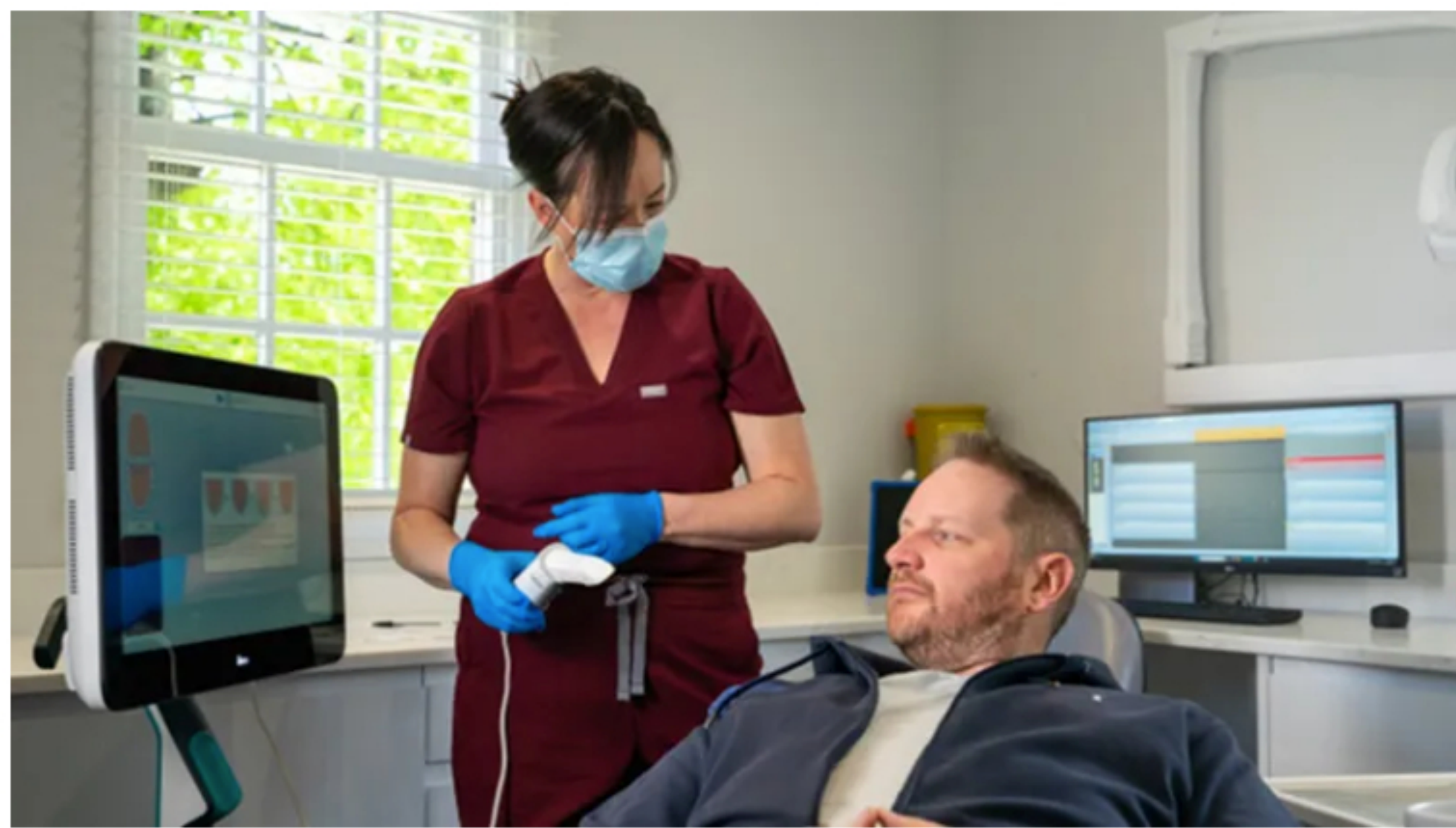


The role of the digital patient journey

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The Dentist spoke to Laura Horton, treatment coordinator trainer and dental practice owner, about the importance of an effective digital journey.

Laura spearheads her team approach with an integrated digital patient journey - from the first point of contact to in-depth consultations - to ensure a consistent experience. She said, “Exemplary patient communication and experience, enabled by seamless digital workflows, are key practice differentiators.”

Laura explained, “Sitting at the heart of our practice digital workflow is the iTero Element 5D Plus scanner. It helps to ensure we deliver effective, efficient dentistry and exceptional care.” Laura’s clinic offers comprehensive dentistry, general and restorative treatments including implants and tooth alignment. Every patient is scanned, regardless of whether they are seeking full mouth rehabilitation, Invisalign treatment, or a hygienist appointment.

Laura explained how she offers a consistent experience for every patient and helps to create a seamless practice workflow. She said, “Patients see me for the initial consultation. After a discussion to understand their goals and concerns, I scan them, and they are then seen by Katy Sharpe, our restorative dentist. We are both very familiar with the iTero scanner having used them for many years in their various iterations.”

The scans are uploaded directly to cloud-based MyiTero.com for Katy’s assessment. She can also share them directly to a screen, alongside radiographs and photographs, to facilitate patient discussions about treatment options.

Laura said, “The scans facilitate high-level patient discussions during their clinical assessment about any dental issues they have. They also help to ensure that any consent to treatment is agreed with full patient understanding about their dental issues and treatment requirements.

“A lot of dentists might think the iTero scanner is going to save them from having to communicate, but actually, at this practice, we are really good at communicating, so, for us it is a validation tool.”

Laura explained, “If Katy has to deliver bad news at the end of a patient assessment, it’s not always so much of a surprise if they can see the problem when I show them the scan before they’ve even gone in to see her”.

Laura expanded on this, explaining that if patients can see broken teeth or a build-up of calculus behind their lower anteriors for themselves on the digital scan, this helps to build trust, particularly with new patients. It also helps to reassure nervous patients who are relieved that impressions are not necessary.

She said, “We know that patients don’t take in all the information during their appointment, so the iTero scan is a really good tool for reinforcing messaging; recapping how Invisalign or implant treatment works and ensuring the patient has understood everything.”

Laura also believes that scanning every patient creates a consistent level of service which is important for building a positive reputation with both current and prospective patients.

A patient’s experience

One of Laura’s patients had relocated to the UK from the Middle East, where she had lived for many decades. She spent a long time researching what might constitute the right clinic for her in the UK and during her first consultation, was honest with Laura about her high expectations.

Laura said, “During her first appointment, I delivered the treatment coordinator experience, which is a high-level patient consultation where she was scanned using the iTero scanner. The scan images really helped to show her what was happening in her mouth and demonstrate that she had failing restorations.

“She was absolutely delighted by the technology – she had never been scanned before. As a result, the patient was happy to go ahead with our recommended treatment plan, reassured by the technology-led approach, and level of communication and service.”

For more information visit www.iTero.com