

DENTAL PRODUCTS REPORT®

DISCOVERY. ADOPTION. SUCCESS.

dentalproductsreport.com



KaVo USA

PREPS IN A SNAP

Produce easy preps with the MASTERtorque M8900 L handpiece.

MORE ON PAGE 11

Suni Medical Imaging

GREAT IMAGES, LOW RADIATION

The durable Suniray2 sensor offers optimal exposure levels.

MORE ON PAGE 11



COVER PRODUCTS

are chosen based on innovation or their perceived impact on improving patient care and practice efficiency.



Pulpdent

BIOACTIVE BENEFITS

ACTIVA BioACTIVE Restoratives and Base/Liners deliver strength, esthetics and more.

MORE ON PAGE 11



DEXIS

INTUITIVE INTERFACE

DEXIS Mac integrates Mac and iOS products.

MORE ON PAGE 11

DENTAL IMPLANTS

A NEW STANDARD OF CARE?

Find out what implant systems may be best for your practice and take a look at what's new.

FROM YOUR PEERS

Reviews you can use

Doctor feedback on products from 3Shape, Ivoclar Vivadent and Curve Dental.

TECHNIQUE

How to stabilize dentures

Case study on 3M ESPE's MDI mini dental implants.



NSK Dental

PACKING THE POWER

The Ti-Max X450 line of air-driven handpieces is available in 9 models.

MORE ON PAGE 11

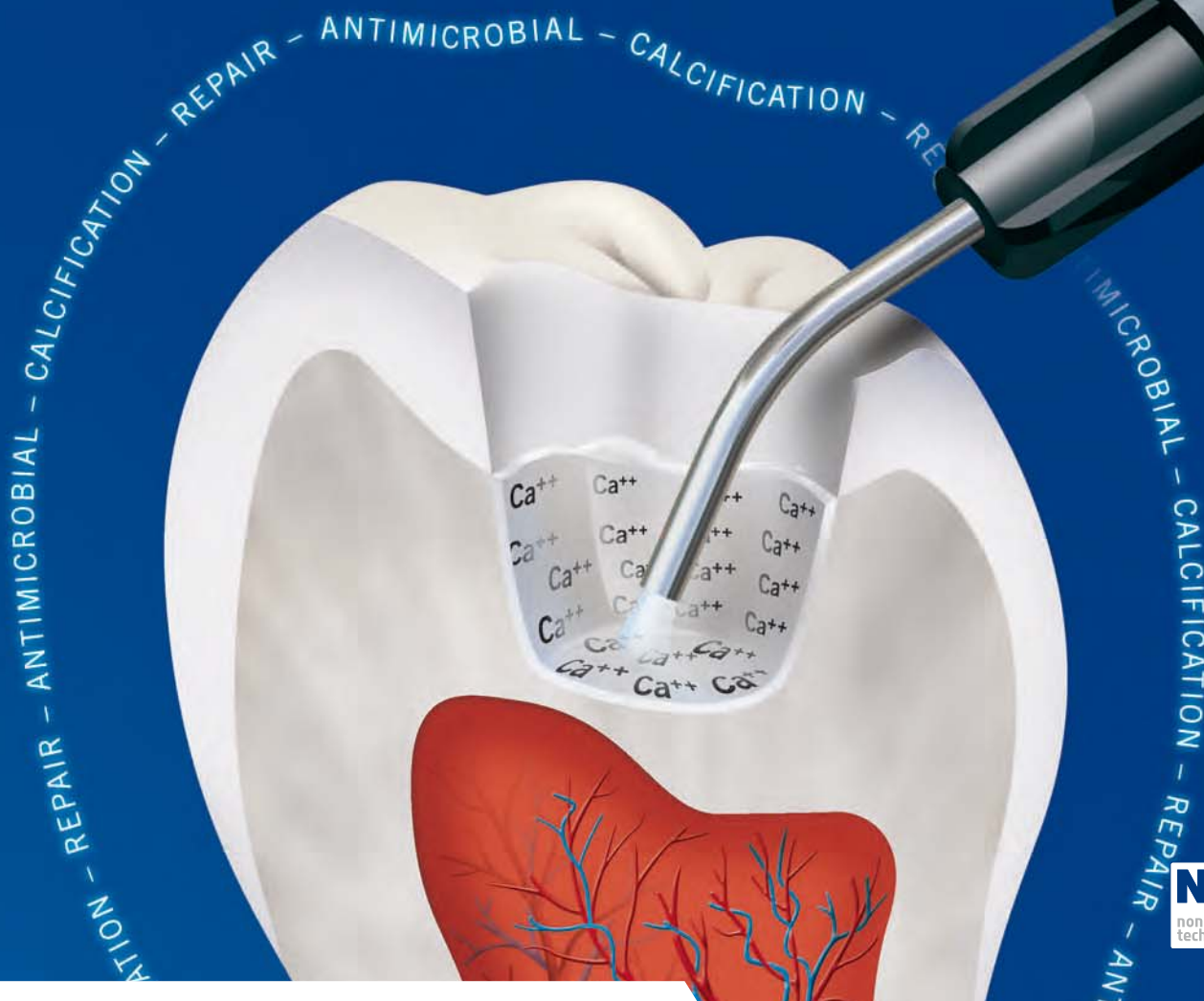


ISSUE 02
02 / 2014
Volume 48

dentalproductsreport.com

61+ MUST SEE PRODUCTS INSIDE

WOULD YOU LIKE TO REGROW NATURE?



- Calcium ion release promotes hydroxyapatite and secondary dentin growth
- High pH level (10–12) supports healing and has an antimicrobial effect
- Flow on Demand – stays where you apply it
- Non-Dripping syringe for easy placement without waste
- Virtually eliminates sensitivities by creating a sealed barrier to the pulp
- Suitable for pulp capping* and as a base liner under all restorative materials and cements
- High compressive strength for a solid foundation
- Radiopaque for easy x-ray identification
- Acid resistant

* only for indirect pulp capping

Call 1-888-658-2584



**LIMITED 1+1
TRIAL OFFER**

Exclusively for DPR readers
with inserted card only

Interested? Circle Product Card No. 1

Calcimol LC

Light-cured, resin modified
calcium ion releasing base liner
and pulp capping material



VOCO
THE DENTALISTS

DPR READER TRIAL OFFER:

BUY 1, GET 1 FREE*

Yes, I want to order
this Trial Offer:



<u>1</u> x Calcimol LC pack (2-2.5g syringe)	\$55.00
----------------------------------------------	----------------

Practice or Doctor's Name

Street Address:

City, State, ZIP

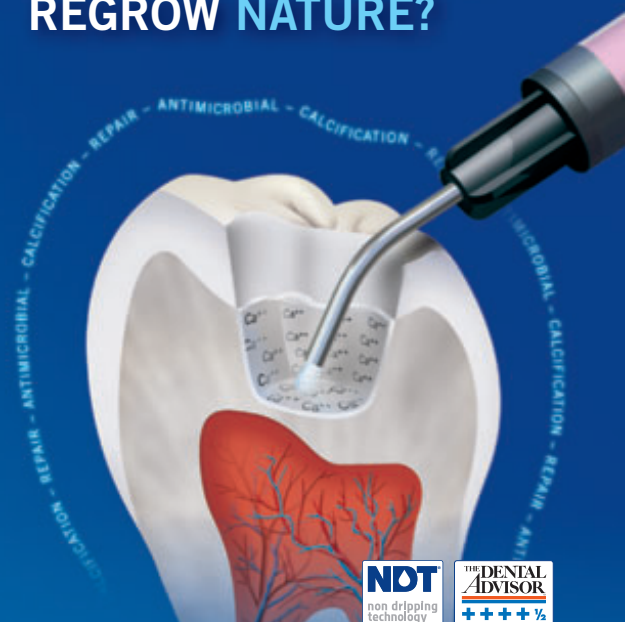
Phone:

E-mail:

My preferred distributor: ☒ Patterson ☐ Henry Schein

Preferred Canadian distributor: _____

WOULD YOU LIKE TO REGROW NATURE?



Calcimol LC

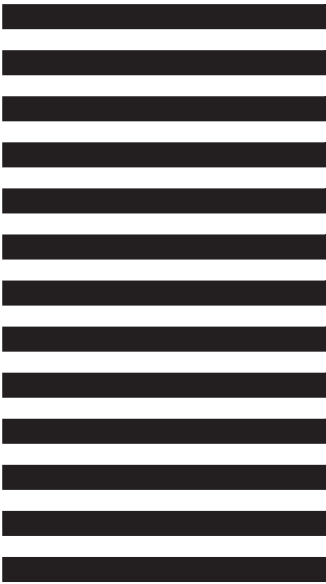
Light-cured, resin modified calcium ion releasing base liner and pulp capping material

*** Free Good only valid by sending this mailing card no later than March 30th. Please allow 4–6 weeks to receive Free Goods. Offer cannot be combined with any other VOCO promotion. Only available in the US and Canada. Quantity per order is always one, multiple quantities are not allowed. Prices of your distributor apply!**

VOCO
THE DENTALISTS



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 190 BRIARCLIFF MANOR NY

POSTAGE WILL BE PAID BY ADDRESSEE

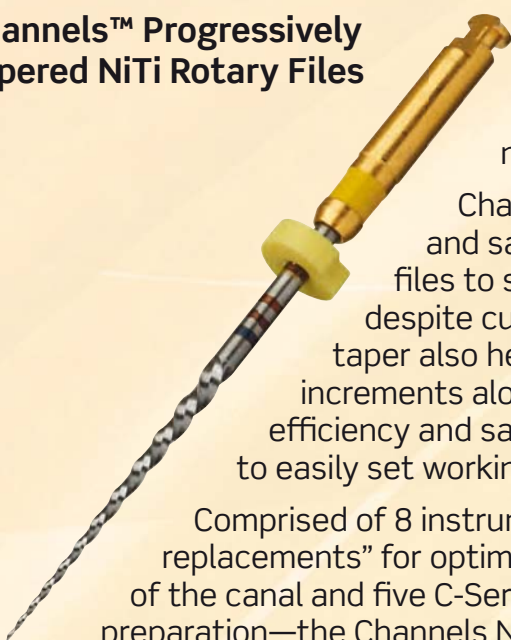
VOCO AMERICA INC
555 PLEASANTVILLE RD STE 120N
BRIARCLIFF MANOR NY 10510-9917



Henry Schein is excited to introduce Insight Endo™ and the brand new Channels™ product line, a comprehensive endodontic portfolio that features nickel-titanium rotary files, advanced carrier-based obturators, stainless steel hand instruments, and accessory products.



Channels™ Progressively Tapered NiTi Rotary Files



Feature an innovative and performance-tested variable taper design that takes the flexibility of nickel titanium to a whole new level.

Channels NiTi Rotary Files use a flexible and safe-ended round tip on its finishing files to stay better centered in the root canal, despite curvatures and tight spaces. The variable taper also helps prevent taper lock by carving in increments along the canal walls, improving both efficiency and safety. Each instrument is laser marked to easily set working length and save time.

Comprised of 8 instruments—three G-Series “gates replacements” for optimally shaping the coronal two-thirds of the canal and five C-Series “completion files” for final apical preparation—the Channels NiTi System provides an efficient way to complete root canal therapy.



ProTaper®* Universal

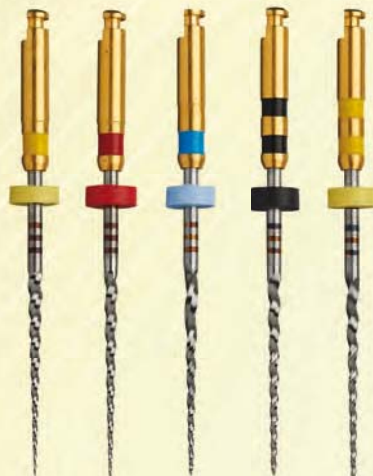
Channels™

Can you tell the difference?



The G-Series

Straight-line access and preparation of the coronal third are critical to navigating complex root systems. The G1, G2, and GX files prepare the coronal two-thirds of the root and allow a clinician to refine their straight-line access by using the instruments in a brushing motion.



The C-Series

Proper apical preparation is needed to allow irrigants to properly disinfect the canal prior to obturation. The C1–C5 files give clinicians the versatility to achieve final apical preparation equivalent to ISO sizes 20–50.

Channels™ NiTi Progressively Tapered Rotary File G-Series

6 Per Box				
Tip	19MM	21MM	25MM	31MM
GX	202-0046			
G1		202-0047	202-0048	202-0049
G2		202-0050	202-0051	202-0052

Channels™ NiTi Progressively Tapered Rotary File C-Series

6 Per Box				
Tip	ISO	21MM	25MM	31MM
C1	20	202-0053	202-0054	202-0055
C2	25	202-0056	202-0057	202-0058
C3	30	202-0059	202-0060	202-0061
C4	40	202-0062	202-0063	202-0064
C5	50	202-0065	202-0066	202-0067
Assorted		202-0069	202-0070	

Channels™
Stainless Steel Hand Files

- High-quality stainless steel blades designed for superior cutting efficiency
- Unsurpassed durability
- Easy-to-identify ISO-colored handles precisely shaped to minimize stress
- Laser-etched calibration rings for easy working-length identification
- Preinserted silicone stop saves time
- Available in K-type and Hedstrom styles
- 6 per box



Channels™ Stainless Steel K-Files and Hedstrom Files				
6 Per Box				
	K-FILES		HEDSTROM FILES	
Size	21MM	25MM	21MM	25MM
06	202-0071	202-0090		
08	202-0072	202-0091		
10	202-0073	202-0092	202-0111	202-0126
15	202-0074	202-0093	202-0112	202-0127
20	202-0075	202-0094	202-0113	202-0129
25	202-0076	202-0095	202-0114	202-0130
30	202-0077	202-0096	202-0115	202-0131
35	202-0078	202-0097	202-0116	202-0134
40	202-0079	202-0098	202-0117	202-0135
15-40	202-0080	202-0099	202-0118	202-0136

6 Per Box				
	K-FILES		HEDSTROM FILES	
Size	21MM	25MM	21MM	25MM
45	202-0081	202-0100	202-0119	202-0137
50	202-0082	202-0101	202-0121	202-0138
55	202-0083	202-0102	202-0122	202-0139
60	202-0084	202-0103	202-0123	202-0140
70	202-0085	202-0104	202-0124	202-0141
45-80			202-0125	202-0145

Channels™ Obturation System

Challenging and unpredictable root canal networks call for versatile obturation solutions. After cleaning and shaping, obtaining a three-dimensional fill to prevent microleakage prior to tooth restoration is critical to case success. The Channels™ Obturation System, with its advanced core obturators, matches each C-Series file to provide the clinician with the perfect fit.

Each Channels obturator is precisely coated with just the right amount of gutta percha, not requiring any pretrimming. They are extremely radiopaque and compatible with most heating ovens. Calibration rings make working length determination easy.

Advanced Snap-Off Obturators

- Vulcanized carrier allows for easy creation of post space and retreatment
- Proprietary material allows for handle to easily “snap off”
- Precisely coated with alpha-phase gutta percha, which requires no trimming
- Calibration rings for easy working-length determination

Traditional Obturators

- Heated alpha-phase gutta percha provide excellent 3-D fill
- Precisely coated for improved results without the messy cleanup
- Calibration rings for easy working-length determination

Channels™ Gutta Percha Points

- Offer the perfect complement to Channels™ NiTi Rotary Files
- Hand rolled to the highest standards and exact specifications
- Color-coded tips for easy identification
- 50 per box

Channels™ Gutta Percha Points			
50 Per Box			
Size	ISO	Item Code	
C1	20	202-0336	
C2	25	202-0337	
C3	30	202-0338	
C4	40	202-0339	
C5	50	202-0340	



Channels™ Advanced Snap-Off Obturators					
6 Per Box			20 Per Box		
Size	ISO	Item Code	Size	ISO	Item Code
C1	20	202-0322	C1	20	202-0329
C2	25	202-0323	C2	25	202-0330
C3	30	202-0324	C3	30	202-0331
C4	40	202-0326	C4	40	202-0333
C5	50	202-0328	C5	50	202-0335

Channels™ Absorbent Paper Points

- Hand rolled to ensure maximum absorbency
- Sized to correspond to the dimensions of the Channels NiTi Rotary Files
- Color-coded tips for easy identification
- 100 per box

Channels™ Absorbent Paper Points			
100 Per Box			
Size	ISO	Item Code	
C1	20	202-0341	
C2	25	202-0342	
C3	30	202-0343	
C4	40	202-0344	
C5	50	202-0345	



Channels™ Traditional Obturators					
6 Per Box			20 Per Box		
Size	ISO	Item Code	Size	ISO	Item Code
C1	20	202-0307	C1	20	202-0315
C2	25	202-0308	C2	25	202-0316
C3	30	202-0309	C3	30	202-0317
C4	40	202-0311	C4	40	202-0319
C5	50	202-0314	C5	50	202-0321

Channels™ Size Verifiers		
Size	ISO	Item Code
C1	20	202-0346
C2	25	202-0347
C3	30	202-0348
C4	40	202-0349
C5	50	202-0350

Exclusively Distributed by
HENRY SCHEIN®
DENTAL

To Order: 1-800-372-4346 8am-9pm (et)
To Fax: 1-800-732-7023 24 Hours
www.henryscheindental.com
For more information visit:
www.insightendo.com





19

PRODUCT WATCH

Product launches and updates from throughout the industry

EVENT EXCLUSIVE

- 26** Lose the blues in Chicago
A look at 19 product launches you can expect to see at this month's Chicago Midwinter Meeting.

TECHNOLOGY EVANGELIST

- 32** Easy, effective patient communication
Dr. John Flucke on the benefits of Patterson Dental's RevenueWell.

INSIDE LOOK

- 34** Dentsply Caulk's TPH Spectra
A closer look at how this universal composite was developed. By Renee Knight

IMPLANTS

- 38** What you need to know about implants
A roundup of the latest and greatest in this growing category. Compiled by Mike Quirk

BENCHMARK

- 48** Composi-Tight 3D XR
Contemporary Product Solutions reviews this sectional matrix system.

DOUBLE TAKES

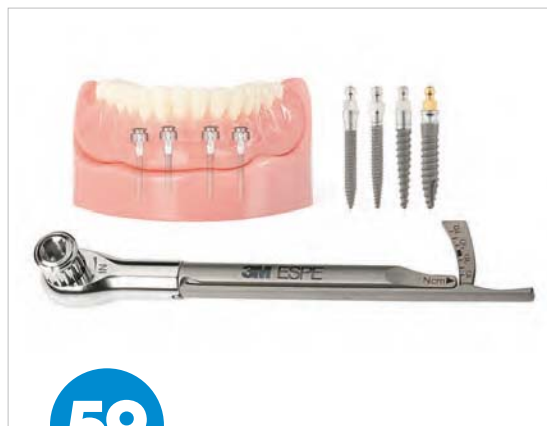
- 52** 3Shape's TRIOS
54 Ivoclar Vivadent's Multilink Automix
56 Curve Dental's Curve Hero

[60]

COVER STORY

DESIGNING DILEMMAS

Find out what your peers value most in their dental practice design, and how to decide when it's time to make an update in your practice. By Kevin Henry



59

CLINICAL & TECHNIQUES

Practical clinical advice, research and techniques

TECHNIQUES

- 70** How to use small implants, get big results
ADI Implants' Skinny 2.4 mm implant.
72 How to provide affordable denture stabilization
3M ESPE's Mini Dental Implants

CLINICAL: RESTORATIVE

- 74** Get the most from your handpieces
How J.Morita's TwinPower Ultra Series can benefit your practice.

TECH BRIEFS

- 76** Flow Dental's Safe 'n' Sure PSP Envelopes
78 Kerr Dental's Demi Ultra



81

PRODUCTS IN PRACTICE

Product impact on the practice's bottom line

EFFICIENCY

- 82** Improve the patient experience and optimize efficiency
How OfficeSuite Dental can help you optimize patient interactions. By Emilie Erwin

PROTOCOL

- 84** Is your practice ready for autism? These are the products you need to prepare. By Shirley Gutkowski

MARKETING

- 88** 5 tech tools to boost patient interaction
These products will improve patient communication and make you more efficient. By Naomi Cooper

I USE THAT

- 90** Dentsply Caulk's Aquasil Ultra Cordless

For hygienists who strive for efficiency, comfort, and performance,

Cavitron® family of inserts work together to deliver the highest standard in ultrasonic scaling.

A comprehensive line of ultrasonic scaling inserts designed to best serve you, your patients, and your practice

- Using the right inserts can improve procedure efficiency and patient comfort
- Appropriate insert selection leads to greater hygienist ergonomics

There's only one Cavitron.®

FOCUSSED SPRAY™
PowerLINE™

Standard size for efficient removal of heavier deposits

FOCUSSED SPRAY™
slimLINE™

Slim design for improved subgingival access and accessibility

FOCUSSED SPRAY™
THINsert™

Thinnest tip for maximum access in difficult areas

PLUS a full line of specialty inserts for perio surgical procedures, implant maintenance, and stain removal.

For more information, call **1.800.989.8826** or visit www.professional.dentsply.com/cavitron.

DENTSPLY
PROFESSIONAL

© 2012 DENTSPLY Professional, York, PA 17404
Cavitron®, Slimline®, and THINsert® are registered trademarks, and Powerline™ is a trademark of DENTSPLY International and/or its subsidiaries.

Interested? Circle Product Card No. 9

CAV01-1212-1

MADE IN THE USA



ALSO IN THIS ISSUE

08 Clicks & Picks

What real dentists are searching for and savoring at dentalproductsreport.com.

12 From the editor

16 The List

Top 7 ways your website is hurting you

PATIENT PERSPECTIVE

100 Saving teeth, and maybe also a life

One patient's take on PeriLase MVP-7 from Millennium Dental Technologies. By Stan Goff

OUR MISSION

Dental Products Report provides dentists with comprehensive, accurate and unbiased information across the spectrum of specialties. In consultation with forward-looking clinicians and manufacturers, our staff supports dentists as they apply new products and technologies for excellence in patient care and practice development.



[26] CHICAGO MIDWINTER MEETING 2014

Check out this handy guide of 19 “must-see” products if you’re hitting the showroom floor at McCormick Place West.

Dental Products Report (Print ISSN# 0011-8737, Digital ISSN# 2150-640X), is published monthly by Advanstar Communications, Inc., 131 West First St., Duluth, MN 55802-2065. One-year subscription rates: \$150 in the United States & Possessions; \$170 in Canada and Mexico; all other countries \$275. Single copies (prepaid only) \$24 in the United States; \$35 in Canada and Mexico; all other countries \$35. Include \$6 per copy for U.S. postage and handling. Periodicals postage paid at Duluth, MN 55806 and additional mailing offices. Postmaster, please send address changes to: Dental Products Report, PO Box 6076, Duluth, MN 55806-6076. Canadian GST number R-124213133RT001, PUBLICATIONS MAIL AGREEMENT NO. 40612608, Return Undeliverable Canadian Addresses to: IMEX Global Solutions, P.O. Box 25542, London, ON N6C 6B2, CANADA. Printed in the U.S.A. Subscription inquiries/address changes: toll-free 888-527-7008, or dial direct 218-740-6477. ©2014 Advanstar Communications Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including by photocopy, recording, or information storage and retrieval without permission in writing from the publisher. Authorization to photocopy items for internal/educational or personal use, or the internal/educational or personal use of specific clients is granted by Advanstar Communications Inc. for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr., Danvers, MA 01923, 978-750-8400 fax 978-646-8700 or visit <http://www.copyright.com> online. For uses beyond those listed above, please direct your written request to Permission Dept. fax 440-756-5255 or email: mcannon@advanstar.com.

Advanstar Communications Inc. provides certain customer contact data (such as customers' names, addresses, phone numbers, and e-mail addresses) to third parties who wish to promote relevant products, services, and other opportunities that may be of interest to you. If you do not want Advanstar Communications Inc. to make your contact information available to third parties for marketing purposes, simply call toll-free 866-529-2922 between the hours of 7:30 a.m. and 5 p.m. CST and a customer service representative will assist you in removing your name from Advanstar's lists. Outside the U.S., please phone 218-740-6477.

Dental Products Report does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take responsibility for any losses or other damages incurred by readers in reliance of such content.

Dental Products Report cannot be held responsible for the safekeeping or return of unsolicited articles, manuscripts, photographs, illustrations, or other materials.

To subscribe, call toll-free 888-527-7008. Outside the U.S. call 218-740-6477.



You don't have to wait for your capital.

Hassle-free financing in **as few as 5 days** from BHG.

Unlike traditional lenders, BHG provides quick and efficient financing exclusively to healthcare professionals. Our loan programs and funding process are designed around your needs and challenges, allowing you to get the capital you need and back to what matters most. **Experience the difference of a lender focused exclusively on the financing needs of healthcare professionals.**



BANKERS HEALTHCARE GROUP, INC.
Financing for Healthcare Professionals

Call **877.688.1819** or visit **www.bhg-inc.com/DPR13** for a no-cost, no-obligation loan proposal in 24 hours.

Loan amounts up to \$200,000 • Will not appear on personal credit • No hard collateral required • Flexible use of funds

Interested? Circle Product Card No. 10

NEXT GENERATION

Multilink® Automix

Adhesive Cementation System



“When placing beautiful all ceramic restorations, trust only **the best cement...Multilink!**”

— Dr. Michael J. Koczarski, DDS

Trusted by leading dentists for its proven reliability and ease of use, Multilink Automix provides patients with the security they expect. Now featuring:

- High immediate bond strength with easy clean up
- New shade and try-in pastes
- Universal application

Multilink Automix...Security you can rely on!

Try Multilink Automix today for FREE!
Visit www.ivoclarvivadent.us/multilink



100% CUSTOMER SATISFACTION
GUARANTEED!



ivoclarvivadent.com

Call us toll free at 1-800-533-6825 in the U.S., 1-800-263-8182 in Canada.
© 2014 Ivoclar Vivadent, Inc. Multilink and IPS e.max are registered trademarks of Ivoclar Vivadent.

Interested? Circle Product Card No. 8

**ivoclar
vivadent®**
passion vision innovation



Don't miss a minute of Midwinter

Can't make the show? Our up-to-date coverage will make you feel like you're there.

Do you know what your staff really thinks about you?

Find out what staff members talk about when you're not around.

Liven up your Morning Huddle

Subscribe to our weekly Morning Huddle e-newsletter for video tips designed to get your team talking.

GETTY IMAGES / PAWEŁ GAUL

Clicks & Picks

What dentists were searching and savoring in September

@ DENTALPRODUCTSREPORT.COM



3 MOST-VIEWED PRODUCTS

- 01 NEVO
E4D Technology
- 02 TRIOS Color
3Shape
- 03 Riva Self Cure
SDI



3 MOST-READ ARTICLES ONLINE

- 01 Dr. John Flucke's 10 practice predictions for 2014
by Dr. John Flucke, Technology Editor
- 02 The 10 most popular new dental products of 2013
by DPR Editorial Team
- 03 CDT 2014 shifts and coding tips every dental practice should know
by Patti DiGangi and Teresa Duncan

E-NEWSLETTERS



Make your inbox happy! Register for DPR's e-newsletter and never miss a web exclusive article or video. Go to dentalproductsreport.com/subscribe.

Hg5[®] Series of Amalgam Separators



Product Awards

2014 Preferred Product

Editors' Choice with a 5+ rating



Townie Choice Award best in category for Amalgam Separators eleven consecutive years.



We're here to help • contact us

1.800.216.5505

www.solmetex.com

Interested? Circle Product Card No. 12

riva

Who is your next Riva Patient?

High caries risk,

Class I

Interproximal

decay

Demineralization

CALL YOUR AUTHORIZED DEALER FOR MORE INFORMATION AND PROMOTIONS



riva self cure HV

HIGH VISCOSITY, SELF CURING, TOOTH REMINERALIZING GLASS IONOMER RESTORATIVE MATERIAL

- Bulk fill to save time
- Excellent anti-caries properties
- Non-stick handling for easy placement



riva light cure HV

HIGH VISCOSITY, LIGHT CURED, RESIN REINFORCED GLASS IONOMER RESTORATIVE MATERIAL

- Non-stick handling for easy placement
- No bonding agent needed
- Great anti-caries properties



SDI

Your Smile. Our Vision.
www.sdi.com.au
www.sdilearning.com

SDI (North America), Inc.
729 N. Route 83, Suite 315
Bensenville, IL 60106, USA

Toll free: 1800 228 5166
Fax: 630 238 9200
usa.canada@sdi.com.au

Riva Light Cure HV:
THE DENTAL ADVISOR
Vol 28, No. 9, Nov 2011



Finally.
Aesthetics that your patients will love.



 **HENRY SCHEIN®**
DENTAL

Contact your certified laboratory for more information
(866) 248-9657 • www.zirlux.com

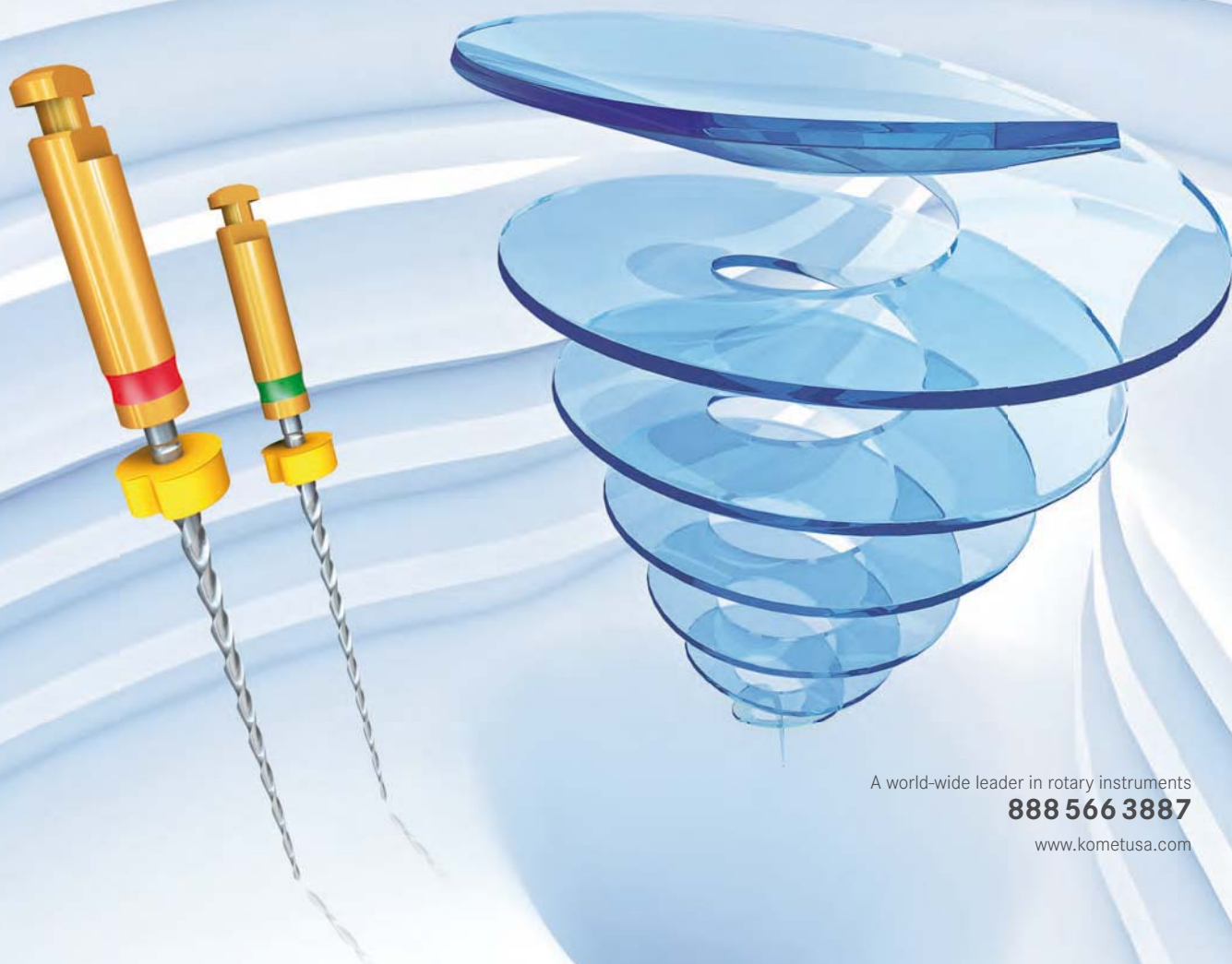
Vol. 4 Issue 1



KONNECT

F360®

Everything except complicated.



A world-wide leader in rotary instruments

888 566 3887

www.kometusa.com



It all begins with access.

Crown Removal

Komet® crown cutters quickly cut through PFM and high-strength all-ceramic crowns. Designed with special blade geometry, the H35L crown cutter enables the user to cut through non-precious metal and gold with minimal effort.

For really tough cases requiring removal of zirconia crowns or bulk grinding of high-strength ceramics – including ZrO_2 and

lithium-dioxide – the 4ZR and ZR6856 instruments offer swift, simplified methods for tackling these once-difficult procedures.



● H35L.FG.012

Price per pack: \$32.50



○ 4ZR.FG.012

Price per pack: \$54.75



○ ● ZR6856.FG.025

Price per pack: \$54.75

Access

To create access to the canal, the 15802 diamond is ideally suited to remove the roof of the pulp chamber.

To protect the floor of the pulp chamber and the canal entrances, the H269GK carbide and 851 diamond feature safe-end designs. These burs can be used individually or in combination to create a straight access cavity to the root canal, to gain space laterally and to remove overhanging material.



H269GK.FG.012

Price per pack: \$41.75



H269GK.FG.016

Price per pack: \$41.75



● 15802.FG.014

Price per pack: \$49.75

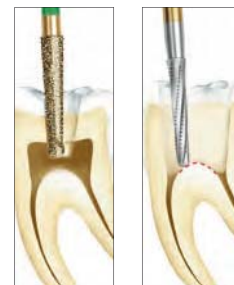


851.FG.012

Price per pack: \$49.75



**Buy
3 packs,
get 1 pack
free**



**Buy
3 packs,
get 1 pack
free**



F360[®] Step-by-Step.

