

# New products and focus on digital dentistry and small equipment/consumables

Please send product news information and images to Kate Maynard at the *BDJ*, Nature Publishing Group, The Macmillan Building, 4–6 Crinan Street, London N1 9XW.

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## AT THE FOREFRONT OF TECHNOLOGY

You can now view and change vital clinical data whenever and wherever you want, thanks to R4 Mobile module from Carestream Dental.

R4 Mobile acts as a two-way link between your practice management software and smartphone such as an iPhone or Blackberry, enabling you to manage workflow while away from your surgery.

Thanks to its intuitive design, dental professionals can easily access a whole host of clinical information at the touch of a button, including:

- Diaries and appointments which can be updated or amended, along with referral information and clinical notes, allowing you to keep up to speed with your patients' most relevant details, and manage your day effectively
- Patient information and clinical profiles, including medical history, prescriptions, and notes
- Digital images such as scans, X-rays

or radiographs can be viewed or sent on to colleagues, with zoom and pan capabilities built-in

- Financial information from practice accounts, as well as performance reports accompanied by easy-to-read graphs, can be generated and accessed.

R4 Mobile from Carestream Dental enables clinicians to get maximum benefit from their practice management software.

**Reader response number 50**



## REDEFINING PATIENT FINANCE

Finance 4 Patients provides a simple and affordable way for the total costs of dental treatment to be paid for with a 12 month interest-free loan, with not a paper form in sight.

The dentist, after having discussed with the patient the exact treatment required and the price, gives the patient a unique 5-digit code. This takes just a minute for the practice to generate. Then, in the privacy of their own home, patients visit the Finance 4 Patients website and enter the code into the search facility which in turn,

displays details of the agreed dental treatment. The patient can then complete a credit application form, ticking the e-signature box to sign their credit agreement and submit their application. A decision is returned in around ten seconds.

The practice is kept informed of the progress and outcome of the application via access to the advance client reporting system.

Staff costs and time spent providing a finance product are reduced to a minimum and patients are able to afford the treatment they desire.

**Reader response number 51**

## POSTER PROVES WATER FLOSS SUCCESS

At this year's British Society of Dental Hygiene and Therapy's Oral Health Conference & Exhibition held in Bournemouth in November, Water Pik was proud to sponsor the poster section showcasing the researcher. Included in the presentation were two studies on the Waterpik Water Flosser.

Delegates learnt that the Water Flosser removes significantly more plaque from teeth, even in hard to reach areas, compared to the Sonicare Air Floss. A single use study showed the Water Flosser produced a 30% better reduction in plaque removal compared to Air Floss. When the devices were used by the subjects for four weeks, the difference in plaque reduction rose to 70%. Likewise, the differences for approximal area were 19% after a single use and 60% after four weeks in favour of the Water Flosser. The four week study also showed the Water Flosser was 80% more effective at reducing gingivitis than the Air Floss.

There are over 50 clinical trials specifically on the Waterpik Water Flosser that demonstrate it is safe and effective and can significantly improve oral health by removing plaque and reducing inflammation in patients with gingivitis, mild to moderate periodontitis, diabetes, implants, orthodontic appliances, crown and bridge, and even those with fairly good oral hygiene.

**Reader response number 52**