

8 Tips for Driving Same-Store Revenue Growth with Intraoral Cameras



Intraoral cameras do more than capture images. They streamline workflows, boost case acceptance, and drive measurable revenue growth everywhere they're used.

01.

Train the Whole Team

Make sure everyone in the practice is comfortable using the intraoral camera. When the whole team is trained, it becomes a go-to tool for patient education, treatment planning, and case acceptance. Set the expectation that every patient visit includes intraoral imaging. Fortunately, cameras like MouthWatch's are simple to use, with just one button press capturing and storing images in the patient's chart.

02.

Equip Every Operatory

To get the most out of your intraoral cameras, make sure there's one in every operatory at every location. If your team has to hunt one down, chances are it won't get used consistently. Keeping cameras within reach in every room leads to smoother workflows, better patient experiences, and more consistent use.

03.

Capture Intraoral Photos at Every Appointment

Make intraoral imaging part of your standard appointment flow. When photos are taken consistently, your team always has visuals ready to support discussions. Plus, patients can track their progress over time and see the results of good home care or needed treatment—helping them stay engaged in their oral health.

04.

Utilize Intraoral Photos During Case Presentations

Intraoral photos make case presentations more visual, more personal, and far more effective. When patients can see exactly what you see, the conversation changes. Show them sharp, magnified images of their teeth to make an impression, explain your findings, and invite their questions. You'll eliminate uncertainty and make it easier for them to say "yes" to recommended care.

"We have MouthWatch Intraoral Cameras in every operatory. They're extremely easy to use, very affordable, and are great for improving case comprehension and case acceptance." Dr. Elizabeth DiBona, DiBona Dental Group, Exeter, NH.

We simply introduced a MouthWatch camera to each hygienist (4), and the office production jumped up \$150K the first month. The doctors and team were shocked at how easy it was and how impactful it was on case acceptance.

Dr. Raymond Frye
ONE DENTAL, WASHINGTON

05.

Show Before & After Results to Build Trust and Loyalty

Before-and-after photos are powerful. They show patients the real, visible value of their treatment and reinforce your expertise. Over time, these photos help build trust, boost loyalty, and spark word-of-mouth referrals from patients who are proud to show off their results.

06.

Highlight Your Intraoral Camera Technology in Your Marketing

Patients may not know what an intraoral camera is—but they'll instantly understand the benefit of seeing what's going on inside their mouth. Showcasing this tech in your marketing highlights your commitment to transparency and modern care. Share before-and-after photos on social media (with consent), include visuals in email newsletters, or feature intraoral imaging on your website's "What to Expect" page for example.

07.

Reduce Claim Denials

Intraoral photos are a valuable tool when submitting insurance claims—especially for procedures that don't show up clearly on x-rays. Including clear images with your documentation helps reduce claim denials, speed up approvals, and minimize delays in reimbursement.

08.

Give Patients a 'Tooth Tour'

Something about how this sets them up to know you're both oriented toward their long term health and a great smile. This shows them the work they'll potentially need over time, making them a long term patient. With a 'tooth tour' taking as little as 2 minutes, you can show patients that you're focused on more than just today's visit—you're invested in their long-term oral health.

LET'S DISCUSS HOW INTRAORAL CAMERAS CAN HELP YOUR DSO GROW

Ready to increase same-store sales growth? Let's talk about how MouthWatch intraoral cameras can help your group grow.

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