Two-File Prep

Following pre-enlargement of the coronal portion of the canal and establishment of a glide path, most root canals can be prepared using just two F360[®] files in sizes 25 and 35. Used in rotary mode to full working length, all F360[®] files are applied with a torque of 1.8 Ncm and are moved along the canal wall in a dabbing manner.

For extra-large canals, F360[®] files are also available in sizes 45 and 55.

All F360[®] files feature a constant 04 taper to perfectly match the system's gutta percha and paper points.

- ❶ Pre-enlargement
- ❷ Establish a glide path
- ❸ Prepare root canal with F360[®] files in sizes 025 and 035
- ❹ Optional sizes of 045 and 055 for wide root canals
- ❺ Matching paper and gutta percha points



F360[®] – Introductory Kit 4643

Curious about our new F360[®] file system? Then order our F360[®] Introductory Kit 4643.

Price per Kit: \$ 199.00

You save:

\$71.55

in comparison
to regular
retail price



Perfectly matched.

Root Posts

C-Post® zirconium-oxide, tapered root posts offer a biocompatible, tooth-colored option for restoring damaged tooth structure.

The posts ensure esthetically pleasing results and provide outstanding radiopacity. Ideally suited for ZrO₂ buildups, the corrosion-free posts are recommended for the restoration of partially damaged crowns and for teeth exhibiting extreme coronal damage.

The T-Post™ features a pronounced retention head for cases in which more extensive build-ups are needed.

Available in both active and passive versions, T-Posts™ cylindrical root posts simplify restoration of damaged anteriors, canines, premolars, and molars.

The pure-titanium posts offer exceptional strength and reliability and feature sand-blasted micro-retentive surfaces to ensure optimal retention within the root canal. Grooved retention heads enhance retention of buildup material, and decompression grooves allow excess cement to be pressed from the canal.



► You save:

10%

in comparison to
regular retail price



T-Post™ X Introductory Kit 4632
Price per Kit: \$ 147.60



T-Post™ XP Introductory Kit 4633
Price per Kit: \$ 147.60



C-Post® Introductory Kit 4636
Price per Kit: \$ 242.10



Digital sensor

The next generation of Suni sensors, the durable **Suniray2** is said to offer optimal exposure levels and high-quality images with minimal radiation exposure.

The comprehensive and feature-rich Prof. Suni Software supplements SuniRay2's imaging with a wide array of customization and image-enhancement tools, making for a complete digital radiography system that seamlessly integrates with your entire practice.

Suni Medical Imaging Inc.
800-GET-SUNI
suni.com
CIRCLE RS #3



iOS and OS X integration

DEXIS Mac's intuitive interface and functionality combines with existing DEXIS image management tools to provide integration across Mac and iOS products, plus it works with the DEXIS go® app for patient communication as well as the newly released DEXIS photo™ app. In addition, the native OS X software reportedly offers clinicians a more efficient digital imaging workflow and integration with Mac-based practice management programs like Viive™ and MacPractice®. Catch a preview of the product at booth 1221 during the Chicago Midwinter Meeting.

DEXIS™
888-883-3947
dexis.com
CIRCLE RS #4

Handpiece line

Available in nine models, the **Ti-Max X450** line of 45-degree air-driven handpieces is said to provide an industry-leading 21 watts of power, with seven optic versions and two non-optic versions. The optic versions feature NSK, KaVo, W&H RA, Midwest, Star, Fixed Back, and W&H RQ couplers; while the non-optic version features NSK and Fixed Back couplers. The model featuring the W&H RQ coupler incorporates LED lighting, while all nine versions offer uniform head size, water jet ports, titanium bodies, and a 2-year warranty. The titanium bodies of the handpieces weigh less than steel body handpieces, providing natural tactile sense and enhanced usability.

NSK Dental
888-675-1675
nsk dental.com
CIRCLE RS #5



Restorative

Easy handling **ACTIVA BioACTIVE Restoratives and Base/Liners** are said to combine the benefits of composites and GIs without the disadvantages, while also offering greater release and recharge of calcium, phosphate and fluoride than glass ionomers. Strong, esthetic and durable, ACTIVA mimics the physical and chemical properties of teeth and reportedly offers long-term benefits to patients.

Pulpdent
800-343-4342
pulpdent.com
CIRCLE RS #6

Air-driven handpiece

The **MASTERtorque M8900 L** air-driven, highspeed dental handpiece is designed to allow for easier preparations and restorations with 23 watts of power, while a 57dB low noise level is less irritating and damaging to the ears. Also, the handpiece's Direct Stop Technology™ stops the bur in .8 seconds (on average) and reduces the risk of accidental contact if the patient moves.

Plus, there is virtually no retraction of fluid or debris, which protects the turbine from damage and increases the handpiece's life.

KaVo USA
877-746-3995
trykavo.com
CIRCLE RS #7



MOST PRODUCTS. BEST SEARCH.

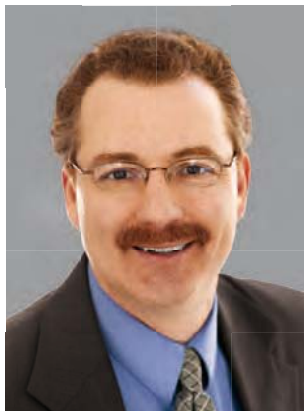
Find thousands of products at
products.dentalproductsreport.com

Our advertising policy

DPR makes every effort commensurate with professional editorial and advertising standards to report manufacturer's product news accurately, but cannot assume responsibility for the validity of product claims. It is necessary for the editorial staff to remove itself from policing the content or images used in various ads or marketing campaigns. Any reader with a complaint should contact the manufacturer directly.

Our editorial process

The dental profession and the publications that cover it have no shortage of dental professionals ready to share their expertise. DPR sets itself apart with an editorial team comprised of journalists, not dentists. Each month, we reach out to a wide variety of voices to help tell the story of innovation in the dental profession. We don't assume we know all the answers; we are, instead, committed to asking the right questions and delivering unbiased, quality content. None of the articles you read are "paid for," but as a product-centric magazine, working closely with our manufacturing partners is an important part of the process.



“Make sure to check out our comprehensive **Affordable Care Act** coverage online.”

New look in print, new offerings online

It seems as if time continues to fly, so I guess we're having fun.

While it feels like we just did a major redesign with the look of DPR yesterday, it actually took place in January 2009! And while it seems as if I just survived another hectic holiday rush, here we are already with the February 2014 issue of DPR.

Last month I talked about one of the new features we debuted—I Use That—a series of articles in which we bring a team approach to product adaptation. This is just one of many new features we will deliver in 2014 as we constantly revamp our content to help you stay informed and ahead of the game.

What you also see beginning with this issue are some new design tweaks as our very talented DPR design team is taking steps to freshen the look of the magazine and to improve the overall experience

our readers have when flipping through the pages of DPR. We've had requests to increase the type face and adjust the fonts to make articles easier to read, so these enhancements have been implemented here and now. We're also excited about a number of new designs we will roll out over the next few months that will elevate the look and feel of these pages. Check out these new looks designed to improve your experience with the magazine—and feel free to let me know what you like most and also what other changes you think we should consider.

After all, we're here to help bring you the best, most user-friendly content ... both in print and online.

Speaking of online, make sure to sign up for DPR eNewsletters if you are not already receiving these exclusive newsletters in your inbox.

Additionally, be sure to check out the Dental Practice Management (DPM) website at practicemanagement.dentalproductsreport.com where you'll see plenty of articles and advice to help you better run your practices. Also, we will polybag new DPM supplements with your copies of DPR in April and November of 2014 as we continue to strive to meet your needs and wish you continued success. ●

Stan Goff

[Stan Goff]

Editor in Chief
sgoff@advanstar.com

Subscribe to Advanstar Dental Media eNewsletters at dentalproductsreport.com/subscribe.



Finally...One Bite Block that Does it All!

Introducing the NEW Sensible Universal Sensor Holder

For the perfect digital image, Sensibles is the one bite block system that quickly adjusts to hold most sensors in the anterior, posterior and bite-wing positions. Plus, Sensibles' aiming rings and alignment arms ensure an accurate image every time.

- No more fumbling with multiple holders
- No more cone-cut images
- No more re-shoots!

Autoclavable, reusable, durable and priced-right, Sensibles make better images just a click away. Try Sensibles today!

To order, contact your favorite dental dealer, visit FlowDental.com or call 1-800-356-9729.



For a free sample and more information, scan this code or visit FlowDental.com

©2014 Flow Dental



www.FlowDental.com • 1-800-356-9729

WE HEAR YOU LOUD AND !

Finally! An invisible* varnish
your patients will love.

NEW!

DuraShield® CV

5% SODIUM FLUORIDE CLEAR VARNISH

Invisible* | Significantly less wear time* | Unique unit dose design† | Easy to apply



*In strawberry
and watermelon!*

New *DuraShield® CV* is invisible*, so patients will feel less self-conscious after a varnish treatment. And with significantly less wear time than competitive varnishes*, they'll leave your office happy. For you, its unique unit-dose package† and thin, non-drip formula make it incredibly easy to apply with less mess. See how clearly better it is at DuraShieldCV.com



*As compared to competitors; data on file
†Patent pending



Sultan Healthcare
sultanhealthcare.com

Interested? Circle Product Card No. 14



DENTALPRODUCTSREPORT®

641 Lexington Avenue, 8th Floor, New York, NY 10022
212-951-6600 | Fax: 773-847-6486 | dpr@advanstar.com

dentalproductsreport.com

EDITORIAL OFFICES

Executive Vice President **Georgiann DeCenzo**
Vice President/General Manager **John Schwartz**
Group Editorial Director **Kevin Henry**
Editor in Chief **Stan Goff**
Managing Editor **Renee Knight**
Senior Editor **Ryan Hamm**
Content Specialist - Database **Michael Quirk**
Director of Business Development **Thais Carter**
E-media Director **Steve Diogo**
Content Specialist - Marketing **Greta Lieske**
Technology Editor **Dr. John Flucke**
Art Directors **Steph Johnson-Bentz, Kristen Morabito**
Production Director **Jesse Singer**
Audience Development Manager **Kristina Bildeaux**, 507-895-6758
List Sales **Carissa J. Simmerman**
Permissions/Licensing **Maureen Cannon**, 440-891-2742

ADVERTISING SALES

Midwest **Keith Easty**, 218-740-6511
Fax: 218-740-6433, keasty@advanstar.com
East Coast **Derek Hamilton**, 610-449-1056
Fax: 610-449-1056, dhamilton@advanstar.com
West Coast **Jasmina Elmasri**, 310-400-4938
jelmasri@advanstar.com
Sales Support Coordinator **Kathy Dieringer**, 224-764-2170
kdieringer@advanstar.com
Classifieds/Display **Linda Barrier**, 800-225-4569 ext. 2701
Fax: 440-756-5271, lbarrier@advanstar.com

EXECUTIVE OFFICERS

Chief Executive Officer **Joe Loggia**
Chief Executive Officer Fashion Group, Executive Vice-President **Tom Florio**
Executive Vice-President, Chief Administrative Officer & Chief Financial Officer **Tom Ehardt**
Executive Vice-President **Georgiann DeCenzo**
Executive Vice-President **Chris DeMoulin**
Executive Vice-President **Ron Wall**
Executive Vice-President, Business Systems **Rebecca Evangelou**
Executive Vice-President, Human Resources **Julie Molleston**
Sr Vice-President **Tracy Harris**
Vice-President, Information Technology **Joel Horner**
Vice-President, Legal **Michael Bernstein**
Vice-President, Media Operations **Francis Heid**
Vice-President, Treasurer & Controller **Adele Hartwick**

SERVICES

U.S. and Canadian subscribers: 888-527-7008
All others, please call: 218-740-9477
New Products and Meeting Information
e-mail to: dentalproducts@advanstar.com
Custom Reprints: 877-652-5295 ext. 121/ bkolb@wrightsmedia.com
Outside US, UK, direct dial: 281-419-5725. Ext. 121
Back Issues: Call 800-598-6008 for rates.
Mailing Lists: Call Carissa J. Simmerman 440-891-2655

Software Solutions that suit **you.**



Get into the curve.

If you were that kid in class that always questioned the norm, challenged the status quo and looked for better ways to get things done, this software is for you. On the cloud, Curve Dental eliminates the unnecessary, delivers ingenuity, and helps you build the killer practice. Chat with us at: **888-910-4376**

See the Webinar

"Building the Killer Practice on the Cloud—One that Suits You"



In this fun webinar you'll learn how the cloud delivers the flexibility you need to match your unique work style. Hosted by dental software consultant, Macey Bernards, you'll see how you can build the killer practice that suits you—instead of the guys in the suits.

• Friday, February 21st, 9:00 am MT

Register at: curvedental.com/OrangeChucks

Interested? Circle Product Card No. 15



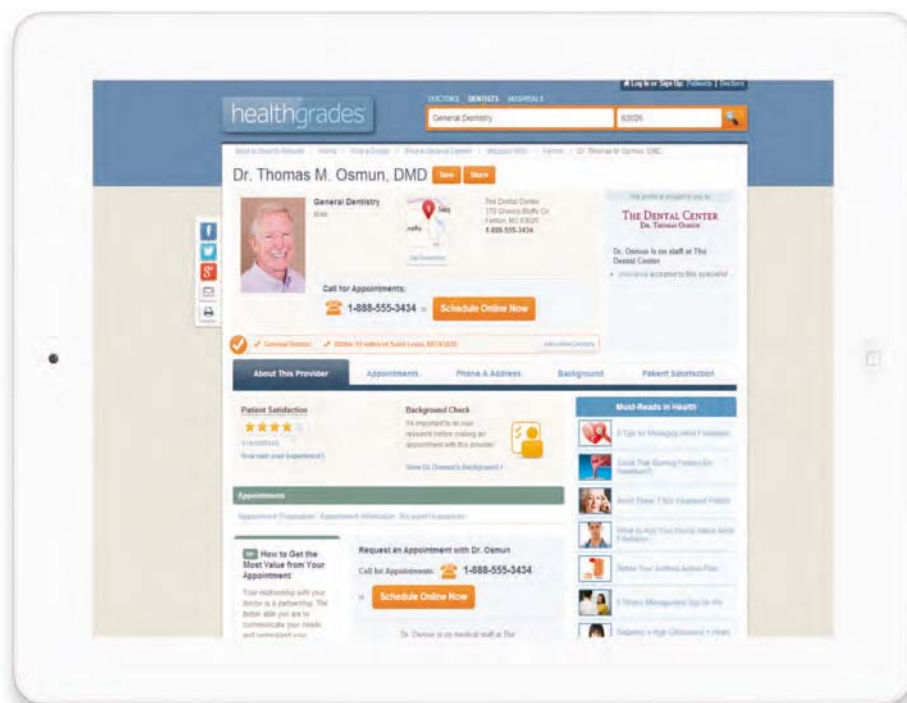
©2014 Curve Dental, Inc. A-DPR FEB 2014



GETTING NEW PATIENTS JUST GOT A WHOLE LOT EASIER

Healthgrades® Enhanced Profiles from Sesame

Get priority access to more than **20 million prospective patients** looking to schedule an appointment.



Enhanced Profiles Give Your Practice:

- Preferred profile placement in Healthgrades.com search results in your local area
- Click-to-request appointments
- High-quality, verified patient reviews
- Doctor and practice-branded profiles

Get More New Appointments

54%

will schedule an appointment

38%

schedule the same day they search

Target Your Ideal Demographic

72%

of users are female

52%

have annual household incomes of greater than \$75,000

866•680•3856

sesamecommunications.com/healthgrades





01 It's out of date

Current and potential patients visit your website to learn more about your practice. If you have information about promotions that are over or an old phone number, patients will leave frustrated and confused. An out-of-date, unattractive design will also send them to the next practice's website.

02 You don't have a blog

Regularly adding fresh content will not only keep your website interesting, but will also make it more likely to show up when patients are searching for a practice in your area. If it's static, you'll probably be left off the results page. Create a blog and update it with information about your practice.

03 There's no contact information

Your phone number, email, street address, and links to social media should be easy to find. Consider adding a map. Make it easy for patients to contact and find you.

04 You're not showcasing your work

Your website can be a great marketing tool. Post before-and-after photos. Ask patients for testimonials and post them on your site. You do great work, and your website is a great place to show that off.

05 It's not easy to navigate

Many of your patients are Web-savvy. If your website is too cluttered or too confusing, they won't stay very long and they likely won't come back.

06 It's broken

Creating links to articles about your practice or your social media pages is great, but won't do you or your patients any good if the links don't work.

07 You don't have enough information

When patients visit your website, they want to know what services you offer. They want to learn more about you and your team. Make sure you feature up-to-date information on you and your team members and the products and services you offer. ●

Visit us at Chicago Midwinter, booth #3203

SUNSTAR



EasyThread™ Floss



Is your current Threader Floss a ball of FRUSTRATION?



Maximize cleaning with one strand
Featuring dual-ended threader leads.



Remove biofilm and food debris with new puffy floss
Fibers are designed to fill interproximal spaces.



Eliminate tangles and waste
Innovative container easily dispenses floss without hunting for individual strands.

Order Now!

Call Sunstar at 1-800-528-8537 OR
Visit GUMbrand.com for more information

©2014 Sunstar Americas, Inc. P14002

SUNSTAR

GUM BUTLER GUIDOR

Interested? Circle Product Card No. 17



The control you need with unmatched speed and precision.

The affordable and portable mixing unit

The lightweight Pentamix™ Lite Automatic Mixing Unit swivels for easy carrying, so you can have the convenience, speed and precision of automixing in every operator.



The fastest VPS impression material

Imprint™ 4 VPS Impression Material reduces stress with its fast intra-oral setting time, and provides flexibility and accuracy with a long working time—giving you greater control.



Pentamix™ Lite
Automatic Mixing Unit

Imprint™ 4
VPS Impression Material

Pentamix™ Lite Starter Kit: \$1,400

Includes: 4 Penta™ Refill Cartridges, 1 bag of Penta™ Mixing Tips, and the Pentamix Lite unit (\$1,200 MSRP)

Learn more and find the Special Offer at:
www.3MESPE.com/Pentamix

3M ESPE

ELIMINATE RING "SPRING-OFF"!

The Award-Winning Composi-Tight® 3D XR

Sectional Matrix System

// The ring (3D XR) adapts to all teeth perfectly, seals the gingival margin way better than any other ring and doesn't spring-off. The ring is AWESOME and has made me more confident and less stressed-out with my Class II composites. GREAT PRODUCT!

P.S. It has cut about 10-20 minutes off appointment times.

Neil Olson, DDS
Superior, Wisconsin, USA



XR = Xtra Retention,
Even on...



- Short Teeth
- Distal of Canine
- Difficult Dentition

Call **888-437-0032** to
Order your **3D XR Kit** Today or
Visit **class2success.com**
for more information.



Garrison
Dental Solutions

Phone 616.842.2244 • Fax 616.842.2430
Toll-free 888.437.0032 • gds@garrisonsdental.com
www.garrisonsdental.com

Putting ideas into practice.

Interested? Circle Product Card No. 19

AD DPR 14

Garrison
Dental Solutions



Let **Garrison** improve your Class II's

Composit-Tight® delivers outstanding
performance, even on difficult dentition

T H E L E A D E R I N M A T R I X S Y S T E M S

Why use a sectional matrix system for Class II's ...?

Tofflemire-style System

- Fails to restore proximal anatomy
- Thin contact at the marginal ridge
- Large food trap below
- Increased likelihood of fracture, occlusal interference, recurrent caries and periodontal disease



Composi-Tight 3D XR

- Operator-friendly retaining system
- Naturally contoured bands
- Anatomically correct contacts
- Contacts at the height of contour
- Rings produce optimal tooth separation for excellent, tight contacts



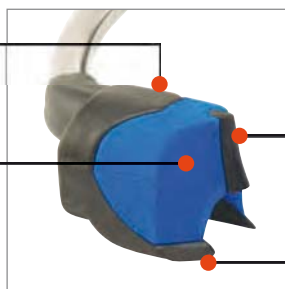
Perfect contacts with zero flash.

The new 3D XR Extra Retention ring delivers outstanding performance even on difficult dentition and **eliminates ring "Spring-Off."**



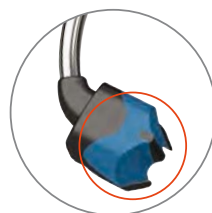
New advanced polymer tips last longer.

Soft-Face™ tips hug the matrix band to the tooth—eliminating flash.



Firm core delivers separation force interproximally where it is most effective.

New tip geometry **eliminates ring "Spring-Off"** on difficult dentition. Restore short or malpositioned teeth and between the canine/bicuspid with confidence. It even grips on top of rubber dam clamps!



Dynamic Tip Angle™ combined with retentive tip extensions adapts interproximally for an unsurpassed, tenacious grip!

Soft-Face™ tines hug matrix bands to the tooth for flash-free convenience!



Composi-Tight 3D XR:

Winner of the 2014 Top Sectional Matrix 5+ and 2013 Editors' Choice Awards



The Dental Advisor – Top Sectional Matrix System 2012, 2013 and 2014 and Editors' Choice 2013.

The Dental Advisor has selected the Composi-Tight Sectional Matrix System as its Top Sectional Matrix System once again for 2014. The new 3D XR ring received the highest possible rating – The Dental Advisor's coveted 5+ rating.

Two Great Ways to Experience Perfect contacts with zero flash.

Composi-Tight® 3D XR ❖❖

The 3D-KSW-00 kit contains:

- 1 3D XR Extra Retentive Soft-Face™ Ring (blue)
- 2 Soft-Face™ 3D-Rings (orange)
- 100 Slick Bands™ XR matrices
- 100 Wedge Wands®
- 1 Ring Placement Forceps



PLUS 1 FREE
Soft-Face 3D XR Ring
\$99 value

Suggested
Retail Price
\$479



Composi-Tight® 3D XR ❖❖

The 3D-KSW-40 kit contains:

- 1 3D XR Extra Retentive Soft-Face™ Ring (blue)
- 1 3D500 Soft-Face™ Ring (orange)
- 40 Slick Bands™ XR matrices
- 40 Wedge Wands®
- 1 Ring Placement Forceps



Suggested
Retail Price
\$329

Call your Garrison Dental
Sales Rep Today... **888.437.0032**

It's that Simple and Easy to place your Order Today!

These kits are backed by our **unconditional six-month money-back guarantee**
and our expert Customer Support Team.

For product, return the unused portion and we will issue a refund. It's that simple.

tal.com | offer expires 4/1/2014 | Cannot be combined with other advertised specials.



DPR0214

Garrison has you covered from Class II's to V's

Expansion Kits

Sectional Matrix System

The Expansion Kits were developed for use in connection with a Garrison Introductory Kit to provide additional support for more difficult cases.

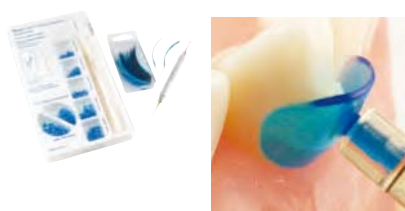
Bicuspid Expansion Kit



The smaller matrix bands prevent interference during ring placement and the Composi-Tight Gold rings provide the tooth gripping separation needed on the bicuspid.

Kit	Description	
XP-100	Bicuspid Expansion Kit	\$95
Contents:	Qty	
AU400 G-Rings™ w/Standard Length Tines	1	
AU500 G-Rings™ w/Long Length Tines	1	
B100 Premolar Matrix Bands	25	
B150 Premolar w/Ext Matrix Bands	25	

Anteriors & Cervical Expansion Kit



The Anteriors & Cervical Expansion Kit provides you with the materials necessary to simplify Class III, IV and V procedures. Advanced matrices save you chair time and help you produce your most beautiful restorations ever.

Kit	Description	
XP-200	Anteriors Expansion Kit	\$139
Contents:	Qty	
VariStrip™	20	
Mini Cervical kit	1	
TN004 Extra Thin Blades	1	

Pedodontic Expansion Kit



The smaller matrix bands prevent interference during ring placement and the Composi-Tight Gold rings provide tooth gripping separation on these smaller teeth. Additionally, the Pinch Matrices provide a fast and easy option for cases where ideal contact is not a concern.

Kit	Description	
XP-300	Pedodontic Expansion Kit	\$99
Contents:	Qty	
AU400 G-Rings™ w/Standard Length Tines	1	
AU500 G-Rings™ w/Long Length Tines	1	
B050 Pediatric Matrix Bands	10	
B100 Premolar Matrix Bands	20	
KMM100 Metal Pinch™ Matrices	15	
GWYL X-Small Yellow G-Wedge™	20	

Wide Embrasure Expansion Kit



The wider matrix bands wrap further around the tooth and the Composi-Tight Gold rings provide tooth gripping separation. When used with this modified technique, you will achieve excellent contacts without collapsing the matrix into the preparation. Additionally, the Pinch Matrices provide a fast and easy option for cases with severe tooth breakdown.

Kit	Description	
XP-400	Wide Embrasure Kit	\$129
Contents:	Qty	
AU400 G-Rings™ w/Standard Length Tines	1	
AU500 G-Rings™ w/Long Length Tines	1	
SXR200 Tall Molar Matrix Bands	20	
SXR300 Tall Molar w/Ext Matrix Bands	10	
KMM175 Metal Pinch™ Matrices	10	
CF200-1 2 mm PerForm™ Instrument	1	

Missing Adjacent Tooth Expansion Kit



The Missing Adjacent Tooth Expansion Kit was developed for use in connection with the Garrison Introductory Kit to provide additional support on restorations where interproximal contact is not a concern.

Kit	Description	
XP-500	Missing Adjacent Tooth Expansion Kit	\$59
Contents:	Qty	
SMT400H10	Right-Curve™ Matrices	30
KMM175	Metal Pinch™ Molar Matrices	20
KMM200	Metal Pinch™ Tall Molar	10
AU500	G-Rings™ w/Long Length Tines	1

Please visit our Newly Expanded web site
www.garrisondental.com

45 NEW PRODUCTS



Clear aligner solution

MTM® Clear Aligner combines chairside techniques with advanced digital modeling to offer clinicians a streamlined solution for treating minor anterior misalignments. It utilizes a proprietary “open pathway” architecture that allows teeth to move easily into the desired positions. Also, the clear aligner does not require bonding attachments to the patient’s teeth to achieve movement; instead, it applies integrated “force points” to provide a wider range of tooth movements, as well as allowing for easier aligner placement and removal.

Dentsply Raintree Essix
800-883-8733
essix.com
CIRCLE RS #20

[IN THIS SECTION]



26 EVENT EXCLUSIVE

MUST-SEE CMW PRODUCTS

Make sure to check out these new products at the CDS Midwinter Meeting and also in this special show coverage section.



34 INSIDE LOOK

DENTSPLY CAULK'S TPH SPECTRA

Chemist Dr. Qizhou Dai gives us a behind-the-scenes look at how this universal composite was developed.



38 ROUNDUP

SEE WHAT'S NEW WITH IMPLANTS

A close look at dental implant product offerings and industry insight on what makes this growing field worth a close look for every dentist.

[WEB EXCLUSIVES]



VIDEO



Electric Handpiece Video



In this episode of DPR Product Review, Drs. John Flucke and Lou Graham discuss the pros and cons between electric and air-driven handpieces. Compiled by Greta Lieske

▲ <http://bit.ly/1mCdUDG>



ADDITIONAL CONTENT ONLINE

5 products changing the way patients see dentistry



These are the game-changing dental products of 2013. Compiled by DPR Editorial Team

▲ <http://bit.ly/1hJN61j>

Dr. John Flucke's 10 practice predictions for 2014



A look at what you can expect in the dental industry in the year ahead.

by Dr. John Flucke, DPR Technology Editor

▲ <http://bit.ly/LPMGff>

► [Log on to DentalProductsReport.com](http://DentalProductsReport.com) for up-to-date product news and our exclusive content



PROGRESSIVE ORTHODONTICS

seminars • supply • software

ADA CERP® | Continuing Education
Recognition Program



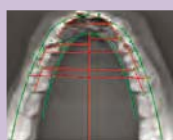
UP TO
384
CE CREDITS

HELP 90% OF YOUR ORTHODONTIC PATIENTS

*with a predictable
step-by-step system*



Free IPSoft™ Software
included with full course



Interested? Circle Product Card No. 21

714-973-2266 | 1-800-443-3106 | www.posortho.com

COMPREHENSIVE 2-YEAR ORTHODONTIC COURSE

- The world's leader in orthodontic training for GPs
- Offered in 2 formats - *Live 2-Year Series* • *Internet Assisted Training (IAT)*
- Over 5,000 graduates from 34 worldwide locations
- Full support for the rest of your career
- Lifetime Free Retake Policy

Progressive's full orthodontic system will provide you all the tools you need to offer quality orthodontics in your practice. With the most comprehensive training in the industry and step-by-step treatment planning, you can always feel confident your cases will finish with the results your patients deserve. Designed with lifetime support and a Lifetime Free Retake Policy, we will help you succeed throughout your orthodontic career.

JOIN OUR NEW SERIES IN 2014:

Orange County, CA
San Jose, CA
Houston, TX
Atlanta, GA

June 6-9
May 30-June 2
June 27-30
May 16-19

Chicago, IL
New York, NY
Internet IAT

May 16-19
May 16-19
Start Anytime

FREE ONE-DAY SEMINAR INTRO TO COMPREHENSIVE ORTHODONTICS

Get a day's worth of free orthodontic education (with NO obligation)

- Treatment selection and alternatives
- Cases to show the basics of diagnosis
- Computer cephalometric tracings and model predictions
- Intro to diagnosis software
- Appliances and wire
- 8 CE Credits

SEE FOR YOURSELF!

March 8
March 8
March 22
March 22
March 23
March 29

Atlanta, GA
Omaha, NE
Houston, TX
Salt Lake City, UT
Philadelphia, PA
Detroit, MI

March 29
March 29
March 29
March 30
March 30
Anytime

Orange County, CA
Newark, NJ
San Jose, CA
Chicago, IL
New York, NY
Streaming Video

CALL US AT 714-973-2266 TO RESERVE YOUR SEAT TODAY!



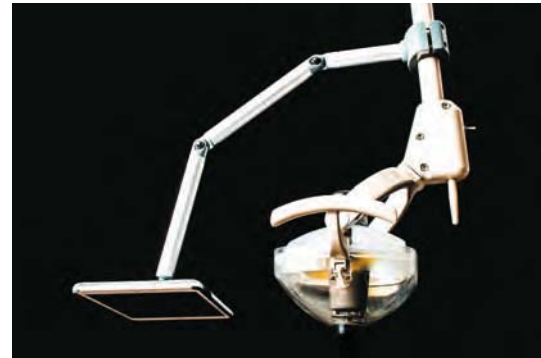
This apex locator is said to improve file tracking and features a compact design.

[APEX LOCATOR]

Reproducible, accurate results

The **Detect™ apex locator** features a full-color screen, sound control and multi-frequency technology that's said to improve visualization of the file progression. The Detect's screen displays an image of the tooth along with a numerical value that indicates file progression, plus the device's progressive sound control emits audible information as it approaches and reaches the apex. Fully automated and calibration-free, Detect is powered by a low-volt, rechargeable nickel-metal hydride battery with a nonstop operating time of approximately 6.5 hours, eliminating the need for frequent battery replacement. Plus, Detect is compact, allowing for easy storage and comfortable grip during root canal procedures.

DENTSPLY Maillefer
800-924-7393 | mailliefer.com
CIRCLE RS #22



[MEDIA MOUNT]

Sleek, modern-looking media mount

Designed for the iPad mini or similarly sized devices, the **Molar Media Mount** attaches directly to a dental light, reportedly eliminating the need for bulky and expensive television mounts. Also, a ball-and-socket joint offers easy adjustment for viewing at all angles, and can be very simply removed for use as a patient education tool. The Molar Media Mount comes ready to install with a 3-piece arm, universal mounting bracket, adhesive mounting plate, mounting screws, and extra silicone inserts and tube section for various mounting options.

Common Sense Dental Products
888-853-5773 | commonsensedental.com
CIRCLE RS #23



[CONTRA-ANGLE SCALER]

Versatile and lightweight

The **Jack B. Nimble** contra-angle scaler is designed with a continuous curved blade surface that is always in direct contact with the tooth surface, allowing for positive lateral pressure in anterior and premolar regions. The scaler is said to be well suited for pedo, ortho, crowded, rotated, and lingual version teeth, plus it is lightweight, well balanced and very sharp.

PDT Inc.
800-240-9895 | pdt dental.com
CIRCLE RS #24



[3D DENTAL SCANNER]

Optimal data quality with improved object measurement

The **Identica Blue** scanner's open platform reportedly provides user convenience without interference from surrounding lighting, plus offers the use of articulators that are incompatible with closed scanners. The scanner's Intelligent Multi View technology is said to guarantee high quality scan data and added accessibility, plus pencil markings on stone models can be easily visualized on the 3D model to identify margin lines and other features.

Medit Dental
215-589-5128 | meditdental.com
CIRCLE RS #25



See How KaVo's Best Handpiece Just Got Better

Now Available, KaVo's MASTERtorque™ with Direct Stop Technology

YES! Please call me to set up a free in-office trial of the MASTERtorque Handpiece!
Simply fill in all details below. (All fields must be completed for in-office demo).

Practice or Doctor's Name

GP or Specialty

Street Address

City, State, ZIP

Dealer/Branch

Phone

E-Mail



Go to **TRYKAVO.COM** to start
your free and easy trial today!

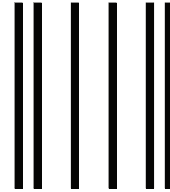


KaVo. Dental Excellence.

