

## SPECIALTY DENTAL PRACTICES CONNECT WITH PTG TO OPEN CUTTING-EDGE FACILITY

### ABOUT ISSAQUEENA PROSTHODONTICS AND ISSAQUEENA PEDIATRIC DENTISTRY

Opened in August 2010, Issaqueena Prosthodontics and Issaqueena Pediatric Dentistry are two dental specialty practices under one roof. These practices are led by husband-wife team, Drs. Craig and Camille Horton. Dr. Craig Horton, a surgically trained prosthodontist, specializes in restorative dentistry, including implant restorations and surgery, crowns, bridges, and veneers. Dr. Camille Horton is a pediatric dentist focused on the comprehensive oral healthcare of infants, children, and adolescents and patients with special healthcare needs.

Designed with the future in mind, these specialty practices operate from a newly built facility with advanced technology for unmatched preventive dental care, diagnosis, and treatment. The Hortons' forward thinking led them to implement the latest in dental office innovations, including Cone Beam CT Imaging, digital X-rays, individual patient TVs, and a paperless front office. By combining their resources in one facility, Drs. Craig and Camille Horton can utilize these first-rate tools to provide a superior standard of care to the residents of Seneca and the surrounding area.

### WHY PTG?

After practicing as general dentists for a few years, Drs. Craig and Camille Horton returned to school at the University of Florida for specialized training in the areas of prosthodontics and pediatric dentistry, respectively. Upon graduating, they wanted to open a joint state-of-the-art dental facility. That meant they would have to oversee construction and technology implementation remotely in order to open within a few months of graduation.

Because they had worked in dental offices prior to returning to school, the Hortons had clear ideas about what they wanted for their own office. After carrying out the construction side of the process, their next step was to contact PTG to implement their technology vision, which included creating a front office free of paper charts, entertaining and educating patients with mounted TVs, and using the latest in dental technology—digital X-rays and a Cone Beam CT Scanner.

### CREATING A 100% DIGITAL OFFICE

There is currently a nationwide initiative to encourage electronic charting among all healthcare industries as it helps control costs and improve patient care. Thinking long-term, the Hortons put creating a paperless front office at the top of their priority list. And for this endeavor, PTG delivered and connected 19 PCs—complete with

Windows 7® Professional, Microsoft® Office 2010 and supported by Windows Server® 2008—to facilitate the paperless initiative and additional technology. PTG also worked with dental companies to integrate the PCs with the office's Dentrix® software program, a Henry Schein® product.

*"PTG successfully created a paperless office for our practices—a major goal for us. Now we don't have to spend time flipping through pages of paper charts to find what we need...and we're prepared for the future."*

DR. CAMILLE HORTON  
ISSAQUEENA PEDIATRIC DENTISTRY

### GOING HIGH-TECH TO ENTERTAIN AND EDUCATE PATIENTS

The Hortons knew they wanted TVs at each of the four patient chairs in the pediatric bay as well as in the operatories—individual treatment rooms. PTG had to determine the best way to mount the TVs so that patients would be able to see the screen without interfering with treatment. In the pediatric bay, PTG strategically mounted the TVs flush with the ceiling and horizontal with the ground to allow for easy viewing for young patients as they are receiving care. Dr. Camille Horton explained, "The TVs encourage patients to lie back, and then they naturally lift their chin instead of looking down at the wall, which allows for a more relaxed patient and aids in proper treatment."

Additionally, PTG created a data room that houses a DVD player for the pediatric bay TVs. All four TVs play the same DVD to avoid multiple pictures and volumes, which would be distracting.

The TVs used in the operatories of both dentists use a different mount that offers more flexibility. Depending on the type of treatment a patient is receiving, the TV can be moved from the wall to the patient's lap or over their head.

Moreover, PTG fitted Dr. Craig Horton's treatment chairs with headphone jacks for listening to the TV instead of using the available wireless headphones. The bulky wireless headphones that came with the chairs had the problem of binding on the headrest when patients turned their heads, making it uncomfortable for them and interfering with treatment. Dr. Horton said, "The ability to use earbuds allows patients to listen to the TV comfortably, while giving me the quiet I might need during lengthy procedures. It was a very creative idea from PTG."

The mounted TVs in this dual practice are not only important for entertainment purposes, but they are also vital for communicating with and educating patients. "PTG implemented the technology that allows us to move an image, like an X-ray, from our PC directly to the patient's TV for discussion," explained Dr. Craig Horton. "We can also show a video about proper flossing, for example, to help us better explain proper technique."

