



The Complete Data-Driven Guide to How Your Peers Earn ROI from 3D CBCT Scan Imaging Technology

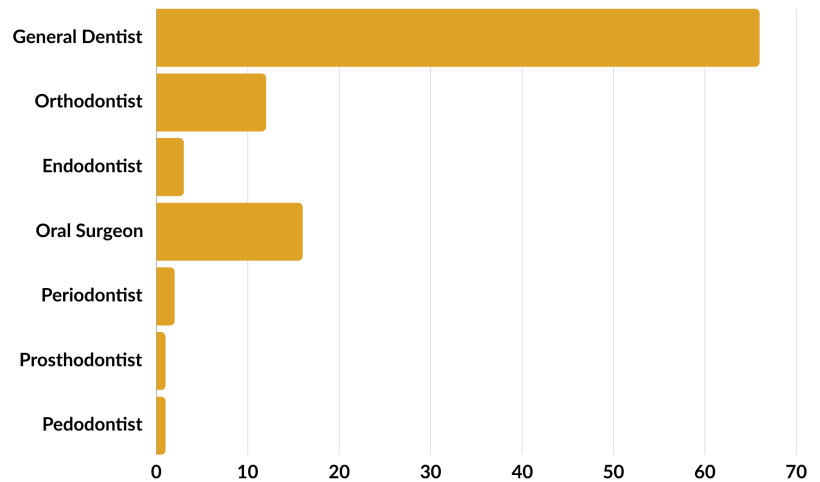
Introduction

PreXion recently surveyed more than one hundred dentists and dental specialists across the nation to gather insights on how they earn return on investment (ROI) on 3D CBCT imaging technology. The survey pool was comprised of 66% General Dentists, 16% Oral Surgeons, 12% Orthodontists, 3% Endodontists, 2% Periodontists, 1% Prosthodontists and 1% Pedodontists.

23% of respondents came from the Mid-Atlantic region of the United States, 16% from the Pacific, 15% from the South Atlantic, 15% from the East North Central, and 11% from the West South-Central regions. The remainder came from the Mountain, West North Central, New England and East Southwest regions.

In this eBook, we detail strategies your peers shared, providing actionable insights and real-world examples to help you make great decisions about investing in 3D CBCT scan imaging technology with confidence you will earn a healthy return with enhanced diagnostic capability.

What is your current profession?



This publication covers:

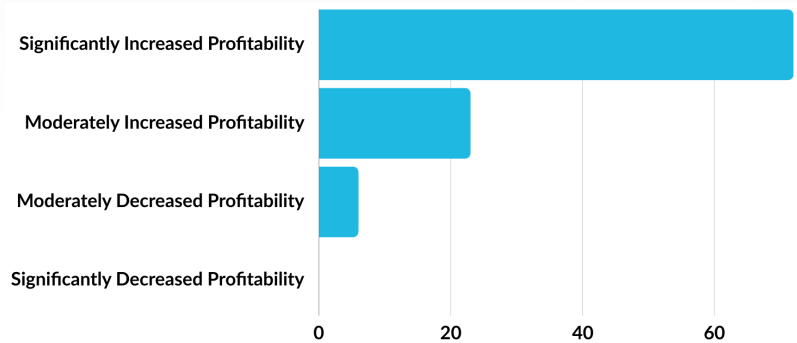
- ✔ **The key factors that drive ROI for 3D CBCT scan imaging technology in dental practices**
 - Impact on your peers’ practice profitability, efficiency and productivity
 - Strategies your peers use to maximize ROI from imaging technology
 - How access to superior imaging technology re-energizes the dental team
- ✔ **How to measure ROI for 3D CBCT scan imaging technology**
 - How your peers quantitatively measure ROI
 - How your peers qualitatively measure ROI
 - The importance of dental education for their teams in achieving ROI
- ✔ **Factors that influenced your peers’ decision to invest in 3D CBCT scan imaging technology**
 - How your peers navigate higher interest rates
 - Financial considerations
 - The tax implication in Section 179: Depreciation

Let’s begin!