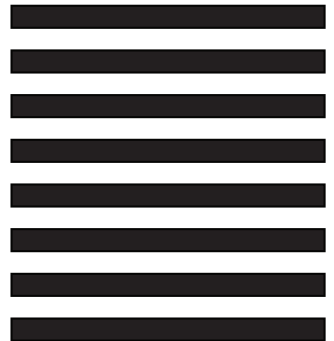
888-ASK-KAVO · www.kavousa.com



KaVo. Dental Excellence.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 609 CHARLOTTE NC

POSTAGE WILL BE PAID BY ADDRESSEE

567_DPR_MT_Feb_14
KaVo
4425 ALEXANDER DR STE 100
ALPHARETTA GA 30022-9915





THE BEST GETS BETTER

20% More Power. ✓

Market Leading 57dB Noise Level. ✓

Direct Stop Technology. ✓

Consider the game changed.

The new KaVo MASTERtorque™ not only features 20% more power* and market leading 57dB noise level** but it can now stop the bur in .8 seconds. Direct Stop Technology allows for better patient safety, better cutting efficiency and better handpiece durability. Try what better feels like today.

Go to **TRYKAVO.COM** to start your free and easy trial today!

*Compared to KaVo's GENTLesilence 6500BR
**Data on file



KaVo. Dental Excellence.

©2014 KaVo Dental Corporation. 1.010.6609/rev00/1.14

MYDENTAL HUB

Practice Marketing Tools



Plans are in the works to expand to more languages for all products, including videos and animations.

[PATIENT EDUCATION SOFTWARE]

Compartmentalized resources for individual practice needs

The modularization of this patient education software is said to let dentists subscribe to particular software modules that are specific to the individual needs of their practice. The software—which now contains modules like Case Genius, Show & Tell, Easy Consult, and more—is available through a monthly or yearly subscription with unlimited users, online access, training, upgrades, and support.

My Dental Hub
877-789-4448 | mydentalhub.com
CIRCLE RS #27



Paperless Data Storage

[INSTRUMENT MANAGEMENT SYSTEM]

Preserve the integrity of your instruments

The **COX Rapid Heat Model 6000** now offers an instrument management system that consists of a sliding chamber tray and cassette rack that holds up to 7 instruments per cycle. Using natural air in lieu of water, steam or chemicals, the dry heat system eliminates drying cycles and instrument corrosion, pitting or dulling.

CPAC Equipment
800-828-6011 | coxrapidheat.com
CIRCLE RS #28



[DENTAL MIRROR]

Durable, eco-friendly stainless steel suction mirror

The **Hammer Head** suction mirror combines two pieces of equipment, mouth mirror and suction, into one reportedly easy-to-use device. Front holes are in direct contact with the reflective surface, keeping water and debris off the mirror for clear viewing. Also, the mirror fully adapts to high and low suction delivery systems, while the hammerhead design deflects oral tissue away from suction ports.

EMS Dental Designs
425-584-7206 | emsdentaldesigns.com
CIRCLE RS #29



[MOUTH RINSE]

Adds fun to children's oral hygiene routine

Firefly Angry Birds Anti-Cavity Mouth Rinse is said to be an excellent adjunct to regular, thorough brushing and flossing. The bubblegum and berry-flavored formula is alcohol- and sugar-free, plus it contains fluoride to help strengthen tooth enamel and prevent decay. And by tapping into the popularity of the Angry Birds brand among youngsters, Firefly hopes to instill healthy hygiene habits in kids by making dental care fun. The pump bottles feature 3D likenesses of the popular Red Bird and Stella characters, plus a “no-mess” cup attached to the bottom of the bottle for proper usage and storage between rinses.

Dr. Fresh
866-373-7371 | fireflytoothbrush.com
CIRCLE RS #30

A FEW CLICKS FOR A CROWN



WELCOME TO THE **NEW REALITY**

In the new reality, you can design high-quality restorations in just a few clicks with our CS Restore software and then mill them in-house in minutes with the CS 3000 milling machine. Built for the long-term, the robust and reliable machine is extremely quiet and intuitively delivers smooth, durable crowns with 25 microns of precision. As part of an open system, it gives you the flexibility to meet the needs of your practice while being extremely easy to use and maintain.

Enter the new reality at carestreamdental.com/cs3000

NOW ONE-VISIT RESTORATIONS ARE THE **NEW REALITY**.

See a live demo of CS Solutions at the Chicago Midwinter Meeting, Booth #3801.



SCAN



DESIGN



MILL



Lose the blues in Chicago

From February 20-22, the entire DPR editorial team will descend upon the Windy City to provide our most in-depth coverage yet of any event we've covered in these pages or on the DPR website. And with a host of new product launches, industry events and much more, the 2014 Chicago Midwinter Meeting promises to keep us on our toes. To help you sort it all out, we've put together this handy guide of 19 "must-see" products to check out if you're hitting the showroom floor at McCormick Place West. If you can't be there, be sure to watch DentalProductsReport.com during the event for real-time updates and news from the show!

Booth
#3425,
3625



Pentamix™ Lite Automatic Mixing Unit

The portable unit's swiveling design requires minimal space in the upright standby position, plus its lightweight design and ergonomic handgrip allows it to be easily carried from one operator to another. Also, the unit is designed to dispense the exact amount of material needed, providing practices with an economical tool for homogeneous and void-free mixing.

3M ESPE
800-634-2249 | 3mespe.com
CIRCLE RS #32

Booth
#4838



Clear aligners

ClearCorrect clear aligners—including the Phase Zero initial aligners—are said to provide treatment options that offer a combination of affordability, flexibility and predictability. Also, the aligners require little to no training for experienced doctors, and there is a host of online training resources and a wide range of packages and treatment options.

ClearCorrect
888-331-3323 | clearcorrect.com
CIRCLE RS #33

Booth
#3600,
W119



BioSonic® SUVI®

This piezoelectric ultrasonic scaler and air polisher offers distinguished ergonomics and long-lasting tips for a wide range of procedures. Available in SUVI Premier and Elite models, the scaler also provides an autoclavable handpiece with an embedded water regulator for water flow control and adjustment.

Coltene
330-916-8800 | coltene.com
CIRCLE RS #34

Booth
#1530,
3320



Composit-Tight® 3D XR

The system's tenacious grip, along with the enhanced Soft Face™ technology and Dynamic Tip Angle™ reportedly makes it well suited for all Class II restorative procedures. Additionally, it eliminates ring "spring-off" on short, irregularly positioned or pedodontic teeth, plus it significantly improves retention between the canine and first bicuspid.

Garrison Dental Solutions
888-437-0032 | garrissondental.com
CIRCLE RS #35

The Right Fit



It's not just the precise fit of our implant restorations;
it's how well our dental laboratory fits
you and your practice.



**"With SIMPL and Town & Country,
I have the confidence and the ability
to restore any implant case"**

—Dr. Jones

**"SIMPL restorations from
Town & Country, fit so well,
I can seat a case in just 15 minutes."**

—Dr. Glassman

Give us a try, you won't be disappointed. Call **800.925.8696**
to learn more, visit **www.townandcountrydental.com**.



Established 1962



SIMPL Dental Restorations

SIMPL makes the practice of restoring implants uncomplicated, stress-free, and profitable. Here's how:

Easy to prescribe. All it takes to create a SIMPL restoration is a fixture-level impression with transfer coping, a counter model and bite.

Advanced technology for precision fit. SIMPL abutments are machine-fabricated directly from 3D computer models generated from exacting laser scans of each master cast. You get a patient-specific abutment you can fit quickly and easily.

All-inclusive. There are no parts for you to supply or order. Every SIMPL case is delivered complete with all parts included: choice of crown, abutment screw, anti-rotation placement jig, the Atlantis custom abutment (either titanium or zirconia), and soft-tissue model.

Free technical support. As the first Atlantis "Super Elite" laboratory in the Northeast, Town & Country has the experience and technical know-how to support you every step of the way.

Outstanding service. Town & Country offers prompt pickup and delivery and can complete a SIMPL case in as little as 10 days, all with an outstanding warranty.



ATLANTIS™
Super Elite Lab

Town & Country Dental Studios. The right fit for you and your practice.

There are dental labs that supply products – and then there's Town & Country Dental Studios. We've been an invaluable resource to the Northeastern dental community for half a century. Yes, we deliver dental restoration products of the highest quality – meticulously crafted and finished for superior fit and outstanding aesthetics. But we also keep you at the forefront of technology through our leadership role in the Technical Research Consortium. We provide personal guidance and support so you can take on the most challenging cases with confidence. And we deliver the kind of prompt, responsive service that helps take the stress out of managing a busy workday. If that's not true of your lab, you deserve to take a look at Town & Country.

Free Case Consultation – Call us at **1-800-925-8696**

www.townandcountrydental.com



Established 1962

Booth
#800,
S107,
S108,
W105**G-CEM LinkAce™**

This self-adhesive resin cement's chemical initiator system reportedly provides high polymerization in self-cure mode, while proprietary phosphate monomers offer high bond durability to zirconia restorations that increases over time. The resin cement shows very low water sorption and is HEMA-free, which is said to offer exceptional color stability.

GC America
800-323-3386 | gcamerica.com
CIRCLE RS #36

Booth
#1000**GXS-700™ digital sensors**

These digital sensors are designed to make migrating from film, or upgrading to a digital system, easy and hassle-free. Two ergonomically shaped sensors with rounded casings are designed to comfortably fit adult and pediatric patients, while custom-designed positioning devices ensure patient comfort with fast and repeatable sensor positioning.

Gendex Dental Systems
800-323-8029 | gendex.com
CIRCLE RS #37

Booth
#2419,
2617**CRITERION® COATS™**

These protective gloves are enriched with colloidal oatmeal USP, an FDA-recognized therapeutic drug that is said to soothe, moisturize and protect the skin. Through this drug delivery system, the gloves are said to help users maintain the health and integrity of the skin's natural barriers.

Henry Schein
800-372-4346 | henryscheindental.com
CIRCLE RS #38

Booth
#4829**Endo Introductory Kit**

This Endo Introductory Kit contains 12 F360™ files in size 025, 12 in size 035, the Komet® AK10 file for canal pre-enlargement, one pack of paper points, and a pack of gutta-percha points. The F360 endodontic file system reportedly permits preparation of most root canals with only the two file sizes provided.

Komet USA
888-566-3887 | komet-usa.com
CIRCLE RS #39

Booth
#3730**CLEARFIL Universal Bond**

This is a single component, light-cure bonding agent indicated for all direct and indirect restorations in combination with every etching technique, as well as surface treatment of zirconia and silica-based glass ceramics. And because the bond contains "ORIGINAL MDP" adhesive monomer, chairside time is faster due to its short application time.

Kuraray
800-879-1676 | kuraraydental.com
CIRCLE RS #40

Booth
#4316**Lighthouse 360**

Certified as Dentrix G5 Connected, Lighthouse 360 can automatically confirm patient appointments stored in the practice management system, as well as update appointment confirmation status with patient responses to those reminders. The result is increased office efficiency, fewer broken appointments and greater patient satisfaction.

Lighthouse PMG
888-283-8510 | lh360.com
CIRCLE RS #41

Booth
#817,
S106



Neogard®

Neogard® powder-free exam gloves are made from a non-latex chloroprene formulation that delivers grip in wet and dry environments, plus offers tactile sensitivity and lots of comfort. Also, the gloves are polymer coated for easy donning, especially on damp hands.

MICROFLEX
800-876-6866 | microflex.com
CIRCLE RS #42

Booth
#931



Officite

This system is designed to allow dental practitioners to manage their entire Web presence through an iOS smart device, putting them in direct control over online marketing, social media and more. Officite's Search Engine Optimization tools let dentists check their performance, while practice management features let them manage appointments and more.

Officite
888-817-4010 | officite.com
CIRCLE RS #43

Booth
#3400



Implant Scalers

Premier Implant Scalers are made from fiber-reinforced graphite that will not scratch implant surfaces. The tips of the 137 (Anterior) and 204 (Posterior) style scalers are thin and sharp with well-defined edges, while the graphite is strong and flexible, allowing for safe and effective access to tight areas.

Premier Dental Products Company
888-670-6100 | premusa.com
CIRCLE RS #44

Booth
#1427



Riva Self Cure shades

Three new highly esthetic shades for Riva Self Cure are formulated to offer greater translucency and enhanced optical properties that blend well with tooth surroundings. The shades, which are available in T-A2, T-A3 and T-A3 5, offer the strength and longevity of Riva Self Cure as well as improved esthetics and better resemblance of the natural dentition.

SDI Limited
800-228-5166 | sdi.com.au
CIRCLE RS #45

Booth
#4433



Sesame Communications + Healthgrades

This partnership provides Healthgrades Enhanced Profile Services to providers using Dental Sesame or Ortho Sesame, allowing them to take advantage of online appointment requests and preferred profile placement on local searches, as well as the publication of verified, quantitative patient reviews.

Sesame Communications
864-641-3369
sesamecommunications.com
CIRCLE RS #46

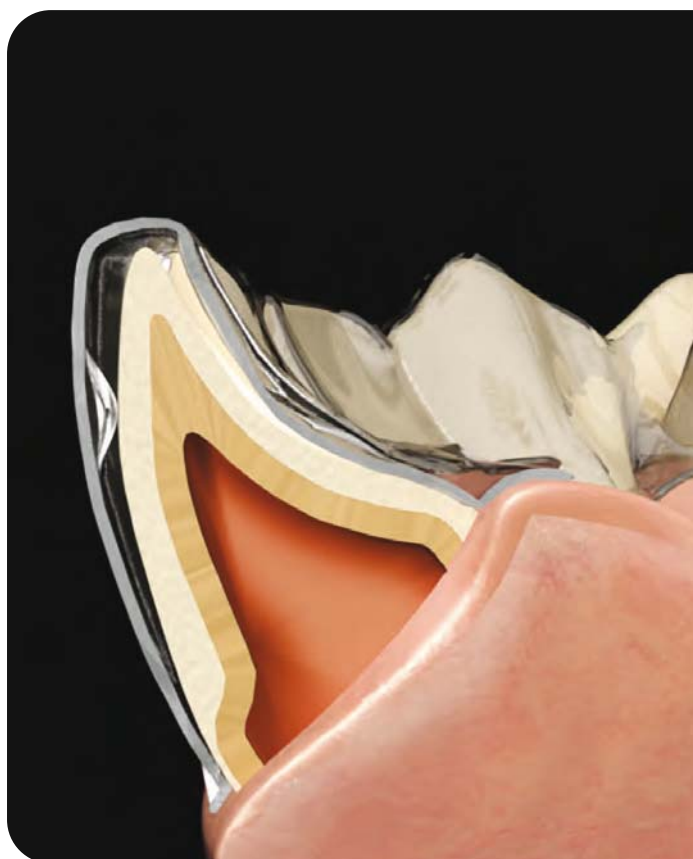
Booth
#1433



The Simple One®

This chairside amalgam separator keeps dental practices compliant with new EPA rules and most state legislation. By eliminating the buildup of hazardous mercury in the suction lines from chairs to the central suction system, it helps avoid costly cleaning of the same lines.

The Simple One®
847-609-1458 | chairsidefilter.com
CIRCLE RS #47



Not just different. Better.

Introducing an innovative way to treat the most common misalignments.

Not all anterior misalignment cases are alike. That's why DENTSPLY developed MTM® Clear•Aligner Service Center, a turn-key lab-based solution for treating the "Social Six". With flat-fee pricing and an unlimited number of aligners, MTM Clear•Aligner is the easy and affordable way to treat your adult patients. Using "force points" and a unique "open pathway" architecture, MTM Clear•Aligner moves teeth more easily into their desired positions, without the use of unsightly attachments. Whether you're making cosmetic improvements, treating relapse or finishing/refining other orthodontic treatments, MTM Clear•Aligner can help you reach your goals in as little as three to six months.

Call (888) 898-4686 to learn more about MTM Clear•Aligner.



- ✓ Unlimited Aligners*
- ✓ No Attachments
- ✓ Innovative Technology
- ✓ Highly Affordable

Visit mtmClearAligner.com or call 1.888.898.4mtm(4686) to learn more.

Booth
#3630



SmearOFF™

SmearOFF's EDTA-based formula is enhanced with Chlorhexidine to remove the smear layer and eliminate 99.9% of bacteria. In addition, the 2-in-1 mix reportedly provides optimal chelation and enhanced cleansing, as well as better calcium suspension and improved disinfection, all of which saves time with each procedure.

Vista Dental
877-418-4782 | vista-dental.com
CIRCLE RS #48

Booth
#3421



Vera by Young™

This disposable prophyl angle has a compact head and slim neck design to improve maneuverability in the mouth during polishing. The prophyl angle enhances reach and access in a variety of clinical situations, plus its design makes polishing the distal regions of posterior molars easy.

Young Dental
800-325-1881 | youngdental.com
CIRCLE RS #49

Booth
#2908



Z.O.B.E. Experience

Zirc's Organizational Box of Efficiency (Z.O.B.E.) contains the company's 25 most popular color coding products, including a tub and accessories, a tray and cover, cassettes, bur and endo holders, instrument ID rings and tape, and more. Also, test the products yourself by signing up for a free one-week, hands-on trial, including free delivery/return.

Zirc Company
800-328-3899 | zirc.com
CIRCLE RS #50

*Try Us for Our Great Prices...
...Come Back for Our Superior Service*



DentalPlanet

Everything Under the Sun for Your Dental Practice

MORIAH GROUP
DentalPlanet: A Moriah Group Company

Service: The Dental Planet Difference

- **High Quality, Affordable Refurbished Equipment**
 - Warranties Provide Security of Investment
 - Environmentally Responsible
- **Digital Imaging**
Introductory Solutions through State of the Art Technology
- **New Equipment and Cabinetry**
Your Single Source for Performance Products
- **Exceeding Expectations**
Product Knowledge • Selection • Service • Financing
100+ years combined industry experience

*Increase Your Return on Investment
Without Sacrificing Quality or Service*

Visit our website or call us for more information

DentalPlanet.com
(866) 395-8814





Opalescence®
● ● ● go

SMILES
BRIGHTENED
CONFIDENCE
BOOSTED
RESULTS
DELIVERED



With the all-new UltraFit™ tray, Opalescence Go delivers dramatic results. After just a few minutes in the mouth, the prefilled, disposable tray comfortably adapts to the smile, providing a custom-like fit. And the powerful hydrogen peroxide gel works fast to give any patient a bright, white smile **on the go**.



Scan for a
Free Sample
or visit opalescence.com/go/free-sample.aspx



ULTRADENT
PRODUCTS, INC.
Improving Oral Health Globally

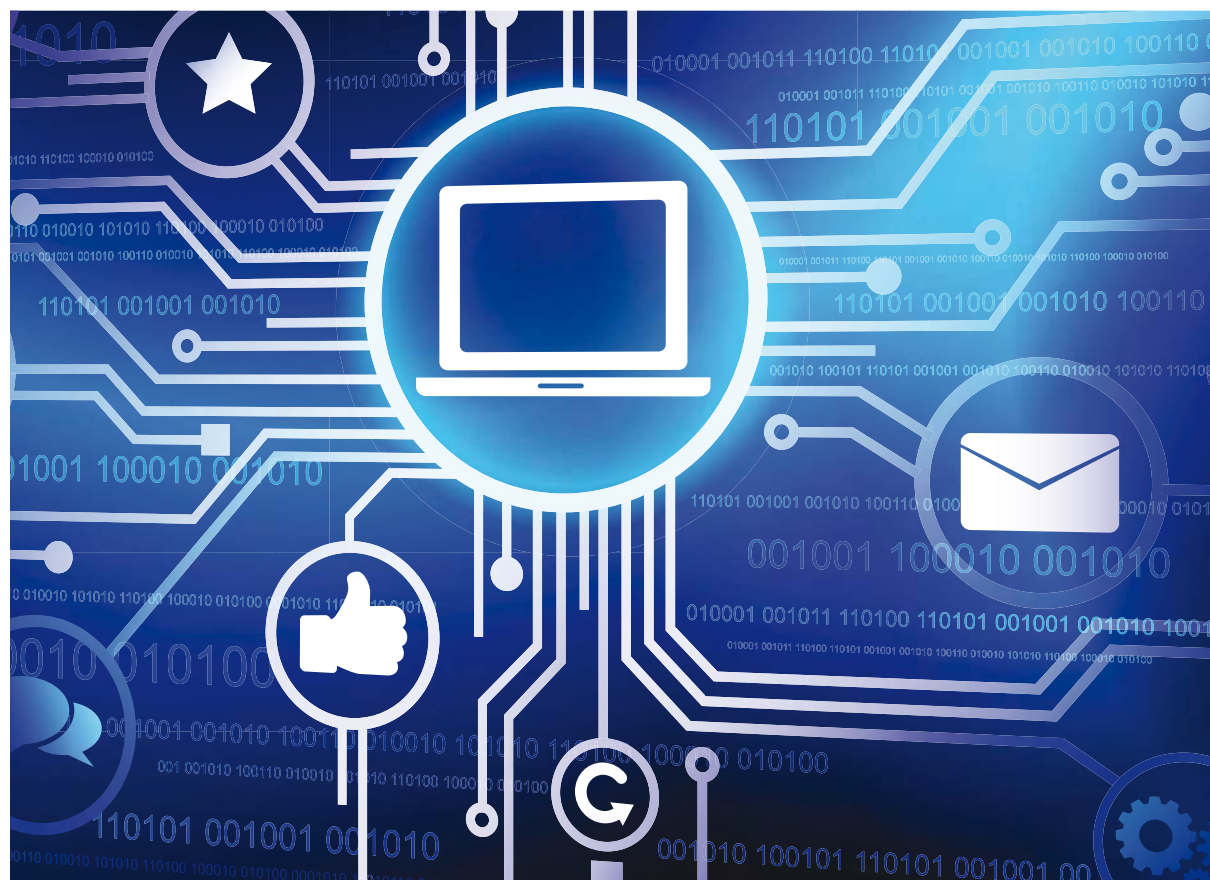


800.552.5512 | ultradent.com

© 2014 Ultradent Products, Inc. All Rights Reserved.

* Photos courtesy of Shannon Pace Brinker

Interested? Circle Product Card No. 63



Easy, Effective Patient Communication

How Patterson Dental's RevenueWell Patient Communications Suite can make your practice more efficient and improve patient relationships.



DR. JOHN FLUCKE

AS TECHNOLOGY EVOLVES, we are continually offered more and more options to improve our efficiency and simplify procedures. However, as doctors, we are sometimes limited in our thinking of efficiency, and focus on the clinical aspect of what we do. Yet,

technology and efficiency are certainly not limited to clinical treatment. In fact, when it comes to using technology, I'm a huge advocate of providing as much tech to the front desk and administrative staff as possible.

Don't get me wrong, as I'm sure you know, I'm a huge fan of technology in all aspects of the office. However, the administrative area of the office is sometimes a bit overlooked when reviewing and budgeting for technology.

Why it's important

If you are one of those doctors who has been known to pay a tad more attention to the clinical over the administrative, let me throw one thought out to you...every patient that you see clinically has had multiple interactions with your administrative team. As a matter of fact, patients routinely have many more contacts with your administrative staff than they do with the clinical staff.

Because of that fact, I feel it is important to provide as much support as possible to the admin team. In my office, we have a standard policy of meeting with the admin team once a month to discuss multiple points on a standardized agenda. This helps in keeping lines of communication open between myself and the admin team as well as letting the front office team bring things to my attention.

As a doctor, but also a business owner, it's important for me to run a successful business so I can provide the best treatment for my patients and provide employment for my staff. The right software provides much of this admin efficiency. As a completely digital office, we have many ways to digitally enhance our efficiency, but I'm always looking for the next big thing. I've been an Eaglesoft Practice Management Software user since the early 1990s (wow that's a long time!) so I was intrigued when Patterson Dental announced a product called RevenueWell that would interface directly with Eaglesoft.

Enhanced patient communication

The idea of RevenueWell is fairly straightforward. It is a practice marketing and communications suite that helps attract new patients, engage existing patients, and cuts the costs of doing so.

Now there are lots of companies in this space of the dental industry. However, RevenueWell was built from the ground up purely with dentistry in mind.

What I really like about it is what it provides as far as automation to my administrative team. By that I mean it gleans info from your dental software and then automates 20 day-to-day practice marketing and patient communication activities. This is all done behind the scenes and requires no intervention from staff.

We live in an online connected world (checked Facebook lately?) and most patients prefer electronic communications over the traditional types. Realizing that, RevenueWell can communicate and send targeted

GETTY IMAGES / ROBERT CHURCHILL

marketing campaigns via email, text messages, direct mail, or videos.

In addition, the service also can:

- Request and collect online patient reviews
- Request referrals on behalf of practices
- Send automatic appointment reminders and confirmations
- Provide automatic post-operative instructions
- Conduct post-treatment follow-ups
- Send email and direct mail birthday and holiday cards

As you can see, these are services that could tie up a serious amount of time for your front desk folks, but instead this is all taken care of 24/7 by an automated system that functions without staff intervention. It truly is the automated component that makes this such an important part of our practice.

It helps improve patient relationships

What my admin team really loves is how much RevenueWell accomplishes for us with so little intervention on their part. The automation allows my front desk folks to concentrate on the phones and the patients in the office. And that's what I want them to do.



▲ Using information from a practice's existing PM software, RevenueWell helps grow revenues, reduce overhead and deliver a great patient experience.

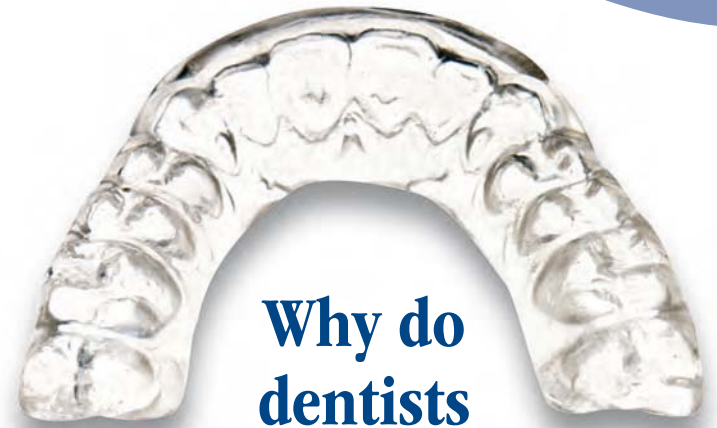
“What my admin team really loves is how much RevenueWell accomplishes for us with so little intervention on their part.”

Our profession is all about the relationships we develop with our patients and those relationships are best built in one-on-one interactions. Having an automated system that can keep in contact with patients outside the office allows us to focus our attention on the people in the office and provide them the best possible personal service. I wouldn't have it any other way!

My staff has been very impressed and grateful for RevenueWell and I'm impressed and grateful for what it has done for my practice.●

ABOUT THE AUTHOR

John Flucke, DDS, is Technology Editor for Dental Products Report and dentistry's "Technology Evangelist." He practices in Lee's Summit, Mo., and has followed his passions for both dentistry and technology to become a respected speaker and clinical tester of the latest in dental technology, with a focus on things that provide better care and better experiences for patients. He blogs about technology and life at blog.denticle.com.



Why do dentists *rave* about Great Lakes Splints?

It's true. Customers continually report that Great Lakes splints:

- Seat perfectly—the first time. Time after time.
- Require little or *no occlusal adjustment*
- Are supported by a responsive, knowledgeable staff

Can you *rave* about your splints?

Make your next splint a Great Lakes splint.

We'll exceed your expectations.

Speak with a splint specialist 1.800.828.7626
or visit www.greatlakessplints.com

Great Lakes—
The only digital splint lab in the U.S.



Great Lakes
ORTHODONTICS, LTD.
An Employee Owned Company

SMLEP300Rev021113



Dentsply Caulk's TPH Spectra

Dentsply Caulk's chemist Dr. Qizhou Dai gives us a behind-the-scenes look at how TPH Spectra Universal Composite was developed. [By Renee Knight]

TPH Spectra

TPH Spectra® Universal Composite provides the handling preference of choice with TPH Spectra LV (Low Viscosity) and TPH Spectra HV (High Viscosity) that is spreadable or packable. The new shading system for the composite offers seven VITA-based shades that cover the entire VITA shade system. This reduction in shades allows for carrying fewer inventories in the office and is said to provide confidence that the chameleon shading ability of the composite will blend it in to the surrounding tooth structure making the restoration indistinguishable.

Dentsply Caulk
800-532-2855
tphspectra.com
CIRCLE RS #65

their current composite to TPH Spectra. Two out of three dentists who take this challenge choose TPH Spectra and are ready to make the switch, Dr. Dai said.

A trusted company

Dentsply Caulk is a well-known, trusted company in the dental industry and TPH is among Caulk's trusted brands. Many dentists are already familiar with the TPH name, and know it's a long-standing, reliable, high-quality brand in the industry. TPH Spectra offers dentists both high and low viscosity options, easy handling and simplified shading—exactly what dentists told the team at Dentsply Caulk they wanted in a composite. Dr. Dai is proud to have formulated TPH Spectra and enjoys hearing how much dentists love it.

"TPH is a classic product. It has been on the market for many years, is clinically proven and gives assurance of quality and performance," he said. "Basically, in their office, dentists have to accumulate multiple different brands of products for shading and handling. With TPH Spectra, we simplify it. Dentists only need limited shades to cover the whole shade spectrum, and you choose the handling you like. You can use low or high viscosity with TPH Spectra. It gives you options." ●

For 20 years, Dentsply Caulk's TPH brand has been a name dentists know and trust.

In 2004, Dentsply Caulk released TPH 3 and even though it was a clinically proven, high-quality product, they knew they'd need to update the formula if they wanted to continue to meet their customers' changing needs. That update is the new TPH Spectra Universal Composite.

An update on a trusted favorite

TPH Spectra was released in 2013 and provides both high and low viscosity handling, along with a new shading system that offers seven VITA-based shades to cover the entire VITA shade system. These upgrades to the TPH line were based on clinician feedback. Dentsply Caulk conducted several surveys to find out what dentists wanted most out of their composite that they weren't already getting, and most said they wanted a composite that met their

handling preference, easy handling and a simplified shading system.

Chemist Dr. Qizhou Dai was part of the team that developed TPH Spectra, and said once they knew what the updated composite needed to deliver, it took a year to develop. Dr. Dai was involved in formulating TPH Spectra and then testing its properties and verifying it does exactly what it claims. He also wrote the technical manual.

Dr. Dai was part of a cross functional team that included marketing, quality control, clinical experts and manufacturing. He is proud of his role in developing TPH Spectra, and evolving a traditional high-quality product to a composite that's the first of its kind.

"This is the first dual handling composite on the market," he said. "This system satisfies different needs, and that's one thing I'm proud of. I'm also proud that we extended the TPH product line. TPH has been on the market for 20 years. Some might think of TPH as an old product, but

we can continue to improve this tried and true, reliable product."

What dentists think

Many dentists are satisfied with their composite systems, but that often changes after they try TPH Spectra, Dr. Dai said. Once they have TPH Spectra in their hands, they realize they could do better, and that maybe it's time for a change.

Dentsply Caulk encourages dentists to take the "TPH Spectra Truth or Dare Challenge" and compare

Part of the team

TPH Spectra is part of Dentsply Caulk's Class II Solution, which includes The Palodent® Plus Sectional Matrix System, Prime&Bond Elect® Universal Dental Adhesive, Enhance® Finishers, and SureFil® SDR® flow Bulk Fill Flowable Base.

Truth:

2 out of 3 dentists*
choose TPH Spectra®
Universal Composite.

Dare:

Be the next one.
Try the no-pressure,
in-office Challenge.



Are you up for it?

We're daring dentists nationwide to try
TPH Spectra® Universal Composite. Simply sign
up for your free, in-office TPH Spectra®
Truth or Dare Challenge Kit and put your
current composite to the test.

So c'mon, we dare you.

Get your free TPH Spectra®
Truth or Dare Challenge Kit at
TPHSpectra.com/demo-kit

BUY 4 refills, GET 1 free

(CNP14002) Valid on CompuLes® Tips or Syringes. Free goods same as purchase.

TPH SPECTRA®
UNIVERSAL COMPOSITE RESTORATIVE

TOP 100
DENTAL PRODUCTS REPORT
2013

*Based on TPH Spectra® Truth or Dare Challenge results. Program Rules: Purchase must be made from an authorized DENTSPLY distributor between 1/1/14 and 3/31/14. Purchase must be made on ONE invoice. To receive your FREE goods/REBATE, mail or (toll free) fax your invoice noting promotion code and free product(s) desired to: Mail: DENTSPLY, Attn: 1st Quarter Offers, 1301 Smile Way, York, PA 17404. FAX: DENTSPLY, Attn: 1st Quarter Offers, 1-800-278-4344. Invoices must be received no later than 4/30/14 to claim free goods. Limit 5 redemptions of each offer per Doctor. Offers valid in the 50 United States. These offers may not be combined with any other DENTSPLY offers or contract agreements. All free goods fulfilled through DENTSPLY. Allow 4-6 weeks for delivery. Rebates are mailed in the form of a check made payable to the purchaser identified on the invoice. Data on file. ©2014 DENTSPLY International. All rights reserved.

Products for an efficient practice and enhanced patient experience

The team at River Bluff Dental is committed to providing a comfortable, efficient practice for their patients, as well as the best cosmetic dentistry possible. Here's how Patterson Dental and products like Eaglesoft, CAESY, RevenueWell and CEREC have helped them make that goal a reality for the last 17 years.

by RENEE KNIGHT



DR. WALTER PALMER

graduated with honors from the University of Minnesota in 1982 and completed its School of Dentistry in 1987. He also attended a two-year program at the Waldemar Brehm Institute of Orthodontics. He works with 12 team members at his Bloomington, Minnesota practice, River Bluff Dental.

Patients know exactly what to expect when they make an appointment at River Bluff Dental.

Dr. Walter Palmer and the team at this Bloomington, Minnesota-based practice are known for the high level of personalized patient care they offer, and for their comfortable, high-tech office—an office that was designed to improve the patient experience.

Dr. Palmer worked with a home builder to design the cosmetics-focused practice 17 years ago, and made sure it didn't have the clinical feel so



A high-tech team The team members at River Bluff Dental are cross-trained on all the technologies the practice offers, making them more efficient and effective.

many patients associate with a dental practice. Large windows let in natural light, and cherry wood gives the practice a homey feel. Patients truly can relax, whether it's with a bottle of water while they wait for their appointment or under a warm

blanket as they watch a movie in one of the exam rooms.

