

New radiology centre specializes in dental CBCT

By Danny Chan

DMDI (Dental & Medical Diagnostic Imaging), the first licensed and fully accredited facility for both dental and medical diagnostic cone beam CT in Australia, officially opened its doors recently. Located in Victoria's Camberwell suburb, the new diagnostic imaging center celebrated its big day with a closed-door function for some 60 guests, comprising mainly dental and medical practitioners.

The event was graced by dental dignitaries, including Garry Pearson, Chief Executive Officer of the Australian Dental Association (ADA) Victorian Branch; and Pam Clark, President of Australian Dental Industries Association (ADIA).

"It's good to have new facilities that take us into the 21st century," said Pearson, in his short opener.

Referring to DMDI's Pamela Gilbert, Managing Director; Roy Hardman, Regulatory and Business Consultant; and their thorough research into imaging technology as well as compliance with the operation's regulatory framework, Pearson acknowledged:

"We know that they are assiduous in looking at all the details, in following through on what exactly needs to be done, and in what way. That's confidence inspiring. You know that these people look at their compliance obligations and look at how they can help other people to meet theirs."

DMDI's imaging services are provided on a referral basis to all dental practitioners and specialists.

Research yields hi-tech dividends

Also present to offer congratulations were representatives from Morita, the Japanese dental manufacturer responsible for two of the evening's biggest showcases: Namely, the groundbreaking Cone Beam CT, 3D Accuitomo 170; and Veraviewepocs 3De, an X-ray unit for 3D, panoramic and cephalometric imaging.

Both the Veraviewepocs 3De and the 3D Accuitomo A170 are registered with the Australian Register of Therapeutic Goods (ARTG). The 3D Accuitomo A170 is the only medical and dental CT registered on the ARTG, as



Andrew Graham, of Nabhealth, Pamela Gilbert and Roy Hardman.

well as the only licensed Cone Beam CT in Victoria and Australia for use in both medical and dental applications.

Steven Crosby, Technical Product Manager, J. Morita Corporation Australia and New Zealand, recalled the start of the vendor-client partnership:

"Pamela was diligently sourcing around the world – including trips to the IDS dental exhibition in Cologne – for suitable products and making comparisons. Pamela was a convinced customer, by the time she came to see us."

Donna Forrest, Sales and Marketing Manager, J. Morita Corporation Australia and New Zealand, added:

"Morita's been the specialist for imaging products since the days of Panex (Morita's first panoramic x-ray unit) and currently leads the field in CBCT imaging technology. When a company like DMDI, with its wealth of expertise and well-trained radiography and consultant radiology staff, uses our products, what referring dentists and their patients can expect is superb imaging quality and excellent service."

Also chiming in with praises for Morita and DMDI is Pam Clark. Calling attention to the equipment's ISO certificates on the wall, the ADIA President noted from her recent experience visiting Morita's Kyoto factory in Japan: "The level of manufacturing there is incredible. The attention to detail guarantees that each piece of equipment is

a quality piece of equipment that conforms to all ISO standards.

"The machinery and diagnostic tools that are now available (through DMDI) are amazing."

Also praiseworthy was Pamela Gilbert; everyone interviewed by this magazine spoke glowingly of her entrepreneurial vision and business savvy. Modest but determined, Gilbert shared from her early experience as the owner of DMDI:

"We have learnt and experienced a lot from the initial stages, overcoming many challenges that have in turn, taught us how to do things even better in the future."

Meanwhile, DMDI is already poised for expansion, as Pamela revealed: "Another center is planned for the Western suburbs in Melbourne. I hope that we will have more than just two centers, but I'm not quite sure about location, although most likely within Victoria."

DMDI bulk bills Health Care cardholders; DVA (Department of Veterans' Affairs) cardholders, TAC (Transport Accident Commission) and WorkCover clients. In terms of procedures, OPGs and Lat Cephs are bulk billed, while patients with a Medicare card are eligible for a rebate on their CT scans – they pay no more than AUD \$150 out-of-pocket expenses. It costs a dentist nothing to refer their patients to DMDI. ◆