The Key Factors that Drive ROI for 3D CBCT Scan Imaging Technology in Dental Practices

When we asked your peers how the implementation of 3D CBCT scan imaging technology has impacted their practice's profitability, 72% said it significantly increased profits and another 23% said it moderately did. We went further to explore the key factors that drive ROI for 3D imaging technology in dental practices according to the study participants. Here are the top three trends that emerged from the study:

How has the implementation of 3D CBCT imaging technology impacted your practice's profitability?



Improved Diagnostic Capabilities

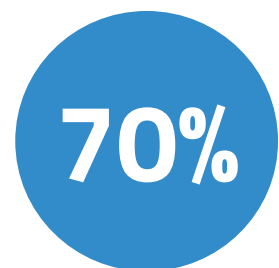
In our survey, 80% of respondents indicated improved diagnostic capabilities was a key factor in ROI for 3D imaging technology. The clarity and detail provided by 3D imaging allow dentists and specialists to identify issues such as root fractures, unique root canal anatomy and bone and soft tissue with greater precision. This improvement in diagnostics can lead to reduced misdiagnoses and unnecessary treatments due to accurate identification of dental issues. Enhanced imaging also facilitates the development of more effective and detailed treatment plans, which can improve the overall success rate of dental procedures thereby increasing production dollars.



of respondents indicated **improved diagnostic capabilities** was a key factor in ROI for 3D imaging technology.

Increased Treatment Acceptance Rates

The study revealed that 70% of participants said an increased treatment acceptance rate was a key factor in ROI for 3D imaging technology. Your peers use 3D images to visually explain dental issues and treatment plans to patients, which helps patients comprehend the necessity and benefits of the proposed treatments, leading to higher acceptance rates. Patients are more likely to agree to treatments when they can see and understand their own dental issues and the expected results of the treatment. Practices using cutting-edge 3D imaging technology are perceived as more advanced and capable, which can boost patient confidence in the quality of care they will receive.



of participants said **an increased treatment acceptance rate** was a key factor in ROI for 3D imaging technology.

Additional Key Factors in ROI

Your peers also addressed these key factors in ROI for 3D imaging technology with the rate of mention listed to the right of each factor:

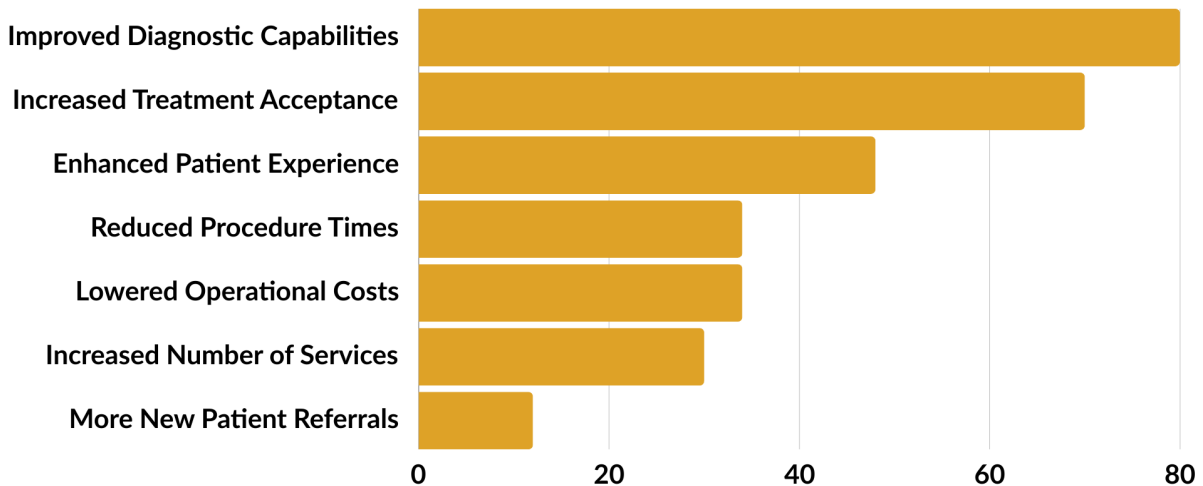
Enhanced patient experience	49%
Reduced procedure times	33%
Lowered operational costs	33%
Increased number of services offered	30%
More new patient referrals	13%

Combined, these key factors can significantly increase practice revenue. Read on to uncover more about how the implementation of 3D CBCT scan imaging technology has impacted your peers' practice profitability, efficiency and productivity.

