

Dr. Genecov's Top 3 Products

	Quick Ceph	IACCT Case Presenter	Computer Sign-in at Front Desk & Each Chair
When did you start using it?	2008	2006	2006
Why can you not live/work without it?	It is important for VTOs, STOs and showing patients how treatment can impact facial aesthetics.	It is important for case presentation where we can show how treatment will proceed using the latest technology.	It makes our clinical schedule run so much more efficiently. It allows me to see computer charts chairside.
When do you use the item?	Every day for treatment planning conferences and case workups.	Daily for treatment planning conferences.	—
How do you market it to your patients?	Using it every day.	Using it every day.	We have birthday greetings and other salutations when they sign in.
If you could change anything about it, what would it be?	Making it interactive with OrthoTrac Office.	It would be by making it more customizable.	Nothing.