

## CASE STUDY

# Apteryx AI Imaging Drives Innovation at **CaliDental**

 CALIDENTAL

## ABOUT CALIDENTAL

★ Established 2018

📍 9 Locations

**RANDA SEIF**  
Chief Operating Officer



## PROBLEM

Needing to provide consistent patient care and experience across nine locations



## SOLUTION

Implementing Apteryx AI imaging solution to standardize X-ray analysis and support treatment planning

## The Role of AI Imaging for CaliDental

**At CaliDental, a nine-location dental service organization (DSO) with offices across every major city on the central coast of California, innovation and excellence in patient care are at the forefront.**

To deliver a consistent experience across all locations, CaliDental sought an advanced AI imaging solution that could streamline their diagnostic processes and support accurate treatment planning.

“A picture really is worth a thousand words. Introducing cutting-edge technology like AI-analyzed images has significantly enhanced patient care and satisfaction while also boosting our team’s job satisfaction,” shared Randa Seif, chief operating officer of CaliDental. “I’ve always embraced new challenges. Adopting new technology is no different—it’s another way we can stand out and be competitive.”



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## A New Era of Diagnostics

**Nearly a year ago, CaliDental implemented Aptyx's AI imaging solution, and the impact has been nothing short of transformative.**

"One of the most significant impacts of AI has been on treatment planning. For our new dentists, it's vital to train and coach them so they feel confident when presenting to patients—and patients can sense that confidence too," Seif explained.

Prior to adding AI in 2023, CaliDental had transitioned from a server-based practice management and imaging solution to a cloud-based platform better suited for their multi-location DSO. Standardizing on a single solution was essential to providing a consistent experience for patients and staff across locations. Adopting AI was the logical next step.

With cloud-based connectivity, Aptyx allowed for the integration of digital imaging from various systems, facilitating easy access and enhanced collaboration.

"Whether we have nine locations or 100, 50 doctors or 200, we know that the X-rays are analyzed by the same algorithm, independent of who's reading them. It would be impossible for a human to handle that volume alone," Seif noted. "Of course, AI will never replace a dentist, but our team appreciates it because it helps them perform their jobs even better."

### Aptyx AI Imaging Benefits:

- ✓ Cloud-based imaging
- ✓ Embedded AI for X-ray analysis
- ✓ Seamless sensor integration
- ✓ 24/7 access to X-rays
- ✓ Unlimited cloud storage
- ✓ Secure image transfer
- ✓ Image-sharing portal
- ✓ Streamlined workflows



## Elevating Patient-Centered Care with AI

The introduction of Aptyrx's AI-annotated images has also been positively received by CaliDental's patients. Its user-friendly interface and powerful imaging tools help support accurate diagnoses and effective treatment planning.

AI helps demystify X-rays, allowing patients to better understand what's happening in their mouths and see how issues can be addressed early. "Patients are seeing something they've never seen before—they can see that there's an area on the X-ray that has a cavity and needs attention. Ultimately, they feel more confident in accepting treatment," Seif shared. "That's crucial because it directly impacts their oral health and their satisfaction as a patient."

"We've seen a 10% increase in production since implementing AI imaging," Seif stated. This boost in productivity stems from more confident treatment planning and increased patient trust, which ultimately leads to higher case acceptance rates. When patients can clearly see their issues on AI-enhanced images, they are likely to proceed with recommended treatments.