Impact on Practice Profitability, Efficiency and Productivity

We asked your peers in our study to rank the ways high-quality imaging technology affects practice efficiency and productivity. The top three answers were that precision imaging increases the speed of offering treatment plans (98%), boosts staff confidence (96%), and improves the accuracy of treatment plans (95%). The second set of popular answers was that 3D CBCT imaging increases patients' treatment plan acceptance (93%), boosts patient satisfaction (92%), and minimizes errors (86%). The final three responses were enhanced patient communication and relations (86%), increased overall number of cases completed (85%) and improved patient flow and scheduling (83%).

In your experience, what are the key factors that drive ROI for 3D imaging technology in dental practices?



We would categorize these responses in two ways:

Direct Impact on the Practice

3D CBCT significantly reduces the time needed to develop treatment plans. This efficiency allows practices to see more patients, optimize schedules and improve overall workflow, thus enhancing productivity and revenue.

With precise imaging, your peers make more informed decisions, increasing confidence in diagnostics and treatment planning. Dental teams are more competent and assured, capable of handling complex cases with greater confidence.

Furthermore, accurate imaging is crucial for precise surgical planning, implant placement and other complex dental treatments, directly impacting the practice's reputation and patient trust.

Impact on the Patient, Creating Indirect Impact on the Practice

When patients can visualize their dental issues and understand the proposed treatments through clear 3D images, their acceptance rates for recommended procedures significantly increase. This boosts practice revenue and leads to better patient outcomes as more patients opt for necessary treatments.

Patients experience higher satisfaction levels when they receive accurate, timely diagnoses and clear explanations of their conditions and treatment options. The ability to see detailed images of their dental issues helps patients comprehend the necessity of treatments, fostering trust and confidence in the practice. Satisfied patients are more likely to return for future care and refer others, contributing to the practice's growth and reputation.

The efficiency gained from rapid and enhanced diagnostics allows for better patient management and scheduling. This optimized flow ensures patients spend less time waiting and more time receiving care, enhancing their overall experience. Efficient patient flow also means the practice can accommodate more patients, increasing the number of cases treated and boosting overall productivity.

Read on for strategies your peers use to maximize ROI from imaging technology.

Strategies Your Peers Use to Maximize ROI from Imaging Technology

When we asked your peers to rank strategies for maximizing ROI from imaging technology, five trends emerged. We provide example action steps for each and provide suggestions for implementing them in your practice.

- 1. Trend:**
An astounding 99% suggested offering additional treatment options to existing patients.

Example Action Step:

Expand services to include advanced treatments like guided implant surgery and orthodontia.

- 2. Trend:**
Another 96% endorsed marketing advanced imaging capabilities to attract new patients.

Example Action Step:

Promote advanced 3D imaging technology on the practice website, across content marketing, on social media and in everyday patient communications.

- 3. Trend:**
Of our respondents, 95% said to use imaging technology for educational and training purposes to increase case acceptance.

Example Action Step:

Share with a patient a 3D image of their misaligned jaw to clarify the necessity of orthognathic surgery.

- 4. Trend:**
Additionally, 86% indicated leveraging technology to improve diagnostic accuracy and outcomes.

Example Action Step:

Identify an asymptomatic cracked tooth earlier using 3D imaging to prevent future complications, provide more treatment options and enhance patient trust.

- 5. Trend:**
Finally, 83% mentioned the ability to reduce outsourcing costs by performing more procedures in-house.

Example Action Step:

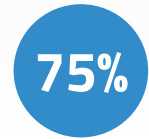
Perform endodontic evaluations and treatments in-house rather than referring patients to specialists, improving both patient satisfaction and practice profitability.

