

Coming soon to a city near you:

Continuing education on digital radiography

We invite you to join us in sessions that cover state-of-the-art techniques in intraoral and extraoral radiography.

An added bonus: each session earns you two continuing education credits — absolutely free.



Pick up tips and techniques, see demonstrations of ways to enhance your diagnostic abilities, and explore exciting and profitable possibilities for your dental practice.

These seminars, entitled "Understanding Digital Radiography," are presented by renowned speaker Dr. David Gane and other industry leaders.

Call 1-800-944-6365 for locations and to register.



PACE
Program Approval for
Continuing Education
Approved PACE Program
Provider FAGD/MAED credit
3/30/03 to 5/31/07

Continuing Education Accreditation PracticeWorks, Inc. is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing dental education programs of this program provider are accepted by the AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry. The current term of approval extends from 3/30/03 to 5/31/07.

Upcoming Events

June 2005		
2-3	Continuing Education Lecture: "Understanding Digital Radiography"	Rosemont, IL
3	MasterWorks course on practice management software update	Washington, DC
10	MasterWorks course on practice management software update	Detroit, MI
16-17	Continuing Education Lecture: "Understanding Digital Radiography"	Oklahoma City, OK
17	MasterWorks course on practice management software update	San Antonio, TX
23-24	Continuing Education Lecture: "Understanding Digital Radiography"	Saddle Brook, NJ
July 2005		
4-5	Independence Day Holiday	CLOSED
7-9	Florida National Dental Congress (Booth 606)	Orlando, FL
8	MasterWorks course on practice management software update	Minneapolis, MN
14-17	Academy of General Dentistry Annual Meeting (Booth 505)	Washington, DC
14-15	Continuing Education Lecture: "Understanding Digital Radiography"	Scranton, PA
15	MasterWorks course on practice management software update	Houston, TX
22	MasterWorks course on practice management software update	Philadelphia, PA
22	MasterWorks course on back to basics	Salt Lake City, UT
28-29	Continuing Education Lecture: "Understanding Digital Radiography"	Walnut Creek, CA
29	MasterWorks course on managing your receivables	Denver, CO
August 2005		
5	MasterWorks course on managing your receivables	Boston, MA
11	Continuing Education Lecture: "Understanding Digital Radiography"	Cleveland, OH
11-12	MasterWorks course on practice management software update	Independence, OH
12	MasterWorks course on back to basics	Charlotte, NC
19	MasterWorks course on managing your receivables	Seattle, WA
25-26	Continuing Education Lecture: "Understanding Digital Radiography"	Los Angeles, CA
26	MasterWorks course on practice management software update	Cleveland, OH

You can also see Kodak products at a number of smaller regional shows. For more information on events, please call 1-800-944-6365, or go to www.kodak.com/dental and click on News and Events. Dates and/or locations are subject to change.



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Kodak | Dental Systems

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www.kodak.com/dental

Dental Solutions Guide Spring 05

Kodak | Dental Systems

Film | Digital Imaging | Practice Management Software | E-Services

Executive Insight "When only the highest resolution will do."

I hope that you will enjoy this Spring 2005 issue of our Dental Solutions Guide. We've been very busy here at Kodak in these past few months (just as you all have been, I'm sure), and I wanted to take a few moments to update you on what we have been doing. We've just released brand new versions of our Kodak SoftDent and Kodak PracticeWorks practice management software and the customers who have received their updates have raved over the many new features that were added to the products. We incorporate feedback from hundreds of customers in every product release, so please keep those suggestions coming!

We are also very excited about our upcoming dental users' meetings to be held on:

**September 16-18 in San Francisco, CA
October 21-23 in Atlanta, GA**

I know it seems these dates are very far away, but space fills up quickly. Be sure to mark your calendars early—you won't want to miss the opportunity to network with your peers and industry leaders while learning useful tips to help make your practice more successful. For the first time, we are offering bi-coastal meetings, hoping even more customers will be able to benefit from attending these meetings.

Thanks again for all of your continued support.

Sincerely,

*Richard S. Hirschland
General Manager and Vice President
Worldwide Dental Business
Eastman Kodak Company*

P.S. Are you finding this publication useful and interesting? Are there topics you'd like us to cover? Please drop us an email at dentalsolutions@kodak.com and let us know your thoughts.

