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INCISAL

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## SERVICE THAT JUST WORKS!

**On site, online, and on the phone...**

BencoNET had Dr. Jill Bussey covered before, during and after her recent technology upgrade. p. 56

## SMOOTH AS SYLC™

The new prophylaxis powder that's got everybody talking. p. 29

## MARS LANDING

A space-age theme has patients ready for liftoff. p. 76

## Triple the size, Half the stress

Dr. Jeffrey Shelton's big-city move, with a small-town touch. p. 42

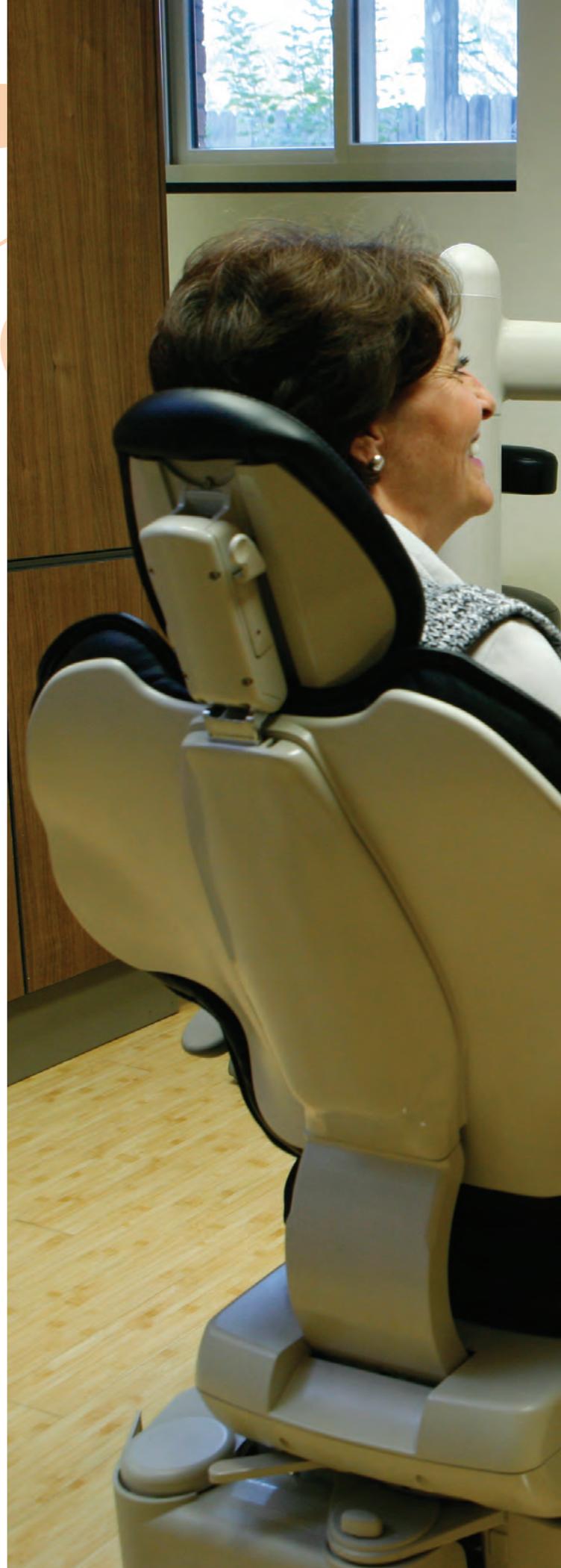


# It just works.

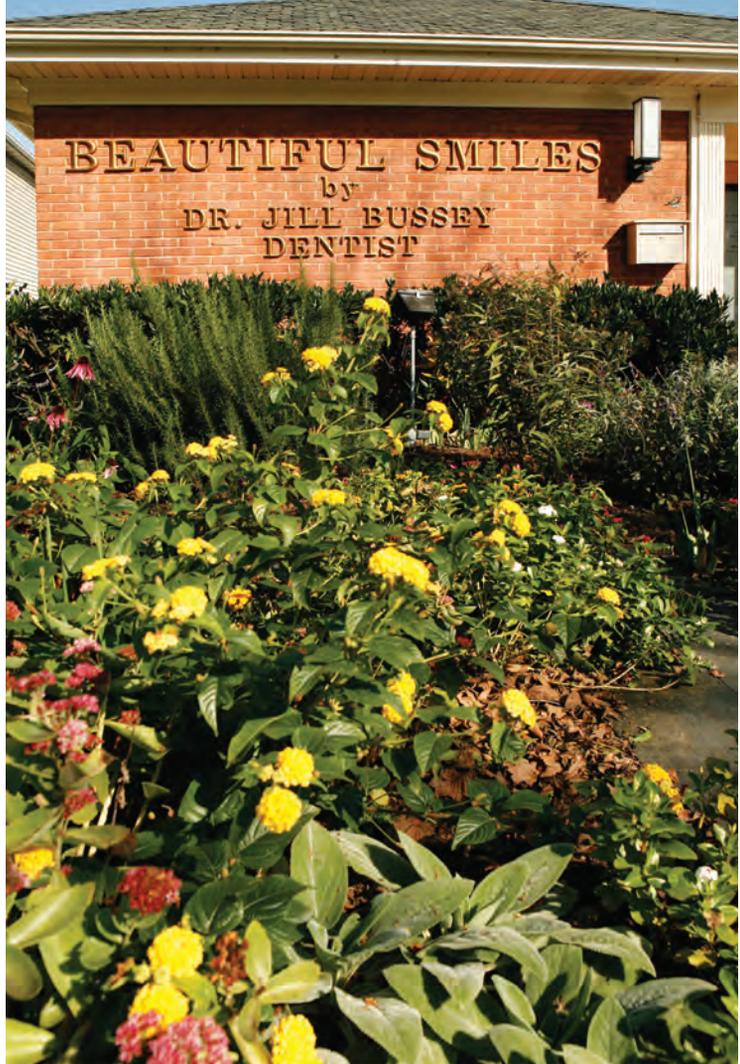
MATT VAN STONE

Like many of her colleagues, Dr. Jill Bussey knew it was time to upgrade her current technologies; but she wanted something simple and cost-efficient.

In an effort to ensure future innovations would not leave her successful practice by the wayside, she called the pros at BencoNET to reconfigure her existing system and integrate her new technology into one powerful network.







An elegant exterior complements the chic, contemporary look of Dr. Bussey's tech-savvy practice.

**EVEN 22 YEARS IN PRACTICE** couldn't grant Dr. Jill Bussey the ability to predict what lies ahead in today's technological world of dentistry. But in 2008, Dr. Bussey knew precisely what the future held: she was preparing for a move into a new office following 16 years at one location. After turning to Benco Dental for a design and equipment upgrade, which included a new pan, she sought a trusted friend for the defining element to unify it all. Dr. Bussey needed someone who would understand the demands dental technology can put on a server, not to mention reliable hardware and software support she could trust should a problem arise.

Research, recommendations and, most importantly, experience, led Dr. Bussey to choose BencoNET for her technology upgrade. Having relied on Benco and her Friendly Benco Rep, Deb Fenoy, for over 20 years, it was only logical for the owner of Beautiful Smiles by Dr. Jill Bussey in Richmond, Virginia to go with the people she knows and trusts.