How Access to Superior Imaging Technology Re-energizes the Dental Team

In our research, we asked your peers how access to superior imaging technology re-energizes the dental team. These are the three top trends at various rates of response that emerged from the study:

Increases Confidence in Diagnostic Accuracy

75% of your peers said the team was energized by being able to view detailed, high-resolution images of dental anatomy, leading to more accurate diagnoses. For example, a dentist identifying a previously undetected root fracture can confidently proceed with the appropriate treatment, ensuring better outcomes. This accuracy reduces diagnostic uncertainty and fosters a sense of professional competence across the whole team.



of your peers said that more accurate diagnoses were made due to being able to view detailed, high-resolution images of dental anatomy.

Enhances Job Satisfaction and Morale

69% of dentists and specialists participating in our survey said superior imaging technology enhanced job satisfaction and morale. The streamlined diagnostic process reduces time and effort required for complex cases. This means dental hygienists and assistants benefit from a smoother workflow, lessening their workload and stress levels.



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Boosts Enthusiasm for Adopting new Techniques and Procedures

46% of respondents indicated access to cutting-edge imaging technology inspired dental teams to keep up to date with the latest techniques and procedures. The clarity and detail of 3D CBCT imaging facilitate more predictable planning and execution of advanced treatments, such as guided implant placements and minimally invasive surgeries. This enthusiasm not only improves patient care but also encourages a culture of innovation and excellence within the practice.



of respondents indicated access to imaging technology inspired dental teams to keep up to date on advanced techniques and procedures.

Your peers additionally mentioned these ways superior imaging technology re-energizes the dental team at the following rates of response:

Improves patient interactions and satisfaction	39%
Reduces stress by minimizing diagnostic uncertainties	36%
Encourages continuous learning and professional development	35%
Provides a sense of pride in offering state-of-the-art services	28%
Motivates the team to achieve better clinical outcomes	25%
Strengthens team collaboration and communication	25%
Increases efficiency, reducing workload and burnout	21%
Facilitates easier and more effective treatment planning	11%

How to Measure ROI for 3D CBCT scan Imaging Technology

How Your Peers Quantitatively Measure ROI

When we asked study participants how they quantitatively measure the return on investment (ROI) from imaging technology, the top three answers emerged as:

74%

of participants measured ROI by increased revenue from imaging services

65%

of participants measured ROI by higher patient retention rates

48%

of participants measured ROI by the number of additional procedures enabled by the technology

Additional methodologies mentioned included by revenue of additional procedures enabled by the technology (39%), by reduction in referral costs to external imaging centers (35%), by utilization of the imaging equipment by a percentage of total patient appointments (26%) and by increased numbers in new patient acquisition (11%). Keep in mind an existing patient may be more likely to accept treatment in more complex cases than a newly acquired one because of that patient's ongoing relationship with the practice.

How Your Peers Qualitatively Measure ROI

Here were the top three responses when we asked your peers how they qualitatively measure the return on investment (ROI) from imaging technology:

75%

of participants measured ROI by improved patient outcomes and satisfaction

75%

of participants measured ROI by enhanced diagnostic accuracy and treatment success rates

55%

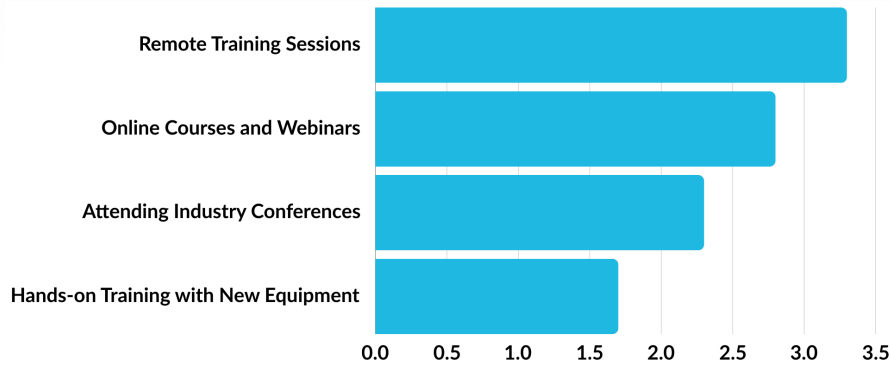
of participants measured ROI by positive feedback from patients and staff

A robust patient satisfaction survey featuring Likert scale answers can support in collecting measurable and actionable qualitative data.