Patients know they'll be comfortable while visiting River Bluff Dental, and they also know they'll receive the best possible care. As a cosmetic dentist, Dr. Palmer mostly sees patients who want to turn a smile they're embarrassed about into a beautiful smile they can't wait to show off. When patients walk into his office, they already have a problem they want to discuss and are eager to hear what he can do.

"I present what I think is the best treatment plan to all my patients," he said. "I know not all of my patients can achieve oral health immediately, but we present a plan we think is the best, most comprehensive plan, but it also has a cosmetic emphasis. That's huge in this practice. Usually patient

acceptance, over a period of time, is 100 percent. Our plan is to present oral health with cosmetic dentistry. That's the best you can have."

That's why investing in technology is so important to Dr. Palmer. You can't provide the level of care he offers without it. When he built his new office, he knew he'd need a space that could evolve with technology. With the help of Patterson Dental, he recently updated the practice's interior with new cabinets to create a better space for the technology he uses and to improve patient flow.

Dr. Palmer also knows the right technology and products help make a practice more efficient—and that's very important to the River Bluff Dental team. Dr. Palmer and his team strive to make the practice as efficient as possible, and the



The right technology

Dr. Walter Palmer knows he wouldn't be able to provide such a high level of patient care if he didn't invest in the best technology available. From same-day crowns to top-notch patient education and communication systems, his practice features the technologies that make patients want to go to the dentist.



high-tech products they use every day, from Eaglesoft Practice Management Software to CAESY Patient Education Systems to RevenueWell Patient Communications Suite, are vital to making that happen.

Efficient practice management

In a high-tech practice like River Bluff Dental, integration is important. Patterson's Eaglesoft works together with technologies like CEREC, Galileos, RevenueWell and CAESY. Eaglesoft also helps improve team communication.

"By using the technology we have available to us, we have evolved into using six-handed dentistry," he said. "I'm able to dictate notes, design CEREC, and find out what's going on in the other treatment areas. I practice out of seven treatment areas. I can be messaged and know what's going on in each one. I can use hygienists and assistants to their full capacity."

A comprehensive scheduling system makes it possible for everyone to know what is happening with every patient, from the time they walk in until they leave, and that helps make this cross-trained team more efficient.

Eaglesoft also has enabled the practice to go paperless. They no longer have paper charts and are able to scan everything they need into Eaglesoft, including 3D scans they take at the office and scans that come from specialists.

Enhanced education

Patient education is important at River Bluff Dental, and the technology Dr. Palmer has available to him makes educating his patients easy and effective.

He can use digital x-rays and images from intraoral cameras to explain what's going on in their mouth and why he's recommending certain treatment, and he can instantly pull them up via Eaglesoft. He can pull photos stored in Eaglesoft into Patterson Dental's CAESY Patient Education Systems. Everything is integrated and designed to work together, making it easy to give patients the information they need to make the right decisions about their oral health care.

"CAESY is a great educational tool," Dr. Palmer said. "It starts the education process so patients understand what you're presenting. It helps give patients a visual of our goals, and it's something they can take home to further look at. CAESY can help answer questions that a dentist or technician can't always answer."

It also makes treatment presentation easier. After watching CAESY, patients have a basic understanding of the proposed treatment; Dr. Palmer then fills in the details. This helps improve case acceptance—in fact many patients have already decided to go forward with treatment before he's presented the plan.

Better communication

If you're going to have an efficient practice, you have to find a way to efficiently communicate with your patients.

That's what Dr. Palmer and his team get from RevenueWell. RevenueWell makes it easy to communicate with patients the way they want to be reached, via email or text. It has cut down on last-minute cancellations and no shows. It integrates with Eaglesoft and automatically updates the schedule as appointments are confirmed or rescheduled, freeing up team members to tackle other tasks. The system also makes it easy to collect online reviews, request referrals and conduct post-treatment follow-up.

"Dentists who want to run a practice efficiently need help

FEATURED PRODUCTS



Eaglesoft 17 Practice

Management Software eaglesoft.net

Eaglesoft 17 has new features to simplify your daily routine including customized medical history, Eaglesoft News Feed, Patterson Auto Update via the Web instead of using a disc to install updates, CareCredit bridge providing a direct link to process credit applications, and integrated Clinician Lite for Eaglesoft Clinician users.



RevenueWell Patient

Communications Suite revenuewell.com

Using information from a dental practice's existing practice management software — such as Eaglesoft — the RevenueWell online practice marketing and patient communications software suite communicates with patients to provide them with 24-7 access to their accounts. Practices can collect online patient reviews, request referrals and establish and maintain their profiles across more than 100 online destinations.



CAESY Cloud Patient

Education Systems caesy.com

CAESY Patient Education Systems online via CAESY Cloud offers instant access to more than 350 multimedia presentations and access to patient education resources from multiple locations within the practice. New videos and features are frequently posted. No installation and no network connections between participating computers are required.

It is PC and Mac compatible, including iPads, iPhones and smartphones.

from software to contact patients and remind patients about appointments, because you're seeing quite a number of patients per unit of time," he said. "You have to take advantage of this technology to keep patients running on time and prevent last-minute cancellations."

The technology

Dr. Palmer takes pride in the fact that he was one of the first in his area to use Sirona Dental's CEREC 3 technology in 1999. He has used CEREC to complete more than 60,000 restorations.

Dr. Palmer also uses Sirona Dental's Galileos for guided implant placement, and describes it as a technology that is changing

the way dentists diagnose and treatment plan. He also uses Sirona's Schick sensors for sharp radiographs that offer greater detail. To get the most out of the imaging software, Eaglesoft 17 tells you if you are not using the optimum exposure on your Schick 33 digital images.

Patients know to expect these type of technologies at River Bluff Dental, but are still wowed by what they see. Appointments don't take as long as at other practices, and patients are more comfortable during their appointments.

A true partner

Dr. Palmer has worked with Patterson Dental since 1996,

and couldn't be happier with the products and service they provide. They keep him up-to-date on the latest developments and even give him samples so he can make sure a product is right for his practice.

"Other companies don't have the service that Patterson does," he said. "I work out of seven treatment areas. I need them all. If ever a problem comes up, they are here to fix it."

Dr. Palmer is a leader in cosmetic dentistry and loves the technology and science behind what he does. He loves creating beautiful, confident smiles. The products he uses from Patterson Dental help him do that efficiently. ●

Don't just read about it—watch! Go to dentalproductsreport.com/dental/RiverBluffDental.

What you need to know about **IMPLANTS**

Checking in on implant products, people, practices, and more

[Compiled by Michael Quirk]

“It is so critical for practitioners to read between the layers of hype and know what works best for them and their dental practice.”

In this snippet from our interview with Dr. Stephen Wheeler, the president of the Academy of Osseointegration (AO), he not only sums up one of his core beliefs about dental professionals and implants, but also the feelings of the DPR editorial team when we were putting together this roundup of dental implant information.

Make no mistake about it: this is not a definitive, all-inclusive, end-all-be-all guide to every implant from every manufacturer that is available to you to use in your practice. You can work with your local rep or use Google to find that information.

What we wanted to do with this section was to provide you with some of the latest information from the world of dental implants, some of the new or trending products that are available, and provide you with interviews and insights into the state of this product category in 2014.

For us to load you down with mountains of data does you no good. Your time is more valuable than that. We are presenting this section to you in bite-size nuggets of knowledge that will help you in your practice. Read it, think about it, and move on.

For more information on implants and their use in your practice, check out our videos and articles on DentalProductsReport.com. If you don't see what you're looking for there, drop a line to our group editorial director, Kevin Henry, at khenry@advanstar.com. Your suggestions could end up as a future online or print article.

GETTY IMAGES / GÜNEY MUTLU

“The new **LODI System** offers us a good alternative to o-ball attachments when the use of a narrow diameter implant is desired. I also like the LODI Surgical Kit. It has nifty snap-on Drill Stops and a Torque Wrench that tops out at 70Ncm, which assists in determining the level of primary stability.”

Steven H. Pratt, DDS, FAGD, FAAID

“I have placed more than 50 **LOCATOR Overdenture Implants** and this system is exactly what I have been looking for. It is easy to use with graduating drill diameters and multiple length drill stops, as well as paralleling pins for alignment. My patients are very happy with their treatment and I am pleased to no longer hear them complain that they can lift their lower denture out with their tongue like I consistently heard with o-ball mini systems.”

James G. Jenkins, DMD

“I originally tried the **LOCATOR Overdenture Implant System** because I didn't have enough vertical room with the system I've been using. This implant from **ZEST Anchors** is perfect for these situations. I'm sure I'll continue to use this implant system.”

Joseph A. DeLapa, DDS

YOUR COLLEAGUES LOVE IT. SO WILL YOU.



The **LOCATOR®** Overdenture Implant (LODI) System.

You and your overdenture patients have grown to love the unique benefits LOCATOR Attachments offer. Until now, when treatment called for a narrow implant, you were left with no choice other than inferior o-ball attachments and o-rings requiring constant replacement. Not any longer; the LODI System offers the best alternative to o-ball mini implants on the market today. These narrow diameter implants are thoughtfully designed with easy to use surgical instrumentation. LODI offers all of the benefits of LOCATOR that you have become accustomed to such as the patented pivot technology, low vertical height and options for retention levels.

Your colleagues are recognizing the benefits of LODI in their practice, isn't it time that you did? Start by trying LODI today, please visit www.zestanchors.com/lodi/21, or call 855.868.LODI (5634).

FEATURED PRODUCT

IPS e.max CAD Abutments

Dentists have been anticipating a precise, efficient and reliable way to create durable abutments in the office, said Dr. Michael Skramstad. And with IPS e.max CAD A 14 and A 16 blocks, their wait may be over.

"The most frequent question I get is, 'When is it going to be available?' CAD/CAM dentists have been waiting a very long time for this product and are extremely excited for its release," Dr. Skramstad said.

By allowing dentists to keep the abutment process (cement and screw-retained) completely in-house, IPS e.max abutments reportedly offer greater control over emergence profile, esthetics and contours. Plus, the efficiency and precision of the fabrication process helps hasten the patient's implant restorative procedure.

Yet, despite all of these features, the IPS e.max CAD abutment's primary benefit is the opportunity to expand services it offers dentists. "The e.max CAD abutment block is the first chairside solution for milling precise abutments same day in the office. While a zirconia block exists to do the same thing, most dentists do not have expensive sintering furnaces or have the knowledge to manufacture and process zirconia," Dr. Skramstad said. "The e.max abutment block is something that CAD/CAM dentists are used to processing every day. This will be an exciting and easy transition for all."

Ivoclar Vivadent
800-533-6825 | ivoclarvivadent.com
CIRCLE RS #67



FEATURED PRODUCT

HI-TEC IMPLANTS compatible and monoblock implants

HI-TEC IMPLANTS offers a wide range of implant systems plus compatible implant systems that do not require dental clinicians to invest in additional surgical kits. Roy Leshem, CEO of HI-TEC, feels that the company's products answer an issue on every clinician's mind: how long do they last?

"24 years of experience using HI-TEC IMPLANTS has proved [to dentists] that, in the majority of patients, the implants have lasted until today," he said. "HI-TEC is in close contact with dentists and is dedicated to addressing their needs in a short period of time."

In fact, the company was founded by dental professionals with clinical experience who look forward to an ever-expanding market as more and more dentists offer implant services.

"Usage is increasing across all categories of implants," Dr. Leshem said. "Dentists interested in placing implants should start learning about the variety of options and solutions HI-TEC offers, and solve each case with the implant that is ideal for the situation."

HI-TEC IMPLANTS
800-452-0582 | hitec-implants.com
CIRCLE RS #68



BAD CROWN DAY?



\$6.50 each

10cc syringe
Item #2010

For use with
Emax & Lava crowns!

- ✦ No pre-drying time!
- ✦ Zero firing distortion
- ✦ Does not contaminate
- ✦ For temperatures from 400°C – 1300°C

**HOLD THOSE
CROWNS & VENEERS
IN PLACE WITH INSTANT
FIRING SUPPORT!**



**HOLD CROWNS
IN PLACE WITH THE
honeycomb
firing tray!**

\$19.95

Includes 20 stainless steel pins
Item #100



\$13.95

Pack of 5
Item #110

**FIRE WORRY FREE WITH
THE NON-STICK,
FIBER-FREE TRAY LINER!**

from the makers of Wonderfill®
dentalcreations Ltd.

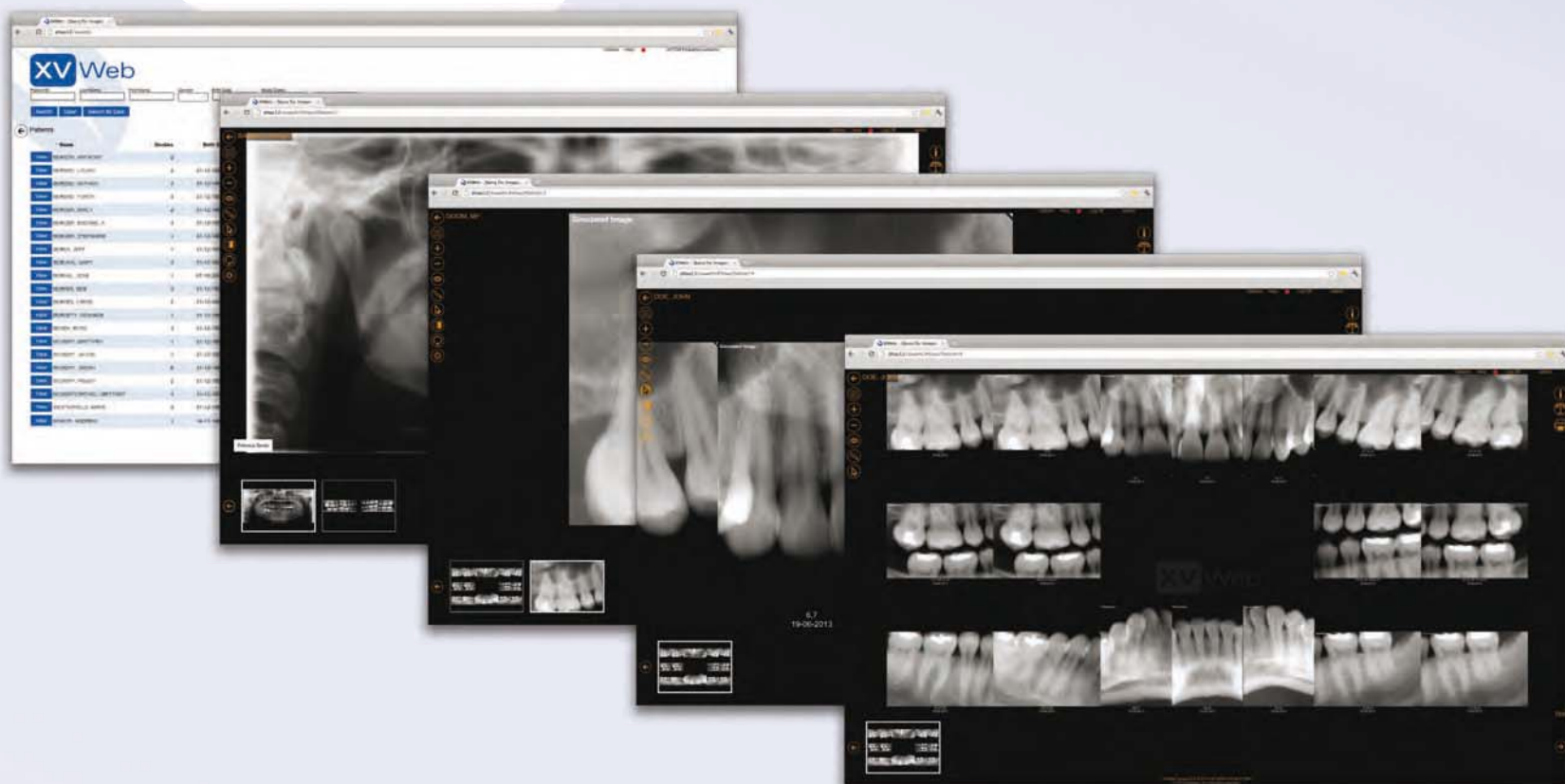
For FREE samples visit wonderfill.com or call 1.254.772.4661.

Interested? Circle Product Card No. 83



web-based image management

from the imaging company deployed on over **120,000** workstations



query • view • enhance • email • export • print

- Full DICOM compatibility – supports standard DICOM communications such as query, retrieve, and store.
- Full integration with Apteryx Imaging products.
- Keep your existing DICOM-compatible imaging software, even if it isn't an Apteryx product.
- Add centralized web-based viewing to your existing system.
- Cloud-based DICOM image backup.
- Self-hosted or SaaS/cloud hosting options.
- View your images anywhere via the web.
- Compatible with mobile devices and tablets.

Full DICOM

XVWeb is a full DICOM-based solution. Images are not served as lossy JPEGs like other web-based imaging products.

Free Trial

Apteryx's renowned 30-day free trial software gives you a real-world, real-time trial in YOUR office. Contact us for details.

FEATURED PRODUCT

ATLANTIS™ abutments

For patient-specific, CAD/CAM restorative solutions, DENTSPLY Implants' ATLANTIS™ abutments are designed from the final tooth shape for reportedly optimal function and esthetics for cement-retained and single-tooth, screw-retained restorations. What's more, Dr. Julian Osorio, DMD, MScD, said ATLANTIS helps dispel common misconceptions about patient-specific, CAD/CAM restorative solutions being more costly than traditional crown and bridge and pre-fabricated implant restorative solutions.

"Since ATLANTIS is a patient-specific solution, it provides the ideal function and esthetics based on a patient's individual needs. Unlike other solutions, it does not require investment in equipment or an inventory of stock components," he said. "In order for restorative clinicians to use ATLANTIS, all they have to do is take an implant-level impression and send it to the laboratory, which allows them to further simplify their workflow."

ATLANTIS abutments are available for single-tooth, screw-retained restorations in titanium, gold-shaded titanium and up to five shades of zirconia, plus ATLANTIS ISUS bars, bridges and hybrids are available for the treatment of partially and fully edentulous patients. But Dr. Osorio said the benefits of ATLANTIS extend well beyond these options.

"ATLANTIS goes beyond CAD/CAM because it utilizes the propriety ATLANTIS VAD (Virtual Abutment Design)—an expert software that designs abutments entirely in a virtual environment," he said. "As a result, each abutment is designed and produced for the specific edentulous spaces they will fit and in relation to the surrounding teeth and soft tissue, taking biology, anatomy and engineering principles into consideration. As more patients begin to see the positive results from implant therapy, and as more clinicians see the benefits that ATLANTIS solutions offer their practices, implants will continue to be a growing segment."

DENTSPLY Implants
800-531-3481 | dentsplyimplants.com
CIRCLE RS #69



FEATURED PRODUCT

Inclusive Tapered Implants

Available in three diameters and five lengths, Glidewell Laboratories Inclusive Tapered Implants are machined from high-strength titanium alloy and incorporate design features like RBM surface treatment, a reliable and widely used surface technology with documented success in all bone types. The implants are also available as part of the Inclusive Tooth Replacement System, an all-in-one treatment option that allows clinicians to predictably restore a missing tooth in a single, simple treatment option.

"The most innovative feature of the system is the custom healing abutment, which approximates the correct emergence profile of the tissue," Dr. Tim Kosinski, DDS, MAGD, said. "This is a step above using a stock round healing abutment. The tissue is allowed to heal around the custom abutment, which begins to establish the correct tissue contours immediately after implant placement. The process continues with a custom impression coping, which mimics the healing created by the custom healing abutment. Finally, after the tissue has healed with the proper contours, the final custom abutment is fabricated from zirconia or titanium along with the final all-zirconia crown. All of this is done for one predetermined, reasonable fee, so the dentist has a precise knowledge of his laboratory costs, including the implant and all of the restorative components."

Not only that, but the system also offers clinicians to determine final esthetics prior to surgical invention because the placement of the implant is prosthetically driven.

"Having control over the final prosthetics prior to implant placement will give better results and save the restoring dentist the stress and strain of improper or compromised implant placement," Dr. Kosinski said. "Glidewell Laboratories has created a program that supports the restoring dentist in making our dentistry that much more predictable."

Glidewell Laboratories
800-854-7256 | glidewell dental.com
CIRCLE RS #70



IMPLANT NEWS

HENRY SCHEIN'S STRATEGIC INVESTMENT IN BIOHORIZONS OFFERS CLINICIANS A MORE COMPLETE ROSTER OF IMPLANT SERVICES AND SOLUTIONS

Henry Schein Inc. recently announced the completion of a 60% equity investment in BioHorizons Inc., a U.S.-based manufacturer of advanced dental implant technology and tissue regeneration products sold globally.

Together with the company's investment in CAM-LOG Biotechnologies AG, a leading manufacturer of dental implants in Europe, Henry Schein now has important positions in the U.S. and German implant markets, as well as a growing presence in the rest of the world. The investment in BioHorizons also strengthens Henry Schein's position and product portfolio in the biologics market, which is a critical adjunct to the implant market.

"With the completion of this strategic investment in BioHorizons, we have advanced our dental specialties markets business strategy and now have a stronger presence in two of the world's largest markets for dental implants," said Stanley M. Bergman, Chairman of the Board and Chief Executive Officer of Henry Schein. "Implant dentistry is a critical element of the profession's transition to digital dentistry, and customer demand for implants and the associated materials is expected to increase as digital processes are adopted and the patient's dental experience is enhanced."

"On behalf of the shareholders and management of BioHorizons, we are delighted with the closing of the transaction and the partnership with Henry Schein, which combines BioHorizons' impressive growth with Henry Schein's global strengths," said Mortimer Berkowitz III, Chairman of BioHorizons and President of HealthpointCapital LLC. "We look

forward to working with Henry Schein and the BioHorizons team to strengthen our presence in the growing implant dentistry market by continuing to develop differentiated products for our customers."

The value of the global implant market is expected to reach approximately \$4.2 billion in 2016, up from approximately \$3 billion in 2012. In the U.S. and Canada, the market is expected to reach \$1.5 billion in 2016, up from approximately \$1 billion in 2012.

E4D INTERVIEW

Planmeca has made a non-controlling, strategic investment in E4D Technologies LLC, developer of the E4D CAD/CAM Restorative System. Planmeca will co-develop CAD/CAM products with E4D Technologies and offer these products in North America under the brand names Planmeca PlanScan-E4D Technologies (formerly marketed as NEVO) and PlanMill-E4D Technologies. Henry Schein Inc. will continue to be the exclusive distributor in the U.S., Canada, Australia, and New Zealand. In addition, Planmeca will expand distribution of the E4D system to more than 120 additional international markets under the Plan-

meca PlanScan and PlanMill brands. In certain other markets, the E4D brand will remain in use.

DPR Group Editorial Director Kevin Henry sat down with Dr. Gary Severance, chief marketing officer for E4D Technologies, to ask him about this news and what it means for dental practices.

Bottom line, how will this impact and benefit dentists and dental team members?

This is the best intraoral scanning capture technology coming together with the best imaging. Two independent companies are bringing their sciences together and working together to give their customers the best of the best. This is an

open source system that allows dentists and team members to pick the best technologies to fit their needs. Planmeca and E4D will now offer dentists an end-to-end solution. Dental practitioners shouldn't have to compromise.

How does this impact the dental practice that is placing implants?

We're the first ones to bring together the intraoral scan and cone beam (CBCT) technology for implant planning and placement. Planmeca has the Romexis interface and that's the first window you see when you begin scanning. It will bring in the scans as DICOM files and will store the images into an image library that can be used to plan your case in front of your patients. These same files can easily be sent to labs if you're not scanning in the office. Just as dental practices are using Dentrix for practice management software, they can now use Planmeca Romexis as their image management software. Further, virtual implant planning using CBCT data allows the clinicians to create and visualize the end result before initiating treatment and improves communication and coordination of the team. Clinicians can then complete the case with a PlanScan digital restoration to achieve an excellent clinical outcome.



▲ The Planmeca Planscan Scanner is the first intraoral camera to use E4D's blue laser technology, providing excellent quality of data capture and 3D streaming video, fog-free scanning, removable tips and an adjustable field of view. The laptop system includes Planmeca PlanCAD Design software and plug-and-play functionality allow mobility between operatories with wireless connectivity to the Planmeca Plan Mill 40.

"PEOPLE DON'T BUY FILLINGS. THEY DON'T BUY CROWNS. THEY BUY RELATIONSHIPS AND THEY BUY THE WAY THAT YOU TREAT THEM."

DR. ED HOOD
Hood Dental Care | Denham Springs, La.

THE POWER TO CHANGE LIVES



SEE HOW PATTERSON DENTAL SUPPORTS HOOD DENTAL CARE BY VISITING
OFFTHECUSP.COM/CHANGINGLIVES.

Patterson supports dentistry's ability to positively change lives. If you're ready to lead your patients, staff and practice into a new era of dental care, contact your Patterson representative today!

PATTERSON
DENTAL

PATIENT EXPERIENCE, PRACTICE LIFESTYLE™
PATTERSONDENTAL.COM | 800.873.7683

Interested? Circle Product Card No. 85

WHEN IS THE LAST TIME A PATIENT BRAGGED ABOUT YOU?

ATTRACT NEW PATIENTS WITH PLANSCAN SAME-DAY RESTORATIONS.

SCHEDULE YOUR PLANSCAN DEMONSTRATION TODAY AND GET A FREE RESTORATION.*

With the PlanScan CAD/CAM Restoration System, driven by E4D Technologies, you can perform lab-quality restorations in hours instead of days – with remarkable speed and accuracy, incredibly intuitive design, on-site milling and, of course, no impressions or powders. The result is a vastly improved restorative process that gives you – and your patients – a positive dental experience to brag about.

Contact your Henry Schein representative or call 800.645.6594 + press 1

See how easy it is to take a digital impression with PlanScan.

Schedule your FREE in-office restoration at www.E4D.com/request-demo

*Certain restrictions apply. Consult your Henry Schein Representative for details.

Exclusively distributed by
HENRY SCHEIN®
DENTAL



PLANMECA | **PlanScan**
E4D TECHNOLOGIES

Interested? Circle Product Card No. 86

AO INTERVIEW

DR. STEPHEN WHEELER

[By Kevin Henry]

I recently had the chance to sit down with Dr. Stephen Wheeler, the president of the Academy of Osseointegration (AO) about what he sees as the current and future trends in implant dentistry. In addition to his duties with the AO, Dr. Wheeler is an oral and maxillofacial surgeon who practices in Encinitas, Calif.

What trends do you see for dental implants in 2014?

I really see three trends. First, and the most encouraging, is the improvement in the technologies and techniques now available to dentists. Not long ago, broken abutments, broken screws, and a lack of integration were a problem. That isn't the case today as implants have a 95% success rate. Look at where we are today with implants ... they are more predictable, have better esthetics, and a shorter treatment time.

Second, over the last five or six years, marketing pressure has led to greater patient demand. More and more patients are seeing advertisements for solutions in an hour or in a day and that puts greater pressure on the dentist. When dentists get pushed outside their comfort zones, that's when we see implant failures. It is so critical for practitioners to read between the layers of hype and know what works best for them and their dental practice.

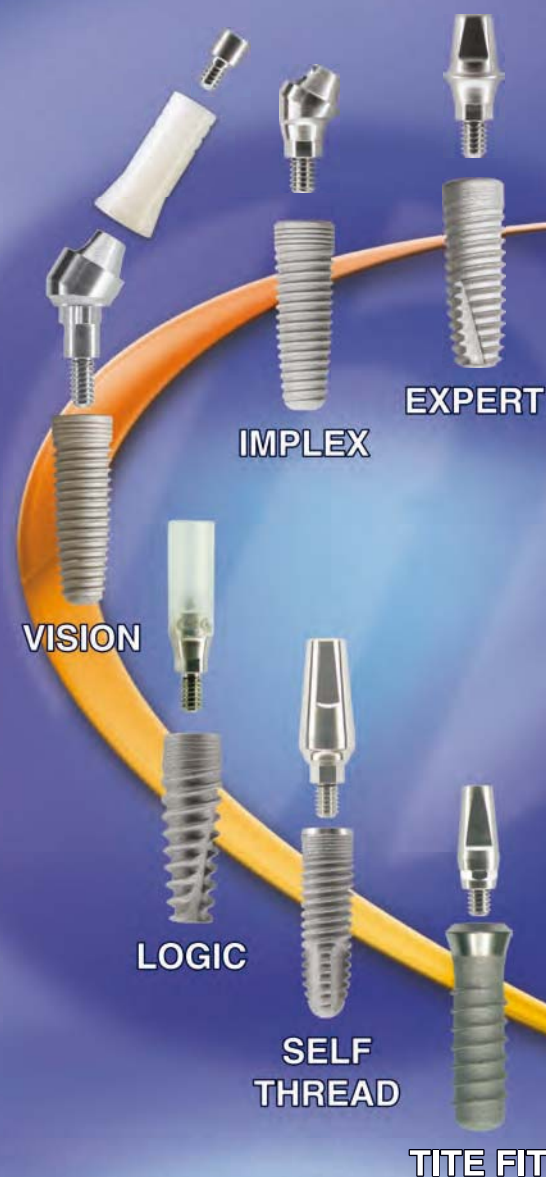
Third, digital dentistry is here and making a difference. Today, an implant can be placed (if there is adequate bone volume) without laying a flap. There are better restorations available with custom abutments, which can be made without taking impressions or waxing up a case in the lab. We now have the ability to see things in 3D, which has changed my practice dramatically. Two-dimensional x-rays only gave us an idea of what the anatomy was in an area without any accurate measurements to help us avoid critical anatomic structures when placing implants. I used to be very good at "winging it" and drilling down to see what I could find and where I should stop. There's no need for that any more. The information I can now glean from a 3D scan tells me exactly where everything is and what I can do to best help my patients. I am a firm believer in 3D treatment planning.

What's your advice to dentists about getting involved with implants?

My advice is simple: First, commit to education! Most of this education will come when you get out of school and will take much more than the 25 hours of CME required by the dental board each year. Implant dentistry is changing rapidly and, to provide excellence in care, we need to be fully informed. Better yet, look to venues that will give you unbiased information about implants in general, not just one system (such as the AO). Second: Don't get pushed outside your comfort zone. A patient may ask me to make a crown or do periodontal surgery for him or her, but these are not within my area of expertise. I could do it, but it has been a long time since I have made a crown and I only feel comfortable with minor flap revision. I sleep much better at night knowing I can refer out what is not comfortable for me. Remember, there is rarely such a thing as a "simple implant case." Implant placement is at the top of the list when it comes to reasons for dental-related lawsuits. Don't get pushed outside your comfort zone.

As president of the Academy of Osseointegration, what does your group offer in terms of education to help dentists and team members not go outside that comfort zone?

The Academy of Osseointegration has made a name for itself over the past 28 years by delivering cutting-edge information on the most recent advances in techniques and technology related to implant dentistry. The AO is unique in its dedication to consensus conferences and literature research to provide evidence based treatment recommendations. It is also one of the only venues that allows dental specialists and general dentists to come together to share information within the team approach to implant reconstruction for the best possible patient outcomes. At our upcoming annual meeting (March 6-8 in Seattle), we will have more than 1,500 dentists listening to speakers from around the world and sharing time with 130 exhibitors. We are going to tackle real problems and real solutions every dentist is faced with today by looking at what we know, what we have learned, and what we still need to know. We will then share expert advice from around the world and how to best treat our patients in the future. Everyone attending should be able to take home valuable information that will help them provide excellence in patient care in the future.


HI-TEC IMPLANTS


\$79 PER IMPLANT
 ☎ 800-452-0582



**MONOBLOCK
 & MINI IMPLANTS
 STARTING \$49**


HI-TEC IMPLANTS LTD

Interested? Circle Product Card No. 87

USA Office: Tel: 800-452-0582

E-mail: usa@hitec-implants.com

Head Office: Tel: +972-9-9587775

E-mail: sales@hitec-implants.com

Visit Our Web site:
www.hitec-implants.com



HOW TO

PLACE A PROVISIONAL FIXED RESTORATION IN ONE APPOINTMENT

Simplifying the implant process with Hi-Tec Implant's EXPERT 5.00 implants.

[By Dr. Roy Leshem, DDS]

Information provided by Hi-Tec Implants.

A 66 YEAR-OLD MALE PATIENT lost the post and crown on premolar No. 45 because of decay. The treatment plan called for the extraction of the root to immediately place an implant in the socket. The patient insisted on receiving an immediate provisional restoration and it was decided to place an abutment and a provisional crown immediately after surgery, rather than prepare a removable restoration that interferes with the healing of the site.

To achieve the required stability and adaptation to extraction site, the EXPERT 5.00 implant (HI-TEC IMPLANTS) was selected because of its root form that fits the extraction site and wider apical threads that provide initial stability (Fig. 3).

In addition, EXPERT's platform-switching feature helps preserve the bone level.

The tooth was extracted (Fig. 4), and a 2 mm round bur was used to

achieve the correct direction of preparation, after which a 2 mm drill was used to reach determined depth.

Preparation continued until the final drill of diameter 4.3 mm (Fig. 5).

EXPERT 5.00 length 11.5 mm (HI-TEC IMPLANTS) was inserted (Fig. 6), and a 2 mm shoulder height abutment was placed on the implant (Fig. 7) before the flap was sutured around the abutment. The acrylic crown was prepared and cemented with temporary cement (Fig. 8).

Two months later the impression was taken and a PFM crown was prepared and cemented.

FIG 1. X-Ray of tooth No. 45.

FIG 2. Tooth before extraction.

FIG 3. EXPERT IMPLANT.

FIG 4. Extraction of tooth.

FIG 5. Final drill.

FIG 6. Inserting implant.

FIG 7. Abutment with supragingival shoulder.

FIG 8. Cemented provisional crown.

FIG 9. X-ray of implant with abutment and provisional crown.

FIG 10. Final restoration.



**3i T3**

A contemporary hybrid implant, the 3i T3 implant offers three surface topographies intended to deliver esthetic results through tissue preservation. Coarse micron topography provides 10 micron features by way of a resorbable media blasting process using calcium phosphate particles, allowing for blood clot retention along the implant's threaded body.

