

Your innovative & reliable partner for growth

Vatech aims to replicate its global success in Australia and New Zealand through positive word-of-mouth and extensive customer support

By Danny Chan

If you have been surveying the dental landscape for game-changing tech innovations, the name "Vatech" would have popped up more than once on your radar. In most cases, you would have heard of the Korean manufacturer through such celebrated brands as Picasso Trio, PaX-i, EzSensor Soft, EzRay Air Portable and more recently, Green CTs and Insight.

Indeed, tech dominance has continued unabated from Picasso-trio (the first 3-in-1 CBCT) to Green CT through EzSensor Soft, discussed in more detail below. Yet innovation is not the only reason Vatech has been able to secure market-leading status in Europe and Asia while establishing sizeable US presence. The Vatech brand is synonymous with reliability – both in terms of products and distribution.

The Korean powerhouse remains the only dental 2D OPG/3D CBCT manufacturer in the world that boasts in-house sensor and generator technology. That rarefied position allows it to offer 10-year core part (sensor and tube) warranty on its wares, including Green CTs. A 10-year warranty is unheard of in this product space and speaks volumes of the manufacturer's confidence.

Warranty claims are backed by Vatech's reliable local distribution network. Every distributor employs in-house technicians that have been personally trained by Vatech's engineers, conforming to stringent manufacturing standards on maintenance and repair.

From the horse's mouth

You cannot discuss Vatech innovation without highlighting its game-changing imaging features – and who better to hear it from than dentists who have been using Vatech's imaging products on the frontline every day in actual clinical situations? In this article, we get the low-down on some of the company's most dynamic product features.



Two much talked-about Vatech innovations are its Advanced PANO technology (Magic Pan and Insight Pan) and Rapid Scan Time. Allowing optimised Pano image from 21 multi layers, Magic Pan minimizes blurry incisor and malpositioning, while Insight Pan's 41 Multi Layer Pano image provides rich, depth-added information.



Dr Anna Meyer, a New Zealand dentist at Anna Meyer Orthodontist, who owns Vatech Insight, agrees: "This feature could be useful for checking diacerations or root resorption. Also, if you can't be sure if there is a supernumerary present, having a little more depth in the x-ray can be very helpful."

The Green CT captures the company's spirit of "Green Radiography". Rapid times scan –1.9 sec CEPH, 4.9 sec 3D CBCT, 7.0 sec PANO – effectively translates as less motion artifact, which is a key feature for obtaining crisp images without unnecessary radiation exposure and restrictive patient positioning. The 1.9 sec CEPH is an optimum choice for orthodontists.

These features also make it a child-friendly imaging equipment, says Dr Donny Mandrawa, a Victorian dentist at Myofocus. Myofocus is a unique practice that focuses mainly on paediatric

patients, offering laser frenectomies and myofunctional orthodontics.

"Equally important factors are patient comfort and convenience. The unit must allow quick scans and flexible patient positioning without compromising image quality or patient comfort. The Green CT precisely met all these requirements with the added advantage of being an eco-friendly machine that is designed for paediatric use, which perfectly aligns with our practice philosophy and target audience."

The diagnostic value of these features is powerfully captured in a user-friendly 3D software, thanks to VATECH's proprietary Ez3D-i software.

"It is user-friendly, interactive and easy to navigate. All it takes is half a day's worth of training to use the software quite comfortably," says Dr Stephen Pak, a NSW dentist at Hillcrest Dental, "It has multiple choices to view images, including MPR (Multiple Plane Reconstruction), Section and 3D Pan."

We have your backs

Headed by Esther Lee, VATECH's ANZ team has been keeping their ears close to the ground through two initiatives: Local Partner Network (LPN) and Customer Support Programs (CSP). Accompanying these broad initiatives are a series of training and customer support courses that have already been or are about to be launched.

On the LPN front, Esther notes: "It is very important that our distributors share the same ethos as us whether in representing our products or providing critical service support, which we take very seriously. Our regular sales and



customer service training programs reflect our commitment in this area."

Andre Fourie, Equipment Sales & Service Manager at Medi-Dent, an authorised Victorian distributor notes: "It's great to have Vatech's support for myself and practitioners (dentists) alike. The shared information benefits everyone in the Vatech ecosystem."

As part of CSP, the Vatech Assurance Program launched this year to provide "before" service instead of "after" service. According to the Managing Director, Vatech's product training focuses on the pre-emption of common issues:

"The idea is to build a training program that helps dentists predict what may go

wrong and taking necessary precautionary steps to make sure that they don't," Esther explains. "Why wait until it's too late if you can nip it in the bud?"

In keeping with Vatech's core philosophies of "human-oriented innovation" that prioritises customer's safety, the company launched the Radiation Safety course on 21 August 2019 in Sydney, and 22 August 2019 in Melbourne. The course will be provided in other states as well.

With input from William Tan, a radiation expert at Sieverts, the course provides timely information on Radiation Safety and Regulation for the practices to ensure: Full government radiation compliance for a dental practice; staff safety (including pregnant staff); and adequate response to patient questions on the spot.

William Tan adds: "Instead of just selling machines, they want to familiarize users with the legal requirements for X-ray machines and best practices to ensure patient safety."

Finally, the Advanced Application Training for 3D CBCT users started in August 2019. With focus on the user experience, seen as a barometer of the dentist's success in delivering optimal dental care, product training is scheduled both on installation day and a few months later to more accurately gauge product performance.

"We provide the initial training first and then the advanced application training. This way, we check if they are using our 3D CBCT and software properly to get the best results. The advanced training for 3D CBCT users helps to ensure optimal use of our 3D CBCT and software," Esther clarifies.

"We also try to answer any queries a dentist may have before visiting and then provide the customized training according to the dentist's needs and wants."

Complimenting the tailored approach, Dr Andrew Yong, a Victorian dentist at Devon Street Dental Clinic, says:

"The good thing is that they didn't just give me a whole lot of information. They asked me what's specifically important to me and what's really important for me to learn through the course."

Insisting that innovation in and of itself isn't the objective, Esther concludes:

"Vatech hopes to play a constructive role to our partners and customers. Our biggest contributions have been, and will continue to be, in service to our customer's success."



For more information on VATECH x-ray system, contact DRC NZ on 0800 372 972.