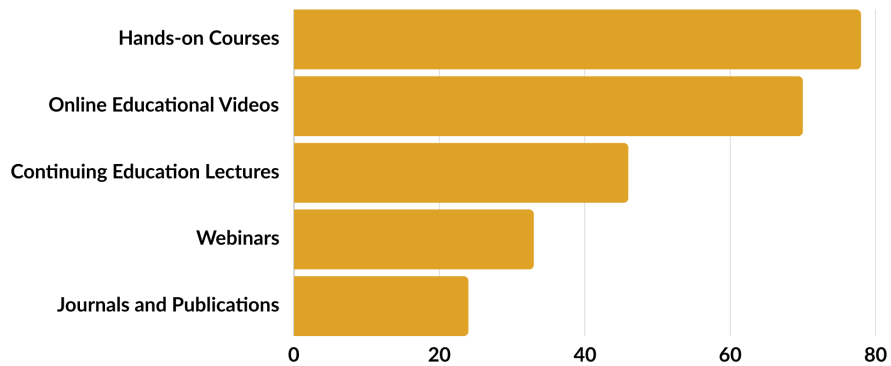
The Importance of Dental Education for Teams

Nearly all (99%) of our respondents underscored the importance of team education on proper image capture techniques for 3D CBCT imaging to achieve the highest possible ROI. The following two graphs further depict your peers' insights:

Please rank in order of importance the following options for educating your team about the latest imaging technologies and techniques.



Which of the following educational resources do you find most valuable for learning about 3D CBCT imaging technology?



Factors that Influenced Your Peers' Decision to Invest in 3D CBCT Scan Imaging Technology

In the survey, we asked participants to rank factors that influenced their decision to invest in new imaging technology. The top four answers with the rate of response were:

Cost of the technology	99%
Manufacturer's support	96%
Availability of advanced features	96%
Image quality and resolution	95%

Mid-tier answers with the rate of responses included the following:

Ability to upgrade from 2D to 3D imaging	94%
Software capability	94%
Recommendations from peers or industry experts	92%
Manufacturer's reputation	90%
Interest rates	90%

Finally, additional responses include these:

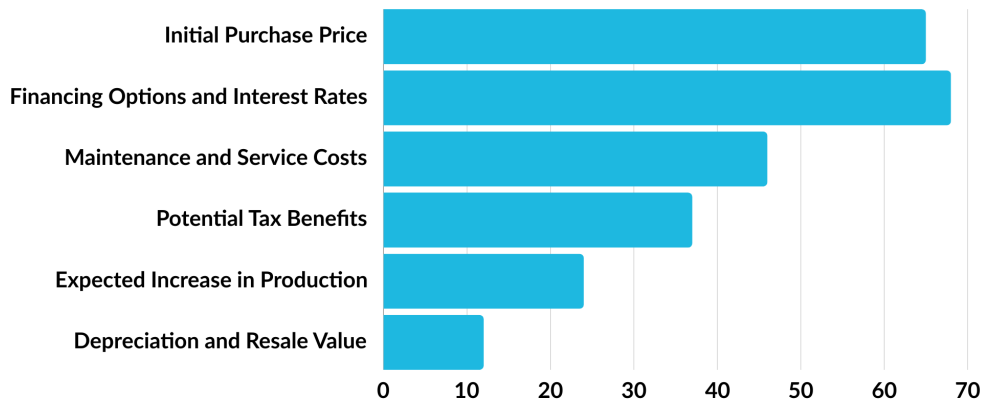
Financing options	89%
Patient safety and radiation levels	88%
Ease of use	87%
Maintenance and service costs	86%
Training and educational resources provided	83%
Integration with other office technology	83%
Return on investment (ROI) potential	82%
Warranty and after-sales service	82%
Potential tax benefits	80%

We cover more about interest rates and potential tax benefits in the next section.