What's Inside

Highest digital radiography resolution
RVG 6000 system

PracticeWorks software v6.0 delivers!
The latest version has users excited

Electronic credit card processing
Payment posting made easy

Practice management software
Tips and tricks



*Kodak respects your privacy. For more information about Kodak's privacy policy, go to www.kodak.com/go/privacy.

Digital radiography in practice



Dr. Edward J. Mills is the founder of the Atlanta Center for Restorative Dentistry and has lectured extensively on state-of-the-art restorative techniques. Recently, we had the opportunity to visit Dr. Mills at his practice and talk with him about his experience with digital radiography as well as other digital imaging technologies. Here are just some of the answers he had to our questions about implementing digital imaging technology in his practice.

Q: What did you take into consideration when researching digital radiography systems?

A: My primary consideration was the quality of the diagnostic images. I was looking for technology that I could use to help improve my initial diagnosis, increase the implementation of actual treatment, and enhance the follow-up care of my patients. My staff and I were competent using traditional film, and we knew that we were going to have to invest time and money when utilizing digital sensors. I wanted to find a system with the capabilities and features I needed and that would also be easy to use.

Q: How long did you research digital radiography before you purchased the Kodak RVG 6000 digital radiography system?

A: I was looking at implementing digital radiography for about 4-5 years.

Q: Why did it take you so long to invest in digital radiography?

A: I was concerned about the initial investment in the technology and whether or not I would be able to obtain the same diagnostic information from traditional film.

After researching the benefits of digital imaging technology, I realized that I was depriving my patients of the most technologically advanced treatment I could provide.

Q: Why did you decide to utilize the Kodak 6000 digital radiography system?

A: My primary concern was image quality. The RVG 6000 system not only offers the highest resolution in the industry, it comes equipped with software that enhances diagnostic abilities. For example, the Logicon® caries detection system comes standard with every system. This intuitive software detects the presence and depth of penetration of proximal caries on permanent teeth. And, the organized storage of the information helps improve my ability to care for my patients.

Q: Tell us how you utilize digital radiography in your practice.

A: First of all, we take a digital panoramic as well as a digital full mouth series of x-rays on all initial patients. Our ability to evaluate these radiographs in front of a patient quickly on a large computer monitor helps the patient to understand their pre-treatment condition. It further allows us to develop a treatment plan which takes the

[Continued on page 3](#)

Ranked # 1 in image resolution!

KODAK RVG 6000

Digital Radiography System

The RVG 6000 system was evaluated favorably in a comparison of digital radiography systems by an independent non-profit dental education and product testing foundation. A copy of the report is enclosed for your review. Another study printed in the April 2005 issue of Oral Surgery, Oral Medicine, Oral Pathology, Oral Radiology, and Endodontology, found the RVG 6000 system had the highest spatial resolution of any of the tested digital radiography systems. You can visit www.mosby.com/tripleo to review the complete study.*

Visit us at www.kodak.com/dental/specialoffers for details on our special limited-time offer on the RVG 6000 system.

* Farman AG, Farman TT. A comparison of 18 different x-ray detectors currently used in dentistry, Oral Surgery, Oral Medicine, Oral Pathology, Oral Radiology, and Endodontology 2005;99:484-9.



Electronic credit card processing

Payment posting made easy!

"I'm done with the transaction and posting in seconds. Now I almost look forward to when they hand me a card."

It's in a practice's best interest to make payment as convenient as possible for its patients. With that principle in mind, many practices have begun accepting credit cards, which can help reduce accounts receivable and bad debt by letting patients manage the financing of their dental expenses.

"It's really cut down on the time it takes to handle credit cards," says Amy Runyon.

"Patients like the ease of paying over the phone. It makes following up on accounts much easier when you can just say, 'Would you like to put that on your card today?'"

However, with stand-alone credit card terminals, posting the payment in your practice management software requires extra steps. That means it's all too easy for a busy team member to swipe the card but forget to post the payment. Kodak electronic credit card processing service helps make credit card transactions virtually effortless. When you swipe the card, the transaction posts automatically to the patient's account in the Kodak practice management software.

For Amy Runyon, office manager for Dr. Michael Tinkler of Piqua, OH, the service has eliminated the calls she used to get from patients who were accidentally billed for a charge they had already paid.

