

# The Panoramic Forum

Your informative source on panoramic radiography, provided exclusively for Panoramic Customers



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**digital**  
excellence!

Welcome to the latest issue of *The Panoramic Forum*! In this issue we will discuss the benefits of converting from film to digital with panoramic X-rays. Digital machines are easy to use and time efficient because the image appears instantaneously on a computer screen. And the number one reason for going digital...elimination of film, chemicals and the darkroom!

With many offices transitioning to digital, this issue will also showcase our PC-4000 Digital Panoramic Imaging System. Recently awarded a "Very Good" Four-Plus rating by *The Dental Advisor*, these units are accountable to the highest quality standards and are backed by a full two-year warranty supported by our Platinum Care Package.

We will also introduce you to Dr. Eva Pleta, a valued Panoramic customer who shares her experience on recently converting her PC-1000 film panoramic machine to digital.

We always enjoy hearing from you and appreciate feedback on our products, our service and the overall customer experience we deliver to you. As a facilitator for your thoughts on several topics, we invite you to complete and mail a short survey on the back to better serve you.

One survey will be randomly selected with the winner receiving a \$200 **Best Buy®** gift card. You can always give us a call at 800-654-2027 or send us an email at [forum@pancorp.com](mailto:forum@pancorp.com) if you would like to provide us with feedback. Don't forget to "like" us on Facebook and follow us on Twitter. We hope to hear from you soon!

## Tech Tip: Digital

To help minimize the "shadow" of the spine, the Equal Vertical tool (or what we call EV Clarity) will darken the middle and lighten the sides, balancing the contrast in darkness across the image (see example at right). We prefer that everyone use the Equal Vertical tool before they save the image. This can also be set up to automatically be applied. You will see better clarity in the anterior region immediately. Using this feature will greatly minimize the spinal column shadow in the image since the center of a panoramic image is generally lighter because of the spinal shadow due to the position of the patient. Please call us for details. Are you a current Panoramic digital customer and would like a refresher on how to maximize your digital image quality? Contact our Digital Service Team and we would be glad to provide a free technical analysis of your images!



With EV Clarity





## Customer Spotlight: Dr. Eva Pleta

Dr. Eva Pleta has been practicing dentistry for over 20 years. At the beginning of 1997, she took over an existing family practice in Vienna, Virginia and is still working there today.



Dentistry has been a significant part of Dr. Pleta's life since childhood. Her parents were both dentists in the Philippines and encouraged her to pursue dentistry as a career. They were eager to help develop her interest in the field at an early age. She helped her parents in their office overseas and knew she wanted to pursue dentistry after their move to the United States. Dr. Pleta graduated from George Washington University with a Bachelor of Science in Biology and then attended Howard University School of Dentistry to earn her Doctor of Dental Surgery degree. She stated that dentistry is a very satisfying career choice. "I like making patients happy," she said, which is evident in her friendly and caring environment.

Dr. Pleta first became a Panoramic customer in 2008 with the lease of her first Panoramic machine. Not long after leasing the PC-1000, she was compelled to purchase it. Four years later, Dr. Pleta decided to go digital with the purchase of the 1000-DR Digital Conversion Package for the PC-1000. Her assistants were having difficulties with the film; some of the images were appearing too light while other images were appearing too dark. She was tired of the time-consuming nuisance of developing film and working with inconsistent chemicals. Her solution to this problem was to go digital.

"My patients deserve the best and so I decided to go with the best," she said. "With the film machine, we had some retakes due to poor positioning or bad films/chemicals, but with this new digital system, we haven't had to reperform an X-ray." She affirmed that with a digital imaging system, her patient positioning has improved due to the immediate feedback and her patients and staff love it.

Dr. Pleta finds the immediate results of her digital imaging system the most beneficial aspect of her purchase. She adjusts the contrast, image enlargement, lightness and darkness with ease and efficiency. Her patients like the proficiency of her machine as well. "They see the image right away," she said. "My patients like that I am keeping up with technology." Not only has the image itself improved, but now she has time for more consultation and her digital machine has made the patient experience more interactive. "I like the immediate gratification," she said. "I strongly recommend converting to digital," Dr. Pleta said. "It is the best thing I've done."

Even though Dr. Pleta originally became a Panoramic customer because of their direct marketing model, she has stayed a loyal customer because of their excellent quality, service and financing. She likes that Panoramic provides you with everything you need at no extra charge. "Panoramic is easy to deal with and their customer service is superb," she said.