#### **Investing in Top-of-the-line Dental Technology**

For the Hortons, opening a new office meant they had the opportunity to do things right—the first time around. And "right" meant choosing the type of technology that would benefit their patients the most, while aiding in better diagnosis and treatment. The clear choices were implementing digital X-ray technology and installing a Cone Beam CT Scanner.

#### **Digital Imaging**

These practices offer both sensor and phosphorous plate digital X-rays, or direct and indirect digital imaging. For the sensor digital X-rays, PTG installed DEXIS software and integrated it with ScanX, a digital imaging processor. Both types of X-rays provide nearly instant display of images and allow the Hortons to manipulate the images as needed—zoom in, darken, highlight, and see things that might have been missed on a traditional film. Phosphorous plate X-rays have the added benefit of coming in various sizes, making them more comfortable for children.

***"We counted on PTG to make certain our dental imaging technology was done right. They ensured the software was installed correctly and integrated it with our other programs. They were in the driver's seat."***

DR. CRAIG HORTON  
ISSAQUEENA PROSTHODONTICS

Digital X-rays have a low dose of radiation, lower than a standard X-ray, and they do not require the use of a dark-room or chemicals for processing, which means less mess and less square footage needed. "What's most important about digital X-rays is that patients can see trouble spots clearly—and so can we. They are essential for successful diagnosis and treatment."

#### **Cone Beam CT Scanner**

Dr. Craig Horton is a surgically trained prosthodontist, which means he can perform the necessary intraoral surgeries for dental implants so patients do not have to visit different offices for various services. "My goal is always to provide the highest standard of care for implant dentistry, so it only made sense to acquire a Cone Beam CT Scanner; there may be only a half dozen or so in the Upstate of South Carolina."

***"For me, the Cone Beam CT Scanner and implant planning software are the highest standard of care for implant dentistry. It's the best of the best—we didn't take any shortcuts—which is why we needed PTG to get it up and running perfectly. This technology makes me more comfortable when performing surgery."***

DR. CRAIG HORTON  
ISSAQUEENA PROSTHODONTICS

PTG installed the implant planning software GALILEOS, by Sirona, that allows Dr. Craig Horton to use the Cone Beam CT Scanner to take a cone beam X-ray of a patient's head and render a full 3D image that includes bone structure. Dr. Horton can then virtually place an implant into the image to view exactly the size it should be and get a guide to specifically place it where he planned instead of "getting it close." Dr. Horton explained, "This technology is critical when a patient does not have much bone volume, and it's great in tight squeezes. It helps put me in the right direction for ensuring an implant is placed accurately." He added, "A standard X-ray can provide an 'idea' of what to expect, only to then reveal in surgery a need for grafting, for example. I am aware of obstructive issues ahead of time."

This technology can also be extremely beneficial to Dr. Camille Horton in detecting the presence of extra or missing teeth. It allows her to plan for the appropriate treatment of these conditions with accuracy, without interfering with growth and development.

PTG integrated the implant planning technology with the practice network. This means that the doctors can set up the scanner in any operatory, allowing them to display X-rays in any room and present a case for treatment or better educate a patient on their condition.

#### ON-GOING SUPPORT

Because these practices have nearly a 100% paperless office, it is critical that their network system and additional technology run smoothly. PTG created a centralized server room to simplify system maintenance and continues to provide the office with on-going technical support as needed.

*“We are very pleased with PTG’s response time. They know how important it is for our hardware and software to function properly, so they are available whenever we need them—whether it’s over the phone or in person.”*

DR. CAMILLE HORTON  
ISSAQUEENA PEDIATRIC DENTISTRY

#### IN SUMMARY

Issaqueena Prosthodontics and Issaqueena Pediatric Dentistry have an advanced dental technology center—supported by PTG—that enables the Hortons to provide the highest standard of dental care to the residents of Oconee County and the surrounding areas. Their forward thinking and patient-focused approach has led to a superior dental facility with numerous benefits:

- Streamlined, digital front office for reduced waste and greater efficiency
- Secure patient files monitored by a HIPAA function, encryption, and passwords
- Strategically mounted TVs for patient enjoyment and education
- Advanced digital X-ray technology for improved diagnosis and treatment
- Unmatched implant dentistry services using a Cone Beam CT Scanner
- Responsive, on-going technical support from PTG and a secure, daily data backup

*“Our office is exactly what we hoped it would be—spacious, inviting, and highly functional. And, most importantly, it houses the kind of technology that allows us to operate efficiently and offer first-rate services to our patients.”*

DRS. CRAIG AND CAMILLE HORTON  
ISSAQUEENA PROTHODONTICS AND ISSAQUEENA  
PEDIATRIC DENTISTRY

For information on PTG, visit [palmettotg.com](http://palmettotg.com).



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