

A Few Myths & Facts about 'Going Digital!'

This isn't news to you, but you can't always believe what you hear! The Bridge Network is hearing a lot of industry propaganda about 'Going Digital' and we want to address a few points on this subject. Don't believe what we say and blindly 'trust us'; let us prove it to you.

MYTHS:

Digital Radiography systems work best with the software sold by the digital X-ray Rep. The truth is there are many imaging software packages compatible with any given digital x-ray system. All of them yield identical raw images and provide post acquisition processing tools to enhance the x-ray a little bit here and there. The significant difference is in the usability, the interface and how it integrates with your practice management system.

Only a dental supply company can support your imaging software. The dental supply company does not manufacture the sensors; they simply sell them. When there is a problem that needs manufacturer support, we all have the same access to manufacturer support.

Dental supply companies provide software solutions that work with a wide variety of hardware. In fact, they are usually eager to provide you the software and equipment they sell exclusively - and keep in mind exclusive deals are not forever.

Using a 'bridge' to a third party imaging software will make it 'compatible' with your practice management system. You'll lose out on many of the benefits of true integration if you settle for a software bridge.

Images can easily be shared amongst different imaging software systems. Many programs store images in a proprietary format. This means if you desire to switch to a new software system in the future, you may not be able to easily export all your existing images.

Bigger is better when purchasing software. Dental supply companies have a rep selling you software and it's probably someone you may never see again. Or is it the same person selling you latex gloves? In this case, how much can they really know about software?

Implementation & Support are secondary factors in considering new technology. Poor or unproven implementation procedures and inadequate support can cause frustration. Always consider who are the individuals supporting the software and what will happen when things don't work properly.

Free is Good. It's rare that anything of value is truly free - there is usually a catch. And if something is really 'free' how good can it be?

A company with integrity can easily give you a discounted price not offered to your peers. If a company does not have the integrity to have fair pricing, what else do you need to worry about when dealing with them?

Feel free to 'Call Us' on any of the points above – or visit our website to review articles, 'rants' and short videos that back up some of our statements. A lot of your peers have made the best decision in choosing to work with The Bridge Network, so why not put our experience and knowledge to the test? **Let us EARN your trust!** Come to understand why we say: **'Work Smart. Enjoy Life.'**

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FACTS:

TBN is a more than Practice Management Software. The fact is we have been implementing electronic Charting with Perio Voice Activation for over ten 10 years and our Imaging software has been around for more than eight years.

Our ChairSide Imaging program integrates with the widest array of technology available in Canada. Since TBN is hardware independent, we will integrate with any digital X-Ray offering true integration between Practice Management, Imaging, Charting, Patient Education, Letter writing and more - including an industry first concept we like to call *'Visual Charting'*!

TBN remains fully committed to developing our software and growing our business with selected clients. We have a team of programmers who are continually working to help take Tracker and its ChairSide Suite of products to the next level. Our ChairSide Imaging is the first and only software that currently allows for wireless digital photography.

Our Training, Implementation, and Support procedures are proven and used by really experienced and knowledgeable individuals. After 16 years, our well-documented policies and procedures have stood the test of time. Consider also that key members of our team have been with TBN for 10 years!

We can provide superior sales, service and support by staying 'lean and mean'. This approach means you are getting specialized expertise from the very same people who have sold and successfully implemented our solutions to hundreds of other offices.

We are true specialists. TBN has been designing, marketing, and implementing digital solutions for the dental marketplace since 1992. We are continually coming up with many industry firsts (that we list on our website

We prefer to work smart by providing mostly on-line demos whenever possible. We are a technology company promoting our clients to 'Work Smart. Enjoy Life'. Thus, we simply believe it makes too much sense not to take all of the advantages of doing on-line demos whenever possible – but, of course, we make arrangements to do traditional demos when required.

TBN doesn't do much advertising; and for good reason - we have such a strong, dedicated user base that we can rely on the best source for new business - Word of Mouth referrals (and if you are running a well-established dental office, we trust you appreciate the benefits of that).