BIOMET 3i
800-342-5454 | biomet3i.com

CIRCLE RS #71

**Ritter Implant Program**

Powered by 3Shape CAD/CAM technology, the Ritter Implant Kit and Crown Program is said to be designed to offer specialists and qualified general dentists a seamless, easy-to-use implant solution. Participants in the program will receive a Ritter Implant, Restoration Abutment, Abutment Analogy, and many additional products from Ritter and other manufacturers.

Ritter Dental USA
855-807-8111 | ritterdentalusa.com

CIRCLE RS #75

**MaxiMini™**

The MaxiMini™ implant is a one-piece, immediate load implant with a reportedly enhanced thread profile that's available in 3.0 mm diameter and wider 4.0, 5.0 and 6.0 diameters. The added support is said to let practitioners control the surface area of the bone implant interface.

Simpler Implant Solutions
800-565-3559 | simplerimplants.com

CIRCLE RS #73

**Enamelite Titanium Ceramic Bonding System**

Enamelite Titanium Ceramic Bonding System reportedly eliminates reflective issues arising from the use of small implant abutments in the mouth's anterior. Products in the system include AEROPaque Spray Opaque and Low-Fusing Nova Ceramic Spray Glaze.

Enamelite
931-647-7171 | enamelitelc.com

CIRCLE RS #74

**Dental System™ 2014**

Dental System™ 2014 introduces new dental indications, an enhanced user interface and reportedly optimized workflows for TRIOS® digital impressions. The system also comes with the new Implant Studio™ for implant planning and surgical guides, and is available both as an add-on module and in various stand-alone configurations.

3Shape
908-867-0144 | 3shape.com

CIRCLE RS #72

HI-TEC IMPLANTS

EXPERT™

NEW GENERATION IMPLANT



THE IMPLANT
YOU KNOW WITH
ADVANCED
CUTTING EDGE
THREADS

**INTERNAL TAPER
& HEXAGON CONNECTION**

\$69 | PER IMPLANT

New Delivery System

HI-TEC IMPLANTS LTD

Interested? Circle Product Card No. 87

USA Office: Tel: 800-452-0582
E-mail: usa@hitec-implants.com
Head Office: Tel: +972-9-9587775
E-mail: sales@hitec-implants.com

Visit Our Web site:
www.hitec-implants.com



Garrison Dental Solutions' Composit-Tight 3D XR

Contemporary Products Solutions reviews this sectional matrix system. [By Shannon Pace Brinker]

Composit-Tight 3D XR™ system increased stability, making it easier to place the wedges. Another clinician surveyed said the new matrix proved easy to use and ensured more predictable proximal contacts.

Ease of placement

In addition to the easy-to-use properties, Composit-Tight 3D XR™ also makes it easier for clinicians to place the matrix system. In response to whether this system was easier to place than their current system, 77% of the clinicians who evaluated it said it was either the same or easier to place. The shape of the Composit-Tight 3D XR™ matrix ensures ideal contact, as the contoured band easily conforms to the interproximal areas. Compared with the evaluating clinicians' current matrices brands, 89% reported it was either the same or easier to achieve the desired



ABOUT THE REVIEW

With the combination of the world's leaders in their field, Contemporary Product Solutions' dexterous, knowledgeable and experienced leadership team maintains a sharp eye for emerging products in the field of general and restorative dentistry by providing a "Total Office" perspective of clinical information and application, incorporating photographs and videos to assist chairside procedures for better patient results. CPS (cpsmagazine.com) will continue to evaluate one product at a time with professionalism, integrity and a commitment to excellence.

The newly introduced Composit-Tight 3D XR™ Sectional Matrix System from Garrison Dental Solutions provides the benefits of the original 3D system with advancements for optimal and increased contact. Ideal for Class II restorative procedures, Composit-Tight 3D XR™ improves retention between the canine and first bicuspid. It reduces flash and, therefore, the finishing time required for direct composite restorations, and simultaneously ensures true matrix band adaptation.

A recent evaluation was conducted by Contemporary Product Solutions involving nine clinicians from different practices around the United States. Their opinions were solicited after using the Composit-Tight 3D XR™ system. The clinicians performed an average of 18.5 restorative procedures using the system before completing the evaluation survey. After using the system, 77% of clinicians reported that they would either replace their current system with Composit-Tight 3D XR™ or add it to the current system in their practice.

Evaluation results

Ease of use

The majority of clinicians who evaluated the product determined the Composit-Tight 3D XR™ system was easy to use. Overall, the clinicians surveyed rated the ease of use similar to their current system. However, 55% of clinicians said they already used a Composit-Tight 3D XR™ system. In comparison to the original

system, 89% of the clinicians who evaluated the new system reported that the Composit-Tight 3D XR™ system offered greater benefits.

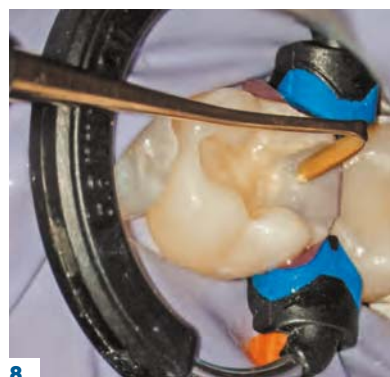
Several clinicians remarked on the ability to easily use this advanced system. One clinician observed that the handles provided with the



Composit-Tight 3D XR

The Composit-Tight® 3D XR™ Sectional Matrix System features the 3D XR Sectional Matrix Ring. The ring is described as ultra-retentive and designed for use with short or malpositioned teeth, including areas between the canine and first bicuspid. The enhanced Soft Face™ silicone ensures true matrix band adaptation, which reduces both flash and finishing time while improving contacts. The dynamic tip angle allows for proper tip alignment with the buccal and lingual surfaces for precise adaptation.

Garrison Dental Solutions
888-437-0032 | garrisondental.com
CIRCLE RS #89



[Figs. 1-12] Pre-operative view (Fig. 1). Isolation with rubber dam helps prevent contamination from blood and saliva. Old composite and decay is removed (Fig. 2). Place contoured sectional matrix band. The band should be oriented with the convex edge toward the gingival margin of the tooth. Insert Garrison's wedge wands for optimal contour, gingival seal and tooth separation. Keep a finger on the matrix band to prevent the wedge from dislodging the band during inserting (Fig. 3). Apply the soft face 3D/3d XR-ring retainer by spreading it with the Composi-Tight ring placement forceps and placing it over the wedge. Push the matrix band firmly into contact with the adjacent tooth in the desired contact area (Fig. 4). Etch the tooth preparation and rinse (Fig. 5). Place iBond (Heraeus) self-etching dry and cure. Place Venus Flow (Heraeus) into the interproximal box. Light cure for 10 seconds (Fig. 6). Place Venus Pearl (Heraeus) into the contact area (Fig. 7). Hold band with instrument before light curing (Fig. 8). Add more composite with IPC instrument and cure (Fig. 9). Last increment of composite added. Remove the ring, wedge and band (Fig. 10). Final photos after contour and polishing the restoration (Fig. 11). Polish (Fig. 12). Last increment of composite added. Remove the ring, wedge and band (Fig. 13).

interproximal contact. Several of the clinicians surveyed concluded that the soft silicone material molds to the shape of the tooth, providing a steady, sturdy, and tight fit. This aspect of the Composi-Tight 3D XR™ design demonstrates the material's ability to virtually eliminate buccal and lingual flash as well.

Indications

The Composi-Tight 3D XR™ system can be used for a variety of clinical indications. The orange Soft-Face 3D ring adapts well to several types of tooth anatomies, ensuring its usability in most direct composite restorative cases.

The new Composi-Tight 3D XR™ Soft-Face Matrix Ring, however, provides ideal contact and design for Class II composite restorations. The ultra-retentive ring design helps clinicians produce the ideal restoration for short or malpositioned teeth. In fact, all clinicians surveyed used this system for Class II composite restorations. The clinicians who said they would retain their old systems specified that they would use the Composi-Tight 3D XR™ system for all Class II restorations.

On the diamond scale, 89% of the clinicians who evaluated this matrix system rated Composi-Tight 3D XR™ as a 4 or higher, with an average rating of 4.4.

Conclusion

Composi-Tight 3D XR™ from Garrison Dental Solutions demonstrates its specificity and aptitude for Class II composite restorations. As the clinicians surveyed concluded, it provides increased contact and a tighter fit than other matrix systems. The naturally contoured band and operator-friendly retaining system ensure ease of placement, and the reduction of flash makes it ideal for these restorations.

Based on the evaluations performed by Contemporary Product Solutions, Composi-Tight 3D XR™ represents an important addition to the armamentarium for both patient satisfaction and restorative success. It proves easy to use and place by creating the required tooth separation and band adaptation for tight and natural contacts. With the increase in demands from patients for restorations that satisfy esthetic, functional, and health concerns, clinicians now have a viable option to use when creating tight contact composite restorations. One of the clinicians surveyed summarized it best by saying, "With the Composi-Tight 3D XR™ system, Garrison has set the gold standard for Class II restorations." ●

A close-up, profile shot of a middle-aged man with short, dark hair, smiling broadly. He is wearing a light blue button-down shirt. His right hand is holding a pair of dental pliers, which are partially visible in the foreground. He is also wearing a silver metal-link wristwatch on his left wrist. The background is softly blurred, showing hints of a bright, indoor setting.

Practice management software has met its Mac

MacPractice integrates into your life and work.

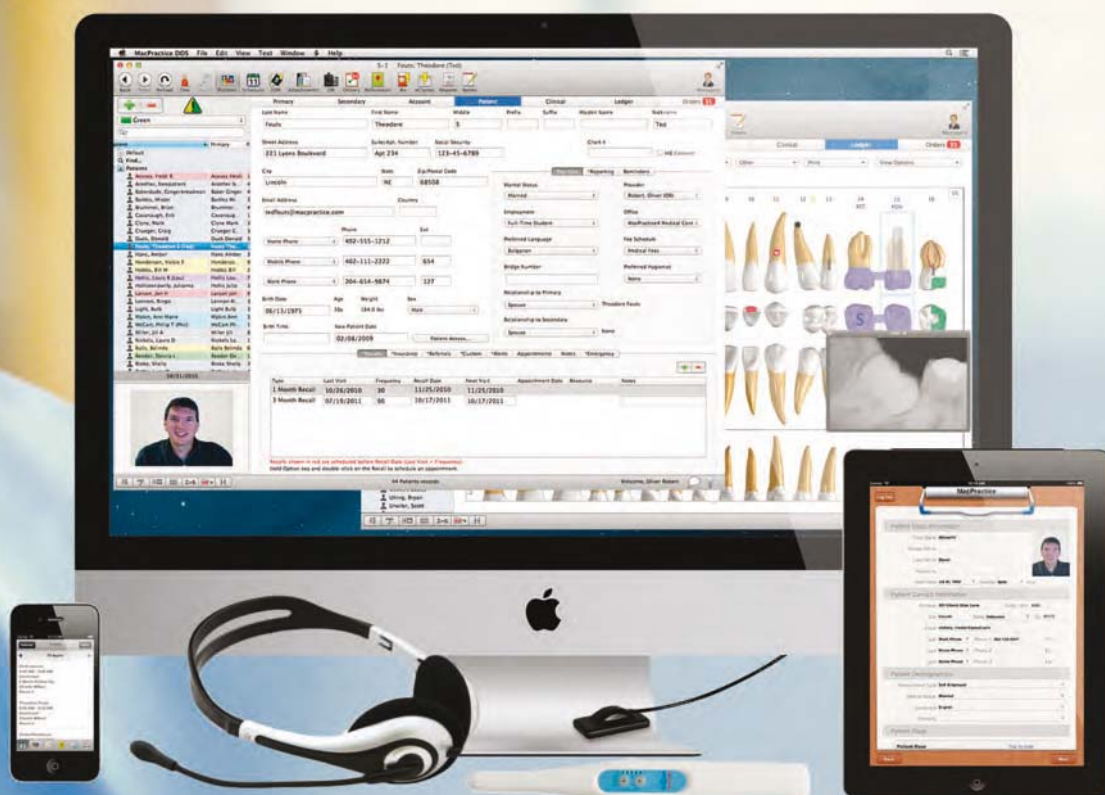
Your practice management and clinical software should enable you to run your practice effectively and affordably with confidence. It should integrate with your lifestyle, your iPads, iPhones and Macs at home.

You wouldn't buy a PC for your home, why would you want one in your practice? MacPractice has its finger on the pulse of dental software and technology. Our future-proof solution provides comprehensive functionality to manage your office and patient relationships.

An experienced, dedicated MacPractice Practice Consultant is ready to visit your office to demonstrate how MacPractice works – giving you confidence to choose the most capable and powerful dental technology designed specifically for Apple devices.

MacPractice

Simplicity in practice



Clipboard

Patient Check In

iEDR

Macs-imize your practice with MacPractice

WATCH DEMO VIDEOS and/or REGISTER FOR INTRO WEBINAR

macpractice.com/dds/events | (855) 679-0033

Interested? Circle Product Card No. 90





“...evaluated immediately and in great detail.”

One clinician's take on the 3Shape TRIOS digital scanning system [Compiled by Stan Goff]



JOSEPH S. LOPARO, DMD
Charlotte, N.C.
Practicing since 1979

MY EXPERIENCE WITH dental technology has been very positive over the years so like practice management software, digital radiography and all-tissue lasers, incorporating digital impression scanning technology was a reasonable progression for me.

When did you first learn of the TRIOS?

I saw promo adds from 3Shape about their upcoming launch of the TRIOS

digital scanner and I was aware that 3Shape dental lab scanners have been very popular with many dental labs. It seemed reasonable that there would be better compatibility and familiarity with the lab by using a device based on similar technology.

At the 2012 Hinman Dental Meeting in Atlanta, I had the opportunity to get hands-on exposure with several of the competitive brands of scanners and finally committed to the 3Shape TRIOS for its clean line design, most intuitive software, speed of data capture and no need for powdering of the teeth.

What results have you experienced with this technology?

I have been using the TRIOS for 11 full months and we have all but eliminated traditional crown and bridge impressions. Once through the learning curve, we have gained very high confidence in this scanner because of the reliable fit and shorter seat times of the restorations we get back.

What do you like best about using the TRIOS scanner?

For most all single and double units, we do not request printed models and going from a digital image on the screen to the finished crowns in a

3Shape TRIOS

Featuring Ultrafast Optical Sectioning technology, **TRIOS** uses up to 1,000 3D pictures to create geometries based on real data. The scanner captures more than 3,000 2D images per second and does not require dentists to apply spray to coat the patient's teeth, making scanning fast, accurate and comfortable for patients. Dentists can preview 3D lab designs on the TRIOS screen, evaluate and agree on margin lines, access virtual diagnostic wax-ups and generally discuss cases with labs and patients when convenient. With TRIOS Color, scans are created in natural colors to help distinguish between teeth, gingiva, restorative materials, and users can easily identify true preparation margins while also enhancing the scanning experience.

3Shape

908-867-0144 | 3shapedental.com

CIRCLE RS #91

box that fit so well without models is really amazing!

The staff response has been very good because they are directly involved with taking the preliminary scans. They tell me that this makes them feel like they are working in a modern office providing high-quality care. And they think it can be quite fun to scan and see the patient reaction to the images.

Why would you recommend this to a colleague?

I would recommend scanning technology as the obvious next generation to traditional crown and bridge impression materials. The cost savings are real and are found in such things as lab bill discounts and elimination of expensive PVS materials and required paraphernalia. Another benefit is the reduced stress associated with waiting 4 minutes or so to see if your PVS impression has come out good for the first, second or third time. The image on the scanner screen can be evaluated immediately and in great detail with the zoom features. ●



G-ænial™ Universal Flo

UNIVERSAL INJECTABLE COMPOSITE RESTORATIVE



"Everyday at chairside and in the laboratory,

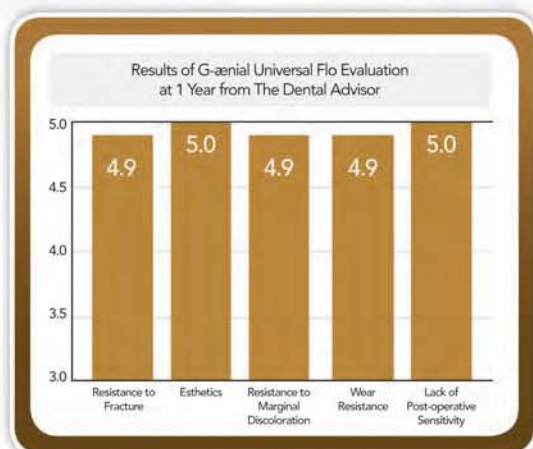
I use G-ænial™ Universal Flo for a myriad of restorative applications. This newer resin technology allows a higher filler loading and reduced interparticle spacing thus improving strength, wear resistance and an increased restorative applicability."

- Dr. Douglas Terry



TOUCH of GENIUS™

- Superior polish and high gloss retention
- Lack of post-operative sensitivity
- Extraordinary wear resistance
- Strength through filler innovation - for Classes I, II, III, IV and V
- Wears like a traditional composite, yet handles like a flowable



**The First Truly Universal
Injectable Composite**

GC



Multilink® Automix System

Designed for adhesive cementation techniques, Multilink Automix System offers an enhanced adhesive formula that allows for simpler clean-up of excess material using a quarter light-curing technique. Additional features include a new shade, try-in pastes and room temperature storage. The cement is recommended for all types of restorative materials, especially IPS e.max®.

Ivoclar Vivadent Inc.

800-533-6825

ivoclarvivadent.com

CIRCLE RS #93

“Ivoclar Vivadent has answered that dilemma...”

One clinician's take on using Ivoclar Vivadent's Multilink Automix System. [Compiled by Stan Goff]



DR. MICHAEL J. KOCZARSKI

Woodinville, WA
Practicing since 1992

SINCE THE ADVENT OF all-ceramic restorations, Dr. Michael Koczarski has been searching for a luting agent that he can use that will impart strength to the restorative materials (i.e. Ivoclar Vivadent's IPS Empress, IPS e.max, etc), provide an esthetic link between tooth structure and final esthetic result (i.e. the cement shows through the all-ceramic restoration and is an integral part of the final esthetic result), that

is highly radiopaque for quality control on clean up and marginal seal, and is easy to clean up. This is in high demand for such a routinely overlooked simple procedure such as crown and bridge cements.

Why did you implement Multilink Automix into your practice?

Most commonly used crown and bridge cements (resin modified glass ionomer) primarily rely on mechanical retention to hold a restoration in place, and impart little strength to the material and are opaque white as well and not esthetically pleasing. They are useless in cementing partial coverage restorations like IPS Empress CAD milled inlays and onlays that require high strength adhesion. Although acceptable to cement lithium disilicate (IPS e.max) and zirconium crown and bridge restorations, they detract from the final esthetic result by not

allowing the natural beauty of the underlying dentin to show through the restoration imparting a natural and realistic result.

By using Multilink Automix in my practice, these concerns have all been addressed.

What are the product's best benefits?

With the Multilink Automix System, you can dual cure without compromise. Even though most resin cements are 'dual' cured, and most ceramic restorations seem to transmit adequate curing light energy, what you see IS NOT what you always get! Ceramics limit light transmission due to thickness, shade and opacity, preventing the cement

from getting enough light energy to cure to entirety. You might be thinking, so what? My cement's dual cured. But not all cements are created equal and no cement sets as well chemically as Multilink Automix. Classified as a true self-cure cement with an optional light, Multilink Automix will completely set in a self-cure mode. However you can expedite the setting time by using a curing light.

Why would you recommend Multilink Automix to a colleague?

There are multiple choices for resin bonded luting agents on the market that help solve some of the problems clinicians may face. But clean up, reliability and final strength play key factors in the decision process, and that's why I would recommend Multilink Automix. There is a fine balance between ease of use and strength, and the easiest to use is not always the strongest to use. Ivoclar Vivadent has answered that dilemma for the clinician and maximized both, so you can have your cake and eat it, too! ●

VITA Easyshade® Advance 4.0 – Analog goes digital.

Determine and verify tooth shades with digital precision.



VITA shade, VITA made.

90 years **VITA**

At VITA, we see progress as self-improvement. With this in mind, the time has come to leave shade tabs behind and move ahead with the VITA Easyshade Advance 4.0. Whether it's the VITA SYSTEM 3D-MASTER® or VITA classical A1–D4, this digital measuring device determines and verifies all tooth shades

in a matter of seconds and with absolute precision. Automatic activation, Bluetooth®, bleaching mode and a whole range of other innovations guarantee maximum precision for even greater reliability and comfort.

 facebook.com/Vident

www.vident.com | 800-828-3839

© 2014 Vident, A VITA Company. Easyshade and 3D-MASTER are registered trademarks of VITA Zahnfabrik. Bluetooth is a registered trademark of Bluetooth SIG.

Interested? Circle Product Card No. 94



“Patients are very impressed with the interface...”

One clinician's take on Curve Hero practice management software. [Compiled by Renee Knight]



DR. JOSH BERD
San Francisco
Practicing since 2010

DR. JOSH BERD OPENED his first San Francisco-based practice in 2010, followed by a second in August 2012. He began using Curve Hero a few months after opening his first practice, and couldn't be happier with the cloud-based practice management system. It's easy to use, affordable and his patients love it. Here, he tells us the benefits Curve Hero brings to his patients and his practice.

How did you first find out about Curve Hero?

I began using Curve several months after starting the first practice by transitioning from Dentrix and paper charts to an all-digital, cloud-based system. I researched many different dental software companies by doing online searches and speaking with reps and users. Curve was one of the companies I had my eye on for about 6 months prior to signing up with them. They are continually updating and improving their software and offer a very robust solution.

What are the main benefits?

As a dental start-up without much capital, it is easier to budget for monthly licensing payments to

Curve rather than paying the thousands of dollars other companies charge to install software. I can use any computer (as simple and cheap as a \$250 Google Chrome webbook), and there's no need for on-site servers, data storage or costly IT support.

Integration is another very important and cost-saving aspect of Curve Hero. It integrates with most digital x-ray systems. I use the XDR sensor, and saved more than \$2,000 when I bought it because I didn't have to purchase XDR software. All you have to do is plug the sensor into the USB and the images are captured directly to the cloud.

Curve Hero is also easy to use. Getting started is just as simple as it is to register for a new Facebook page.

Curve Hero

Curve Dental provides a bright, innovative solution to managing your practice. The cloud-based software sports a clean look and a refreshing amount of lifestyle flexibility. Curve has eight years of cloud developing experience and delivers a comprehensive solution that includes native digital imaging features, charting capabilities, powerful scheduling tools, tight billing controls and more. It also features continuous, no-hassle upgrades, worry-free and secure data backup and allows you access from anywhere.

Curve Dental
888-910-4376
curvedental.com
CIRCLE RS #95

Curve's experts guide you through a simple online registration process and follow up with training and support via the Internet or by phone.

And accessibility is really easy. I can access my patient records, including digital images, insurance claims and administrative documents from any location via an Internet connection. I was on vacation in the Dominican Republic and could still manage my practice from my laptop.

How is the user experience?

The user experience is awesome! Because cloud-based dental software companies are newer to the market, they have been designed with the user in mind. This means they are more 'Mac-like,' more user-friendly, and more intuitive. Consider that when you purchase an iPhone or iPad, it does not come with a 100-page manual, although these devices do have hundreds of functions. Cloud dental software such as Curve uses intuitive design and a simple interface, allowing the user to learn quickly and with ease.

What do patients like about it?

This is one of the biggest highlights. Patients are very impressed with the interface, that it is digital and they're able to complete all their 'paperwork' on an iPad. ●

PROTAPER
NEXT

a shift up in performance

PROTAPER NEXT features the same variable tapered performance as the original PROTAPER, but is refined with:

- **Unique rotary motion** that further enhances PROTAPER canal-shaping efficiency
- **Proven M-Wire® NiTi alloy** for increased flexibility and resistance to cyclic fatigue
- **Rectangular cross-section design** for greater strength

☎ Call **1-800-662-1202**
to schedule your free demo

🌐 Learn more at
www.TulsaDentalSpecialties.com

PROTAPER
NEXT

Performance Refined



Introducing the new generation STATIM®... the STATIM G4 Series

The gentleness you know, a level of
interactivity never seen before

SPEED



STATIM, the
world's fastest
autoclave from
start to sterile.

TOUCH



A large touch screen
offers communication
between the unit and
the user, allowing for
easy operation, and
tutorial viewing.

CONNECT



Connect to anyone
from anywhere...
your STATIM is now
accessible online.

COLLECT



G4 collects all cycle
data and service history,
protecting your
office and patients.

www.scican.com

Your Infection Control Specialist™

Interested? Circle Product Card No. 97

SciCan

A Sanavis Group Company

IS YOUR PRACTICE READY FOR AN UPDATE?

It may be, but according to our Office Design survey results, many of our readers aren't ready. Even though **one out of three dentists** said they weren't happy with their office design, most have no plans for a remodel. Is that the right decision, and what factors should you consider when you are ready? Find out in this month's cover story. [More on page 60.](#)

[IN THIS SECTION]



72 TECHNIQUE

PROVIDE AFFORDABLE DENTURE STABILIZATION

A step-by-step using 3M ESPE's Mini Dental Implants.



74 CLINICAL: RESTORATIVE

GET THE MOST FROM YOUR HANDPIECES

How the TwinPower Ultra Series from J. Morita can benefit your patients and your practice.



78 TECH BRIEF

KERR'S DEMI ULTRA

A closer look at this LED ultracapacitor curing light system featuring U-40 Ultracapacitor technology.

[WEB EXCLUSIVES]

VIDEO



Technique: How to simplify composite decisions



DENTSPLY Caulk's TPH Spectra offers simplified shading, two viscosity choices and can simplify your composite decisions.

<http://bit.ly/11eMU5H>

ADDITIONAL CONTENT ONLINE

Technique: How to cut procedure time in half with Tetric EvoCeram Bulk Fill



Using Ivoclar Vivadent's Tetric EvoCeram Bulk Fill posterior composite.

by Dr. Ed Lowe

<http://bit.ly/1bH1xTP>

How to create esthetic, durable long-term provisionals with DenMat's Snap-On Smile



DenMat's Snap-On Smile provides an esthetic, durable alternative to flipper partials for cases requiring long-term provisional restorations.

by Dr. Robert A. Lowe

<http://bit.ly/1eTpxAt>

► [Log on to DentalProductsReport.com](#) for more technique articles and videos, and don't miss our **Technique Geek** e-newsletter.



DESIGNING DILEMMAS

One out of every three dentists surveyed by Dental Products Report wasn't happy with the current setup of his or her practice. What else did you tell us about your office? Plenty. [[By Kevin Henry](#)]

WE'VE ALL HEARD THE SAYING, "IF IT'S NOT BROKE, DON'T FIX IT." WELL, WHAT YOU TOLD US, AMONG OTHER THINGS, IN THIS YEAR'S DENTAL OFFICE DESIGN SURVEY IS THAT EVEN IF YOU THINK IT IS BROKE, YOU'RE STILL NOT GOING TO FIX IT ANY TIME IN THE NEAR FUTURE.

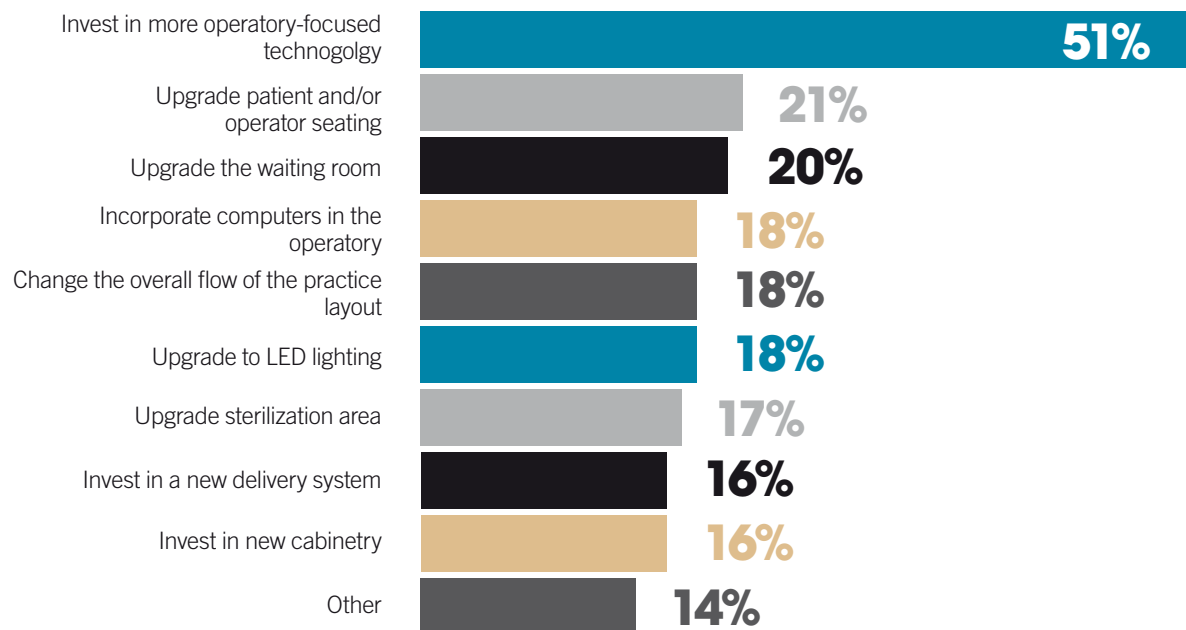
During the latter stages of 2013, we asked *Dental Products Report* readers to let us know what they thought about their practices and 756 of you took the time to respond (for that, we thank you). Of those respondents, 67 percent were satisfied with the current design of the front office and waiting room and 68 percent were satisfied with the current design of the operatories and back office.

Here's where we could take the glass is half-empty or half-full viewpoint. While we're very happy to hear that two out of three dentists who took our survey are happy with their current setup, it also means one out of three is not.

We tried to dive in a little deeper with the group who was unhappy with their setup and we asked a simple question: Do you plan to remodel within the next 12 months? The majority said no, with 68 percent of the unhappy dentists saying they'll stick with their current setup in the operatories and 72 percent saying the same for the front office and waiting room.

Even more interesting is the fact that 69 percent of survey respondents believe that patients see office design as a reflection of their competence in the dentist and the practice as a whole.

If money were no object, what are the top three things you would do to improve the physical space of your practice?



So, knowing this, if money were no object, would our respondents do a complete remodel of their practice? Only 18 percent said they would.

"When you're talking about a complete remodel of the practice, you must focus on improving efficiency, productivity, and projected return on investment, not persevere on the costs associated with investing in the achievement of those goals," said Garrett Ludwig, who runs Diversified Design Technologies in Connecticut. "It's not something that you enter into lightly. Like anything worthwhile, it takes time and effort on the part of the designer and the dentist, but the ultimate financial yield is predictable and gratifying."

Note: See the interview on page 67 for more thoughts on office design from Ludwig.

But when we talk "office design," we're not just talking about matching colors and a brand new building. Office design also takes into consideration the flow of the office and how the layout of the practice makes it more or less efficient.

With that in mind, we asked you, on a scale of 1-5, what was important to you about the "design" of your practice. Given that 5-point scale, respondents ranked efficiency at the top (4.7), followed by ergonomics (4.6) and esthetics (4.5).

"Absolutely, everyone wants to work in a beautiful, state-of-the-art dental practice, but that's not possible," said Michigan-based Mary Govoni, a practice management consultant who specializes in efficiency and ergonomics. "What's more important is that the dentist and team members look at how smoothly their current practice is



For more survey results...

More findings will be published in next month's issue of DPR — with a focus on dental imaging and computers. Additionally, more survey results can be found at dentalproductsreport.com.

“Even more interesting is the fact that 69 percent of survey respondents believe that patients see office design as a reflection of their competence in the dentist and practice as a whole”



▲ Sure it's nice to have a beautiful dental practice, but you told us that's not the most important thing. Efficiency came in ahead of ergonomics and esthetics.

PHOTO COURTESY OF DR. STEVEN KOOS

running and see what can be done to improve efficiency.”

The importance of ergonomics in the practice has been greatly emphasized over the last few years and the message seems to be striking a chord with dental practitioners. In our July

2007 ergonomic survey, 86% were satisfied or very satisfied with their operatory setup. In this year's survey, 91% were satisfied or very satisfied.

“That's great to hear because you could work in the most beautiful practice in the world, but if you're going home every day with aches and pains and your career is shortened because of how you're working, it doesn't matter,” Govoni said. ●

SILMET

OPPORTUNITY knocks

Take advantage of these **Spherodon+** prices *now*

SAVE UP TO \$596⁹⁹ PER JAR (500's)

PLUS GET 50 CAPS FREE

Valid until December 31, 2014

COMPARE:

Tytin 1-spill retail price	\$1225.99
Spherodon+ 1-spill price	\$629.00
YOUR SAVINGS	\$596.99
Tytin 2-spill retail price	\$1347.99
Spherodon+ 2-spill price	\$895.00
YOUR SAVINGS	\$452.99
Tytin 3-spill retail price	\$1636.99
Spherodon+ 3-spill price	\$1150.00
YOUR SAVINGS	\$486.99

Please note: Spherodon+ FAST SET is equivalent to Tytin 2-spill REGULAR SET

FREE SAMPLES AVAILABLE



Authorized Dealers:

Dart Dental 888-991-3278
DC Dental Supplies LLC 1-877-653-7500
Dental City 920-965-3961
Dental Deals Online 866-333-6825
Dental Depot 920-965-3132
Empire Med & Dental Supplies 718-532-4112
Franklin Dental Supply 800-972-7917
IQ Dental Supply 973-488-7966
Kings Two Dental Supply 800-715-5464
Midway Corban Dental Supply 800-474-6111
Omni Dental Supply 877-832-6963
Scott's Dental Supply 1-800-901-3368
Tiger Supply Inc. 631-293-2700
Tri-State Dental Supply 908-653-1180
Worldwide Unlimited Supply 954-561-9994

VISIT US

at the 149th Chicago Dental Society
Midwinter Meeting.