"I wasn't interested in using my previous provider because I couldn't afford to wait if there was a problem in the office," Dr. Bussey says. "We needed someone who would give us the immediate atten-

tion we required. So when Deb (Fenoy) told me about BencoNET, I thought that would be a lot easier and downtime would be kept to a minimum."

Dr. Bussey's technology needs were unique to her office; but only someone with knowledge of how a dental practice works could complete the task. She already had a Scan-X processor for intraoral exams and digital imaging and practice management software packages—all needing to be incorporated with a new Sorodex Novus pan and new computers in all five of her contemporary, tech-savvy operatories.

"Dr. Bussey already had an integrated office in place and was using a Scan-X with intraoral films," BencoNET tech Michael Poore says. "When we came in, it was more about setting up her new server and establishing backup procedures."

### **THREE ISSUES, ZERO DOWNTIME.**

"You've got a lot to do when moving into a new location," Dr. Bussey notes. "You need someone who's going to be available if there's a problem."

Benco's level of service and support, to which Dr. Bussey had grown accustomed, is what made Ben-



**“DR. BUSSEY ALREADY HAD AN INTEGRATED OFFICE IN PLACE AND WAS USING A SCAN-X WITH INTRAORAL FILMS,” BENCONET TECH MICHAEL POORE SAYS. “WHEN WE CAME IN, IT WAS MORE ABOUT SETTING UP HER NEW SERVER AND ESTABLISHING BACKUP PROCEDURES.”**

coNET her obvious choice—a just decision as proven by recent events. “We had a little problem with our sound system (also controlled on the BencoNET network) so we called Benco and they came right out to solve the problem,” a proud Dr. Bussey recounts.

On-site help was only the beginning of Dr. Bussey’s pleasant BencoNET experience. Just a short time later, when the office’s practice management software, not provided by Benco, was operating erratically, BencoNET techs logged in remotely, explored her network and efficiently solved the issue. This avoided any need to dispatch a tech. “The service experience has been wonderful,” Dr Bussey proclaims. “The entire process has been extremely convenient.”

