

Case Study: Positioning Intraoral Scanning as a Routine Practice at Every Visit



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The Challenge

A global dental technology provider commissioned me to write a comprehensive white paper intended as mid-funnel content for lead generation. The goal was to persuade busy dentists and dental practice owners of the benefits of integrating intraoral scanning into routine everyday procedures, far beyond pre-defined treatments like digital impressions. The challenge was balancing education and persuasion: the paper had to read as impartial and evidence-based while still making the case for the client's product.

My Approach

Source Synthesis: I reviewed five unedited interview recordings and transcripts and 13 clinical studies supplied by the client, pulling out the strongest quotes, insights and critical perspectives. One of the interview insights that made the cut:

“To colleagues who are just starting to implement intraoral scanning or who still have doubts, I would say, don't resist change. Adopting the intraoral scanner is like having ridden a bike your whole life and suddenly discovering that cars exist.”

—An expert in cosmetic dentistry based in Spain

Gap Analysis: The supplied studies didn't fully support the argument, so I researched further and read about 40 studies and reviews in total. The additional evidence supported uses for intraoral scanners such as identifying early tooth wear and evaluating gum health, which led me to suggest a sidebar on how treatment coordinators can build trust, boost growth and simplify patient care.

Balance: I limited product mentions to instances backed by expert opinions, clinical evidence (such as validated speed data) or key differentiators like a built-in caries detection feature. I also integrated a more measured perspective from an expert who offered a critical view, framing drawbacks alongside practical workarounds to keep the paper credible with skeptical dentists.

Collaboration: I asked the client for sample white papers to understand their preferences. I then expanded the outline I was sent into a detailed version, adding key messages and early section drafts to keep the project aligned with client expectations. When my research turned up angles outside the agreed outline, such as the treatment-coordinator sidebar, I checked in before adding them.

The Deliverable

I turned five interviews and about 40 studies and reviews into a white paper of nearly 10,000 words, including sidebars, Executive Summary, acknowledgements, references, a reading list and pull-out quotes. The paper makes the case that scanning every patient at every visit:

- Increases patient engagement
- Improves understanding, trust and acceptance of comprehensive treatment plans
- Can reduce consultation times
- Helps detect early signs of oral disease
- Provides clearer patient communication that can lead to more informed treatment planning

It also covers the dental specialties where scanning offers benefits and recommends ways clinicians can implement routine scanning in their practice.

Results

After reading the first draft, the client wrote that I had done “an outstanding job distilling the most valuable interview insights and combining them with the studies and our own thoughts.” Her further suggestions went into the second draft, which she approved with virtually no further revisions. The paper gave the marketing team what the brief asked for: content that educates skeptical dentists and makes a credible case for scanning at every visit.

“We were very happy with the collaboration with Katherine on our whitepaper on intraoral scanning. She was able to quickly understand the topic, highly perceptive to feedback, very reliable and pleasant to work with. The final result fully met our expectations and we would gladly work with her again.”

—Marketing lead, global dental technology provider