Another benefit Runyon sees is the ability to take payments over the phone, which their former credit card processing company used to charge extra for.

Thanks to Kodak electronic credit card processing service, Runyon has

noticed a jump in the number of patients using credit cards. "The main benefit we've noticed is an increase in the number of patients who want to pay by card—which means fewer returned checks."

**Save on these limited-time special offers*
Try our credit card processing service and SAVE!**

Try Kodak electronic credit card processing service, and receive a special introductory rate of just 1.99% for the first six months. Contact us for details on how your office can take advantage of this remarkably low rate.

Plus, when you try the service, your first credit card reader is free. Hurry! Offer expires June 30, 2005.

*Available only with Kodak SoftDent practice management software and Kodak PracticeWorks practice management software. Special offers do not apply to previous purchases.

Practice Management Tips & Tricks

Appointment Confirmation Tips!

Let Kodak's dental practice management software help take the pain out of confirmation with these easy tips.

KODAK SOFTDENT Practice Management Software

A Team Talk window can be set to appear for specific patients when confirming appointments for confirmation details. Team Talk reminders are programmed by going to Patient Information screen>Other Patient Management>Team Talk. Examples of automated Team Talk at confirmation might be:

1 Use cell phone number to confirm this patient's appointment.

2 Patient is chronically late, confirm 15 minutes early

Appointments can be confirmed through the Office Expert, from the scheduler and from the patient name on the Phone Center.

You can run your confirmation report based on date and time, or date and patient name, allowing you to confirm family appointments with one phone call.

You can customize the color of appointments that are displayed in the scheduler windows to show which patients are late, which patients are checked in, and which appointments have been posted.

KODAK PRACTICEWORKS Practice Management Software

Appointments can be confirmed directly from the patient's appointment on the Appointment Book or through the Appt/Confirm Expert. Hint! When viewing the Expert, sort by family to confirm all family appointments at one time.



You can modify how many days in advance the words NOT CONFIRMED display on appointments. It currently defaults at 3 days.

To edit the display, go to Configuration of PracticeWorks Software>Set Up>General Config>Preferences>Appointment Book>Display.

Noting details of confirmation can go from the most simple to the more detailed by using the Automation Expert. Here are 3 examples of noting confirmation details:

1 Place standard abbreviations in the description line of the appointment such as LMH for "left message at home."

2 Attach a yellow sticky note.

3 Create a custom form to gather specifics such as the date the appointment was confirmed, a drop down of choices of how the appointment was confirmed, a free space to type in any additional notes and the initials of who confirmed the appointment. Because it may take several attempts to do a final confirmation of this intricate report, you may want to create the form as an modifiable form until marked complete.

me to obtain a wide variation of radiographic images. The images can also be imported to a Microsoft PowerPoint software presentation program for use as an even more compelling communication tool.

Q: How do your patients perceive the transformation of your practice into a digital environment?

A: Reviewing digital images on an LCD screen with a patient gets them involved in the discovery process. They understand their pre-treatment condition much better when they visualize what is present on radiographs and on digital photographs. Once the patient clearly understands what their present condition is as well as the appropriate treatment options, it is much easier to obtain their true, informed consent for treatment.

Q: What should doctors and their staff expect when they make the transition from film to digital x-rays?

A: As with any significant transition, there is an investment in both time and money. Superior diagnosis and clinical results come about through a commitment to improve, followed by ongoing practice in the implementation of the technology.

New PRACTICEWORKS Software v6.0 delivers!

The latest release of Kodak PracticeWorks practice management software is now available and is generating excitement among the first customers to use this new version. Dr. Joseph Grieco, DDS in Fairfax, VA is very enthusiastic about the new features offered in PracticeWorks software v6.0 and Kodak's overall impact on the product and service. "Kodak is open to suggestions and very good about incorporating suggestions from those of us using the software in the field," says Dr. Grieco. "The additional resources provided by Kodak are evident in the software improvements as well as in the increased level of support. It is very customer-friendly!"

