

New Orthodontic Technology Innovations

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As we analyze practice data for valuation and transition purposes, Bentson Clark & Copple, LLC has observed overhead rates incrementally increasing over the past five years. When determining the cause of this growing trend, a few general conclusions can be drawn. The largest factor is certainly the economy. Many practices have experienced low-to-no growth during the recent recession, resulting in an increase in fixed costs; causing a rise in overall practice operating overhead. One variable cost attributing to rising practice overhead is technology spending and its maintenance, which has excelled in recent years. For this reason, we would like to feature three relatively new products and companies (in no particular order) within the orthodontic technology sector that may help leverage the technology dollars you spend.



On the practice management side, technology nirvana could be described with some of the following attributes: lower start-up costs, reduced software expenses, decreased maintenance fees, and the ability to access data from various electronic devices from any location worldwide. The “cloud” portends to offer this packaged oasis. Cloud9Ortho™’s entry into the orthodontic technology market will likely gain some attention. Owned by pedigreed industry veterans, Cloud9Ortho™ is a new addition to what is a growing number of cloud options for today’s orthodontic practice owner, including Ortho2’s Edge, Advanced Ortho Systems, and ICE Dental Systems.

Renew Digital is a company that purchases existing 2D or 3D x-ray machines from practices that are upgrading equipment. The company resells the machine, with a warranty, to another practitioner. This service provides many orthodontic practice owners an economical, cost-efficient way to go digital. By creating a market for gently used digital machines, Renew Digital has lowered the cost of entry for buyers stepping into the digital x-ray world or upgrading from an existing digital machine.

OrthoMetrics is a joint venture between Impact360 and OrthoBanc. They have developed a data bridge for practice management systems that provides a summary dashboard. This new dashboard is unique and produces valuable information in an easy-to-read format. Doctors can use this informational dashboard to measure goals and compare their practice’s data to that of other practices. It will ultimately allow for better awareness of a practice’s operational and financial trends. Faster decisions can be made once the data summary is produced. It will also help practice consultants quickly evaluate a practice’s performance and understand its current trends.

Together, these three companies represent ways to maximize technology spending dollars while keeping an eye on practice profitability.

Bentson Clark & Copple
InSight

Volume 8, Issue IV
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