
Orthodontist Profile in Success: Dr. Chris Hydo

University of Pacific Dental School, 1994

Air Force Surgical Centers, 10 years

University Southern California, 2001

Diplomate, American Board of Orthodontics certified, 2004

Practice Profile

Located in the coastal San Diego marketplace, Dr. Chris Hydo joined Dr. William Rawlings' growing practice as a partner in 2004. Combining the pediatric experience of Dr. Rawlings with the surgical-orthodontic and dental experience of Dr. Hydo provided patients in their San Diego market with a leading Orthodontist team.

Doctors Rawlings and Hydo serve their patients in two full-service office locations in Encinitas and Solana Beach. They welcome almost 400 new patients per year into their high-quality Orthodontic practice.

As Dr. Hydo joined Dr. Rawlings in Orthodontic practice, he assumed the role of technology leader in the team and began the process of implementing digital technologies to better serve their patients, their staff and their own needs as very busy Orthodontists. Dr. Hydo quickly decided to link emerging digital technologies into his core strategy of constantly upgrading the practice to 21st century patient care and practice efficiency.

Practice Philosophy

When asked what drives his digital-technology decisions, Dr. Hydo indicated that it all links to high-quality patient care:

"Our entire practice philosophy is focused on service, in what we define as our patient-focused care environment. We offer high-quality service five and a one-half days per week and we respect both our patients' need for efficient delivery of care and effective communication from everyone in our practice throughout their entire treatment. Every new patient is looking for the highest quality; digital

technologies enable us to deliver and communicate quality in everything we do. Future referrals for us come most frequently from patients that speak to others about the quality of their experience in our practice".

Investment in OrthoCAD Digital Study Models for the Patient

Dr. Hydo believes that investment in cutting-edge digital technologies enables their practice to achieve a real "Wow" impact for their patients. He indicates that most patients are developing high-tech expectations and have a better sense of confidence that the Orthodontist is current in all aspects of Orthodontic practice when they see the investment and benefit in the latest technology available.

"Our patients have high expectations for Orthodontic care and almost every patient is aware that computers in medical practice are increasingly essential for managing and delivering high-quality care. My motives for implementing OrthoCAD's Study Model Service were compelling:

- 1. The OrthoCAD Digital Study Models are integrated fully with my Practice Management system. Since we deploy computer screens right at chair-side for communicating more immediately with our patients, we consider it effective patient marketing to be able to show them their personal OrthoCAD digital model with views illustrating before and after treatment perspectives. We can rotate their model instructively in 360-degree flexibility to show them the thoroughness of our*
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diagnostics. When patients have more complex questions about their treatment plan, we can use the OrthoCAD diagnostics in the same study model software to educate them in more depth.

2. As an ABO-certified Orthodontist, I believe firmly that all diagnostic records documenting pre-treatment, in-process, and post-treatment need to be on site for appropriate patient management. The OrthoCAD digital study models for all patients are available to both our offices simultaneously and they back up our own long-term digital storage with a decade of long-term archiving in two OrthoCAD sites so our records are never lost or misplaced."

Investment in OrthoCAD Digital Study Models for the Orthodontist Staff

Dr. Hydo is convinced that high customer satisfaction and good referrals also depend on a motivated and efficient practice staff.

"We really believe there are more important and more efficient things for our valuable staff to be doing than managing all the model production, logistics and storage in a plaster world. The OrthoCAD Digital Study Models definitely make the job of our Treatment Coordinator easier and more patient-focused.

Many Orthodontic practices do not calculate all the hidden costs in maintaining a plaster-model environment: material cost of plaster, storage cost on-site, storage cost off-site, storage in the Orthodontist home over decades, labor costs to deal with plaster

pour-ups, clerical time for model retrieval, and the whole risk of waste involved with this old-world process. We prefer to use our office space to better serve our patients and grow our business."

The Key to Implementing Digital Solutions

After implementing new Practice Management systems, new Digital-Imaging systems and OrthoCAD Digital Study Models, Dr. Hydo has become an expert on the implementation of digital technologies in a multiple-site Orthodontic practice.

"The key is finding the right company with software that really works; they must have the right people, the right expertise and the technical support needed for implementation in our practice setting. OrthoCAD really delivered on execution for me. They simply were the best among the digital companies in doing what they said they would do-on time."

Final Comments

At Hydo and Rawlings Orthodontics, the latest digital technologies are deployed to bring reality to their quality commitment to their customers and staff. Dr. Hydo's experience with OrthoCAD Digital Study Models has supported his digital vision in bringing reality to the promise they headline in their practice:

"Specialty Care Caring Professionals"



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