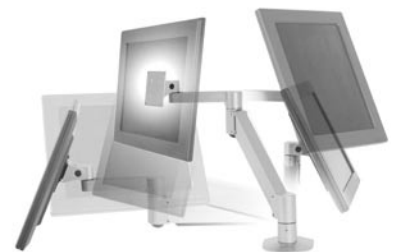


LCD Arms: The Dentist's Reason To Smile



How Flexible Flat Screen Arms Save Space,
Transform Patient Experience in Dental Office

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When the Dental Arts Center was designing its new dental office in London, Ontario, it planned for a digital radiography system with two monitors in each patient room. Flat screen monitors were chosen out of space consideration. But soon the dental practice's three partners asked the same question posed by more and more dental professionals installing flat screens - how do we make these sleek monitors work for us and our patients?

As they quickly realized, setting the flat screen monitors on a countertop meant treating them just like less-expensive CRT's. The interaction would be static, and counter space would be permanently consumed by the monitor. There had to be a better way.

There was... after an exhaustive search for flat screen mounting solutions, they discovered Innovative Office Products, Inc. (www.LCDarms.com) of Easton, PA, a manufacturer of flat screen arms and mounts. Innovative's radial arms render the monitor weightless, allowing the user to quickly and easily reposition it with just one hand. Arms rotate 360 degrees at three swivel joints for maximum flexibility. The arms can be attached to walls, clamped to poles, and bolted to desks and tables.



The solution

Choosing from the various arm lengths available, the Dental Arts Center partners selected model 7601, a long-reach arm which extends up to 3 ½ feet from the mounting point. After installing patient chairs they brought with them from their old office, the dentists mounted flat screen monitors on this arm after attaching it to a side wall. Monitors can now be extended out as far as 42 inches, allowing the dentists to swing the monitor out over the chair and adjust it at any angle or height. When not in use, the arm is folded back flat against the wall, where it fits beneath the countertop (see photo above). All of this is accomplished without the use of knobs or levers - the monitor is simply moved to the desired spot.



In rooms with new chairs, the monitor is mounted on a 27-inch arm mounted right on the chair. The partners handled this modification themselves, saving thousands of dollars over the cost of purchasing modified chairs.

Each room also contains a second monitor attached to a smaller arm that is mounted on a back wall. This monitor rotates back and forth to allow for comfortable viewing of X-rays and schedules by the dentists and dental hygienists.

"These arms are a perfect solution for a dental office, because they enable us to use the latest technology to save valuable space and improve the patient experience."

Transforming the patient experience

In both rooms, patients view X-rays and also watch television on these monitors. The monitors can be quickly adjusted by the dentist or assistant, so that the patient has a clear view whether sitting up or lying back during a procedure.

"These arms are a perfect solution for a dental office, because they enable us to use the latest technology to save valuable space and improve the patient experience," says Peter Wilk, DDS. "Patients are very happy with the convenience of viewing X-rays comfortably, and both adults and children enjoy the distraction of watching television or a DVD during a procedure."

Patient benefits realized:

- ▲ Educational aid when viewing X-rays -- patients are now more active participants in their dental care
- ▲ Distraction of TV helps patients get through procedures and reduces anxiety
- ▲ Keeps patients occupied during waiting time

Transforming the dentist's technology interface

With remarkable speed, technology has been transforming the dentist's work environment. Implemented correctly, computers will allow dentists to realize remarkable benefits. Access to information places critical information at the dentist's fingertips. X-rays can be viewed at the patient's side, intraoral cameras can be operated with the image directly in line of view. Implemented incorrectly... the dentist is in danger of incurring all of the costs, along with additional neck strain, frustration and slower work flow. But none of the benefits!

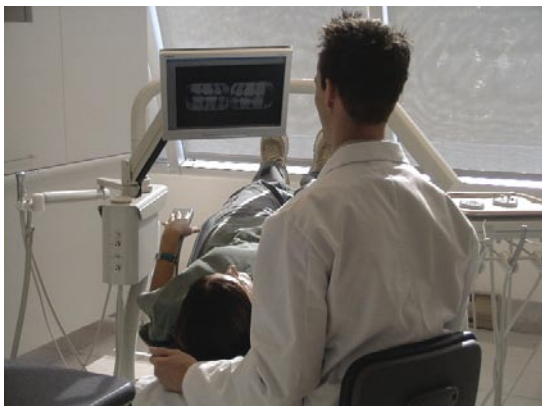
"Implemented incorrectly... the dentist is in danger of incurring all of the costs... but none of the benefits!"

Ergonomic tools can help! By improving the interaction between person and technology tangible benefits can be realized. Don't just allow new technology to intrude upon your workspace -- seek out ways to adapt it to your best use. In the case of flat panel monitors, tangible benefits can be realized through the application of flexible arms:

- ▲ Work posture can be improved
- ▲ Placement of monitors can be infinitely customized to suit the requirements and preferences of the dentist
- ▲ Information stays at the dentist's fingertips
- ▲ Space savings - monitors can simply be pushed out of the way when not in use, or folded back against the wall.
- ▲ Synergy with new technologies such as intraoral cameras
- ▲ Contribute to faster patient throughput = higher ROI

Choosing the right product

Innovative has sold its flexible monitor mounting arms in prominent settings such as the Mayo Clinic and the New York Stock Exchange since 1990. Now Innovative brings years of experience in ergonomics to the dental field. Innovative's products are built to last, made from aluminum and steel and coated with durable powder coat finish.



Thoughtful design saves you time and hassle both at time of installation and further down the road- for example, the Innovative *FLEX*mount allows for 6 different mounting options, which means that if you rearrange your office, you do not need to purchase a new mount. Innovative is available for custom applications as well. Have a unique problem which can't be solved with an off-the-shelf solution? Innovative's design team can work with you to create the perfect solution.

Innovative product features:

- ▲ Internal cable management
- ▲ Quick setup and installation
- ▲ Quality construction
- ▲ Intuitive use

Your next step

For more information, contact an arm specialist at Innovative Office Products. Our knowledgeable staff will be happy to consult with you on the ideal mount for your workspace, or refer you to one of our partners in dental IT installation. Call 800.524.2744 to get started. If you are pressed for time, visit Innovative online at www.LCDarms.com.

About Innovative Office Products

Innovative Office Products, Inc. designs and builds an industry-leading line of mounting solutions for computer monitors and keyboards. Founded in 1986, the Easton, Pa. company produces innovative products and custom-designed solutions that serve the needs of such prominent customers as the New York Stock Exchange, Mayo Clinic, IBM, Lockheed Martin and NASA. The company received a silver medal as one of Business Week magazine's *Best Product Designs Of The Year* for 2002.