Financial Considerations

The majority (68%) of our respondents thought financing options and interest rates were of paramount importance when evaluating the purchase of new 3D imaging equipment. The following graph further depicts your peers' insights on financial considerations:

What financial considerations do you consider when evaluating the purchase of new 3D imaging equipment?



How Your Peers Navigate Higher Interest Rates

In response to our question about how best to navigate higher interest rates when considering investments in new imaging technology, your peers encouraged readers to ask manufacturers about financing options with lower interest rates (77%) and to ask about leasing options instead of purchasing (37%).

While some suggested increasing cash reserves to make larger down payments (68%), a few evaluated and cut costs in other areas to accommodate higher interest rates (29%), and others delayed the purchase until interest rates decreased (43%). However, this may not be necessary with creative financing options emerging in today’s market, including lenders offering refinancing at lower interest rates after a specific payment period, if rates fall later.

Additional recommended considerations included:

Invest in smaller, incremental upgrades instead of large-scale purchases	28%
Negotiate better terms with lenders or financing companies	27%
Consider refurbished equipment as a cost-saving measure	25%
Explore tax incentives that may offset higher interest costs	19%
Consult a financial advisor or accountant for possible solutions	12%

One area worth exploring that was not mentioned in the study is to ask manufacturers about [current deals and promotions](#).

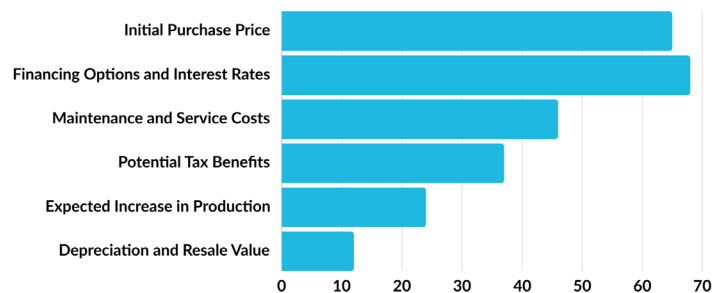
The Tax Implication in Section 179: Depreciation

In our study, 95% of your peers said the tax implication in Section 179: Depreciation was either very important or important in their decision-making process for purchasing new imaging technology.

[Section 179 of the U.S. Internal Revenue Code](#)

allows businesses, including dental practices, to deduct the full purchase price of qualifying equipment and/or software purchased or financed during the tax year. When a dental practice invests in new equipment, such as 3D CBCT imaging technology, it can leverage Section 179 to immediately deduct the cost of the equipment, rather than depreciating it over several years. The purchase, installation and initial asset usage must be completed by December 31st of a calendar year to qualify for the deduction when filing a tax return.

What financial considerations do you consider when evaluating the purchase of new 3D imaging equipment?



Here's how it works:

1.

Qualifying Equipment:

Most dental equipment, including imaging technology, dental chairs, computers, and software, qualifies for the Section 179 deduction. The equipment must be purchased and put into service during the tax year for which you are claiming the deduction.

2.

Immediate Deduction:

For example, if a dental practice buys a 3D CBCT imaging scanner for \$100,000, it can deduct the entire \$100,000 from its taxable income for that year, assuming it meets the [Section 179 requirements](#). This immediate deduction reduces the practice's taxable income, resulting in substantial tax savings.

3.

Annual Limitations:

As of the current tax year, the maximum amount that can be deducted under Section 179 is \$1,050,000, with a phase-out threshold of \$2,620,000. This means that once your total equipment purchases exceed \$2,620,000, the deduction limit starts to decrease.

4.

Tax Planning:

Strategically utilizing Section 179 can significantly improve cash flow by reducing the practice's tax liability. This improved cash flow can be reinvested into the practice for further growth and development, such as hiring additional staff, expanding services, or upgrading facilities.

