



# Personal Education Changes Dentistry

*Introduction on how video based personal education improves the quality and attractiveness of dentistry services.*

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## Personal education creates new value for dental patients

Helping their patients maintain good oral health is one of the most important targets for a dentist and hygienist. Personalized advice is important, because every patient's situation is individual. In an ideal situation, the hygienist would stand next to the patient every time they do their oral hygiene procedures.

The same applies to the guidance needed after dental operations. Verbal explanation may be soon forgotten and printed material is impersonal. These challenges are familiar especially for dentists who work with patients with special treatment needs.

Modern, personalized advice can include live or still images, text and verbal guidance. It explains and motivates the patient to do right actions clearly better than any leaflet. Video dentistry enables making personal guides with the patients themselves and sharing the videos to their own mobile devices (mobile phone, tablet etc).

For the patient this means that they can watch at home anytime how their dentist or hygienist advises them to manage their oral hygiene. The videos can be very short and go straight to the point. A personal, digital archive of their own oral care helps patients improve their oral health. They can also get access to general information about different oral diseases and problems, which helps patients to seek help when needed.

## Key benefits of using videos in personal patient education

There are many reasons to utilize videos in dental patient education. e.g.

- **Patient's motivation** to care for his oral health improves
- **Video shows concretely** what needs to be done at home
- **Guidance is easily available** where and when needed
- **Patient's confidence and overall satisfaction** increases

Recording videos and taking still images during the dental work is simple and easy. The small, lightweight camera is set up directly onto your loupe and the recording software is controlled with a foot pedal. You can share the video with the patient simply as an e-mail link.

Learn more: [Request an introduction](#)

REQUEST AN INTRODUCTION



Learn how Dr. Peter Rusanen uses real-time video to motivate his patients to take care of their teeth at home!

<http://user.futudent.com/case/personal-oral-hygiene-instructions>

WATCH NOW

*“I've routinely recorded personal educational videos after every prosthetic treatment. **In these short videos I show how to use dental floss, interdental brushes and electrical brush for example.***

*I've noticed that receiving these videos is beyond my patients expectations and **the feedback has been really positive!**”*

- Dr. Peter Rusanen