

5 Consideration Points When Adopting New Technology And Practical Work Arounds if the “Truths” Don’t Scare You

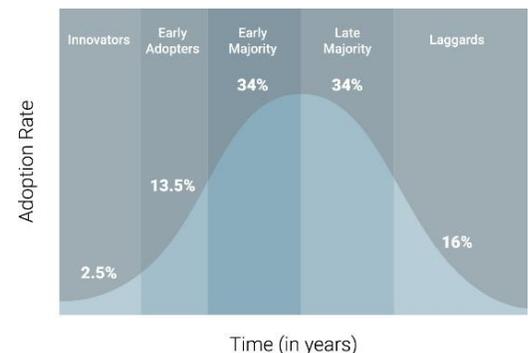
Digital dentistry will continue to dramatically challenge and change traditional dentistry techniques, albeit at an exceptionally low rate of adoption. Similar to other healthcare categories, most technological solutions face a significant amount of resistance for a long laundry list of reasons; However, few would argue – no one questions if the industry will adopt, it’s only a matter of when.

What are the points of consideration when it comes to adopting new digital products and solutions for the dental practice? Are there practical ways to take advantage of the new solutions without compromising your practice or your patients? At Golden Ceramic Dental Lab, we’ve invested a considerable amount of time and investment in several of these technologically advanced products, but not without a significant amount of due diligence. We asked these same questions before determining which investments would provide value to our dental clients. The following are some of the key learnings we believe are worth sharing:

1. Pricing

Truth: Pricing as the first consideration factor isn’t a big surprise. Products in the early adoption stage usually come with a staggering price tag. It’s another truth, an economic truth - as demand and competition increase, prices decrease. As illustrated 97.5% of the dental practitioners will wait for the lower price economics to kick in.

Work Around: The answer isn’t necessarily to sit back and wait. Technology can provide a real advantage to any practice – productivity, patient perceptions of the practice, the opportunity to be an early entrant expert, to name only a few. There is a work-around, but it takes a little digging. It doesn’t take long for competitors to enter any tech category, and for these companies’ revenue is usually sacrificed in lieu of showing rapid growth through new customer acquisitions.



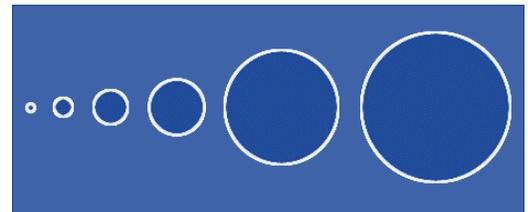
2. Liability

Truth: All new technology products will have a period of time where “glitches” are common place in the early stage of roll-out. For a dental practice or lab, there’s little to no room for error, and “glitches” could create a liability for your practice.

Work Around: There are actually 2 strategies - 1) Just as there are early adopters which purchase technology, there are also patients who are eager to try new technology. If you’ve gravitated to a new product/treatment solution you believe adds value to your practice and/or patients, you may want to consult your dental practice attorney and create a liability release form. Regardless, communicating with your patient is always a best practice; explain why you believe this is a better solution for their unique treatment, and 2) Prior to making an investment, ensure your lab partner can support any new technology your practice is considering. Also, leverage any of their acquired knowledge gained by working with other Dental Practitioners who may have added similar or like technology.

3. Scalability

Truth: Not all new technology products will scale for the long-term. Some tech solutions will never last more than a year for a variety of reasons.



Work Around: This is where it pays to do some homework – request backup, including information on testing, reviews, capital commitment. Warning – be leery of the boot-strap tech company, although there are many success stories of products having emerged through this scrappy process, there are more companies that have failed. Think 80-20 rule - 80% will fail, the other 20% will make it. You probably don’t have the time or bank roll to take this kind of high risk bet. Another valuable inquiry - Is the product cloud based? Meaning is there a way for other offices to easily adopt the solution or does the product require expense premise based equipment?

4. Patient Demand

Truth: A patient only knows what they know, and if they don't know about a new treatment/procedure solution they won't ask. Demand grows through education and time.



Work Around: In this circumstance, you, the trusted doctor, are the work around. Patient education, regardless of whether the treatment is a new procedure or a traditional procedure is a non-stop continuous process. You may

also want to check with your dental lab to determine if they are able to provide any additional educational tools.

5. Patient Expectations

Truth: When it comes to dentistry, patients have only one expectation – Will this new solution treat my case with the least amount of pain or discomfort, in the shortest amount of time?

Work around: See number 4. Education is the best work around, and your professional judgment as a dental practitioner.

At Golden Ceramic Dental Lab, we've made a considerable investment in digital dentistry to better service our dental clients. As a team, we believe it's critical to stay ahead of this curve by monitoring new solutions, and sharing our key learnings with our dental clients. We follow similar guidelines as outlined above, but we also use a single guiding principle – Is this meaningful technology or is it a distraction from providing our dental partners with the best quality, consistency and time efficiency. We consider this from both the practitioner and your patient's perspective. Our team has been trained on the most state of the art digital scanners, CAD/CAM, and cloud based management systems, without abandoning the traditional milling and production processes. Bottom line, it's our job to align with our clients processes, not the other way around. Want more information? Let's schedule time to talk info@gcdl.com or visit our new website at [Golden Ceramic Dental Lab](#).

About Golden Ceramic Dental Lab

After nearly 20 years of dental lab experience, over 100 years of combined experience our success formula is simple – great service, high quality and consistent output. When our Dental partners are successful, we're successful.



Invested In Exceeding Your Expectations

Want to learn more?

Schedule a consultation today.

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