I have been wearing SurgiTel loupes for magnification for a number of years. This company is dedicated to improving the ergonomics of medical and dental professionals. More than anything else, their customers define who they are as a company. They achieve this by creating innovative products that enhance vision, posture, and comfort. I first met Dr. B. J. Chang, the president of SurgiTel, in the mid-1990s. I quickly realized that he was passionate about eliminating the neck, shoulder, and back pain that dentists have suffered from improper posture while treating patients. Before launching the SurgiTel product line, extensive research and customer feedback revealed that while traditional surgical telescopes helped clinicians to see better, the overall design of these telescopes ultimately caused users to work with harmful neck postures. With this direct customer information, SurgiTel patented multiple designs to exclusively provide medical and dental professionals with surgical loupes built with vision and ergonomics in mind. Most clinicians start with 2.0x or 2.5x SurgiTel loupes, which are easy to use and help them work with better postures. Once they learn how to use low-power loupes, they want high-power loupes to see even better. However, many clinicians find that traditional high-power prism loupes are very heavy, so they’re reluctant to use them. SurgiTel recognized the need for lightweight, high-power prism loupes and developed the recently introduced Micro Prism loupes (3.0x and 3.5x). Traditional prism loupes weigh about 70% to 200% more than Micro Prism loupes. Micro Prism loupes are lighter than most standard Galilean loupes. SurgiTel’s exclusive loupé partnership with Oakley allows the choice of pairing the SurgiTel HD-magnification loupes with Oakley sport frames for the best vision, comfort, and style. The SurgiTel Oakley Loupe Line offers the most frame choices and magnification powers (2.5x to 8.0x) of any line of loupes. Who says you cannot look your best while seeing your best? Oakley is the standard for performance and style by which other sports frames are measured. Combine these with the SurgiTel Micro or Mini LED. This LED was designed from the ground up to create a compact, portable, high-intensity light system that beautifully integrates with the company’s award-winning telescopes.

IF YOU'RE LOOKING for a company that cares, I recommend that you contact SurgiTel at www.surgitel.com for more information or call (800) 959-0153.

Reprinted from the May 2012 edition of DENTAL ECONOMICS
Copyright 2012 by PennWell Corporation