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 which fits with a memory capacity allowing them to select and experience their preferred atmosphere; selecting lights, images and colours whilst directing associated sounds with pinpoint accuracy to the individual zones for a highly personal encounter.

Stand visitors were able to experience three diverse natural scenarios; ‘Tropic’ with warming spicy colours; ‘Eden’ with a natural range of lush green hues; and stimulating ‘Glacier’ with refreshing tones of icy blue—each matched with associated audio content. By doing so they were able to appreciate that by wrapping the patient in the surroundings of their choosing, changing the atmosphere from clinical into a relaxing environment, practices could be able to affect the way in which patients behave. During interventional procedures, for example, many patients experience significant stress which can be allayed by a pleasant environment with personalised dynamic lighting, images and audio content, designed to look and feel more comfortable and relaxing.

Delegates immediately appreciated how children could conjure up imaginative and fun scenarios, whilst nervous adults could imagine themselves in the wide outdoors. By relaxing them they will become more compliant, more relaxed and more positive about participating in their treatment.

“The Enhanced Patient Experience Zone is a great example of the benefits of being part of a leading design and technology group such as Philips, as exciting developments can be adapted and tailored to benefit other parts of the business”—a point emphasised by George Marmaropoulos of Philips Design—“By integrating 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 online at www.sonicare.com, where you will be able to gain an impression of The Enhanced Patient Experience Zone.

Revois

The Revois “REVolutionary Implant System” supplied by the German curasan AG is to provide optimum time and cost management thanks to easy handling, high initial stability and top aesthetics for the patient. According to the company, a high degree of precision can be achieved with a minimum number of parts while all components are perfectly matching. The core of this system is formed by the ready-fitted multifunctional precision abutment which fits all implant diameters. In addition, the company offered Cerasorb at IDS 2007, a synthetic bone regeneration material.

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 Orthopanemaker OC200 is supposed to take imaging to a new level. Accordingly 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.

Instrumentarium, Finland
www.instrumentariumdental.com

New Orthopantomograph Units

curasan AG, Germany
www.curasan.de