



## Feature-Benefit Sheet: KaVo DIAGNOdent Pen

### KaVo Master Series

- Best treatment quality
- Maximum treatment comfort
- Highest patient satisfaction

And of course, "tried and tested" KaVo quality

### Key selling points

- 1) **Best treatment quality**, because LASER fluorescence measurement can reliably detect caries at earlier stages of its development than more conventional diagnostic methods, making it possible to treat patients earlier, as well as protecting and conserving healthy tooth tissue
- 2) **Maximum treatment comfort**, due to its audible and easily readable numerical measurements, shown on an optional, remote, wireless display. The DDpen is not contra-indicated from use in the maxilla, due to apparent inability to directly read its integrated display screen. (In the maxilla, rely upon its audible tones to guide the sapphire tip)
- 3) **Highest patient satisfaction**, due to the possibility of making professional and reliable caries diagnosis: Patient and dentist can discuss resultant, conservative treatment plans, at a very early stage of cariogenesis, boosting patient confidence. DDpen is a patient loyalty tool!

### Applications:

- Prophylaxis
- Diagnosis of early-stage caries
- Diagnosis of fissure and proximal caries
- Periodontology: Identification of calculus in perio-pockets
- Diagnostic system for minimally-invasive caries therapy

### Important technical data:

- LASER fluorescence: 655 nm
- Battery-operated



USP (x)	Priority (1st, 2nd, 3rd, etc.)	Benefit Type		Product Characteristic / Feature	Benefit / Value	Specific Evidence / Proof
<b>Key Selling Propositions</b>						
x		1 Treatment quality	Prove / reassure own caries diagnosis (2nd opinion)	• Measurement of LASER fluorescence	• Reliable diagnosis of fissure caries • Reliable detection of proximal caries • Reliable detection of calculus in gingival pockets -> Satisfied patients who come back -> Patient loyalty	
		1 Treatment quality	Detection of early-stage caries Make misdiagnoses	• Measurement of LASER fluorescence	• Reliable identification of early (hidden/occlusal/incipient) caries • Early treatment enables the patient's healthy tooth substance to remain undamaged and be conserved • Minimally invasive treatment is possible	45,000 enthusiastic customers; Scientifically proven technology
		1 Treatment quality	Damage to healthy enamel from use of manual probing	• Measurement of LASER fluorescence	• Maximum conservation of healthy enamel • No transmission of caries to healthy neighbouring teeth • No transmission of bacteria via the manual probe • No injury to the enamel prisms -> Microinvasive treatment of the intact enamel	
		2 Economy	Small, pre-cavitated caries sites are often overlooked	• Measurement of LASER fluorescence	• Detection of extremely small carious lesions • Invoiceable follow-up services	Example calculation
		2 Patient loyalty	Offer special, high-quality services	• Standardised, quantifiable caries measurement using LASER technology • Innovative method	• Professional safety check for patients • Position your practice as cutting-edge with the most progressive technologies	
		2 Patient loyalty	Patient loss/monitoring diagnosis	• Caries is measured as a numerical value -> Clearly quantifiable assertion regarding the extent of caries	• Strong patient loyalty tool -> The dentist and patient discuss positive, tooth-conserving changes from preventative measures -> The dentist and patient are on the same page regarding additional treatments • Tool to establish a recall system	
x		Easy to handle	Too many "stand alone" devices with mains electricity and foot switch cables	• Cable-free	• Saves space • Handy	
		2 Patient loyalty	Radiation exposure from x-rays	• Adjunct to caries diagnosis, but can replace radiographs, which under-detect carious lesions • Reduces unnecessary exposure to x-rays	• Patient is exposed to minimum or no ionising radiation (x-rays)	
<b>Other Selling Propositions</b>						
		Safety	Maintain high level of hygienic standards	• The grip sleeves and tips are sterilisable	• Maximum hygiene for the practice team and patient	
		Economy	Standards change. Replacement parts are no longer available	• KaVo: Reliability for over 100 years	• Investment today - right for the future • Dental Professionals have been relying on KaVo for decades	