

www.pancorp.com

## Customer Care

Your initial purchase with Panoramic marks the emergence of an ongoing relationship - from purchase and installation to technical support questions, we'll be there for you. Our customer care team strives to make your experience enjoyable; we provide quick turnaround time with repairs and offer cost-effective solutions for your budget. We also present customers with the opportunity to make online payments, and take advantage of free phone support and regular promotions. Just by mailing back the completed survey in this newsletter, you'll be entered into a drawing to receive a FREE \$200 Best Buy® gift card. Contact us directly at 800-654-2027 to place your order.

## What We Offer

- Online Payments
- Free Phone Support
- Regular Promotions

Contact our Customer Care Team at 800-654-2027

## panoramic<sup>TM</sup> Informative Survey

Did you know Panoramic Corporation has DIGITAL products?  
 Yes  No

For your next purchase of a panoramic X-ray machine, do you plan to purchase from Panoramic Corporation?

Yes  No  Undecided

If no, why? \_\_\_\_\_

If interested in pre-owned factory certified equipment, which type would you purchase?

Digital  Film  Both  We Prefer New

When is the last time you had your panoramic X-ray machine serviced?

Within the Past Year  One to Three Years  
 More than Three Years  Never

Do you use a Panoramic Certified Technician for your service needs?  Yes  No



Fill out the online survey by visiting our website: [www.pancorp.com](http://www.pancorp.com) Click on Customers/Panoramic Forum and follow the link.

Please either return this card or fill out the quick survey online by February 28th for a chance to win a **\$200 Best Buy Gift Card**



Winner of last month's iPod Touch  
- Dr. Richard Schnarrenberger,  
(Pittsburgh, PA)

Dr. Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

## 1st Quarter Specials

### Did you know Panoramic Bite Guides are disposable?

Check your supply to make sure you are ready with a new bite guide for the next panoramic image!

**SAVE \$3 per bag**  
on Bite Guides!

Bite Guides Qty. 50..... \$19.95

Now thru March 31st, take advantage of these special savings!



## Introduction

Welcome to the latest issue of The Panoramic Forum! In this edition, we'll share exciting news about our recent product recognition from Dental Product Shopper. We'll also talk about the necessity of using preventative maintenance measures on your machines to ensure their longevity. Additionally, Panoramic will be participating in several trade shows around the country over the next few months. Keep reading to find out more information about the upcoming shows in Chicago, Atlanta, and Anaheim. Stop by and see us if you're in attendance!

In this issue, we'll introduce you to Dr. Richard Lester, a Panoramic customer from Florissant, Missouri. Dr. Lester spoke with us about his experience with the PC-4000 and his transition to digital radiography. More than any other quality, he's looked for how well the equipment could preform for him and his patients. With the PC-4000's user-friendly software and easy image enhancement, it was the natural choice. You can read more about his story in this month's Customer Spotlight.

At Panoramic, we're interested in hearing about your experience with our company and any of our products. If you'd like to participate in a future Customer Spotlight section, please visit our website and choose Share Your Story under the Testimonials tab. If we select your story to be featured in our next forum, you'll receive a \$250 VISA gift card.

Your comments are always appreciated. Please take some time to fill out and return the survey inserted in this newsletter so that we can work together to meet your needs. You can also give us a call at 800-654-2027 or send us an email at [forum@pancorp.com](mailto:forum@pancorp.com). We hope to hear from you soon!

## www.pancorp.com

At Panoramic, we believe in providing our customers with information that's comprehensive and able to act as a springboard for verbal and digital communication. Over the past few months we've made some changes to [www.pancorp.com](http://www.pancorp.com) that we hope will improve your experience with us. We've made changes that will add an increased sense of ease to the areas of training and support.

Some of the new enhancements found on our website include patient positioning training videos like the PC-4000 Training Video and the PC-1000 Training Video. Both videos serve as a 10-step tutorial for machine usage and patient care. We designed these videos as a quick guide to help you receive the best image quality possible. Similarly, we've added the Panoramic Legacy video, a glimpse into the history of our company, and the progression of our product line. All of these short videos are available to view on our website by going to the Customer "tab" and selecting the Panoramic Video Page on the left.