*If you'd like to participate in a future Customer Spotlight section, please visit our website and choose Share Your Story under the Testimonials tab. You'll receive a \$250 Best Buy gift card if we choose your story to be featured in our next Forum.*

## Service

For over 25 years, Panoramic has specialized in panoramic radiography and has continued to be a market leader. With that being said, we continue to offer post-sale support for all of our units. If there are any questions about the operation of the machine or quality of images, we are here to take your call. By contacting us first, you're guaranteed to receive immediate answers to your questions (with our FREE phone support). In addition to our in-house Technical Support Team, we also have a nationwide network of field technicians for local in-office service. We can assist with machine installation, staff training and equipment transport or relocation. As a Panoramic customer, you have complimentary and unlimited access to the Panoramic Platinum Care Package which includes phone support, local technicians, product support, live web support, software upgrades, user support videos and live chat interactivity.

We urge you to have your machine calibrated on a regular basis, especially before state inspections. In addition to common positioning or processing errors, please remain alert for any signs of excessive wear including unusual noises, hesitation or interference with smooth operation while the unit is moving up or down. If you should experience any of this operational activity, please call our Service Team at 800-654-2027 to ensure that your machine keeps providing you with the highest quality images as well as maintaining a great return on your investment.



## Digital Options

Due to popular demand from our last month's newsletter, we wanted to showcase our digital upgrade option for PC-1000 customers. By converting to a digital machine, your office will save time, space and money. With your transition to digital radiography, your need for chemicals and film is eliminated which is both cost-effective and eco-friendly. You will no longer need to store or dispose hazardous chemicals and you can eliminate your darkroom.

The most popular reason for going digital is, of course, the speed and quality of the process in which images will appear instantaneously on a computer screen. Our diagnostic software provides magnification options and image enhancement or you can simply save the images into your existing practice management or imaging software and use those available tools. Your patient's experience will be improved by an overall faster process and allow them to view the X-rays on the computer.

Instead of mailing the X-ray images, they can easily be emailed providing for a quicker insurance reimbursement process and

evaluation of images by a colleague. There will be no fear of bending or losing X-rays during the mailing process. An easy-to-use Dell Computer System is provided with the purchase of any digital machine, including the 1000-DR Digital Conversion Package. Also included is a comprehensive two-year warranty on the entire imaging system, which is just one component of our exclusive Platinum Care Package.

The 1000-DR Conversion Package transforms your PC-1000 into a state-of-the-art direct digital system—at a fraction of what a new digital unit might cost. The entire process to convert to digital only takes a few hours. Familiar functions and patient procedures remain the same, which means your staff already has many of the skills needed, allowing for a very minimal learning curve.

For dental professionals already using the PC-1000, the 1000-DR Digital Conversion Package offers the quality, speed and ease that makes it the right digital solution for your practice.

## PC-4000 Evaluation



Recently, the PC-4000 was evaluated by *The Dental Advisor* and received a "Very Good" Four-Plus rating. We are honored and excited about this designation which resulted from a critical six month review by a panel of clinicians who had the opportunity to utilize the equipment within the standard rigors of a dental office.

To view the complete evaluation visit <http://www.dentaladvisor.com/pc-4000> or contact us directly for a personal copy mailed or emailed right to your office.

### Upcoming Shows

We always welcome your visit, so stop in and see us! For more information about these trade shows, you can visit us at [www.pancorp.com](http://www.pancorp.com) or call us directly at 800-654-2027.

#### AOS Annual Meeting

Memphis, TN Booth #5 October 4-7

#### American Dental Association Annual Session

San Francisco, CA Booth #932 October 18-20

#### Greater New York Dental Meeting

New York, NY Booth #512 November 25-28



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## In Last Month's Survey...

54% of respondents have a website for their office



24% of respondents have a Facebook page



62% of respondents have a Smartphone



## Fun Facts



The first toothbrush with bristles was manufactured in China in 1498. Bristles from hogs, horses and badgers were used. The first commercial toothbrush was made in 1938.



Dental floss was first made in 1882 from silk.



How many trade shows do you typically attend each year?

0 1 2 3 4+

Do you purchase equipment at the meetings?

Yes No

Will you be attending the ADA Annual Session in San Francisco this October?

Yes No

Do you use a film panoramic machine?

Yes No

When purchasing large equipment, how do you typically pay?

Check Credit Card Financing

At what point do you anticipate your office being completely digital?

Already Digital  
This Year  
Next Year  
Future/Uncertain

Finally, how would you rate the quality of this newsletter on a scale of 1-5, with 1 being poor and 5 being excellent?

Poor 1 2 3 4 5 Excellent

What content/topics would you like to see in future issues of *The Panoramic Forum*?

Dr. Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_  
Email \_\_\_\_\_



Fill out the online survey by visiting our website: [www.pancorp.com](http://www.pancorp.com). Click on Customers/The Panoramic Forum and follow the link. Please either return this card or fill out the quick survey online by August 31<sup>st</sup> for a chance to win a

**\$200 Best Buy<sup>®</sup> Gift Card**

Winner of last issue's Apple<sup>®</sup> iPod Touch  
-Dr. Bertram Goodhart (Coral Gables, FL)