the horizon to keep yourself working and moving towards them, whatever may cross your path in the meantime.

Digital dentistry can enhance working practices to provide a more efficient workflow that benefits patients just as much as the dental team.

If you already use an intraoral scanner you will know the effect that this has on your working timescales and treatment take up. Not only is it a more comfortable process, it is also impressive. Patients love to see the dental services they use embracing the latest technology and working practises, it enhances their experience and they then place more value on their visits.

Introducing digital printing can enhance this further. The ability to design and print components such as splints and implant guides can boost your workflow as they can be manufactured quickly and accurately, allowing you to provide treatment more efficiently and to a higher standard. In this way, a dental laboratory can strengthen working relationships with



their dental practices by providing a faster service, and high-end dental practices can even offer the same for their patients in-house.

Digital printing is also extremely cost effective, both financially and in terms of time. By removing many of the manual, labour-intensive processes, digital printing for things like splints and implant guides can mean treatments can be carried out quicker, on the same day in some cases.

What to look for

If you are looking to step into the world of digital printing then there are plenty of criteria that should be on your check list. The first is to use a brand you know and trust. The idea is to make your business more profitable in the long run, so you need to invest in equipment that will stand the test of time and also come with technical support when you need it.

On the subject of that initial investment, make sure you know what is included in the price. Some deals may seem too good to be true and, in most cases, they are. Digital print equipment is high end and doesn't come cheap. Investing in the best from the outset, from a trusted manufacturer will dictate how your journey continues. Working out your return on investment is very worthwhile

too, it's great to know how quickly your new equipment can pay for itself and become profitable.

What's in the box? This is a vital question to ask yourself before committing because there are important components required for a full print process. Along with an excellent printer, you also need supplementary processing units to wash and cure, and of course, you will also require design software.

Take your business to the next level

DMG has created a complete digital workflow. The approach is integrated, meaning that all the components required are available from one provider, from design and print to wash and cure. It is called the DentaMile concept. DMG is currently offering a free, seven-day DentaMile trial. This gives you access to the DentaMile software, training on how to use it and the ability to send us your designed STL files (maximum of five). We will then carry out the printing for you at DMG UK HQ and post it back to you. This will give you an indication of the quality you can rely on from our printers.

Digital dentistry is not a passing trend; it is most definitely the future. Are you ready to take your dental business to the next level?

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