We've also worked hard to ensure that reaching our support team has never been easier. Through our live support section, you can schedule an appointment online and reach a technical support specialist after receiving an assigned website log-in and password. Our specialists are available five days a week to discuss your technical issues and answer any questions about the product you might have.

In addition to this, customers have the opportunity to make easy online payments with the click of a button. You'll find the "Make a Payment" link located under the Customers tab.

Our Live Chat feature will also be coming soon to the sales and service section of our website. Keep checking back for more information!



Dental Product Shopper, a notable source for dental product information and reviews, recently awarded the PC-4000 as a 2011 Best Product! After evaluating features like image quality and accuracy, ease of use, patient comfort and staff satisfaction, it received a nearly perfect score of 4.7 out of 5. The review, which will be released in the February issue, highlights the PC-4000's simple design and clear digital panoramic images. We couldn't be more pleased!

Since their launch in September 2007, Dental Product Shopper has evaluated over 80 products. All of their evaluators are full-time practicing dentists and hygienists. For the assessment of the PC-4000, they invited several current users to perform a product review. Overall, they found that customers were most pleased with the PC-4000's simplicity, image quality, durability and affordability.

Dentists and hygienists use simple touch-pad controls to lead them through the patient procedure. Those assessing the model commented that the software was user friendly, enabling straightforward image enhancement. Someone even observed that patients are amazed by the quality of the images.

According to the report, evaluators said that they would endorse the PC-4000 to their colleagues or consider purchasing it in the future.

"I was willing to make an investment into the digital pan PC-4000 because I trust the company," said one evaluator. "Whenever I have had any problem, they have been quick to respond and right on target with the right solution."

Thank you to Dental Product Shopper and their evaluators for reviewing the PC-4000! You can visit their website in February to see the full review.

Dental

4.7

PRODUCT SHOPPER

BEST PRODUCT

2011

## Customer Spotlight



When reviewing new equipment for his dental office in Florissant, MO, Dr. Richard Lester has always looked for how well the equipment could perform for him and his patients. That's why he chose Panoramic.

Dr. Lester became a Panoramic customer in 1992 when he purchased the PC-1000. After more than fifteen years of using the PC-1000, Dr. Lester decided it was time to purchase a new digital machine. It was Panoramic's competitive pricing, discounts and their commitment to install and service the machine that made them stand out.

"When you consider the quality of Panoramic and what this addition has brought to the office compared to our old system, it's tremendous," he said. "The differences are night and day. You can't even compare the two."

Dr. Lester purchased Panoramic's PC-4000 two years ago. Now, the office is completely free of film and chemicals. He primarily utilizes his PC-4000 for several patient care scenarios: revealing the presence of periodontal disease, diagnosing any cyst or tumor in the lower mandible, and gauging a detailed position of the wisdom teeth.

"I probably remove 50% of the wisdom teeth that we decide to extract," said Dr. Lester. "That's why having a quality X-ray machine that we can rely on for an accurate positioning of the tooth is really important to us."

As an owner of the PC-4000, things are a lot more simple for him now. Dr. Lester states that it's been a relatively smooth transition from film to digital. His assistants have found the PC-4000 very easy to use after the initial training phase. Additionally, with monitors in each room, Dr. Lester is able to bring the digital images up almost immediately. It used to take somewhere between 10 and 12 minutes with the film panoramic for the images to be received. Now with the PC-4000, it's down to less than a minute. There is no question that Dr. Lester and his staff are reaping the benefits of having a digital office.

"I think that any new technology that helps patients to better understand or better see what we're talking about is tremendous," he said. "The advantage of it will far outweigh the cost in the long run."

Thank you, Dr. Lester, for sharing your experience with us in this month's Customer Spotlight. If you're interested in participating in a future Customer Spotlight section, please visit our website and under the Testimonials tab choose Share Your Story. If we choose your story to be featured in our next forum, you'll receive a \$250 VISA gift card.

## Fun Facts

1. The average American spends 38.5 total days brushing his teeth over a lifetime.
2. Before toothpaste was invented, people used all kinds of dry, rough things as an abrasive to clean their teeth – things like crushed eggshell, pumice, and even the burnt hooves of animals.
3. The snail's mouth is no larger than the head of a pin, but has around 25,600 teeth.

