



# ARE YOU MAKING THE UPGRADE?

## EDITOR'S CORNER

By Neil McLeod BDS, LDSRCS, DDS

Like it or not we are all still expected to make the grade. That does not just mean taking refresher courses or knowing the latest innovations that are coming down the pipeline and how and when to integrate them into our practices. Basic IT (information technology) is now going through a major upheaval that is effecting us all.

Let us consider for a moment the withdrawal of support for Windows XP, the work horse that we have been using for fourteen years. There is no option, all our programs need to be upgraded to work on the new Windows 7 platform. The computer in each work station must be networked to the server so that the images we capture, both digital x-rays and intraoral camera shots, can be seamlessly integrated into the data management program. They all have to be changed, and then of course, backed up both locally and to "the cloud" so that we do not run the risk of losing data. Oh, and lets not forget being transferred in a HIPAA compliant format! Well, that's a lot to bite off in one go.

What gets interesting and discouraging is finding out that our favorite intraoral camera does not work on the new Microsoft program. If you liked Accucam, with its foot control capture, variable focal length and the ability to turn off the illumination at will so that you can demonstrate fiber-optically transilluminated fractures, then the new USB connected cameras can be really disappointing.

There is a way to pay for all this new stuff, and that is by taking advantage of the new VOIP (Voice Over Internet Protocol) telephone and high-speed internet connections. Reduce the

number of phone lines coming into your office to just one, but keep your numbers and fax line. Cutting costs here can make a big difference.

Perhaps the most important place to make the grade is online with your web presence - personal cyber-buoyancy (yes you may use the term\*). We all have to have dynamic and mobile websites so that searchers can find us on line. Our websites need to be updated regularly so that the search engine crawlers count ours as newly updated sites. We also need to have videos about what we do best so that our patients know about our expertise.

Finally, we need to make the grade by having good reviews online from our satisfied patients. This part of our social network reputation is essential. No matter where your referrals come from, people are going to go online and look you up. They look up everything else, and they are going to check you out too. If you do not have a good web presence they will automatically know that "something is wrong". The reviews about you must be



plentiful and flattering. Otherwise, you will become relegated to the sixth or ninth or twenty seventh page on Google, where nobody goes to find a dentist!

For more ideas and updates relating to our professional needs remember that we are here for you at the Los Angeles Dental Society. ■

\* "Enhancing the online presence of a dental practice," Neil S. McLeod - JPD, April 2012



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