

As Kodak Integrates New Digital Products, Dental Customers Benefit

Last September, Kodak's acquisition of PracticeWorks and Trophy Radiologie was finalized.

So what's been happening since?

According to Karen Ruckman, global director of marketing, Kodak's Dental Systems group, the ensuing months have been charged with creative energy. "People from all three companies have been meeting, sharing information and planning how we can leverage our mutual strengths to improve our products and customer support," Ruckman says. "And in most cases, we've even been able to move past planning to implementation."

Ruckman notes that Kodak, PracticeWorks and Trophy each contributed significant assets to the new venture, ranging from Kodak's imaging science resources, to PracticeWorks' understanding of practice management software, to Trophy's digital intraoral sensor technology, which features the highest image resolution available in the industry.

But together, the three companies are finding even more effective ways to serve dental professionals. For example, the new KODAK RVG 6000 Digital Radiography System features sensor remote control functionality for more convenient image capture. "This is an excellent example of how we're applying the Kodak philosophy of 'you push the button, we'll do the rest' to the new digital products in the KODAK Dental Systems portfolio," Ruckman says.

The RVG 6000 system also demonstrates Kodak's commitment to image quality: it offers image resolution of more than 20 line pairs per mm, the highest true image resolution available in the industry.

In addition, Kodak is exploring other ways to leverage its expertise across its entire dental portfolio:

- **Product quality.** The companies are exploring ways to apply Kodak's imaging science to its direct digital radiography systems. For example,

Kodak's image processing algorithms may provide ways to improve its intraoral digital sensors.

- **DICOM and HIPPA compliance.** Kodak's knowledge of the DICOM (Digital Imaging and Communications in Medicine) standard and HIPAA (Health Insurance Portability and Accountability Act) compliant imaging software will help ensure the company's dental practice management and digital imaging technologies meet all industry requirements.
- **Ease of Use.** Kodak's focus on ease-of-use has driven additional changes to its digital product portfolio. For example, the new KODAK 8000C Digital Panoramic and Cephalometric System features "one shot" cephalometric imaging, making it easier to capture clear, quality images.
- **Customer Support.** Kodak has also made significant investments in its customer support function for all its products, including expanding its practice management and digital radiography support center staffing by 25 percent, creating a new service quality department and creating a dedicated technical training program for support staff. This is already yielding results. For example, customers who call this department are connected to technical support representatives 35 percent more quickly than they would have been a year ago.

For Ruckman, working on these programs is something she was ready to do before the ink on the acquisition deal was dry. "Bringing the PracticeWorks and Trophy teams into Kodak was a wonderful experience," she says. "But it was only the beginning. Today, we're starting to demonstrate how this acquisition will benefit dental professionals—and that's where the real excitement is."

If you would like to see how Kodak can help your dental practice, please let us know and one of our team members will contact you.

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(Note: Kodak, PracticeWorks, Trophy and RVG are trademarks.)

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