February 20-24, 2014. Booth# 3447

Silmet Ltd. www.silmetdental.com

Interested? Circle Product Card No. 98

“Even more interesting is the fact that 69 percent of survey respondents believe that patients see office design as a reflection of their competence in the dentist and practice as a whole”



▲ Sure it's nice to have a beautiful dental practice, but you told us that's not the most important thing. Efficiency came in ahead of ergonomics and esthetics.

PHOTO COURTESY OF DR. STEVEN KOOS

running and see what can be done to improve efficiency.”

The importance of ergonomics in the practice has been greatly emphasized over the last few years and the message seems to be striking a chord with dental practitioners. In our July

2007 ergonomic survey, 86% were satisfied or very satisfied with their operatory setup. In this year's survey, 91% were satisfied or very satisfied.

“That's great to hear because you could work in the most beautiful practice in the world, but if you're going home every day with aches and pains and your career is shortened because of how you're working, it doesn't matter,” Govoni said. ●

SILMET

OPPORTUNITY knocks

Take advantage of these **Spherodon+** prices *now*

SAVE UP TO \$596⁹⁹ PER JAR (500's)

PLUS GET 50 CAPS FREE

Valid until December 31, 2014

COMPARE:

Tytin 1-spill retail price	\$1225.99
Spherodon+ 1-spill price	\$629.00
YOUR SAVINGS	\$596.99
Tytin 2-spill retail price	\$1347.99
Spherodon+ 2-spill price	\$895.00
YOUR SAVINGS	\$452.99
Tytin 3-spill retail price	\$1636.99
Spherodon+ 3-spill price	\$1150.00
YOUR SAVINGS	\$486.99

Please note: Spherodon+ FAST SET is equivalent to Tytin 2-spill REGULAR SET

FREE SAMPLES AVAILABLE



Authorized Dealers:

Dart Dental 888-991-3278
DC Dental Supplies LLC 1-877-653-7500
Dental City 920-965-3961
Dental Deals Online 866-333-6825
Dental Depot 920-965-3132
Empire Med & Dental Supplies 718-532-4112
Franklin Dental Supply 800-972-7917
IQ Dental Supply 973-488-7966
Kings Two Dental Supply 800-715-5464
Midway Corban Dental Supply 800-474-6111
Omni Dental Supply 877-832-6963
Scott's Dental Supply 1-800-901-3368
Tiger Supply Inc. 631-293-2700
Tri-State Dental Supply 908-653-1180
Worldwide Unlimited Supply 954-561-9994

VISIT US

at the 149th Chicago Dental Society
Midwinter Meeting.

February 20-24, 2014. Booth# 3447

Silmet Ltd. www.silmetdental.com

Interested? Circle Product Card No. 98



True Definition Scanner



Expand Your Possibilities Open and Trusted Connections

The 3M™ True Definition Scanner gives you unparalleled accuracy, flexibility and control. You choose how you want to practice digital dentistry.

- Send scans to your existing lab.
- Share open STL files with any system that accepts this industry-standard file format.
- Expand your possibilities via Trusted Connections with leading chairside mills, digital implant workflows and orthodontic appliances.

To take the next step, visit 3M.com/TrueDef

Open Connections



WORKS
WITH ANY
SYSTEM THAT
ACCEPTS
STL FILES

Trusted Connections



DENTAL LAB



CHAIRSIDE MILLS



CHAIRSIDE MILLS



IMPLANTS



ORTHODONTIC APPLIANCES



ORTHODONTIC APPLIANCES

Now with a
Trusted Connection to
 **invisalign®**

OFFICE DESIGN



Of those who are currently dissatisfied with their front office, only **27%** said they'd actually take action to remodel.

Dec. 2013 DPR Office Design/Equipment Survey



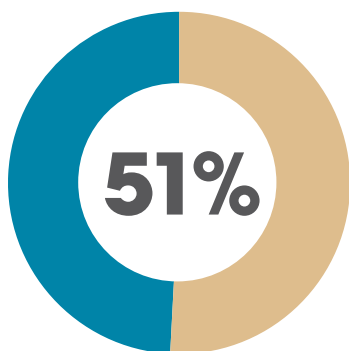
69% of survey respondents believe patients see office design as a reflection of your competence as a dentist.

Dec. 2013 DPR Office Design/Equipment Survey

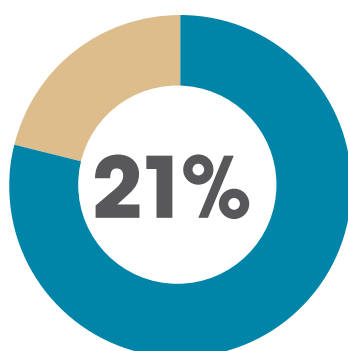


IF MONEY WERE NO OBJECT...

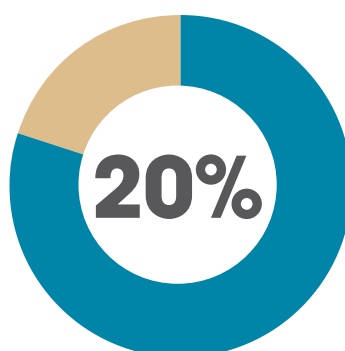
What things would you do to improve the physical space of your practice?



Invest in more operatory-focused technology



Upgrade patient and/or operator seating



Upgrade the waiting room

THE GREEN LIGHT

While major remodels may seem overwhelming, simple changes can yield real results. For example, in addition to reduction in greenhouse gases, making the switch to energy-efficient light bulbs and motion sensors can save a practice **\$600 per year.**



Want to know even more information about what you told us in this year's office design survey? Awesome, because we have plenty to tell you. First, log on to www.DentalProductsReport.com to check out all of the office design exclusive articles and tidbits from this year's survey and years past. Second, "like us" on Facebook and

follow us on Twitter (@DPRlive) because we love to send out exclusive articles and factoids through social media. Third, watch your mailbox for the March issue of DPR where we will be looking at what you told us about the current technology in your practice and what you're planning to change or upgrade in the near future.

PHOTOS COURTESY OF DR. STEVEN KOOS; FAR LEFT PHOTO COURTESY OF DIVERSIFIED DESIGN TECHNOLOGIES



61%

61% of respondents practice in a
3-to-5 operatory practice

Dec. 2013 DPR Office Design/Equipment Survey

Top 3 Rules for Patients & Operatory Design:

- 1 Be able to walk freely to the delivery system
- 2 Face away from the corridor
- 3 Make sure sink is out of patient view



17%

17% of survey respondents would upgrade their sterilization area

Dec. 2013 DPR Office Design/Equipment Survey

STERILIZATION

Sterilization units, often hidden away in the practice, can become a star of your practice tour. If you've invested in a good system, showcase it! Allow patients to see that their safety is a top priority.



Organized by Design

IMS set-ups can save you **5 minutes** per procedure. Find out how at:

► <http://bit.ly/hufriedy>

MAKING AN IMPACT

Meet a Chicago dentist who believes an eco-friendly, tranquil environment is a difference-maker for him and his patients.

by KEVIN HENRY, GROUP EDITORIAL DIRECTOR



DR. STEVEN KOOS

is director of Chicago's ORA Oral Surgery and Implant Studio (orasurgery.com) and an oral and maxillofacial surgeon who holds both dental and medical degrees.

Dr. Steven Koos looks out of the window of his Chicago oral and maxillofacial surgery practice he opened in 2008 and sees change on the horizon.

"As both a physician and dentist, I want to bridge the gap in the dental industry," said Dr. Koos, director of ORA Oral Surgery and Implant Studio (orasurgery.com) and an oral and maxillofacial surgeon who holds both dental and medical degrees. "We are at the forefront of a major paradigm shift in health care, and I hope to help transform the dental industry."

Part of that paradigm shift comes from not only Dr. Koos' views on medical-dental collaboration, but also on the importance of practicing eco-friendly dentistry™ and showing off the sterilization area to his patients. He explains his views in our interview.

1 | When you were planning your office design, what were the things that were important to you?

Creating a distinctly unique experience to change the perception and stereotype of the typical dental and medical visit. We successfully accomplished this by infusing sustainability, incorporating evidence-based design (EBD), and laying down the foundation for eco-friendly dentistry™. We wanted to ensure a comfortable, non-toxic environment for patients and our team to deliver the safest and most effective health care possible. While planning the office design, the sterilization area and use of our instrument management system (IMS) in the practice was very important to us.

2 | What is the main feeling you want your patients to get when they walk through your doors?

An atmosphere that is modern, tranquil and inviting. I wanted a feeling of relaxation and warmth despite being surrounded by state-of-the-art medical and surgical equipment and areas of sterility. Again, by having our sterilization area in a prime, visible location, we are letting our patients know up front that their safety is important to us and we are happy to answer any questions they might have. We recognize the importance of safety to our patients and didn't want to hide the sterilization center in the background where it would never be seen by anyone other than our staff.

3 | Your sterilization area is in a prime location. Why did you feel it was important to have it so visible?

Infection control, sterility and cleanliness are top priorities to patients. Every office that I have ever seen essentially hides their sterilization area behind doors and in an area that is not a common walkway. I wanted to turn that concept completely around when designing my facility. We prominently feature our central sterilization area within our main patient hallway in a chic and stylish way, so that patients immediately recognize this. Utilization of Hu-Friedy's infection control products and instrument management system not only ensures that my patients and team members are safe, but also helps our practice stay organized and save money because we aren't replacing instruments as often.

4 | You are very proud to have the world's first and only "green" oral surgery practice. Why is that important to you?

The concept of green health care has been adopted for some time now within medicine and hospitals throughout the country. As a physician and dentist, I felt that it was important to champion these principals and carry them into the private practice sector. In the dental community, sustainable practices were essentially non-existent.

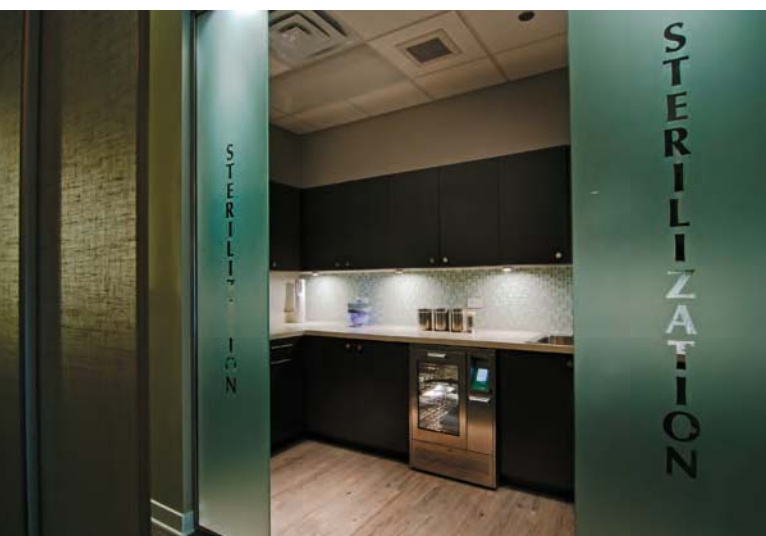
5 | What are some "green" tips you could pass along to your colleagues?

There needs to be a paradigm shift within the standard practice of your office with design, purchasing, processing, sterilization, bio-hazardous waste

elimination, and patient care. For instance, Hu-Friedy has a number of eco-friendly products and also established the Environment program, which is an instrument recycling program that has made a huge impact. A "culture change" and commitment from the doctor and management are necessary to truly implement sustainability. The journey toward significant carbon footprint reduction does not need to be daunting — create a green team, set incremental goals, and enjoy the process!

6 | How do you feel the look of an office plays a role in the patient's acceptance of the dentist and his or her treatment? Or does it?

It is absolutely crucial in a patient's decision-making process nowadays. First impressions are critical and the quality of a facility and its equipment are an integral factor in new patient acquisition and acceptance of treatment planning. Representation of this online is paramount as well, because this is where most patients develop their first impressions and make initial choices. Your practice has to shine and stand out. A good analogy would be to take an ordinary watercolor painting and professionally mat it and frame it. Suddenly this piece has become more impactful, presentational, attractive, and of "museum quality." ●



Showing off the sterilization area

"Every office that I have ever seen essentially hides their sterilization area behind doors and in an area that is not a common walkway. I wanted to turn that concept completely around when designing my facility."

TOP 5 MISTAKES DENTISTS MAKE WHEN THINKING ABOUT OFFICE REDESIGN

GARRETT LUDWIG



Dental Products Report asked Garrett Ludwig of Diversified Design Technologies (dentaldesign.pro) to list the main errors he has seen dentists make through the years when planning a new dental office or redesigning their existing space. Here are his top 5 blunders...

1. Don't look at space first. Location, location, location ... right? Sure, location has a huge impact on the development of the office, but there's so much more to it than that.

"Before you ever look at a location, know what your needs are and how many square feet you're really going to need," Ludwig said. "Project where you want your office to be in terms of services and size in three to 10 years. Ask yourself what kind of practice you want and what kind of patients you want to have."

Ludwig also said the value of doing a feasibility study before anything else can save a lot of time and headaches later. Also, if you're leasing, remember there is a difference between leasable space and usable space so work with your designer to know the "usable space" number.

2. Be careful when consulting your colleagues. We all like getting first-hand knowledge from our friends, but we also have to make sure we're getting the entire story.

"People are sometimes embarrassed to talk about what they did wrong. It's human nature," Ludwig said. "Your colleagues won't tell you if they've overspent on something silly or were overcharged because of something they should've caught early."

When asking your colleagues for their advice, Ludwig said one question should always be asked: Do you have any regrets? That will open the door for an honest conversation.

3. Don't hire an "architect" for the title ("architect") or his or her good reputation for designing houses or corporate buildings. Ludwig believes it is essential to interview for and hire someone who has a background in dentistry. They should have an articulable knowledge of the clinical and administrative needs of a dental practice, as well as a working knowledge of regulatory issues like OSHA, HIPAA and ADA.

"With a general architect, you will get a person who knows the essentials of building code compliance and construction, as well as conceptual design ... but not how a dental office actually functions," Ludwig said. "You have to work with someone who knows the essence of dentistry and everything that goes on within a practice on a daily basis."

4. If it's perfect, commit to it. Sometimes dentists walk away from an opportunity because the cost might be a little higher. Ludwig believes that could lead to regrets down the road.

"If some element of cost will make the project 'perfect,' you shouldn't be afraid to spend that money," Ludwig said. "If the project would function and provide you with things you want and take care of all of the needs you have, you can be assured of a substantial return on investment."

5. Don't rely on statistics. In this feature, you'll see plenty of statistics on what your colleagues across the country said. Ludwig said using statistics to plan your practice is nice, but it's not the entire story.

"If you use statistics as your only guide, ultimately you will end up as a statistic," Ludwig said. "Rise above what everyone else is doing and do what will serve the interests of your patients and staff. You should always be aware of statistics, but you have to do what is best for you personally."

THE PERIO TRAY® BY PERIO PROTECT:

GO DEEP

DELIVER MEDICINE DEEP BELOW THE GUM LINE

It's not a whitening tray. Or a mouthguard. It's a Perio Tray, uniquely designed for patients with gum disease.

Prescription Perio Trays are innovative tools for adjunctive periodontal care. They have internal peripheral seals to deliver medication into shallow and deep pockets (>6mm), ideal for patients with generalized pocketing or struggling between maintenance visits. Research shows Perio Tray® delivery of 1.7% hydrogen peroxide gel combined with SRP achieves better results than SRP alone. They are comfortable, convenient, easy-to-use.

TO LEARN MORE OR TO REGISTER FOR PERIO PROTECT TRAINING:

877-434-GUMS (4867) ■ WWW.PERIOPROTECT.COM/TRAININGOPTIONS.ASP



PerioProtect

Doctor-prescribed. Patient-applied.



Estimated cost of construction for a four-operator practice

Leasehold improvements*	\$225,000
Cabinetry*	\$60,000
Equipment	\$200,000
Technology	\$100,000
Furnishings/decor	\$40,000
Contingencies & misc.	\$55,000
Total	\$680,000

*Leasehold improvements are estimated at \$150 per square foot and cabinets at \$40 per square foot

“That’s one reason it’s not a good time to pinch pennies when selecting a project team. Dentists can reduce their stress and enhance their results by hiring competent, dental-specific space planners, architects and contractors. They’ll probably cost more up front, but professional, specialized expertise will save money in the long run by reducing costly changes, surprises and mistakes.” — J. Haden Werhan

▲ In an article titled “Reface, Remodel or Rebuild Your Dental Office,” published in the July 2010 issue of the CDA Journal, J. Haden Werhan, CPA/PFS, an advisor with Capital Performance Advisors, Thomas, Wirig, Doll & Co., CPAs, shared these numbers that estimate the costs for building a new office. It can vary, but a 4-operator practice in approximately 1500 sq. ft. would have similar costs as the ones listed in this chart.

Nightguard & MPA®

(Migraine Prevention Appliance)

By preventing the canines and posterior teeth to contact, the MPA reduces the muscular tensions of TMJ disorders, migraine headaches and grinding.

At Northeast Lab, we have combined the nightguard and a mini platform to create an appliance for a number of chronic disorders.

This appliance can easily be converted to a full nightguard by grinding off the mini platform.

There is no danger of the patient swallowing the appliance because it covers the full arch.

Indications for this combo appliance:

- Migraine headaches
- Bruxism
- Clenching
- Tooth restoration protection
- Prevention of neck and muscle tension

“Over the course of my career, I finally found an appliance design that not only protects the dentition, but consistently stops the parafunctional habit of grinding and clenching. The COMBO-MPA design combines the principles of precise anterior disclusion with proper and SAFE retention. Northeast Laboratory has developed this design and I have had close to 100% success rate.”

— DR. CHARLES S. HUDAK

\$125
LOWER MPA®



\$125
UPPER MPA®



NORTHEAST LABORATORY
6741 Castor Avenue
Philadelphia, PA 19149

A Leader in Nightguard/TMJ Appliances

1-800-441-0974

www.nedentallab.com
nedental@comcast.net



CHICAGO
MIDWINTER MEETING
CHICAGO, IL
February 20-22, 2014
Booth #608



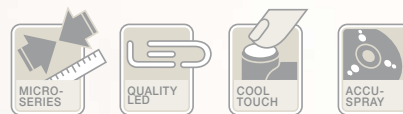
ALL YOU NEED IS ONE



Thanks to the unique performance of the MCX LED micromotor, only one contra-angle handpiece is needed to accomplish all your highspeed and lowspeed restorative operations.

With the CA 1:5 L Micro-Series, enjoy a speed range from 5,000 to 200,000 rpm. This remarkable progress makes it possible to reduce the number of instruments in the practice.

The MCX LED is the smallest and lightest brushless micromotor ever designed by Bien-Air. Use it with the Bien-Air Micro-Series instruments for a micromotor/instrument assembly that's even smaller than a turbine, guaranteeing unbeatable performance. Moreover, the MCX LED is guaranteed for 3 years.



Buy 3, Get 1 Free!

MICRO-SERIES CA 1:5L
Ref. 1600690-001



www.club-bienair.com
Enjoy a range of benefits



Offer valid through your authorized Bien-Air dealer, until June 30, 2014



Interested? Circle Product Card No. 103

CONTACT US AT (800) 433-BIEN OR BA-USA@BIENAIR.COM FOR YOUR FREE IN-OFFICE DEMO

Bien-Air USA, Inc.

Medical Technologies 5 Corporate Park Suite 160 Irvine, CA 92606, USA Phone 1-800-433-BIEN Phone 949-477-6050 Fax 949-477-6051 ba-usa@bienair.com www.bienair.com

HOW TO

USE SMALL IMPLANT, GET BIG RESULTS

The versatile Skinny 2.4mm implant provides a solid solution for even the trickiest cases.

[By Steven B. Lombardi, DMD]

Information provided by American Dental Implant Corp.

SELECTING THE PROPER IMPLANT

for any given site should include anticipating surgical anatomic variations as well as prosthetic cosmetic challenges. Dental implant design has advanced during the past three decades to provide the profession with more choices to suit these challenges.

A true hybrid implant is defined as an implant with a diameter of a mini implant, but with full prosthetic versatility.

The Skinny 2.4 offers an implant design that can be considered the implant of choice for many clinical case types. It offers the standard internal hex, with the lead-in bevel that has the greatest historical success with prosthetic connections.

The Skinny has more component options for esthetics and function than any other implant-to-prosthetic assembly. With the minor diameter of the embedded threaded portion 2.4mm in diameter, the Skinny has the minimum diameter that permits standard restorative components.

The cross-sectional blueprint of the implant illustrates that there are no stress or fatigue points of less dimension than the original 3.7mm internal hex design. That translates into a small diameter implant that is as strong as the original internal hex.

The design of the Skinny requires a countersink drill, which ideally places the implant flush with the osseous crest. Because the minor diameter of the Skinny is 2.4mm, the final sizing drill is also 2.4mm. This yields an osteotomy only 0.2mm greater than a 2mm standard pilot drill in radius or cutting dimension, which often negates the need for a pilot drill—an advantage when trying to simplify procedures.

Case presentation

Surgical phase:

STEP01 The patient is a petite, 23-year-old female with a congenitally missing lateral incisor (Fig. 1). She opted for implant placement to restore the edentulous space. The Skinny was chosen because of her diminutive bone volume and its hybrid ability to be restored with a variety of options: e.g. zirconia abutment, straight abutment, angled abutment or custom UCLA abutment. Conventional mini implants do not offer these choices.

STEP02 The site was prepared for the osteotomy using a Locator Drill to determine angulation and trajectory (Fig. 2). It was followed by the

internally irrigated Final Sizing Drill, which has a built-in countersink achieving a perfectly mated osteotomy for the length of implant chosen. The countersink feature also prevents over drilling (Fig. 3).

STEP03 The Skinny was delivered to the osteotomy employing the “clever” delivery system; the implant/driver assembly is mounted on a vial cap, which is digitally started into the site (Fig. 4). If additional torque is required, the cap is removed and the 4mm square drive system is used to thread the implant to final depth.

STEP04 The green driver (Fig. 5) is removed using the included 0.050” hex tool. The premounted first stage surgical cover screw is placed (Fig. 6) and the flap is sutured for closure (Fig. 7). A radiograph is taken at this time to confirm placement (Fig. 8).

Prosthetic phase:

STEP05 After three months of submerged healing, the patient is returned for exposure. A tissue healing abutment was placed and the gingiva was permitted to heal for an additional two weeks (Fig. 9).





Skinny 2.4mm implant features

- Combines a small diameter with high strength
- Can be used with a variety of restoration options
- Demonstrates no stress or fatigue points of less dimension than the original 3.7mm internal hex design

American Dental Implant Corp.

americandentalimplant.com | 800-511-0661

CIRCLE RS #104



AT A GLANCE

1. Pre-operative presentation. Extremely petite 23-year-old female with diminutive bone volume.
2. Locator Drill determines exact location and trajectory.
3. The Skinny Final Sizing Drill.
4. The Skinny 2.4 is delivered to the osteotomy via the vial cap driver.
5. Implant threaded into the osteotomy before final threading; the green driver confirms angulation.
6. First stage surgical cover screw. The drilling sequence and insertion defines the Skinny system.
7. Flap closed.
8. Panoramic radiograph of implant placement.
9. Tissue healing abutment.
10. Original green driver used as impression coping.
11. Abutment ready to be custom milled.
12. Custom milled abutment ready for final impression to fabricate crown.
13. Routine crown and bridge technique.
14. The finished case.

STEP06 The healing abutment was removed and replaced using the original green surgical driver, which is now employed as an impression coping (Fig. 10). An impression was taken and a master model was created using an implant analog (Fig. 11). A 25° angled titanium abutment was chosen for this case and was custom milled by the laboratory.

STEP07 The milled abutment was torqued onto the implant (Fig. 12) and an impression was taken following routine crown and bridge technique (Fig. 13). The finished crown was inserted (Fig. 14).



Sign up for our E-newsletter!

Slideshows of step-by-step techniques delivered right to your inbox each week. Go to **DentalProductsReport.com** and click "Subscribe".



Conclusion

The prosthetic replacement of congenitally missing lateral incisors has historically been a dental challenge. This case demonstrates the need for a small diameter implant with full prosthetic versatility. In challenging cases, or routine cases, the Skinny 2.4 can offer the patient and the practitioner the benefits of decades of implant research and innovation. This case could not have been accomplished with a standard diameter implant, nor a mini-implant with single attachment. The Skinny is an excellent hybrid option, bridging the benefits of a standard diameter implant with a mini. It makes a straightforward procedure possible, yielding excellent esthetics with no compromise in strength. ●



HOW TO

PROVIDE AFFORDABLE DENTURE STABILIZATION

As this case shows, Mini Dental Implants can be a great choice for both clinicians and patients. [Information provided by 3M ESPE]



**BENJAMIN
OPPENHEIMER, DDS**

AS DENTAL PROFESSIONALS KNOW, implant-supported overdentures are the standard of care for edentulous patients. However, treatment with traditional diameter implants is not only costly, but also invasive, and it requires a significant investment in time. For the past several years, many dentists have been moving toward a more realistic alternative treatment, using mini dental implants to improve stability and retention for dentures.

One such system, 3M™ ESPE™ MDI Mini Dental Implants, provides an informative example of the benefits that MDIs can offer to both dental practices and patients. General dentists can become certified to perform this procedure in a one-day seminar, and MDIs can typically be placed and immediately loaded in a same-day treatment that can take as little as 90 minutes. Because of the greater simplicity of this treatment as compared to traditional implants, MDIs are significantly more affordable for patients.

An additional advantage of MDIs is that because of their small diameter, they can be placed in patients who may not have enough bone to be good candidates for traditional implants. Instead of proposing even more costly bone grafting in addition to traditional implant treatment, dentists now have a tool to offer fast and affordable denture stabilization to patients with less than ideal bone width. Because bone resorption is extremely common in patients who have been longtime denture wearers, the practicality of this solution makes it very appealing to patients.

The case shown here will demonstrate use of MDIs to secure a denture for a patient with a severely resorbed mandible.

Case presentation

The patient was an 85-year-old man who came to the office after seeing advertisements for mini dental implants. He had been wearing dentures for many years and had significant resorption in the mandible. The patient had a relatively clean bill of health, but given the lack of bone, traditional implants were not indicated. The patient also was interested in a more budget-friendly solution. X-rays and an examination confirmed his candidacy for MDI treatment.

STEP01 The locations for each of the four implants were marked with pen on the ridge after drawing a midline corresponding with the lingual frenum (Fig. 1). Implant loca-

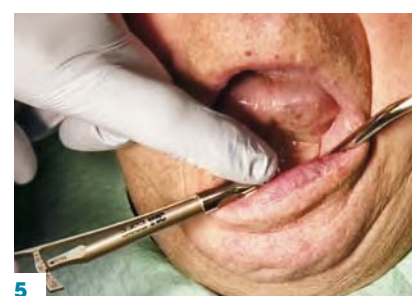
tions were marked approximately 5 mm apart from one another. Infiltration anesthesia was then injected near each implant site.

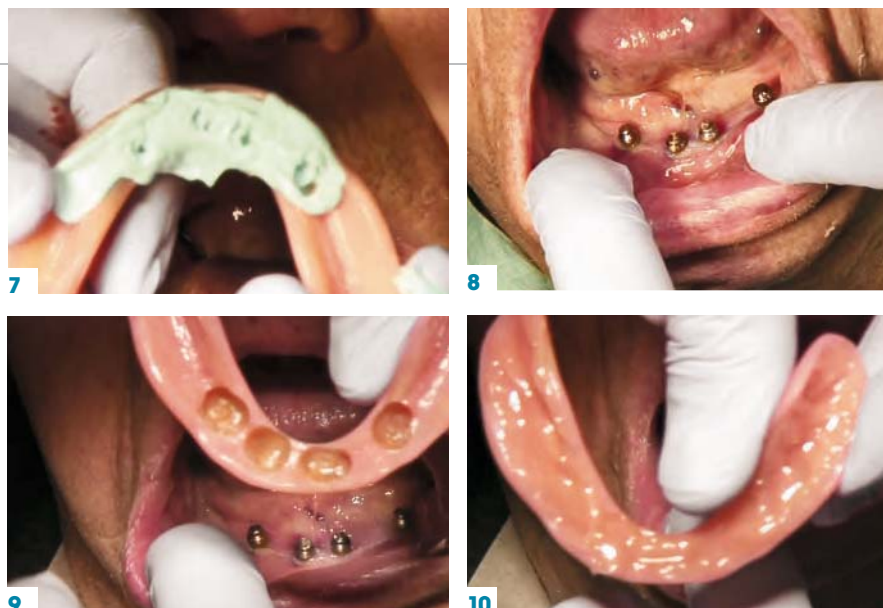
STEP02 The tissue was held firmly in place over the ridge with the thumb and forefinger and the first pilot hole was drilled to a depth of about one-half of the threaded length of the implant (Fig. 2). Manual palpation is very helpful in this flapless procedure.

STEP03 The first implant was inserted into the pilot hole and rotated clockwise with downward pressure to begin the self-tapping process (Fig. 3).

STEP04 A 3M™ ESPE™ MDI Winged Thumb Wrench was then used to further advance the implant (Fig. 4). This tool is helpful for determining how tightly the implant is turning in the bone. The thumb wrench should be used until it becomes difficult to turn.

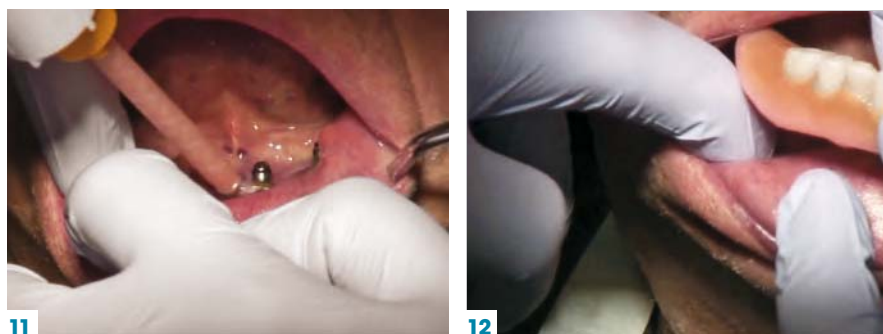
STEP05 A 3M™ ESPE™ Graduated Torque Wrench was then used to make final ratchet turns until the implant reached 35 Ncm (Fig. 5). The final position for the implant should allow the abutment head to protrude





AT A GLANCE

1. Locations for the implants were marked on the mandibular ridge.
2. Pilot holes were drilled.
3. The implant was placed and advanced with a finger driver.
4. A thumb wrench was used to turn the implant further.
5. A graduated torque wrench was used for final turns.
6. The four implants immediately following insertion.
7. Bite registration material was used to guide the denture relief.
8. Blockout shims and metal housings were placed on the heads of the implants.
9. The denture was tried in to confirm a passive fit over the implants and housings.
10. Reline material was applied to the denture.
11. Reline material was also syringed over the tops of the implant housings.
12. The denture was seated in place for the reline material to cure.



MDI Mini Dental Implants

- Versatile enough to work for a variety of patients, even those with limited bone structure.
- General dentists can become certified to place MDIs with only a one-day seminar.
- Simplicity of placement means cost savings for both the dentist and the patient.



3M ESPE

800-634-2249 | 3MESPE.com

CIRCLE RS #105

with no neck or thread portion of the implant visible above the soft tissue.

STEP 06 The process was then repeated for the remaining three implants (Fig. 6).

STEP 07 Bite registration material was applied to the denture, which was then gently fit over the implants. The denture was then removed, with the locations of the implants reflected in the bite registration material (Fig. 7). These marks were used as guides to conservatively relieve the denture to remove as little denture material as possible.

STEP 08 Blockout shims were trimmed and placed over each implant, and metal housings were then placed over the shims (Fig. 8). The relieved denture was tried in to confirm a passive fit over the implants and housings (Fig. 9).

STEP 09 Reline material was applied to the base of the denture as well as the implant housings and the denture was then seated in place (Figs. 10 and 11). (If a full reline is not needed, the pick-up material can be applied only over the implant housings.) The patient was instructed to bite down with normal pressure while the material was setting (Fig. 12).

STEP 10 The denture and blockout shims were then removed and the denture was trimmed and polished. After final seating, a post-operative x-ray was taken and the patient was sent home with post-op instructions. Patients are instructed to leave the denture in place for 24 hours, after which it can be briefly removed for cleaning. Patients are informed that the denture should be removed for only brief periods for two to three weeks, and a maximum of an hour per day following that.

STEP 11 The patient was recalled at the three-month mark to confirm osseointegration and proper hygiene. Patients are instructed that they should return at regular intervals for changing of the o-rings.

Conclusion

Without the availability of MDIs, the patient in this case likely would have required significant bone grafting to be a candidate for implant treatment. Grafting would have added not only cost but many months to the procedure. However, treatment with MDIs allowed this patient to immediately experience the benefits of greater denture stability, at a cost that was only a fraction of traditional implants. As shown here, MDIs give dentists a valuable tool that helps them be responsive to the needs of their patients and to provide realistic, affordable and even minimally invasive solutions to their ill-fitting or painful dentures. ●

ABOUT THE AUTHOR

Benjamin D. Oppenheimer, DDS is a graduate of the State University of New York at Buffalo School of Dental Medicine where he was acknowledged for Academic Excellence and won the International Congress of Oral Implantologists Award. He is currently a Fellow of the ICOI and general member of the AAID. Dr. Ben is a lead industry speaker for companies such as 3M ESPE, Dynamic Dental Instruction and Global Dental Sciences. He has previously lectured for IMTEC Corporation and Evolution Dental, an industry leading small diameter implant restorative lab. He also has helped thousands of dental implant patients in his private practice near Buffalo, N.Y. where he focuses on implant dentistry.



Sign up for our E-newsletter!

Slideshows of step-by-step techniques delivered right to your inbox each week. Go to **DentalProductsReport.com** and click "Subscribe."



CLINICAL: RESTORATIVE

GET THE MOST FROM YOUR HANDPIECES

The TwinPower Ultra Series from J. Morita USA is small, comfortable and powerful.

[By George Freedman, DDS, FAACD, FACD, FIADFE]

Information provided by J. Morita USA.

