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Volume 47

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Engage with honorees
at the **ADA Annual Meeting** in New Orleans



New Orleans

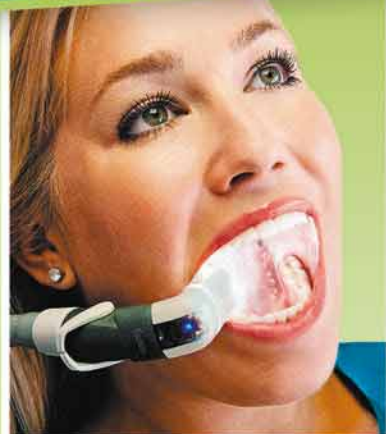
American Dental Association
ANNUAL SESSION
OCTOBER 31 - NOVEMBER 3, 2013

Pride Institute's

BEST OF CLASS

More on the winner selection inside...

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Reference: 1. Feres M, Figueiredo LC, Favari M. J Am Dent Assoc. 2010;141(4):415-422.

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EDITOR'S
CHOICE

TODAY'S TOP TECHNOLOGY

A vigorous vote yields Pride Institute's "Best of Class" Honorees.

by THAIS CARTER

Opportunities to recognize excellence seem few and far between. When the moments do present themselves, it can seem like the requirement is to find *something* good to say about everything and everyone. To call out one person or one product as "greater than" is somehow impolite.

Now in its fifth year, Pride Institute's "Best of Class" technology awards have never been about being *polite*, but rather, being *honest* about the technology rapidly reshaping the GP's approach to practice management and patient care.

"I am honored by the impact the award is having on pur-

"No winner is chosen in a category if there is no differentiator."

— Dr. Lou Shuman, President Pride Institute

chasing decisions and its value to the manufacturing community," Lou Shuman, Best of Class founder and President of Pride Institute shared, "but I am most proud of the integrity of our process and how it differentiates this award from any other provided today. The formula — technology leadership in dentistry, unbiased and not for profit — works."

Once again, the distinguished panel of technology experts met in Chicago to engage one another on the importance of 3D, evolving materials science, data mining and more. Thoughtful debate resulted in a list of 18 honorees representative of critical categories for today's GP.

"After our closed door battle, the smoke clears," Shuman said with a laugh, "and the companies that survive are presented with the most prestigious award in the dental industry."

As in previous years, during the voting process panel members are encouraged to speak about their experience

"The award serves an important function — providing an objective, informed, professional assessment of a broad gamut of technologies."

— Diana P. Friedman, CEO, Sesame Communications

with products. However, they must divulge all paid relationships with manufacturers prior to the discussion and are not allowed to vote in any category in which they have a consulting relationship with a company.

This approach facilitates honest discussion which, in the end, creates a list of honorees that is born out of respect and appreciation for true leaders as opposed to selecting a winner for winners' sake. As you'll see in the final list of winners here, not every box gets "checked." If a category didn't deliver a clear winner, going a step ahead of its competitive set in some way, shape or form, then that category isn't represented here.

DPR's coverage will include feedback from the panel on why these products were chosen, as well as stories from the field — from dentists like you seeing the results in their practices. Hopefully, these stories will motivate you to engage with

"There are few accolades this meaningful."

— Suzanne Wilson,
Senior Marketing Manager - Brands, Ultradent



New Orleans

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2013-2014 HONOREES

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- Action Run
- Align Technology Smart Track
- DEXIS Imaging Suite and DEXIS go
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- Sesame Communications Sesame 24-7
- Ultradent VALO
- VELscope Vx

"Pride Institute's mission is excellence and so is our product, DDS Rescue."

— Kenny Schwing, President & CEO, Liptak Dental

the "Best of Class" companies at the ADA Annual Session in New Orleans, Oct. 31 - Nov. 3. The Technology Expo will use its 7,500 square foot space for dynamic, technology-centric educational offerings and product demonstrations.

THE DISTINGUISHED PANEL

Acknowledging the dynamic decision-making that comes from bringing great minds and great dentists together, once again this year's honorees were selected by a distinguished panel of dental professionals. In our 2013 coverage of the honorees, every panel member will contribute insights from his own experience with the product or category.

- Lou Shuman, DMD, CAGS — President of Pride Institute, Best of Class founder
- John Flucke, DDS — Writer, speaker and Technology Editor for *Dental Products Report*
- Paul Feuerstein, DMD — Writer, speaker and Technology Editor for *Dental Economics*
- Parag Kachalia, DDS — Vice-Chair of Preclinical Education, Research and Technology, University of Pacific School of Dentistry
- Marty Jablow, DMD — Writer, speaker, and technology consultant and columnist for Dr. BiCuspid
- Larry Emmott, DDS — Writer, speaker, and Technology Editor for dentalcompare.com
- Titus Schleyer, DMD, PhD — Associate Professor and Director, Center for Dental Informatics at the University of Pittsburgh, School of Dental Medicine

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Michael Seastrom, DDS
Tarzana, Calif.



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Jay Grossman, DDS
Los Angeles



"The return on investment has been above and beyond our expectations. But it is an even better experience for our patients."

Christina Do, DDS
Costa Mesa, Calif.