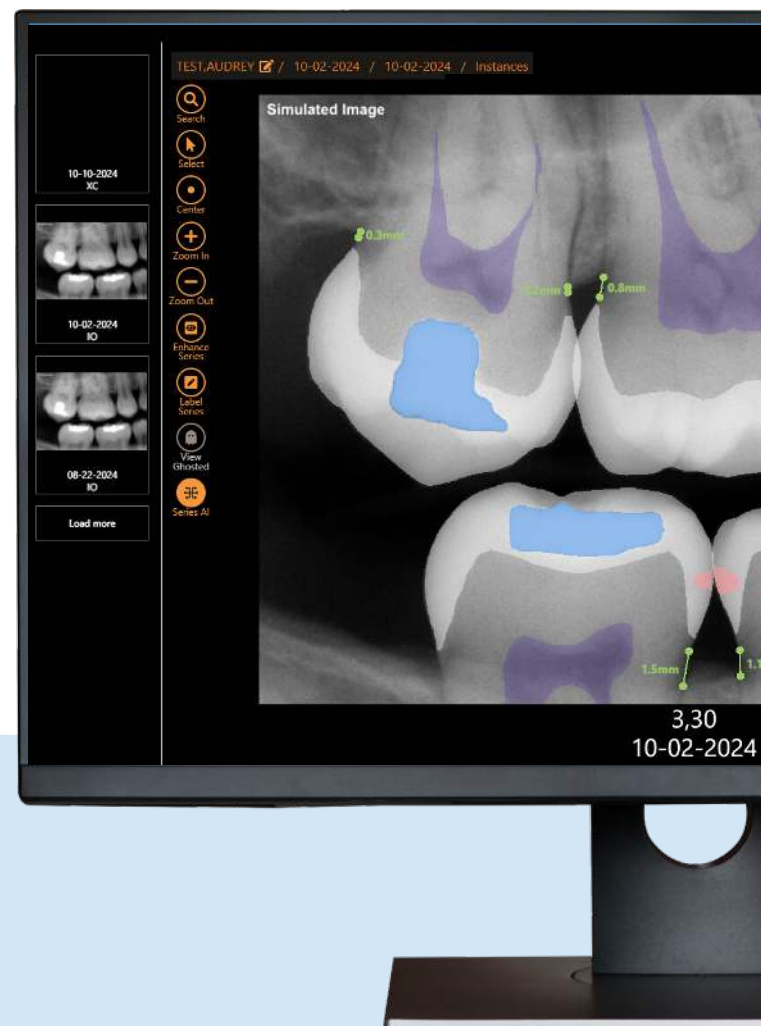


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*Integrated into Aptyrx, Pearl's AI helps dental teams spot issues like cavities and tartar with precision, giving patients a clear view of their oral health.*

*Example of Aptyrx with AI Integration*

## Enhancing Diagnostic Accuracy

**One of the most critical benefits of AI imaging at CaliDental is its ability to improve diagnostic accuracy by reducing the risk of human error. Apteryx AI provides added verification, ensuring the accuracy of the dentist's assessments.**

"With treatment planning, it turned around how doctors plan treatments and their confidence to even present it to the patient," Seif noted. "And it's a big selling point. If their treatment planning is good, AI is there to confirm that they didn't miss anything."

This added layer of accuracy not only improves patient care but also gives dentists peace of mind. They can confidently present their findings, knowing that AI has independently confirmed their diagnosis.



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## Operational Excellence in AI

**With a background in industrial engineering, Seif views technology as a key driver of efficiency.**

She believes that utilizing AI opens the door to more meaningful interactions with patients and improves job satisfaction for the team. This is particularly true when AI can alleviate some of the administrative burdens that typically fall on dental assistants and other staff members.

“I wish we had AI embedded in every single step of the patient’s journey because everything it touches becomes more consistent and efficient. We want our people to be happy in their jobs, and AI frees up time for them to connect more with patients,” said Seif.

From Seif’s perspective, AI doesn’t take away jobs—it enhances them. Staff members have reported higher job satisfaction because they can focus on patient care rather than mundane tasks. Apteryx AI imaging solutions ensure accuracy in treatment planning, streamlines workflows, and boosts overall productivity.