## Product Showcase

### 1000-DR Digital Conversion Package

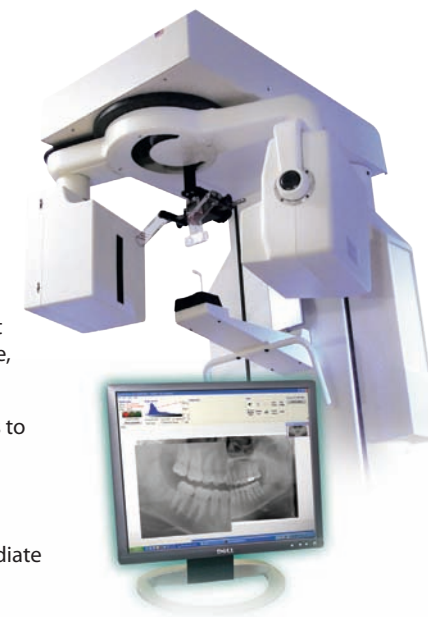
At Panoramic, we know that it's not always possible to update your office with a complete digital imaging system all at once. By purchasing the **1000-DR Digital Conversion Package**, you'll be able to maximize the original investment of your PC-1000. Read on to discover how the digital conversion package will help ease your transition into digital radiography in the most affordable way possible.

The 1000-DR Digital Conversion Package upgrades your PC-1000 into a premium direct-digital system. With the 1000-DR digital imaging system, instant digital technology seamlessly integrates into your practice management or imaging software. After implementing this upgrade, patient images can be magnified and enhanced with ease, and different layers of the image can be selectively amplified for clearer results.

The actual installation of the conversion package typically spans over just a few hours, including the time it takes to train staff members. The familiar functions on your machine minimizes staff training and learning curves, while ensuring comfort and ease.

Additionally, the 1000-DR Digital Conversion Package comes with an extra support feature that allows for instant web access and consultation with our professional service team. Our phone support provides you with an immediate diagnosis, while our service technicians give in-office training.

The 1000-DR Digital Conversion Package is compatible with all PC-1000 Panoramic models made after 1996. Older units can be traded in with the purchase the PC-4000 or one of our factory certified digital panoramic machines. As part of our service commitment to you, we'll remove the old machine ourselves and install your new model. For more information, contact a product specialist at 800-654-2027.



## Service

Sometimes even the best machine needs a little "check-up" from time to time. That's why at Panoramic we offer a complete preventative maintenance program for your model, despite its age or your location. As part of this program, we encourage you to call Panoramic to have your machine calibrated on a regular basis or at least for state inspections forthcoming. Remember, the more care you put into your model, the longer it will last. And we're here to make that as easy as possible!

Besides preventative maintenance, our field technicians are trained to help you with issues like machine installation, unit removal, and equipment transport. With over 300 technicians nationwide, Panoramic provides a solid network of support no matter where you are. Depending on your preference, we have service representatives available to answer your

questions online, over the phone or via in-office support. By calling us first, you're guaranteed to receive immediate answers to your questions. Whether you're dealing with processing/darkroom issues (for our film customers) or have questions regarding imaging tools (for our digital customers), we're here to help you.

In addition to these common issues, please remain alert for any signs of excessive wear. These signs include unusual noises, hesitation or interference with smooth operation while the unit is moving up or down. If you should experience any of this operational activity, please call our Service Team at 800-654-2027 to ensure that your machine keeps providing you with the highest rate of investment.

## Upcoming Shows

We always welcome your visit, so stop in and see us! For more information about these trade shows, you can visit us at [www.pancorp.com](http://www.pancorp.com) or call us directly at 800-654-2027.

**Chicago Dental Society  
Midwinter Meeting  
Booth 4121**

Chicago, IL February 24 - February 26

**Thomas P. Hinman  
Dental Meeting  
Booth 1323**

Atlanta, GA March 24 - March 26

**California Dental Association  
Spring Session  
Booth 1550**

Anaheim, CA May 12 - May 14

**American Association of  
Orthodontists Annual Session**

Chicago, IL May 14 - May 17



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