The dental practitioner requires handpieces that are effective and comfortable for use all day, every day. They must be ergonomic in the dentist's hand and practical in tooth preparation, particularly in patients with limited opening (both children and adults) and for endodontic access.

The highspeed dental handpiece has been the dentist's principal preparation instrument since first introduced in the early 1960s. This technology has extended the practitioner's ability to efficiently prepare teeth in far less time, extending the benefits of dental treatment to a larger segment of the population. Together, highspeed tooth preparation and dental anesthesia have increased the physical and emotional acceptance of dental procedures to a large segment of the population, contributing to the extended maintenance of the natural dentition over the patient's entire lifetime.

Handpiece requirements

Throughout the process of tooth preparation, the dentist's primary objectives are uninterrupted cutting, moving the bur effectively, at a constant speed, through all natural or restorative materials regardless of their hardness (continuous speed under load). The critical factors are torque, power and speed. The bur's cutting power is dependent on consistent, balanced torque at any bur rotational speed.

Using air-driven handpieces

The power of air-driven handpieces, particularly those with smaller heads, has been problematic until recently.

Traditional highspeed rotors have eight impeller blades driven by one drive air nozzle. As the blades rotate through their cycle, they are not always positioned at the optimal angle to capture all of the forced air from the nozzle, weakening torque (Fig. 1).

The TwinPower Ultra Series turbine rotor from J. Morita USA has a double-impeller design that features 36 impeller blades powered by three drive air nozzles. Much like a series of sails, multiple blades offer more surface area to capture more drive air. As the blade angles rotate, some are always optimally positioned to be impelled by one of the three nozzles (Fig. 2). The balanced double-impeller assembly is powerful (up to 22 W), generating a constant torque and superior cutting power while virtually eliminating vibration. The advanced fluid dynamics engineering also reduces the high-pitched (6-7 kHz) whine generated by highspeed handpieces, quieting treatment for both patients and the dental team.

The tight confines of the mouth present a limited access to the dental practitioner. For children and patients with TMJ limitations, the use of traditional handpieces can be rather uncomfortable, making the dentist's task even more difficult. A standard sized head may contact opposing teeth, creating a stressful and uncomfortable sensation. The J. Morita TwinPower Turbine Ultra Series (UltraM and UltraE) offers a compact head design that provides excellent and reliable cutting ability with smooth, vibration-free operation. The bur can be held upright during molar preparation with the mirror placed at an angle to the

handpiece head, minimizing water and debris accumulation. The TwinPower UltraM head offers better access on the occlusal and buccal surfaces in the posterior region, making dental procedures far more comfortable for patients (Figs. 3 and 4). These "mini" handpieces are twice as strong as others in the category, powerful enough for everyday tooth preparation.

The small head size of the TwinPower Ultra handpieces offers outstanding posterior access and excellent mirror and microscope viewability. This feature is extremely important when preparing endodontic access (Fig. 5). A standard handpiece head must be slanted to provide occlusal visibility. As a result, the angulation of the bur removes more tooth structure than necessary. The shape of the TwinPower UltraE head allows it to be positioned vertically into the access preparation, preserving precious tooth structure. It also provides an enhanced direct or

microscope view of the access area; the small head permits improved mirror positioning and better vision.

Comfort, access critical

Because the handpiece is used for up to 20 minutes in every operative hour, it must be very comfortable in the practitioner's hands. The compact TwinPower weighs as little as 48 grams, minimizing hand, wrist, and finger fatigue over extended use (Fig. 6). The weighting of the handpiece balances the functional load to reduce repetitive stresses on the hands. Its ergonomically developed grip encourages a relaxed grasp of the handpiece while the proprietary ceramic coating treatment increases friction, improving tactile control and durability throughout multiple sterilization cycles.

The handpiece angulation determines the ease with which it can be maneuvered around the various areas of the oral cavity. The TwinPower's standard handpiece has a 15° head angulation that aligns the bur shaft with the tooth's axis, facilitating preparation. Its 21.5° visual access slope permits greater visibility of the operative area.

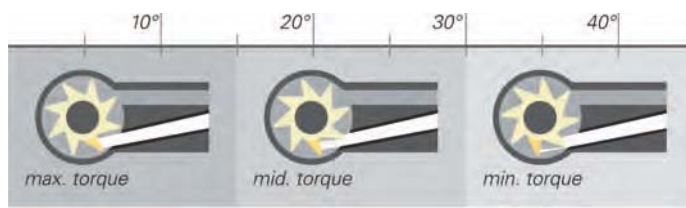
The problem of "suck back" was first recognized in the early 1990s. It was demonstrated that air driven highspeed handpieces were potentially at risk for transferring microbes from one patient to the next. The mechanism was initiated when the air flow was interrupted to brake the rotation of the bur; as the turbine stopped, there was a small volume inside the handpiece head that



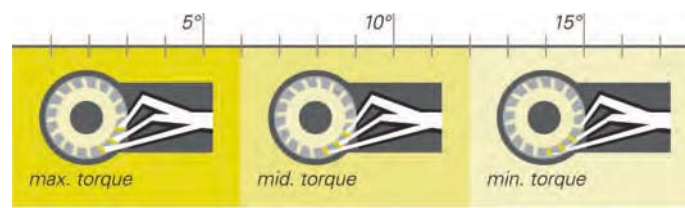
TwinPower Turbine Basic features

- ▶ Double-impeller rotor design produces high power and torque
- ▶ Pressurized air system prevents suction back
- ▶ Ceramic bearings, push-button chuck and a lightweight chrome body

J. Morita USA
jmoritausa.com | 800-831-3222
CIRCLE RS #106



1 Blades angle (degrees)



2 Blades angle (degrees)

PEDIATRIC PATIENT POSTERIOR ACCESS



MORITA TwinPower UltraE HANDPIECE HEAD
MORITA TwinPower UltraM HANDPIECE HEAD

3

ADULT PATIENT POSTERIOR ACCESS



MORITA TwinPower UltraE HANDPIECE HEAD
MORITA TwinPower UltraM HANDPIECE HEAD

4

[Fig. 1-7] Blade angles 8 impeller (Fig. 1). Blade angles 36 impeller (Fig. 2). Posterior operative Paedo (standard vs compact) (Fig. 3). Posterior operative Adult (standard vs compact) (Fig. 4). Endo access regular handpiece/TP handpiece viewed from occlusal with dam (Fig. 5). Size in hands (with gloves) regular and mini (x sectional diagram) (Fig. 6). Suck back diagram from Morita (Fig. 7).

VISIBILITY FOR ENDODONTIC ACCESS



STANDARD HANDPIECE HEAD
TwinPower UltraE HANDPIECE HEAD
TwinPower UltraM HANDPIECE HEAD

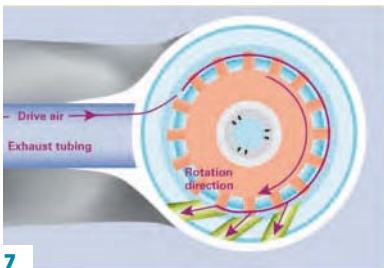
5

HAND-HANDPIECE RELATIONSHIP

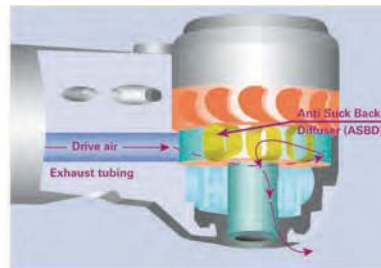


LARGER MALE HAND
LARGER HANDPIECE
SMALLER FEMALE HAND
SMALLER HANDPIECE

6



7



was negatively pressurized, theoretically able to “suck back” saliva, blood and other oral fluids into the handpiece channels. When the handpiece was next activated, these contained fluids would be expelled into another patient’s mouth! For this reason, extensive and comprehensive sterilization (usually steam autoclave) was made mandatory for highspeed handpieces.

The J. Morita TwinPower Series handpieces solve this problem through an ingenious fluid dynamics innovation. The drive air flows into the Anti Suck Back Diffuser (ASBD) within the head of the handpiece where it is pressurized

by impeller rotation centrifugal force. When the rheostat brakes the handpiece, centrifugally forced air continues to flow into the ASBD, maintaining its pressurization. The pressurized air in the Diffuser releases at the bottom of the head, through the same vent to which the exhaust air is directed. Thus, the pressurized air in the ASBD prevents depressurization in the handpiece head, producing a truly zero “suck back” and facilitating infection control (Fig. 7).

It is essential that the bur stop rotating immediately when the operator’s foot is removed from the rheostat. This can be problematic for ball bearing

highspeed handpieces. The implications can be serious; even a short inadvertent “run-on” can cause significant damage to hard and soft tissues. This concern is magnified with children who tend to move their heads unexpectedly and unpredictably. The distinctive TwinPower rubber brake ring brings the entire handpiece to a rapid stop when the drive air is interrupted, offering a safer, and more secure environment for tooth preparation.

Increasingly, many proactive intervention and minimally invasive procedures are accomplished without the need for local anesthetic. Caries are identified earlier and treated more conservatively. Most handpieces dispense the drive air that has impelled the blades directly on to the preparation site. This vertical stream of cold air can generate discomfort that necessitates injected anesthetic. The TwinPower Series employs a pioneering radial air bypass that disperses this unwanted air

sideways, minimizing patient discomfort and allowing the unaesthetized procedure to continue until completion.

These handpieces are built around ceramic ball bearings that are significantly lighter than their conventional metal counterparts. They are also much harder (up to 3X), providing a much longer turbine lifecycle, and feature a smooth operation that reduces tooth preparation noise and vibration.

Illumination is an important part of tooth preparation, and today, few dentists rely solely on the overhead light. Handpiece lighting of the operative field is a clinical must. The LED Coupler for the TwinPower Turbine uses the most advanced LED technologies to enhance visibility and make dental operations faster and more efficient. The LED light offers a bright, naturally colored, repeatable, and even illumination that lessens eye fatigue and facilitates the identification of caries and soft tissue diseases.

Conclusion

The TwinPower Series represents a major advance on several fronts of handpiece technology. The double impeller guarantees high power performance. The various compact and ergonomically-designed heads facilitate posterior and paedodontic treatment. The fluid dynamics reduce the noise and the ball bearings eliminate the vibration. Most important enhancements, however, are the in-hand comfort for the practitioner, and the zero “suck back” that prevents inter-patient bacterial transmission. ●

Applying Safe 'n' Sure PSP Envelopes in Your Practice

A closer look at these protective covers from Flow Dental.

[Compiled by Renee Knight]

Information provided by Flow Dental

If you use phosphor plates to take x-rays, or if you are thinking of making a move to phosphor plates, your choice of protective covers is an important consideration. Several PSP systems have plates with magnets. The magnet works with their reader to load the plates into the machine for processing. These manufacturers all recommend using a protective cover that includes a cardboard insert.

Flow Dental's Safe'n'Sure OPT is an envelope designed especially for plates with magnets. Safe'n'Sure OPTs enhance office workflow, improve efficiency in loading, and ensure proper plate alignment.

THEY SAVE TIME: Safe'n'Sure OPTs have cardboard inserts that are pre-loaded, so there's no assembly required. This is a great time-saver.

PROPER PLACEMENT: The circular cut out on the cardboard insert prevents the plate from being loaded incorrectly, which means proper plate positioning every time.

EASY LOADING: Safe'n'Sure OPTs also feature Flow's patented EZ-Glide

tab. The EZ-Glide tab acts as a landing strip to help load plates quickly and effortlessly. After loading, the extended size of the EZ-Tab makes it quick and easy to seal the protective cover.

EASY REMOVAL: Safe'n'Sure OPTs feature a butterfly tear-away seal design. Tear along the center seam to expose your plate to the reader. It's quick, easy and helps extend the life of your plates.

ADDED PLUS: OPTs are available in sizes 0, 1, 2 and 3 and work with all plate with magnet systems. ●



ARE YOU READY
TO APPLY THIS
TECHNOLOGY IN
YOUR PRACTICE?

Flow Dental

flowdental.com
631-242-9729

CIRCLE RS #107

MIDWEST®

OPTIMIZE LONG-TERM PERFORMANCE WITH QUALITY MAINTENANCE

MIDWEST KEEPS YOU ON TRACK



NEW Midwest® Automate™ automated handpiece maintenance system enhances efficiency and complements the way you work by:

- Effectively removing debris to promote lasting handpiece turbine life
- Reducing downtime to keep your staff moving
- Creating less mess than traditional handpiece maintenance for quick cleanup
- Offering unparalleled protection with a 3-year warranty



For more information or to request a free demo, call
1.800.989.8825 or visit **www.professional.dentsply.com**.

DENTSPLY
PROFESSIONAL

© 2013 DENTSPLY Professional, Des Plaines, IL 60018

MIDWEST® is a registered trademark, and REACHING HIGHER, TOGETHER™ and Automate™ are trademarks of DENTSPLY International and/or its subsidiaries.

MID21-0513-1

NEW
MIDWEST®
AUTOMATE™

REACHING HIGHER, TOGETHER™

Applying Demi Ultra in Your Practice

A closer look at this LED Ultracapacitor Curing Light System from Kerr Corp.

[Compiled by Renee Knight]

Information provided by Kerr Corp.

Featuring U-40 Ultracapacitor technology, The Demi Ultra re-energizes to full power in less than 40 seconds and delivers 25 ten-second cures on a full charge. This means dentists don't have to wait for a battery to charge, enabling use of the curing light whenever they need it, even if they forgot to charge it the night before.

IT'S RELIABLE: Not only does the curing light charge in 40 seconds, the U-40 Ultracapacitor lasts up to 8 times longer than a battery and is able to maintain its energy capacity year after year. For the dentist, this means more reliability, efficiency and convenience.

PREDICTABLE AND CONSISTENT:

The Demi Ultra features proprietary C.U.R.E.™ Technology (Curing Uniformity and Reduced Energy). With industry-leading low temperatures, this enables the curing light to provide a uniform depth of cure with less heat exposure to the patient. Its enhanced collimation delivers more predictable curing power that is less sensitive to the positioning of the tip, while the more uniform and

concentrated beam generates a more consistent depth of cure.

ENHANCED COMFORT: The Demi Ultra features a durable, yet lightweight, ergonomic design. The 360° rotating tip invites a variety of comfortable hand positions to help minimize hand and arm fatigue.

ADDED PLUS: Its fully-integrated easy-to-use radiometer features LED indicators that instantly communicate the curing light system's power status. ●



ARE YOU READY
TO APPLY THIS
TECHNOLOGY IN
YOUR PRACTICE?

Kerr Corp.

kerrdental.com
800-537-7123

CIRCLE RS #109

TRULY UNIVERSAL



- **Total-etch, Self-etch, Selective-etch**
- **Direct**
- **Indirect**
- **No Activator**
- **Total Compatibility**

ALL-BOND UNIVERSAL® is the culmination of over 30 years of adhesive research at BISCO. As a universal adhesive it can be used with both direct and indirect restorations and is formulated to be compatible with light-, dual- and self-cured materials. The versatility of ALL-BOND UNIVERSAL makes it an indispensable part of any dental practice.

Buy
One Bottle
Get
Etchant
FREE*

NEW!

Order Today:

1-800-BIS-DENT
(1-800-247-3368)

www.bisco.com



Like us on:



Offer expires 3/15/2014. Promo Code: 14A02. U.S. customers only.

Discounts cannot be combined with any other offer.

*** Receive a Select HV® Etch Syringe (5g)
FREE with purchase.**

Rx Only

MC-10123AB

Interested? Circle Product Card No. 110

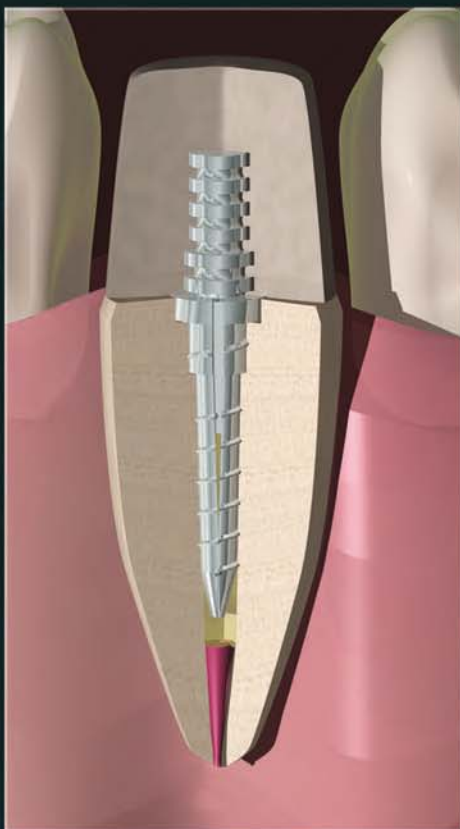
FLEXI-POST

FAILURE IS NOT AN OPTION

The Flexi-Post® System Has a Clinical Success Rate of 99.8%

Insertional stresses are absorbed by the split-shank post - NOT THE ROOT!

- High retention
- Low insertional stress
- Even distribution of functional stress
- Resistant to cyclic fatigue
- Long-term clinical success



Additional EDS “Split” Post Systems

Metal:
(Stainless Steel & Titanium):
Flexi-Flange® (left)
Incorporating a flange to provide stability in situations where there is inadequate coronal dentin.

Now Available in Fiber:
Flexi-Post® Fiber
Flexi-Flange® Fiber



Interested? Circle Product Card No. 111

The Flexi-Post System- A 4 Year Experience of Using Split-Shanked Prefabricated Posts
Zábrodsky and Jirkalová. Quintessenz 1996;5:62-66.

89 Leuning St, S. Hackensack, NJ 07606 • 1-800-22-FLEXI • www.edsdental.com



CUSTOMIZE YOUR **PATIENT** COMMUNICATION

Effectively and efficiently communicating with patients is key to any successful dental practice. Not sure how to improve patient communications in your practice? There are products that can help. Learn how **OfficeSuite Dental** can make communication more effective and your practice more productive. **More on page 82.**

[IN THIS SECTION]



84 PROTOCOL

IS YOUR PRACTICE READY FOR AUTISM?

Find out how your office can prepare and what products can help in this article by Shirley Gutkowski.



88 MARKETING

5 TECH TOOLS TO IMPROVE PATIENT INTERACTION

Technologies designed to help your practice improve patient communication.

[WEB EXCLUSIVES]

VIDEO



5 facts you should know about dental insurance coverage



This Morning Huddle video will help clarify some of the information your patients are receiving. by Cathy Jameson & Dr. Brad Guyton of Jameson Management Inc.

▲ <http://bit.ly/LvEKy0>

ADDITIONAL CONTENT ONLINE

5 Reasons to buy 3M ESPE's Imprint 4 VPS impression material



Featuring a short setting time and a long working time, this new impression material is worth trying out in your practice.

▲ <http://hub.am/1jG15pt>

How to avoid work-related pain and extend your dental career



As a dental professional, you likely experience some type of work-related pain, from numb fingers to a stiff neck. But you don't have to practice in pain.

by Rick Williamson

▲ hub.am/KDYe3U

► Log on to DentalProductsReport.com for more great Morning Huddle videos and web exclusive content!



90 I USE THAT

DENTSPLY CAULK'S AQUASIL ULTRA CORDLESS

A clinician and dental assistant describe how this new tissue management impression system has made their practice more efficient and their patients happier.

Improve the patient experience and optimize efficiency

See how OfficeSuite Dental™ can maximize the result of every patient interaction.



EMILIE ERWIN
Broadview Networks

DESPITE ALL OF THE sophisticated technology used in modern dental offices, from imaging and analysis to restoration and hygiene technologies, when the phone rings, the dental receptionist has no idea who is calling or the nature of the call. Valuable time is lost identifying the patient, pulling up information from the practice management software, and then figuring out the reason for the call.

To help dentists improve both the patient experience and their practice's efficiency, OfficeSuite Dental™ delivers everything they need to communicate with patients and other practice locations. The system integrates the industry-leading Dentrix G5 practice management software from Henry Schein and OfficeSuite®, Broadview Networks' award-winning cloud-based business phone system, to provide an all-inclusive communications system specifically designed for dental practices.

The moment a patient calls your practice, OfficeSuite uses the Dentrix integration software to trigger an automatic pop-up window on front desk staff PCs. The pop-up window lets practice staff know who is calling, where their account

stands, when their next appointments are scheduled, if they are due for treatment (x-rays, cleaning, etc.), and not only for the patients themselves, but for their family members as well—all before the phone is even answered. By having this data at their fingertips, your staff can create, confirm, or reschedule appointments in seconds for the patients and their families. They also can answer questions about their prescriptions and

treatments, and collect overdue balances during that one phone call (See **Chart 1** below).

OfficeSuite Dental enables your employees to not only anticipate patients' needs, but to also address multiple needs in less time without any searching. And by enabling staff to accomplish multiple tasks in less time, you can boost your practice's overall efficiency while lowering your day-to-day costs.

"When a patient calls, all their Dentrix patient information pops up on one screen," said David R. Brown, DDS, of Yakima, Wash., a user of OfficeSuite Dental on Dentrix G5. "It helps us book more appointments and get more accomplished."

It's all about the front desk driving business

OfficeSuite Dental is targeted at making front office staff more productive. By doing so, the practice becomes more efficient and resources can be used in the most cost-effective manner. This allows a receptionist to handle patient calls significantly faster, which means more calls in less time, translating into more satisfied patients, and more business for the practice.

If you have more than one person handling incoming calls, this technology even can be configured

OfficeSuite Dental™
866-775-7420
OfficeSuiteDental.com
CIRCLE RS #112

Chart 1: OfficeSuite Dental™ call pop-up window (note: all data shown is illustrative only).



▲The cloud-based communications solution is designed to allow dental practices to prioritize phone calls, schedule patient appointments and collect outstanding balances.

to identify and route calls from new patients to a designated staff member.

What's under the hood?

OfficeSuite® is Broadview's easy-to-use, cloud-based phone solution that provides dental offices of any size with an IP-based phone system, unlimited nationwide calling and an intuitive website for quick and easy updates. It delivers a complete communication solution with state-of-the-art features and applications that require no capital investment, maintenance contracts, or additional IT resources.

Efficiency in more ways than one

OfficeSuite Dental is an innovation in the dental industry and has been recognized by the American Business Awards, INTERNET TELEPHONY Magazine and InformationWeek 500. For the first time, dental professionals have a state-of-the-art cloud-based telephone system integrated with their existing Dentrix G5 database infrastructure. The solution requires no change to existing procedures for data handling or any new training for call staff. The office staff will continue to use a database they are familiar with, but with OfficeSuite Dental, it works in conjunction with their new feature-rich phone system. It gives practices a professional image, makes their staff more productive, and dramatically improves patient satisfaction.

OfficeSuite Dental is available as part of Henry Schein's TechCentral portfolio of business technology solutions for dental offices of all sizes. ●

ABOUT THE AUTHOR

Emilie Erwin is the Public Relations Specialist for Broadview Networks, a leading provider of cloud-based business communications services. She graduated from the Pennsylvania State University with a degree in Public Relations and is experienced working with technical companies in industries including telecommunications, digital signage, manufacturing, and data security.

EARN BIG WITH NEW PRODUCTS!



Edentulous Tray Aways™

Buy 10 Bags, Get 2 FREE!

Edentulous Tray Aways® are disposable, perforated edentulous impression trays that can be easily drilled for implant impressions.

- Economical and disposable
- Anatomically designed to be patient friendly



Supergel®

Buy 10, Get 2 FREE!

This premium blended alginate material mixes readily to a smooth and creamy consistency.

- Slow dehydration
- Low surface tension
- Bubble-free detailed reproductions
- Controlled flow
- Gag reflex reduction provides greater patient acceptance
- Available in Regular & Fast Set: Supergel®, Supergel® Fresh, and Supergel® Magic

**Chicago Midwinter Meeting
Feb. 20-22, 2014**

**Visit Bosworth at
Booth #3411**

Bosworth® Company

T: (800) 323-4352 • www.bosworth.com • hjbinfo@bosworth.com

*To take advantage of this special offer, send a copy of this ad and a copy of your favorite distributor invoice dated 1/1/14-6/30/14 to: The Bosworth Company, 7227 N. Hamlin Ave., Skokie, IL 60076 or fax to (847) 679-2080. All invoices must be received by 7/31/14. Offer not available with any other promotion. Valid In USA & Canada Only.

Interested? Circle Product Card No. 113

Is your practice ready for Autism?

As the number of children diagnosed with autism continues to grow, it's important for you and your team members to know what products to avoid and what products work best when treating patients on the autism spectrum in your practice.



SHIRLEY GUTKOWSKI,
RDH, BSDH

AUTISM IS A FACT OF LIFE for many families who come to your dental practice.

What does that mean for your practice and, more importantly, what products can be used safely in patients who are considered toxified or are cured but are still sensitive to product choices and ingredients commonplace to the practice of dental hygiene?

Most importantly, we need to know about autism treatments. There are two product categories that families avoid if someone in the family is on the autism spectrum: gluten and dairy. Products like Young Dental's D-lish prophylactic paste (youngdental.com) and other gluten-free polishing pastes are great options for patients with autism. Dairy-free remineralization ingredients are also great. Products like VOCO's Remin Pro (voco.com), which contains hydroxyapatite molecules are well received, as are products containing NovaMin.

Fluoride considerations

Low-level topical fluorides may be well received or at least better received than

“Start to gather intel on Autism Spectrum Disorder and how autism is successfully treated today. ...Look for products that fit the sensibilities of these families and you may find a wonderful way to treat all families.”

products with high levels of fluoride. Triage sealant material is a must-have as it promotes enamel healing, acts as a physical barrier and has none of the issues traditional fluoride varnishes, smart varnishes, and most resin sealant materials have. Those issues include either potentially toxic levels of fluoride, potential ingestion of fluoride, pine resin base, or Bisphenol A, which is found in some resin products.

Glass ionomers have nearly medicinal properties, and may be used as temporary filling material in frank, open, and incipient lesions.

Proximal lesions on adjacent teeth may be repaired using Phocol fluoride disks from Colldent (phocaltherapy.com). Highly specific discs are just 3 mm in diameter and can be placed with very little drama at any appointment, preventive or prosthetic. Because of its extremely pinpoint location, the fluoride given via phocol discs may be better received than a general fluoride treatment. It can be explained as an

What is Autism?

Autism spectrum disorder (ASD) and autism are general terms for a group of complex disorders of brain development, according to autismspeaks.org. These disorders are characterized, in varying degrees, by difficulties in social interaction, verbal and nonverbal communication and repetitive behaviors.

isolated treatment for a tenuous condition on a single tooth or area.

Non-fluoride options

Fluoride may be a difficult sell to families with children on the autism spectrum, and that means non-fluoride options better be high on your practice's protocol development list. Xylitol products are fantastic for this group of patients. They can tolerate the all-natural plant-based xylitol. There is some misinformation on the Internet that may keep some from using xylitol products. Become educated on all sides of the xylitol story by visiting xylitol.org.

Some parents may lean toward stevia, for instance, as a natural sweetening option. While great as

Continued on page 86



▲ **Remin Pro from VOCO** is a protective cream that helps strengthen, remineralize and desensitize teeth.

Looking for a Faster, Easier,
Better and Less Expensive Crown?



IPS e.max[®] \$99 (Only 4 days in lab!)

Pressed Lithium Disilicate

- Cement or bond
- Pressed for maximum flexural strength
- CAD/CAM accuracy
- Clinically proven in over 10 years of use



BruxZir[®] \$99 (Only 4 days in lab!)

Solid Zirconia Crowns

- Shaded blocks provide improved esthetics
- Conservative prep, similar to cast gold
- Solid zirconia is chip resistant, making it ideal for bruxers and grinders.



Call **800.325.3056** today
for your case pick-up!

Interested? Circle Product Card No. 114



FREE SHIPPING!
when you bundle 2 or more
crowns or 2 or more cases in 1 box
*Offer only valid in the contiguous United States.
Additional charges will apply for overnight services.

160 Larkin Williams Industrial Court • Fenton, MO 63026 • 800.325.3056 • www.kellerlab.com

Did you know...

Autism now affects
1 in 88 children.



Source: Autismspeaks.org



▲ **Collident's Phocal fluoride disks** are thin, round and can be effortlessly inserted between a patient's teeth to deliver a concentrated dose of fluoride to formerly inaccessible areas.

Continued from page 84

an ingredient or additive for hot or cold drinks, there are few studies on stevia and oral health/dental decay. Erythritol is another story! Truvia is nearly all erythritol. As another sugar alcohol, erythritol has some interesting studies showing dental benefits, although xylitol is still the go-to sugar for dental health.

The benefits of fluorescence technology

Radiation is always going to raise a red flag to those who are trying to remain or regain health. Low radiation is not as good as no radiation. Fluorescence technology can really set minds at ease and allow clinicians to gather more data than they could from traditional radiographs.

Transillumination is an option, too, however that shows only enamel breakdown, not the quality of bio-film accumulation.

Become more educated

Start to gather intel on Autism Spectrum Disorder and how autism is successfully treated today. My radio broadcast, The Autism Experience on Cross Link Radio, is a good starting point. Look for products that fit the sensibilities of these families and you may find a wonderful way to treat all families. ●

ABOUT THE AUTHOR

Shirley Gutkowski, RDH, BSDH, is the author and publisher of The Purple Guide series of books for dental hygienists. She is also the host of the popular daily radio podcast on Blog Talk Radio and Stitcher: Cross Link Radio. Gutkowski is also a faculty coach at CAREERfusion. She can be reached for speaking or consulting at crosslinkpresent@aol.com.

Is it time for your equipment upgrade?



Loreggi DBL Advanced Digital Package \$14,250.00



Loreggi Forest Digital Package \$12,650.00

Dental Furniture and Equipment Showroom
2490 East Oakton Street Unit C
Arlington Heights, IL 60005
Tel. (847) 621-205

** Please call to set your individual equipment presentation **

MASTER DENT
DENTAL EQUIPMENT SALES AND SERVICE
www.masterdentequipment.com
at your service since 1998

Masterdent Dental Equipment Sale and Services
Dental Office Design and Construction Services
2490 East Oakton Street
Arlington Heights, IL 60005
Tel. (773) 715-2098

Interested? Circle Product Card No. 115

11:36 AM

Curse office
chair while
making
chiropractor
appointment.

2:31 PM

Recline
comfortably in
new WorkPro™
office chair
while removing
chiropractor
from speed dial.



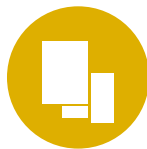
STORAGE
SOLUTIONS



INK +
TONER



OFFICE
FURNITURE



PRINT
CENTER



BUSINESS
SERVICES



OfficeMax®

OfficeMax has everything from office furniture to storage solutions. Plus, business services like cloud storage. And the lowest prices on ink, guaranteed.* So you can spend less time looking for things for your business. And more time doing actual business. officemax.com

Interested? Circle Product Card No. 116

*Restrictions apply. See store or officemax.com for details.

5 Tech Tools to Boost Patient Interaction

These technologies will not only improve patient communication, they'll also make your practice more efficient.

[By Naomi Cooper | President, Minoa Marketing and Chief Marketing Consultant, Pride Institute]

Technology is not just a trend; it has revolutionized the way we communicate. From smartphones and Skype to texting and Twitter, technology makes communication more effective, efficient and, in some cases, instantaneous.

Incorporating technology into a dental practice's marketing and patient communication strategy can seem intimidating, but what about the overwhelming benefits of incorporating technology into the practice's marketing and communication strategy? As in any area of dental practice management, with the right marketing communications systems, the practice

can optimize results. Using the technology available in today's marketplace can help grow practice revenue, tighten recall intervals and increase both case acceptance and new patient flow.

At the same time, automating office processes streamlines marketing efforts and allows staff to focus on other responsibilities. With these goals in mind, here are five marketing/communication tools to consider.

Tech Tool No. 1: E-Communication Systems

E-communication involves sending text messages and emails to existing patients. Using a system for sending

automated text message or email appointment reminders is one way of reaching patients that is convenient for them and efficient for the practice.

This type of tool generally includes other types of communications, including e-newsletters and practice promotions, that can be sent at once to the entire patient base, as well as customized communications. Post-appointment surveys soliciting feedback and reviews are often integrated.

By converting to electronic communications, practices can potentially save tens of thousands of dollars per year on printing and postage for recall cards, newsletters and cards.

The question most dentists have about e-communication is whether

potential, there must be a tracking mechanism in place.

Google Analytics is a free tool for measuring a website's traffic and trends. It also can help identify which keywords and marketing tactics are driving traffic to the site. All you need is a free Google account and a tracking code embedded in the practice website. For more information, visit google.com/analytics.

It's also important to note that many website design and development companies offer supplemental tools that complement Google Analytics or provide a deeper level of data on an ongoing basis, giving dentists an even more accurate and comprehensive picture of the website's ROI.

Tech Tool No. 3: Recording incoming patient calls

Marketing is not only about advertising and promotion—it encompasses the entire patient experience, perhaps most importantly the prospective patient's initial call to the practice. These phone calls must be handled purposefully and delicately. Front desk staff must be properly trained in customer service, verbal skills and overcoming objections, otherwise the potential results from practice marketing can be diminished dramatically.

Integrating a system that records these calls allows the dentist or the practice's consultant to better understand what is happening at the front desk and to identify any areas of improvement. And it doesn't end with new patient phone calls.

Listening to how team members handle issues like scheduling and insurance concerns, hearing when and why patients are put on hold, and experiencing first hand what people calling the practice encounter can give you a clearer picture of how effective the front desk team is in the marketing process. Listening to recordings provides an unobtrusive and convenient way to evaluate the staff's phone skills, and can help indicate where training and operational gaps exist.

A variety of companies offer call recording tools, but the best also integrate tracking phone numbers so you

▲ *Futuredontics/1-800-DENTIST's Patient Activator is among the products that can help you improve patient communication.*



patients will find emails or texts intrusive. In today's digital culture, these methods are becoming the norm and often the preferred method of contact.