Real-Life Example

Consider a dental practice planning to upgrade its imaging technology to enhance diagnostic capabilities and patient care. By purchasing a new 3D CBCT imaging machine for \$65,000, the practice can claim the entire amount as a deduction under Section 179. This deduction lowers the practice's taxable income, potentially saving tens of thousands of dollars in taxes, which can be redirected to other operational needs or further investments in the practice. Meantime, the practice increases production with higher case acceptance, increased job satisfaction on the team and an enhanced reputation in the community.

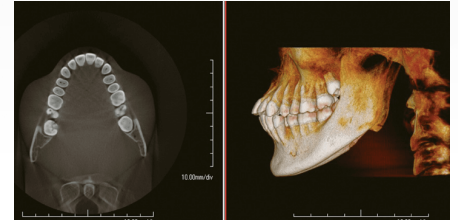
[Explore your options today for adding 3D CBCT imaging to your practice.](#)

About PreXion

PreXion delivers precision imaging solutions to dentistry and specialty practices across the United States and is best known for:

Top-Quality Imaging

Diagnostically, precision imaging is a must-have in the clinical settings of today's world. PreXion offers the clearest, most precise image in the industry at an incredible price point. The clarity of the image is unparalleled by competing solutions, and the precision is unrivaled. Analysis of an image this sharp means more precise treatment planning and the best possible clinical outcomes. With most imaging solutions, higher image quality means higher radiation. Only PreXion offers high imaging with low radiation levels. The PreXion3D Expedition CBCT Scanner features accurate 360-degree rotation, 260-1,024 projected views, a dedicated 2D (PAN) mode option, and the clearest detail with 0.3mm focal spot and 0.06-0.3mm voxel. One physician remarked, "This is truly impressive technology."



Unmatched Commitment to Education



PreXion has developed strong working relationships with key opinion leaders made up of both specialty and general practitioners that precisely understand the PreXion technology and resulting clinical outcomes firsthand by using PreXion CBCT in their own practices. These doctors offer PreXion customers hands-on courses nationwide on topics including Using 3D Imaging in Implant Dentistry, Better Endo Outcomes with CBCT, and USING 3D Imaging to Transform Treatment Planning. This is among the most valuable 3D imaging education available today.

Educational and instructional scan capturing videos are also available online, making it easy for PreXion customers and their teams to continuously access information they need. In the spirit of education, PreXion is committed to forming strong partnerships with continuing education organizations in the field of dental diagnostics and treatment planning, including Catapult Education, among others. Additionally, PreXion's advisory board made up of industry experts and key opinion leaders propels the company and technology forward with an acute focus on continuing education supported by focused R&D and product development.

Excellent Service

PreXion is deeply committed to listening to the customer's voice. The PreXion mission is to always be passionate about answering customer questions and delivering excellent troubleshooting. It is PreXion's vision to build trust by providing each customer ideal support, precisely responding to every inquiry. PreXion customers have described the technical support team as steady, dependable and hardworking, with support technicians treating each customer as the most important one. While some competitors' customers must go through distribution branches for support, PreXion customers are directly connected to PreXion-trained and employed technicians to access robust, timely and precise support. PreXion never contracts out support roles and only employs certified technicians. This ensures the technology will be back in optimum working order as quickly as possible. If an onsite visit is required due to a customer hardware issue, a technician will travel to the office for a part replacement within 24-48 hours. Once customers purchase PreXion, they rarely go to another brand, in part because of this unprecedented commitment to excellent customer service.



Learn more at www.prexion.com.



Ready to boost practice revenue now?

Increase production with 3D cone beam computed tomography (CBCT) imaging.

Yes, I want to schedule a demo with a PreXion 3D cone beam specialist so I can get:

- ✓ A clear understanding of how easier-to-read images give way to improved diagnostic capabilities, increased revenue and easier treatment planning
- ✓ Clarity on how to angle and zoom in on problem areas to help patients visualize their case and treatment
- ✓ Insight into exactly how a fully three-dimensional rendering of a patient's dentition with quality images with easier pathology detection can encourage quicker patient treatment acceptance
- ✓ A comparison of the attributes of various 3D CBCT scanners and how each stacks up in increasing practice production

[GET MY DEMO SCHEDULED](#)