Not only was Philips Oral Healthcare—makers of the pioneering Sonicare toothbrush—demonstrating the latest oral technology at the International Dental Show (IDS) in Cologne, they were also initiating dental professionals into tomorrow’s practice technology. By participating in the pioneering Enhanced Patient Experience Zone, delegates were transported to the ‘Practice of the Future’, which showcased a concept study of Philips Design for Philips Oral Healthcare.

The insight for the Enhanced Patient Experience Zone was driven by practitioners’ needs to allay patient stress and fear, which if eased, leads to greater cooperation with clinical staff. It was driven by design research showing that colour, light and sound influence demeanour, so by changing a room’s atmosphere, behaviour and moods can be modified. The concepts Philips exhibited were created to inspire and stimulate practitioners about harnessing technology to affect behaviour in the practice of the future. On entering the Enhanced Patient Experience Zone, each delegate was handed a smart token-gate was handed a smart token enabling technology, design and a deep understanding of people’s needs and values we aim to enhance the physical and emotional comfort of all the key stakeholders involved including patients, dentists and their staff.”

In this way, the makers of the revolutionary Sonicare—the first and most recommended sonic toothbrush—will not only be able to change the way patients feel about their oral health but in the future their dental practice too.

If you were unable to visit the IDS, you can visit Philips on line at www.sonicare.com, where you will be able to gain an impression of The Enhanced Patient Experience Zone.

Revois

New Orthopantomograph Units

The Finnish company Instrumentarium Dental has launched new models of their Orthopantomograph x-ray unit which has established a worldwide reputation for image quality and reliability. The Orthopantomograph OP200 and Orthopan OC200 is supposed to take imaging to a new level. According to the company, the unit will incorporate several new features to establish improved usability and diagnostic value.

User friendly operation with the SmartPad will make operating the highly versatile machine easy for any user. Imaging programs are selected through an intelligent interactive navigator, the SmartNav, providing instant dynamic help and patient positioning animations to prevent inaccurate images. Furthermore, it is to ensure that the x-ray is right straightaway, saving time and money, and to enable better diagnostics. The sleek modern design of the Orthopantomograph OP200, winner in the Fennia Prize 2007 design competition, makes it both user-friendly and non-intimidating to the patient.

The Orthopantomograph can be equipped with Narrow Beam Volumetric Tomography (NBVT). NBVT is an advanced, yet cost effective, imaging system to obtain 3-D information for implantology.