Tech Tool No. 2: Website metrics/analytics

Most practices have a website, allowing patients to learn about the practice through online research. What many may not realize is the dental practice website can, when executed correctly, be a powerful driver of new patient flow. But to know if the practice website is working at its maximum

NAOMI'S TOP PICKS for industry-leading communication services

Want to improve patient communication? Here are some services that can help:

- Sesame Communications' Dental Sesame and Ortho Sesame (sesamecommunications.com)
- Futuredontics/1-800-DENTIST's Patient Activator (patientactivator.com)
- Lighthouse 360 (lh360.com)

can understand which calls came from yellow pages advertising, search engine marketing or other marketing mediums. MyDentist-Calls (mydentistcalls.com) and Sesame Communications' First Call are two excellent examples.

Tech Tool No. 4: Responsive design for practice websites

Patients today conduct their initial research online before calling to make an appointment, and that includes visiting the practice's website. And with more consumers relying on smartphones and tablets when searching online, a traditional website designed for desktops and laptops alone does not cut it anymore.

In 2012, Pew Internet research found that 31% of Americans used their cell phones to look for health and medical information online. According to the website MarketingLand.com, nearly 40% of all time spent on the Internet is spent on mobile devices.

A traditional website often has limited functionality and visibility when accessed on a smartphone or tablet. And mobile websites, which were the industry standard only a year ago, are no longer recommended. In 2013, Google notified developers that it prefers responsive design over maintaining separate traditional and mobile websites.

A responsive designed website reconfigures itself automatically based on what type of device is being used to access it. Respon-

sive design ensures a website will be accessible to all patients regardless of whether they are using a computer, smartphone, tablet or any handheld device. Studies show if prospective patients cannot access a dentist's website online, they will move on to the next website. A select few companies in the dental industry offer responsive design websites, notably PBHS (pbhs.com) and Sesame Communications.

Tech Tool No. 5: The power of video

It's a fact—website visitors are drawn to visual content. The popularity of sites such as YouTube, Facebook, Instagram, Vine and Pinterest is certainly evidence of this. Posting videos to the practice website and social media profiles is a terrific way to connect with patients. Video also plays into Google's algorithmic preference for fresh, relevant content, and can help it rank higher in Google searches.

Plus, because Google owns YouTube, the videos posted directly to your practice's YouTube profile, or "channel," will improve that profile's ranking in search engine results as well.

Creating videos does not have to be difficult or expensive. Today's smartphones and hand-held cameras are perfect for shooting quick videos and make it easy to upload to the Internet. The videos should be 1-2 minutes, and showcase the

practice, doctors and team members, as well as popular services, after-care instructions and even patient testimonials.

Videos are an opportunity to show prospective patients what sets a practice apart from the competition, and to give patients a true feel for the practice.

Integrating technology into the practice culture

Marketing technology can be a great asset in growing the practice, improving the trackability of marketing dollars and increasing opportunities to interact with prospective and current patients.

When implementing new systems, outsourcing becomes necessary. The biggest pitfall in implementing new ideas into the practice—especially highly technical ones—is the dentist trying to take it all on him or herself.

The solution is to work with a dental marketing consultant who can provide a comprehensive, customized marketing strategy. Once the goals have been set and the tactics determined, a consultant also can act as a coach and as a guide through the technology landscape, quarterbacking as necessary to appropriate vendors with proven track records in the dental profession. ●

ABOUT THE AUTHOR

Naomi Cooper is President & Founder of Minoa Marketing and serves as Chief Marketing Consultant for Pride Institute. She is a respected dental marketing consultant, author, speaker and opinion leader who co-teaches Pride's marketing course, The New Rules of Dental Marketing. She can be reached at naomi@minoamarketing.com, and blogs regularly at minoamarketing.com. Follow her on Twitter (@[naomi_cooper](https://twitter.com/naomi_cooper)) or "Like" Minoa Marketing on Facebook at [fb.com/minoamarketing](https://facebook.com/fb.com/minoamarketing). For information on upcoming courses, call 800-925-2600 or visit prideinstitute.com.

30 SECOND CURE



To a depth of 8mm!*

CompCore™ AF

Advanced Formula, Dual-Cure CompCore™ AF

The enhanced light-curing properties save considerable time. If light-curing is not an option, allow CompCore AF to self-cure in 4.5 minutes intraorally.

Improved natural appearance

Greater translucency presents a more natural appearance and minimizes the chance of shadows under ceramic crowns.

Outstanding handling for ease of use

Excellent adaptation

Superior durability for peace of mind

Hyperbranched Technology™ and nano-fillers for exceptional mechanical properties and long term clinical success.



**3+1
FREE!*****



Premier® Dental Products Company
888-670-6100 • www.premusa.com

*Depth of cure A3 shade. **Buy 3 SyringeMix Stack or CompCore Refills, get one of the same free. Contact your dealer for details. Offer valid 2/1/14 through 3/31/14. Redeem by 4/15/14.



Dentsply Caulk's Aquasil Ultra Cordless

How this new tissue management systems makes life easier for one clinician and dental assistant, as well as their patients. [Compiled by Renee Knight]

Taking impressions just got easier at Boca Dental Aesthetics.

That's because Dr. Leon Gerard and his Florida-based team began using Dentsply Caulk's Aquasil Ultra Cordless, a new tissue management impression system. The system makes it possible to take impressions without packing retraction cord, which saves him time and makes patients much more comfortable.

Dr. Gerard has used the system since it was released in October and loves what it has meant for his patients and his practice. He even dedicated a section of his website to the new impression system, complete with case photos and information about how the system simplifies the impression taking procedure. Here, Dr. Gerard and his dental assistant, Emily Williams Braziel, tell us how Aquasil Ultra Cordless has improved impression taking in their practice.

What Dr. Gerard says about Aquasil Ultra Cordless

The concept of not having to use gingival retraction cord immediately attracted me to Aquasil Ultra Cordless. I thought about it after I saw a demo and it just seemed like it was one of these revolutionary concepts, really a must have. Patients don't like the experience of having those retraction cords packed. If there is some way of avoiding that, that's the way to go.

Aquasil Ultra Cordless is pretty easy to use. It's very quick and it saves a huge amount of time because you don't have to pack retraction cord, especially if you're using it on a multiple unit case. To not have to double pack retraction cord saves a huge amount of time. And if you're working on an endodontically treated tooth, you can prepare the tooth and take the impression without administering a drop of anesthetic.

That saves time and patient discomfort as well. And the accuracy of impressions so far has been great.

We make patients aware of this new system and they're all for it, especially patients who have experienced a lot of crown and bridge work and are familiar with the packing cord step. When I explain we can do it without packing cord they are ecstatic. Packing retraction cord is an uncomfortable process, and remains uncomfortable post-op as the gums heal up. And if you're talking about a full-arch case, that period of discomfort could last a week or more. I've had full-arch crown and bridge patients tell me it took a few weeks for the gums to settle down from packing retraction cord. This is a really revolutionary approach to that. I'm really very enthusiastic about the system.

I can't say enough about this system and the whole concept of it. I really think it's revolutionary.

Aquasil Ultra Cordless

Aquasil Ultra Cordless is a Tissue Managing Impression System that does not require tissue retraction. There is no need for cord or paste in most cases. It provides an easy, one-step system that places super high tear strength wash material precisely into the sulcus within seconds for a less stressful experience that delivers incredibly accurate marginal detail.

Dentsply Caulk

800-LD-CAULK | aquasilultracordless.com

CIRCLE RS #118

What dental assistant Emily Williams Braziel says about Aquasil Ultra Cordless

With Aquasil Ultra Cordless, there is less discomfort for patients because we don't have to pack cord. We can do a crown prep on a root canal tooth and you don't have to numb the patient to pack the cord. It cuts down the procedure time and you don't have to use the anesthetic. Aquasil Ultra Cordless probably saves me at least 30 minutes each appointment.

It saves a lot of time because with other systems you have to pack the retraction cord, and if the patient isn't numb and is feeling it you have to call the doctor back in for more anesthetic. Aquasil Ultra Cordless eliminates that and makes it easier on the patient, so really the patients benefit from it.

Patients remember previous appointments where we did crowns and we had to pack cord. When we tell them about this product and that we don't have to pack retraction cord, the look on their face is like they won the lottery. They hate it. It's tedious, especially if it's multiple units and you have to pack two sets of cords. It's a lot.

I was excited when Dr. Gerard decided to purchase this product. We mostly do crown and bridge so I do a lot of retraction cord. I didn't enjoy that part of the appointment because not only is it extra work for me, it's uncomfortable for the patient. I would encourage any dental office to give Aquasil Ultra Cordless a try. ●



DENTSPLY
CAULK

Fear impression making no more.



Stop cringing at the thought of making an impression. **NEW** Aquasil Ultra Cordless Tissue Managing Impression System is a revolutionary retractionless impression system with digit power™ Dispenser technology. In most cases, this new, less traumatic way to record impressions doesn't use cord, doesn't use paste – and it doesn't make you want to run and hide from the procedure. Uncover your eyes and see the only breakthrough in impression making.

Visit www.AquasilUltraCordless.com
to request your in-office demonstration

 **AquasilUltra**
CORDLESS
TISSUE MANAGING IMPRESSION SYSTEM



We Know What
YOU WANT.
We've Got What
YOU NEED!

Products,
techniques
and more!

Get them all right here

DENTALPRODUCTSREPORT™

WE GOT YOU COVERED



To advertise in the No. 1 product magazine visit
www.dentalproductsreport.com/advertise

COSMETICS

IPS **e.max**all ceramic
all you need

we are your e. max pros

**AOC**

EmaxDentalLab. Com

call us today
(800) 729-1593

COSMETICS

"The Band Becomes The Dam"

PinkBand®, a rubberized silicone coated matrix band that is effective in "improved moisture control"* over standard and sectional bands. PinkBand® was evaluated by 27 dental consultants who placed 479 composite restorations and received a 98% clinical rating*. 100% of the dental consultants would switch to PinkBand®. Available in Universal, Pedo, Subgingival sizes and both Regular 0.0015" and Ultra-Thin 0.001".

*Reference: The Dental Advisor -
Vol. 30 Issue 08, October 2013

For More Information and
To Place An Order, Visit Us At
www.PinkBand.org
847.260.8330

PinkBand®
Coated Matrix Band
"The Band Becomes The Dam"®

**www.PinkBand.org**

DENTAL SUPPLIES

The Best Solution Is The Best Advice

Majestic Introduces

Senzzzzz Away

Almost 50% of U.S. adults suffer from sensitive teeth. Now you can offer your patients a totally new and unique way to instantly put their tooth sensitivity to sleep. Just one treatment of **Senzzzzz Away**®, the newest innovation from Majestic Drug Co., Inc., has been clinically proven to eliminate tooth sensitivity for up to six full months. **Senzzzzz Away**® is the exciting new addition to the Tooth Desensitizer category and is available now. **Please let your patients know!**

Majestic®
Family Owned for 3 Generations

For more information, call 1-800-238-0220
or visit our website at www.majesticdrug.com

The Best Solution Is The Best Advice

Majestic Introduces

PROXI-Plus!

Your patients are constantly looking for new ways to keep their teeth and gums healthy and clean throughout the day without having to resort to carrying a toothbrush with them everywhere they go.

Proxi-Plus® is the newest innovation in this category. **Proxi-Plus**® is a single use, hygienic interdental brush with a bonus flosser on the end. Each pack has a month's supply (30 brushes) and a very competitive price. **Proxi-Plus**® is available now. **Please let your patients know!**

Majestic®
Family Owned for 3 Generations

For more information, call 1-800-238-0220
or visit our website at www.majesticdrug.com

Search for the company name you see in each of the ads in this section for **FREE INFORMATION!**

EQUIPMENT FOR SALE

Aging Assets? Save your Investment. We can make your dental chairs and stools look brand new. Replacement Upholstery



SUPERIOR_UPHOLSTERY

Search



www.superiorupholstery.com

888-548-7282



FINANCIAL SERVICES



*Our award winning team
looks forward to helping you
reach your financial goals.*

Our Team (left to right):

Walter K. Herlihy, CLU®, ChFC®, CFP®
Medical Economics, Best Advisors 2010 - 2012
Dental Practice Report, Best Advisors 2011 - 2013

Sabina T. Herlihy, Esq., Massachusetts
Super Lawyers 2007, 2010 - 2012

Robin Urciuoli, CPA, CFP®

Linda B. Gadkowski, CFP®
Medical Economics, Best Advisors 2004 - 2012
Dental Practice Report, Best Advisors 2011 - 2013

Michaela G. Herlihy, CFP®

Peter Deschenes, Office Manager



Fee Only

Beacon Financial Planning, Inc.

Offices in Easton, Hyannis, Wellesley and Boston, Massachusetts

Phone: 888-230-3588 E-mail: Walter@Beaconfinancialplanning.com

www.Beaconfinancialplanning.com

FINANCIAL SERVICES

IMPORTANT NEWS!

New regulatory requirements are coming soon...the best FREE EMV-ready device is already here.

PROCESS CREDIT CARDS
WITH YOUR SMARTPHONE

FREE
EMV-READY
TERMINAL

FREE
WIRELESS
TERMINAL

WHOLESALE RATES
INTERCHANGE % RATES
AS LOW AS

.05%*

- FREE Placement, Credit Card Terminal
Wireless/Land Line / High Speed / Dial-Up
- Easy Setup - Quick Approval
- Integrate with your current POS
- Free Paper**
- No set-up fee
- Check Services Available
- Early Termination Fee
with your current processor?
NAB will reimburse your business up to \$295**

NorthAmerican
BANCARD

www.nynab.com



ENROLL NOW - CALL A SPECIALIST TODAY!

866-481-4604

©2014 North American Bancard - All Rights Reserved. North American Bancard, LLC is a registered ISO of Wells Fargo Bank, N.A., Walnut Creek, CA. American Express may require separate approval. * Durbin regulated Check Card percentage rate. A per transaction fee will also apply. **Some restrictions apply.



Search for the company name you see in each of the ads in this section for **FREE INFORMATION!**

LAB SERVICES

AM DL SINCE 1945
A & M Dental Laboratories
Where Excellence Is The Tradition...

ALL RESTORATIONS MADE IN USA



ALL CERAMIC · PFZ · CAD/CAM ·

AmZir Crowns (Porcelain Fused to Zirconia) \$ 99.00
BruxZir Full Zirconia Crowns (CAD/CAM) \$ 79.00
e-max Crowns (ALL CERAMIC) \$ 89.00

800-487-8051 425 S. Santa Fe St. Santa Ana, CA 92705
www.aandmdental.com • info@aandmdental.com

SHOWCASE
your brand
in our exclusive **NEW** section
with Charter Pricing

Smarter Marketing Approach
Generate high-quality leads and increase your brand's awareness
even with a limited marketing budget.

For Advertising Rates, Call Linda Barrier 800.225.4569 ext. 2701

PRACTICE MANAGEMENT

**WANT TO BE THE LEADING DENTIST
IN YOUR CITY?
ARE YOU DOMINATING YOUR LOCAL MARKET?
NEED TO ATTRACT MORE NEW PATIENTS?**

**What's Your
Online
Marketing
Strategy?**



- GET YOUR PHONES RINGING.
- GET QUALITY LOCAL PATIENTS.
- GET ON THE FIRST PAGE OF GOOGLE
- INCREASE REVENUE & ROI
- NO CONTRACT, **FREE CONSULTATION**
- AFFORDABLE PRICING

**"Thank you, Our Production
Increased 30% in 2013"**

-Dr Nair

WEBSITE | SEO | PPC | MOBILE | VIDEO | SOCIAL | TRACKING | MORE-

CALL NOW 1-888-656-7715

www.DentistsBranding.com, www.MightusMedia.com

TURBINE REPLACEMENTS

**Wonder what
these are?**

COMPANY **Search**

Go to
dentalproductsreport.com/products
and enter names of companies with
products and services you need.

marketers, find out more at: advanstar.info/searchbar

DENTALPRODUCTSREPORT
DISCOVERY. ADOPTION. SUCCESS.

\$95 or less
With Ceramic Bearings
It's a Great Deal!
All new push-button turbines
Promo Code # AS012

DENTEX **Search**



- Made in USA
- Machine Balanced
- Free Installation
- Patented Spindle

Call for all other makes & models Free quotes on high & low-speed repairs

\$24
Chuck Canisters only

Dentex
House of Turbines

1-877-433-6839
www.dentex-houseofturbines.com

Search for the company name you see in each of the ads in this section for **FREE INFORMATION!**

PRODUCTS & SERVICES

DIGITAL IMAGING

Don't Overpay for Sensors!

Kodak, Schick, Gendex Users! Dexis Users!

UPGRADE with up to **\$2000 Trade-In Credit!**

- Trade-In ANY Sensors
- Trade-In ANY IntraOral Cameras

TOWER IMAGING 800-947-1259 ext. 313

Size 1 or 2 Available

UNI-RAY

Ideal Sensor Size 1.5

FINANCIAL SERVICES

The **HELP**card®

You Sell, We Lend, You Grow

Patient Financing Made Easy

- More Approvals (A, B & C Credit)
- Quick Decisions
- Low Monthly Payments
- Fast Funding To Your Practice

www.helpcard.com • 877-834-0550

HANDPIECES

GET CASH
for Unwanted
Handpieces & Attachments

BBB

Bill\$ for Drills

1. Request **FREE** Postpaid Shipping Box & Send Items
2. Approve Our Offer
3. You Get **CASH!**

Click or Call Today!
BillsForDrills.com 1-855-544-1900

DRY MOUTH PRODUCTS

OraCoat
XyliMelts®
for dry mouth

Adhering discs for use while sleeping and daytime!

XyliMelts long lasting adhering discs temporarily relieve dry mouth* day and night, even while sleeping when dry mouth is worst.

- 500 mg of Xylitol coats, moisturizes and lubricates*
- Discreetly sticks to gums or teeth
- Lasts all night
- May reduce risk of tooth decay
- Patient samples, wholesale pricing available

Call 877.672.6541 or email sales@orahealth.com for more information. Available at Rite Aid.
www.XyliMelts.com

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

EQUIPMENT FOR SALE

100 pack Custom Trays \$99

iCure
PROFESSIONAL LIGHT CURING
\$299

Call 1-800-323-4144

astron

HANDPIECES

Buy Gently Used Handpieces That Look & Run Like New

- 1/3 – 1/2 the Price of New
- 6-Month Warranty
- Overhauled with New Parts

MIDWEST

TRADITION \$275 NOSE CONE \$175 SHORTY \$370

KAVO

6000B \$485 62LDN \$175 2307LN \$380

STAR

430SWL \$360 NOSE CONE \$165 TITAN 20K \$300

Shop our Webstore or Call
HandpieceUSA.com
1-866-546-1292

INFECTION CONTROL

Asepto Systems
Products for Infection Control

Asepto-Sol
Impression/Gypsum Disinfectant

Safe-Seal
Lab Transport Bags

Odo-Gard
Deodorizer/Cleaner

CONTACT DEALER

57 Ozone Avenue, Venice, CA 90291
Tel (310) 396-8271 • Fax (310) 396-7702
E-mail: asepto@verizon.net
Internet URL Address:
<http://www.aseptosystems-dc.com>

EQUIPMENT FOR SALE

Foot Operated Faucet Control

- Hands free control of hot or cold water, press both pedals for warm.
- Stainless Steel for harsh environments and washdown conditions.
- Easy to install on existing or new construction.
- Multiple quantity discounts.

1-888-729-3053
www.FootFaucet.net

Made by: Pressure Products

Zoll-Dental Instruments!

From the basic to the advanced Zoll-Dental can fill all your instrument needs.

For A Catalog Call:
1-800-239-2904 A USA Manufacturer!
View it on the web! Full Retipping & Resharpener Service!
www.zolldental.com

ADVERTISE TODAY!

EQUIPMENT FOR SALE

WOODWAY MANUFACTURING COMPANY, INC.

MANUFACTURER OF PROFESSIONAL DENTAL CABINETRY SINCE 1958

Operator's Technology Console

Assistant's Support Console

Assistant's Treatment Console

Island Technology Console

Order Factory Direct & SAVE!

www.woodwaydental.com 1-888-368-4770

Repeating an ad
ENSURES
it will be seen
and remembered!

Call Linda Barrier for
advertising information at
800.225.4569 x2701

LAB/OPERATORY PRODUCTS

DíamoDent®
PRECISION PROSTHETIC PRODUCTS
QUALITY & PRICE GUARANTEED!

High precision prosthetic products for Small, Standard and Wide Platforms for the following implant systems:

- Nobel Biocare
- Zimmer
- Implant Direct
- BioHorizons
- Straumann
- 3i
- Frident/DENTSPLY
- Lifecore/Keystone
- Steri-Oss
- Branemark

All are manufactured with the tightest tolerances, tested by Instron test machines and come with a full **Lifetime Warranty**.

FREE SHIPPING FOR ORDERS OF \$150 & UP

DíamoDent®
Toll Free (888)281-8850
www.diamodent.com

PRODUCTS & SERVICES

INFECTION CONTROL

Medflex™
PREMIUM

2nd generation ultrasonic cleaning units

- * 3, 5 & 13 liter models available (0.8, 1.3 & 3.4 gal)
- * Stainless Steel construction
- * All models include heat feature
- * Includes basket
- * 3 year warranty

First Medica™

www.firstmedica.com 1-800-777-7072




PROFESSIONAL SERVICES

DISABILITY CLAIM ADVICE

Since 1995 secured over 1.5 billion dollars on behalf of claimants
ART FRIES, RHU friesart@hotmail.com
1-800-567-1911 • www.afries.com

For Advertising
Rates or Information,
Call Linda Barrier
800.225.4569
ext. 2701

Most Major Brands - Quality Guaranteed



2816 Waterloo Road • Mogadore, OH 44260

WISE DENTAL REPAIR LLC
SPECIALIZES IN HANDPIECE REPAIRS

highspeed overhauls, slowspeed overhauls,
electric handpiece, surgical, endo, & lab
handpiece repair. We sharpen/retip hygiene
instruments and many other services

Call Toll Free 1-888-411-6933

OR VISIT OUR WEBSITE FOR MORE INFORMATION
WWW.WISEDENTALREPAIR.COM

A WISE CHOICE IS WISE DENTAL REPAIR

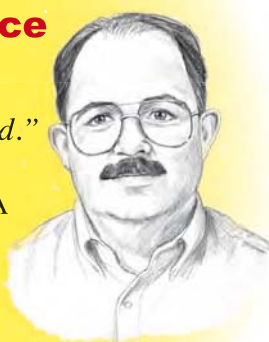
LAB SERVICES

Is America's Best Full-Service Lab in Macon, Georgia?

"Awesome work at the best prices I've found."
— R.A. Lane, DDS

All restorations are proudly made in the USA
For more info, call David Wheelless, owner

Perry Dental Services
1-800-216-6065



American Eagle (888) 609-2622
Dental Lab www.EagleDentalStudio.com

THIS MONTH SPECIAL
Customize Abutment
With Zirconia Crown **\$299**

FREE
BOTH WAY SHIPPING
CASES MUST BE PREPAID - CALL IN FOR DETAIL

- PFM Non Precious \$45
- Zirconia Layered with Porcelain \$79
- Full Contour Zirconia \$75
- IPS e.max Pressable \$79

SOFTWARE

How many people does it take to perio chart?

Great News! Dental R.A.T. is now
an authorized distributor of Ice
Chips!

Xylitol Candy Available in 18
Flavors!

ICE CHIPS®
The Good for You Candy!™



- Perio chart
- Audio feedback
- Run x-rays
- Run intraoral cameras
- Run your software
- Wireless

Do you have computers?

Do you have software?

You need a Dental R.A.T.!



Accurate & Easy

DENTALRAT

Hands-Free Perio Charting

877-278-0061

www.dentalrat.com

208-489-1590

MISCELLANEOUS

Vision USA

(800) 257-5782
(856) 795-6199

Clip Ons
+1, +1.5, +2, +2.5,
+3, +4, +5 \$21.95

**RX acceptable
Waterproof
Loupe**
to ensure
disinfecting
2.5x & 3.5x \$349

**2.5X Focusable
10" - 17"**
\$149.95

Fit Over Loupe
2.5x, 3.5x - \$299

**Portable color
3x-15x**
\$239

www.visionusasupplies.com

Repeating an ad ENSURES it will be seen and remembered!

DENTALPRODUCTSREPORT™
DISCOVERY. ADOPTION. SUCCESS.

Content Licensing for Every Marketing Strategy

Marketing solutions fit for:

Outdoor | Direct Mail | Print Advertising | Tradeshow/POP Displays | Social Media | Radio & TV

Leverage branded content from *Dental Products Report* to create a more powerful and sophisticated statement about your product, service, or company in your next marketing campaign. Contact Wright's Media to find out more about how we can customize your acknowledgements and recognitions to enhance your marketing strategies.

For information, call Wright's Media at 877.652.5295 or visit our website at www.wrightsmmedia.com



Activate the Magazine

As the go-to product resource for the dental industry, the team at *Dental Products Report* wants to make it as easy as possible for you to get the information you need about new products.

Here, you'll find the reader service card with numbers that correspond to advertisements. Throughout the issue, you'll also find numbers with each of the products that appear as editorial in this issue of DPR.

You'll also find opportunities to go directly to landing pages that allow you to fill in your information in order to receive new product materials, QR tags that get you there directly from your phone, and in some cases, text (or SMS) codes that provide yet another way to get the information you want.

We don't expect you to use every method. We just want to make it easy for you to get what you're looking for — on your terms.

You Can:

- Fill out the Product Card
- Go Online or Scan
- Text

Result: New product information sent directly to you!



3M ESPE

LeadGen Circle RS No. 18, 99

Text "3MESPE" to 90947 • www.3MESPE.com



DEXIS

LeadGen Circle RS No. 130

Text "DEXIS" to 90947 • www.dexis.com, www.dexisgo.com



GENDEX

LeadGen Circle RS No. 131

Text "Gendex" to 90947 • www.gendex.com



**ivoclar
vivadent**
passion vision innovation

LeadGen Circle RS No. 8

Text "Ivoclar" to 90947 • www.IvoclarVivadent.com



BIOLASE

LeadGen Circle No. 132

Text "Biolase" to 90947 • www.biolase.com



**PATTERSON
DENTAL**

LeadGen Circle RS No. 85

Text "Patterson" to 90947 • www.pattersondental.com



**dm
DenMat**
innovative dental technologies

LeadGen Circle RS No. 133

Text "DenMat" to 90947 • www.denmat.com

**Company Name
URL**

Page No.

**Product Card
Circle No.**

3M ESPE
3mespe.com

17, 63

18, 99

Apteryx Inc.
apteryx.com

41

84

Bankers Healthcare Group
bhg-inc.com

6

10

Bien-Air USA
bienair.com

69

103

Bisco Inc.
bisco.com

79

110

Bosworth Co.
bosworth.com

83

113

Carestream Dental
carestreamdental.com

25

31

Curve Dental
curvedental.com

14

15

E4D Technologies
e4d.com

44

86

Dental Creations
wonderfill.com

40

83

Dental Planet
dentalplanet.com

30

62

Dentsply Caulk
tphspectra.com

35

66

Company Name URL	Page No.	Product Card Circle No.
Dentsply Caulk aquasilultracordless.com	91	119
Dentsply Midwest professional.dentsply.com	77	108
Dentsply Professional professional.dentsply.com	5	9
Dentsply Raintree Essix mtmclearaligner.com	29	61
Dentsply Tulsa Dental tulsadentalspecialties.com	57	96
Essential Dental Systems edsdental.com	80	111
Flow Dental flowdental.com	12	13
Garrison Dental Solutions Inc. garrisondental.com	18, 18A-D	19
GC America Inc. gcamerica.com	53	92
Great Lakes Orthodontics greatlakessplints.com	33	64
Henry Schein Inc. henryschein dental.com	CV2-03	2
Hi-Tec Implants hitec-implants.com	45, 47	87
Hu-Friedy Mfg. Co. Inc. hu-friedy.com	64-66	
Ivoclar Vivadent Inc. ivoclarvivadent.com	7	8
Kavo America kavousa.com	23	26
Keller Laboratories kellerlab.com	85	114
Komet USA kometusa.com	CV4, 10A-D	122
MacPractice Inc. macpractice.com	50-51	90
Masterdent Equipment masterdentequipment.com	86	115
Northeast Dental Laboratory nedentallab.com	68	102

Company Name URL	Page No.	Product Card Circle No.
Office Max officemax.com	87	116
Patterson Dental pattersondental.com	36-37	
Patterson Dental Co pattersondental.com	43, 42A-Z	85
Pentron pentron.com	CV3	121
Perio Protect perioprotect.com	67	101
Premier Dental Products premusa.com	89	117
Progressive Orthodontics posortho.com	20-21	21
SciCan Inc. scican.com	58	97
SDI Inc. sdi.com	9	11
Sesame Communications sesamecommunications.com	15	16
Silmet Ltd. silmetdental.com	62	98
Solmetex solmetex.com	8	12
Sultan Healthcare durashieldcv.com	13	14
Sunstar Americas Inc. gumbrand.com	16	17
Town And Country Dental Studios townandcountrydental.com	26A-B	
Ultradent ultradent.com	31	63
Vident vident.com	55	94
VOCO America Inc. vocoamerica.com	F1-F2	1
Zahn Dental Inc. henryschein.com/us-en/zahn	10A/B/C/D	125
ZEST Anchors Inc. zestanchors.com	39	82

SAVING TEETH, AND MAYBE ALSO A LIFE

How a trip to the dentist and the LANAP laser procedure may have saved this patient's teeth and his life. [By Stan Goff]



TONY WILSON

Long Beach, Calif.
Patient of Dr. Eric Johnson/Torrance, Calif.

Tony Wilson may not have had the best diet and the best dental routines, but when he lost a tooth while driving in his car, he didn't think it was that big a deal.

But that lost tooth brought Tony to his dentist in Torrance, Calif., and that's when he learned that he had a bad case of gum disease. So Tony's dentist, Dr. Eric Johnson, referred his friend to Millennium Dental Technologies (MDT) as a candidate to receive the LANAP laser treatment as part of a clinical training program.

It was while preparing for the procedure that the clinicians at MDT noticed Tony's blood pressure was very high and convinced him to go right to the hospital to get things checked out.

That's how Tony learned that he suffers from hypertension and diabetes. If not for that lost tooth, the doctors believe Tony was at risk for a stroke.

It was a scary situation, but today Tony laughs while telling the story. He has lost 84 pounds, no longer needs medication for hypertension and diabetes, and has improved his oral health. He finds himself enjoying life more.

"Last year I was driving and I had a piece of candy get caught on one of my front teeth," he said. "So I went to pull it off and my whole tooth came out. Root and everything. No blood, no pain. So I did what most people would do, I tried to put it back in, and that didn't work."

So he called his dentist and asked about getting a partial, but during his visit was informed of how bad his gum disease was.

"So my dentist said I would need gum surgery, which would require a scalpel and sutures and that I could be in for 8 weeks of pain, so no that didn't feel very appealing to me," he said.

That's when Dr. Johnson suggested the LANAP procedure as an option, and Tony, who weighed more than 300 pounds at the time, went to the facility to start the process. When his blood pressure was taken twice—and each

time the reading was 212 over 119—the treatment was postponed and he was convinced to cancel his golf tee time and head straight to the hospital.

"My dentist said they couldn't take care of the dental surgery until I had my blood pressure corrected and I said I'd go on Monday or Tuesday," he recalls saying on that Friday. "He told me, Nope. If you don't promise to go right now, I'm going to call an ambulance because you're a walking stroke."

So he ended up at the hospital that day, found out that he had hypertension and diabetes, but today he weighs much less, has a much healthier mouth, and adds, "I'm a lot happier and life is great. But if it hadn't been for losing that tooth, I would never have gone to the doctor."

The LANAP procedure went so well that Tony is always telling friends about the treatment.

As part of the procedure, Tony even had an extra tooth removed with the PerioLase® MVP-7™ and the laser enabled hemostasis in the area to produce a clean, closed environment for healing with minimal discomfort. "I've been really blessed," he said. "I have no problems or complaints. Also, it's good for me long-term as far as my other health issues. I didn't realize that gum disease can contribute to so many other things like heart disease. It's actually been pretty cool. Now I'm more cognizant about how and when I brush my teeth, and all these things you don't ever think about."

The stand-up comic has been spreading the word of the care ever since.

"I actually carry on my phone a link to a YouTube procedure to show people, since I'm always talking about it," he said. "And I do stand-up comedy and I've even mentioned it in my act." ●



PerioLase MVP-7™

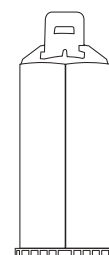
PerioLase MVP-7 Digital TruePulse™ Nd:YAG laser is specifically designed for the LANAP® protocol, an evidence-based, patient-preferred laser periodontitis treatment and the LAPIP protocol to save ailing/failing implants while maintaining gingival esthetics. LANAP Protocol includes a 6-month clinical results guarantee and five days of ADA-CERP CE training with live-patient treatment. The PerioLase MVP-7 is the world's first medical device to incorporate a Samsung® Galaxy tablet display and Android™ control system.

Millennium Dental Technologies
888-49-LASER | lanap.com
CIRCLE RS #120

~~We're not big fans of redos.~~
~~Redos are not really our thing.~~
We don't believe in redos.

Let's face it. When you find yourself having to retake impressions, it's time to make a change. Because consistently taking accurate impressions on the first try saves both time and money. Not to mention, it goes over well with patients. **Correct Plus™ Impression Material** is designed to provide highly accurate and detailed impressions every time you use it. Finally, an all-in-one, ideal combination of accuracy, proven performance, and affordability.

Check out our complete line of restorative products at **Pentron.com** or call **855-687-0950** to speak with a Sales Representative and help us make your next procedure the best one yet.



Correct Plus®
Impression Material



F360™

Undeniably Simple.

The innovative Komet® F360 system is revolutionizing modern endodontics with a simple two-file approach to root-canal preparation. F360 pre-sterilized, single-patient files feature a unique Double-S™ design to ensure outstanding cutting efficiency and debris removal.

The thin-core, highly flexible files perfectly adapt to root-canal morphology and operate in rotary mode to full working length. F360: Bringing renowned Komet innovation and expertise to everyday endodontics. Simply exceptional.

