

NewTom Giano provides clear direction

By Joseph Allbeury

Investing in new technology is often a carefully considered exercise for many dental practices. Practitioners labour over analysing the cost versus the benefits for fear of making a poor decision. And so was the case at Earlwood Dental Services where associates Dr Clem Maloof and Dr George Ikonomidis debated the merits of moving to an in-house digital panoramic imaging system.

“We had a film OPG unit in the practice already,” Dr Maloof said, “and my associate and I had discussed upgrading to a digital system at length. We did the math based on the number of panoramic x-rays we had been taking and rationalised the decision regarding the cost of a digital system accordingly. Even so, we took some time to conclude that purchasing a digital OPG would create value in the practice.”

Once the decision was made, Earlwood Dental Services, in Sydney’s inner west, purchased a NewTom Giano panoramic x-ray system from Inline Medical & Dental.

“Even though we justified purchasing the new system based on the number of films we took on the old system, once the NewTom Giano was installed, we started using the new system far more than predicted. Using a digital system is so much faster and more efficient and that allows you to integrate the x-ray image as a valuable part of the diagnosis and treatment presentation to the patient. So you start to use it routinely whenever there warrants the periapical examination of tissues in multiple quadrants or in patients who cannot tolerate posterior films.

“When we processed panoramic film, it was taking 10-15 minutes and even longer if a retake was required. We essentially needed a dedicated person to process, dry, label and store the film x-rays. It was a slow, convoluted process that was even affected by the temperature of the day.

“Now that staff member is doing something else with their time; the tasks of processing, storing, labelling, scanning and retrieving film is gone so they



have more time to assist you in clinical duties. Now you can’t price in that benefit that contributes significantly to the equipment acquisition.

“With the digital system, you take the OPG and by the time the patient is back in the chair, the image is on screen in the surgery for discussion and filed against the patient’s digital record automatically. You never have to retake an image either and the clarity and level of detail is phenomenal.

“So while you can make a budget estimate of how many OPGs you will take, you don’t know how useful the tool will be until you actually get it. And it’s not that you start to overuse the system; the reality is that using film is so inefficient that you tend to only use it as a last resort because it takes so long.”

Earlwood Dental Services is a busy 3-chair practice with the two associates

and a dental therapist, Mr Kosta Cotsonis. The practice has a preventive focus, offering general dentistry, periodontal management, hygiene and orthodontics.

“When we decided to buy a digital panoramic imaging system, we looked at a number of systems including some cheap imports, but the quality just wasn’t there,” Dr Maloof said. “The NewTom Giano ticked all the boxes and I was happy to spend more and get exceptional quality and it’s proven to be the right decision.

“The system we installed is presently configured as a 2D panoramic unit, but we can add a ceph. arm in the future as well as upgrading the system to a full 3D cone beam CT. Having that upgrade path was very attractive to help future proof the equipment. A golden rule I always try to apply is to buy the most featured product to avoid premature obsolescence.



“Another factor that sold us on the NewTom Giano is that it has a small footprint. The existing lead-lined room for the OPG is also small and we wanted a unit that would fit into that space without altering it. Even if we add a ceph. arm in the future, the Giano still fits the space with ease. A lot of other units we looked at were far larger and we would have incurred additional cost altering the existing space.

“We’ve also dealt with Inline Medical & Dental in the past for a digital intraoral x-ray system and a Global microscope so I’m very comfortable with their support and service and they are very professional.

“The Inline team see so many practices and they can see how best to integrate technology into an existing environment. We already had the imaging software running on our network through the digital intraoral sensors we were using and they then made an assessment of our current IT infrastructure and how best to accommodate the NewTom Giano.

“It’s a high tech piece of equipment which was also installed by their team who arranged calibration and made sure it worked in with the network and image acquisition software that ties into our Oasis practice management system”.

Apart from the greater efficiencies the practice has derived from the increased speed of the imaging process, installing the NewTom Giano has had other benefits.

“As a clinician, I was surprised at the images the system produces,” Dr Maloof said. “The clarity, quality and reliability of the images really takes you aback - there are none of the grey or questionable areas you get with film. Everything is so clear. When you can see with confidence anterior and posterior arches in true focus, you know you have a very powerful tool for a whole of dentition diagnosis.

“Patients also look at the image and go WOW! Diagnosis and treatment planning becomes so much easier and engaging patients in their treatment is now a very simple process.

“You can take images that the patient can see and understand and that motivates them. Patients take a whole mouth view rather than focussing on an individual tooth. They switch into total mouth mode and we can foresee where the future problems are. It is clear that this is what patients want.”

Dr Maloof said that the NewTom Giano is easy to use and has a full range of preset imaging functions including open and closed TMJ, sectional, posterior and anterior views and more.

“The system has everything you want and then some. There’s a small panoramic image that captures a reduced size from second molar to second molar, which is a nice feature, for instance. You can take PAs of every tooth for periodontal diag-

nosis, but this is a faster, more reliable and efficient alternative.

“I imaged an upper second premolar recently. It would normally have one canal but this one clearly had two. It was very clear on the x-ray and you can even see the periodontal ligament. In my mind, if you can see the lamina dura, you can make an endodontic diagnosis.

“The images also show caries but it is not really designed for that. It’s not a cone beam CT (until I select that add on module), but you’re also not paying for a cone beam unit either.

“The quality of the images gives me credibility in front of patients because I can offer clear diagnoses backed up with imagery. Those grey areas on a normal panoramic film that leave you in doubt simply disappear with this system.”

Dr Maloof said that his only regret was not purchasing the system sooner.

“I used to take 2 to 3 OPGs a week; now I take 2 to 3 a day. You simply cannot account for the increase in productivity before you buy the system and you don’t know the full depth of its capabilities until you buy it. With a two-man practice, you will benefit tremendously by having a digital panoramic. It is extremely affordable and makes a world of difference.”

For more information, call INLINE Medical & Dental on 1300-033-723 or visit www.inline.com.au.