*Pearl’s AI uses color-coded imagery to simplify dental diagnostics, highlighting key areas of concern so dental teams can quickly identify and address issues.*

*Example of Apteryx with AI Integration*

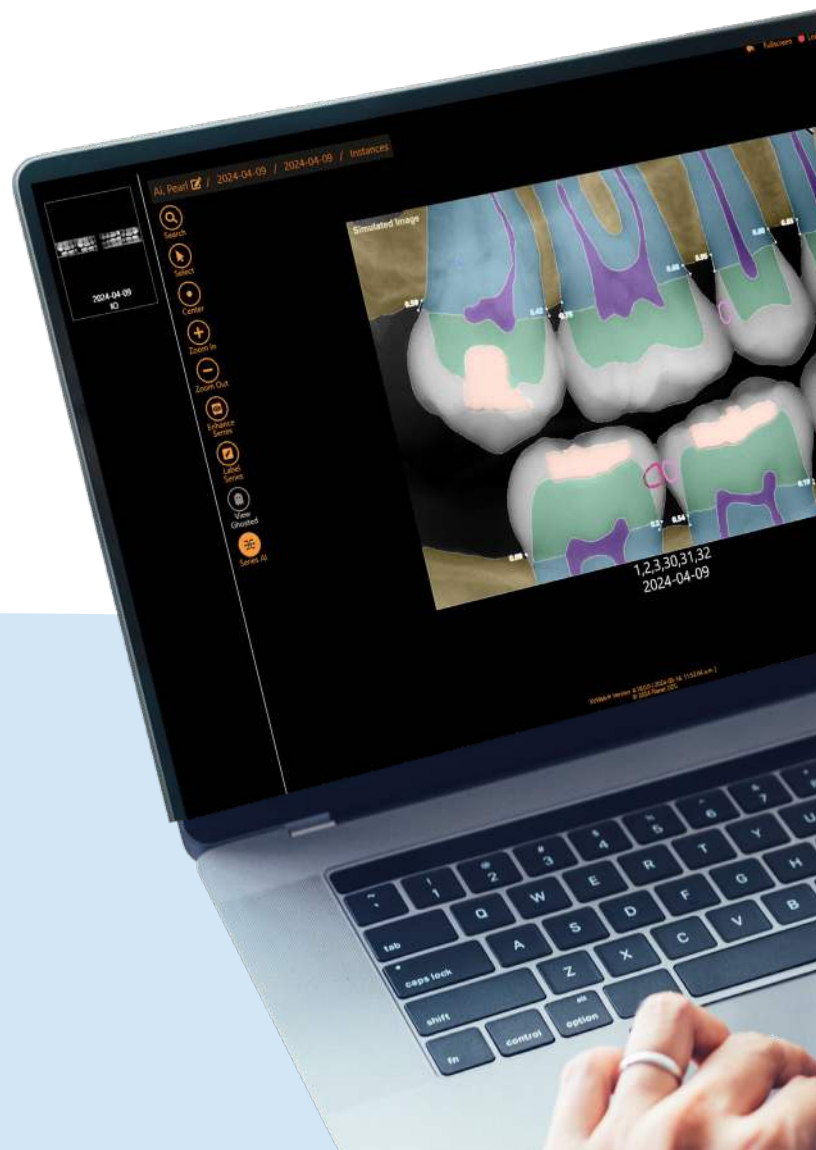


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## Revolutionizing Dentistry with AI Innovation

Seif sees AI-analyzed images as just the beginning of how AI will revolutionize dentistry. As the technology continues to evolve, she envisions it playing a more significant role in auditing, verifying insurance claims, and improving efficiency across all aspects of dental care.

"If anyone is considering implementing AI imaging, my advice is simple: go for it. It's a no-brainer. Think of it as an extra pair of eyes and virtual hands that work for you around the clock, 24/7," Seif shared. "Why wouldn't you want that?"



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## DSO Leadership Opportunities in Dentistry

As a woman in DSO leadership, Seif added, "I am passionate about seeing women excel in dentistry. As a mother, I know the journey to finding balance can be challenging, but I've always embraced the excitement of overcoming new obstacles. Our hard work, empathy, resilience, and determination are not only something to be proud of but are also driving forces behind our achievements. This is an exhilarating time for women in dentistry, with endless possibilities ahead."



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Ready to See How Apteryx AI Can Help You?

Chat with our team about what your practice needs to save time, increase revenue, and deliver a better patient experience.

TALK TO OUR TEAM