

# Sirona 3D Return on Investment

## Direct Sources

### Scan Fees:

~\$125 2D Pan to Dental Insurance  
~\$275 3D to Dental Insurance  
~\$600 3D to Medical Insurance

### Endo Expansion:

Diagnose More  
Cherry Pick more cases to keep in house

### Implant Expansion:

Use 3D to select the best cases to keep in house. Expand in house cases via guided surgery.

### Implant Startup:

Start placing implants in house. Add implants by selecting the best cases using 3D and using guided surgery to accurately complete cases

### Orthodontics:

Using traditional orthodontics or clear aligner technology, select the best cases and understand complete anatomy for faster case completion

### Airway/Apnea:

Use 3D to visualize 3D airway morphology, educate patients, and confirm expansion of airway for oral airway appliances.

### TMD:

Visualize the TMJ region accurately in 3D, add full articulation and 4D motion, order OPTImotion splints

## Multipliers

**Diagnostics:** Increased diagnostic capabilities goes well beyond “seeing more.” Clinicians will diagnose between 28% and 38% more pathology with 3D imaging compared to 2D imaging and traditional exams. The most common newfound pathology involves periodical lesions. Other common findings include sinus pathology, airway constrictions, bone loss, TMJ pathology, bony lesions, developmental abnormalities, supernumerary teeth, and changes in bone density. All of these areas are important, because uncovering these pathologies obviously leads to improved patient care, whether these issues are treated in the 3D owner’s practice or not. When the 3D owner does provide these treatments, the improved diagnostic capability multiplies the number of opportunities for providing patient care in that practice. The improved diagnostic capability also offers general dentists the ability to carefully choose when they prefer to manage the issue themselves versus referring out to a specialist.

**Case Acceptance:** Similar to the diagnostic improvement that come from visualizing the patient in 3D, patients are able to comprehend the anatomy and pathology more easily in 3D. Specific patient education tools within the software makes the process simple, and patients that understand their case are much more likely to follow through with the preferred treatment options.

**Referrals:** Referrals from existing patients due to greater capabilities for resolving patient issues, patient appreciation of technology, and higher levels of patient comprehension of oral health

## Indirect Value

**Time:** Complete procedures in less time due to greater diagnostic information. Diagnose pathology in fewer patient visits and complete procedures in fewer patient visits. Fewer visits mean fewer operatory turnovers and happier patients. Faster procedures mean greater efficiency for doctors.

**Practice Lifestyle:** Lower stress and greater confidence that comes with more knowledge of patient health and pathology