PracticeWorks software v6.0 now gives doctors and staff direct access to their Kodak dental imaging software. The improved access streamlines workflow, letting users view, manage, and even acquire digital radiographs without switching between software applications. "The new integration capabilities are a big help. Now the images are right on the chart and are much easier to access," says Dr. Grieco. "There is a certain WOW factor when patients see their x-rays and digital images displayed on the screen. But more importantly, patients can clearly see and understand their need for treatment!"

"The whole idea of being able to access the information you need quickly and easily is significant," says Dr. Grieco.

"Having patient information at your fingertips is a huge help."

Electronic service options have also been expanded in PracticeWorks software v6.0. Our Kodak real time transaction services help staff save time by verifying patient insurance benefits and eligibility online instead of spending time on hold with insurance companies. Integration with the CareCredit system, a leading online patient financing service, has also been added. "I am excited to have this new feature available," says Nancy Welch, office manager for Dr. Grieco. "As our practice moves more into aesthetic dentistry, being able to easily offer patients finance options is extremely helpful!"

New tools have been added to v6.0 to help practices better prepare for the HIPAA security provisions which went into effect this April. To help our users achieve HIPAA compliance, the upgrade features a robust password system and an "automatic log-off" function to help minimize the risk that an unattended computer will display patient information inappropriately. "The Names button is a really neat security feature," says Nancy Welch. "One click lets you hide patient names on the screen, making it easy to maintain patient privacy on treatment room monitors."

"The software is really in tune with what the users need. Plus, it's so easy to use," says Welch.

Get the most out of your software update!

Help your practice take full advantage of all the features of PracticeWorks software v6.0 with our update training. Visit www.kodak.com/dental for dates and locations.

Customize your practice with add-on modules

We offer a variety of add-on modules and products that can help you customize solutions to meet the unique needs of your office. The following modules can help you improve efficiency and communication within your practice.

KODAK SOFTDENT or PRACTICEWORKS Image Integration Module

Import images directly into the patient's chart quickly and easily for a complete patient history with all the information you need in one convenient place.

KODAK SOFTDENT Case Presentation Module

Our case presentation module lets you combine information from your SoftDent software with patient education slides to create individualized presentations to help explain and demonstrate each patient's treatment needs. Present clear, professional looking treatment plans, making it easier for patients to understand their treatment needs.

Empower your practice with add-on modules at SPECIAL PRICING!

Purchase any add-on module with a value of \$1,395 or greater, and receive 50% off any second module of equal or greater value. Purchase must be made by June 23, 2005 to take advantage of this special offer.

Call **1-800-944-6365** for details.

Offer not valid on previous purchases and may not be combined with any other offer.

What is the value of your data?

One of the most important assets in your practice is your data. What are you doing to protect this asset? Backing up your data should be an important part of your daily routine. Plus, backup costs typically come out to just a few dollars a day compared to the thousands of dollars that are at stake without a reliable backup.



- Know how to tell if the backup completed successfully, and if it didn't, know what to do to make certain it does the next time.

- Know how to restore a backup should you ever need to do so.

- Rotate your backup media—don't use the same media over and over.

There are many methods of backing up data. To ensure you use the method best suited for your office configuration, we recommend you consult with your hardware vendor or a Network Solution Provider (NSP). Once a method is in place, be sure you and your staff understand how your backup system works.

Here are some things to keep in mind:

- Exit all applications on all computers prior to performing the backup.

- Back up all of your data files daily.

- Keep the last current backup off site in a safe location.

- Never let your backup media touch or get near magnetic fields.

- Periodically validate your back up by restoring it to another computer to test it.

If a theft or natural disaster destroyed your office today, is your data protected? It can be with the correct backup solution and strategy. Call our support center or your hardware vendor for more information.

Network Solution Provider (NSP) Program and Kodak—working together for you!

Wouldn't it be great to have a total solution to support all of your practice management, digital imaging, hardware and network needs? With Kodak, you can! We work closely with Network Solution Providers all across the United States.

These regionally and nationally-recognized hardware vendors are trained and certified to install Kodak dental systems on the hardware and equipment they service and supply. Our technical support teams, who are ready to assist you with all of your practice management and digital imaging software, work in conjunction with the NSP providers, who are on call to help you with any hardware or networking needs. Together, your entire system is covered! Visit our website at www.kodak.com/dental for more information on the NSP program. There's an easy-access map so you'll be able to click on your region to find the NSP nearest you.