Convenience was the X-factor for the general and cosmetic dentist, who was once again left dazzled when she picked up the phone, needing to ad-



**The digital technology improves workflow and wows patients.**



dress underperforming computers at the front desk. She called upon a familiar friend in Poore, who rerouted to her door with a solution in hand.

“After we upgraded Dr. Bussey’s practice management software, the computers she carried over from her previous location were running slowly,” Poore says. “Buying new workstations wasn’t an option at the time, so we came up with a solution and ended up installing double the RAM.”

Dr. Bussey reports Poore’s plan worked to perfection and the computers were once again performing up to par—the latest result justifying Dr. Bussey’s decision to go with BencoNET. Her flourishing practice experienced three problems, with three different technologies, and BencoNET was there with three separate solutions. Most importantly however, Dr. Bussey experienced zero downtime and the office’s workflow remained uninterrupted.

#### A SMILE A DAY

Why is BencoNET service so appealing to Dr. Bussey? Perhaps, because it’s much like the quality of care she provides to each and every one of her patients, patients who inspired her transition to digital imaging.

“The new equipment and network make you cognizant of the fact dentistry is getting better,” Dr. Bussey notes. “It makes us look forward to the future; and the best is yet to come.”

This cutting-edge doctor admits her new network and equipment have allowed her to accomplish feats she could never have fathomed just five

**“NOTHING HAS FAILED ME YET. IF IT WORKS, WHY WOULDN’T I CONTINUE TO STICK WITH BENCONET? AT THIS POINT IN MY CAREER, I DON’T NEED TRIAL AND ERROR. I NEED WHAT WORKS.”**



Friendly Benco Rep Deb Fenoy with Dr. Bussey.

years ago. It’s an infatuation Dr. Bussey confesses drives her to pursue more technology in an effort to maximize patient care.

“We’re living in an era where cosmetics are increasingly important,” the doctor affirms. “Everybody wants a beautiful smile, and no matter a patient’s economic base, there’s no reason that in 2009, they shouldn’t have it.”

Beyond enhanced patient care, a strengthened technological infrastructure with BencoNET has benefited Dr. Bussey’s bottom line. The practice’s digital capabilities began as an attempt to keep up with the times, yet have blossomed into a profitable diagnostic tool. “I wish I did it sooner,” Dr. Bussey



Dr. Bussey and the dental team of Beautiful Smiles by Dr. Jill Bussey.

says. “Now, instead of waiting for X-rays to go through processors, we can bring them up on the monitor and patients are really impressed and more readily accepting our treatment plans.”

#### NAVIGATING THE FUTURE

For many dentists, the future, and the technological advances it presents, can be an uncertain frontier. Yet practices like Beautiful Smiles by Dr. Jill Bussey are embracing new technologies and adding elements as services evolve. BencoNET connected Dr. Bussey to technology that helps her diagnose more precisely and manage records with greater care and efficiency. “Nothing has failed me yet. If it works, why wouldn’t I continue to stick with BencoNET,” Dr. Bussey says. “At this point in my career, I don’t need trial and error. I need what works and I know what works.”

And BencoNET is precisely what has worked for Beautiful Smiles by Dr. Jill Bussey. With a trusted partner of 22 years and a reliable network, Dr. Bussey is ready for whatever impact technology’s future may have on her practice. “Being digital, and with the way technology is today, I don’t know what the future holds,” she says. “But I guarantee, with BencoNET, we’ll be there.” ■

#### equipment highlights

DR. JILL BUSSEY, RICHMOND VA

##### A-dec

- 511 chair w/ sewn upholstery
- 532 traditional delivery system w/ deluxe touchpad
- 561 flat panel monitor mount
- (5) 6300 Preference Dental Lights
- (5) 5580.42 console upper, middle & base
- (3) 5543.TB central console
- (2) 5531.72 accessory console
- 1601 doctors stool
- 1622 asst stool

##### Soredex

- Novus digital Pan

##### Midmark

- M11 ultraclave autoclave

##### Benco

- Optisonic Ultrasonic Cleaner 3 gal



##### BencoNET

- BencoNET Gigabit Wiring Backbone (Cat 6 Shielded Cable)
- BencoNET All INTEL Dedicated Server
- BencoNET Business/ Front Desk Workstations
- BencoNET Clinical Workstations w/ Hi Resolution Monitors w/ Sound
- HP Laser and Imaging Printers
- Seagate Data Backup System
- Internet Router & Anti-Virus Software
- ICW CPU Mounts

