

A STRONG START

Hear Dr. Brian Brancheau's approach to using 3D imaging as a foundational technology in his brand-new practice.



When Dr. Brian Brancheau planned to open Lynnwood Periodontics & Implants in March 2019, he knew cone beam needed to be a cornerstone technology in his practice. In one sense, it came down to the overall practicality – easy image acquisition, accurate diagnosis, planning, and effective communication.



"The main thing is making sure that the patient gets the best treatment possible, and to do that we need this elevated imaging at times," Brancheau said. "We need to convey it in a way the patient understands, so that's where the software interface is so helpful. It improves the communication and clarity. And after the patient understands, we are able to present the treatment plan and also send that information to the referring dentist."

As a specialty practice, Brancheau knew that starting with 3D imaging wasn't just a flashy move; he sees it as a way to be as efficient as possible while keeping as much work as possible inside his building.

"I knew I needed to get cone beam because when people are referred here for implants or bone grafting, I don't want to refer them again for more imaging," he said.

Early interest

Brancheau went to the University of Washington (Seattle) for dental school and his periodontics residency, where 3D imaging was not only taught, but seen as an essential tool. The foundation was bolstered by a series of early experiences in residency and associate dentistry positions – where digital dentistry was commonplace.

"We were trained on cone beam scanning and diagnosis in residency: detailed implant planning, evaluating pathology, and so forth," Brancheau said. "I think every periodontics practice I've worked in has had 3D imaging – it's highly important for the kind of procedures I do."

Now, in his private practice in Lynnwood, he's found it to be every bit the efficiency driver he expected it to be in his earlier days.

"It's efficient for sure – it doesn't take long to do a scan," Brancheau said. "It takes about five minutes, then I can review and usually make a plan while the patient is in the chair, then show them exactly what is involved so there are no surprises when we do surgery. We love it from a workflow perspective."



"It takes about five minutes, then I can review and usually make a plan while the patient is in the chair."

Making the investment

When considering 3D imaging as a possibility, Brancheau was quite clear about his faith in its ability to create incredible ROI.

"We know that this machine will pay for itself over time. It's something where it was the right choice for our practice despite the initial cost," he said.

At the same time, Brancheau didn't shy away from the fact that choosing cone beam means passing on other present opportunities. In his mind, it's about agreeing on priorities and moving forward with confidence.

"We barely squeezed it into the new construction budget but ultimately having the CBCT was important," Brancheau said. "Making sure we have the latest technology as a specialty practice is paramount. Patients and other offices need to know they are getting the best possible care."



Want to see your 3D imaging options? Visit pattersondental.com/extroral to learn more and explore your options today.

[SEE OPTIONS](#)