

DNP Helps the Patient Experience

Crawford & Colvin Family and Cosmetic Dentistry Rely on DNP Photo Printers to Improve the Patient Experience

For Dr. Brent Crawford and his dental team, who focus on providing the best possible patient care, incorporating technologies that improve efficiencies at the practice is a top priority. That is why Crawford & Colvin Family and Cosmetic Dentistry has recently turned to DNP's QW410 photo printer to improve lab communication and ultimately save time and money.

With 25 years of experience and some of the top dentists in the Charlotte area, Crawford & Colvin Family and Cosmetic Dentistry offers complete dental care services from general family dentistry to cosmetic dental services, to patients of all ages. The practice utilizes the most up-to-date technologies and the least invasive treatment techniques available to ensure that patients are provided quality care in the most comfortable manner possible.

The DNP QW410 dye-sublimation photo printer is one technology that has helped Dr. Crawford's team across multiple parts of the business, from sending printed photos of patient's teeth to the lab to supplying patients with before and after photos to help market the business.



"We have found that using the DNP QW410 to produce printed photos is an easy way to make lab communication more efficient, especially with cosmetic cases," said Dr. Brent Crawford, Doctor and Founder, Crawford & Colvin Family and Cosmetic Dentistry. "If used properly, sending a printed photo to the lab where they can see notations by our doctors and every small detail typically results in a faster, more accurate diagnosis on the first go, saving ourselves and our patients time and money. Without needing to have patients come back in to take new photos due to errors, we can typically schedule one or two fewer appointments a month."

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DNP dye-sublimation photo printers are recognized for producing detailed, high-quality photo prints quickly. The QW410's small, compact design makes it easy to fit into any office setup. The QW410 offers a variety of print sizes and is iOS compatible with a wireless adapter, making it quick and easy for dentists to send photos right from their smartphones to the printer, all while still in the room with the patient.

“The ease of wirelessly printing the photos right from my phone or email has been a life-saver,” said Dr. Crawford. “The process for doing this right from my office is fast and effective and allows me to spend more time focusing on what matters – the health and wellbeing of my patients.”

For more information on DNP products, please visit www.dnpphoto.com

Dr. Crawford also sees potential with using printed photos to provide patients with before and after photos of their smiles. With the option to customize the prints with a company logo, slogan or personalized written message, printed photos can be a great, easy way to market a business as patients show off their beautiful smile transformation to friends and family.

“Offering patients before and after photos is a great way to further engage with patients while also marketing your practice,” said Dr. Crawford. “Unfortunately, this has not been as prevalent for us due to COVID, but printed photos do offer more of a ‘wow’ factor for patients than digital photos. Patients are typically much more likely to show off a printed image to their friends and family, making the patient happy while our name reaches new potential patients.”



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