"It kind of invigorated me in dentistry other than just drilling and filling, and doing the same old, same old. If I can do it faster and easier and better for the patient and more comfortable, who wouldn't want that for their practice. It's just fun."

Jose Aunon, DDS
Centreville, Virg.



"WaterLase RFT has revolutionized our practice of endodontics. For the first time we are within reach of sterilizing an infected root canal system - unheard of in the specialty of endodontics!"

Justin Kolnick
Endodontist, White Plains, N.Y.



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Mark Schlesinger
Periodontist, New York City



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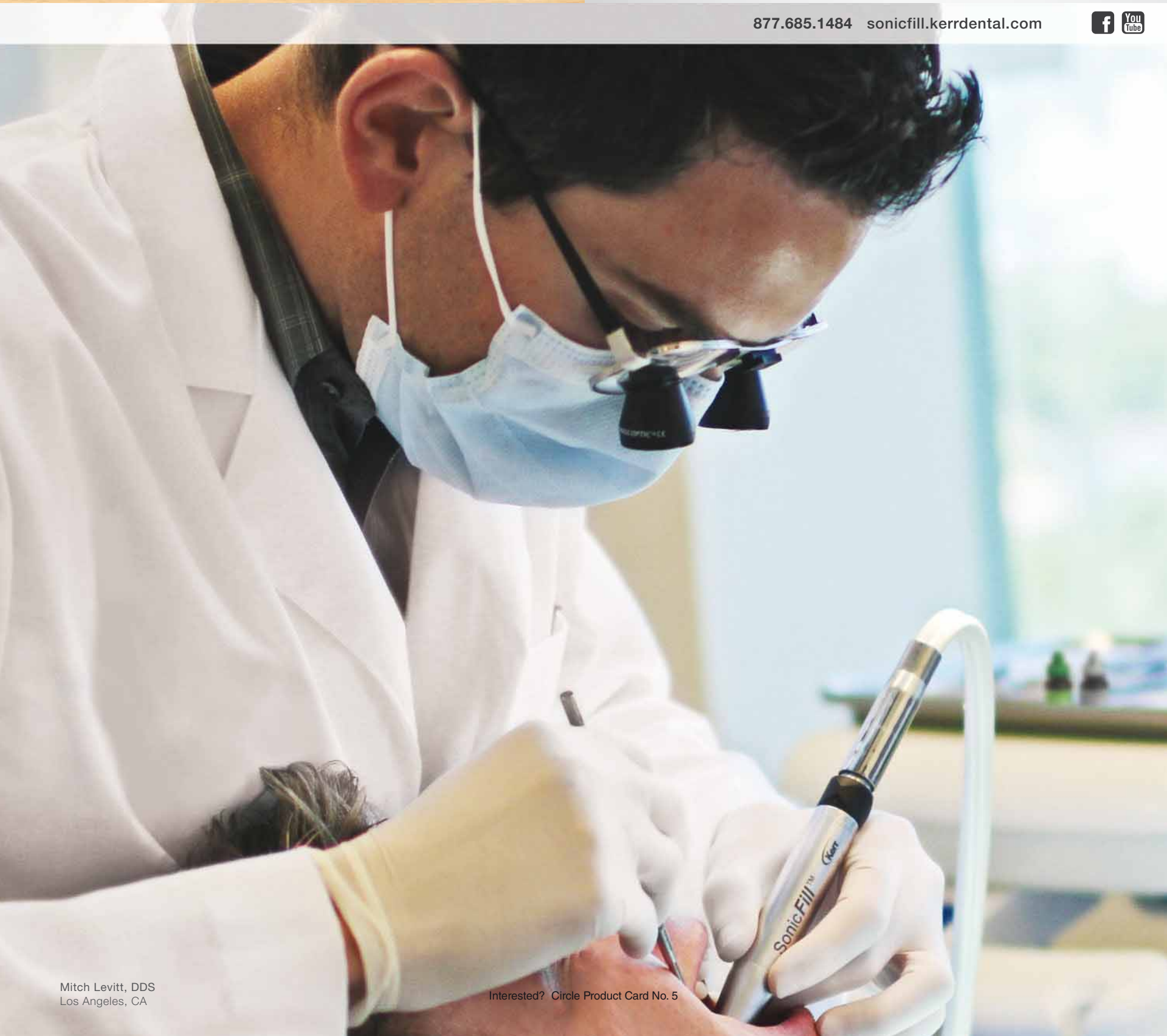
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Have a sense of humor



Last month, we featured a story on dentalproductsreport.com that compiled Instagram photos taken by patients while at the dental office. Captions on the photos made it clear that many patients would rather be anywhere *but* the dentist's office.

While most respondents took the photos in good humor, there was a comment—which generated several likes—that suggested these patients should just be glad to have dental insurance. The commenter

went as far as to say that she was “sick of people whining.”

As I'm sure many of you do, I sympathize with that perspective. Dentists aren't sadists and this type of social media slam doesn't help rehabilitate their image. It can be unbearably frustrating to constantly be painted as the bad guy when it is usually patients' own negligence of their oral health causing many of the problems in the first place. But here's the thing...

People aren't born with an innate aversion to the dentist—it is rooted in experience. If not theirs, then that of a close friend

or family member. Rather than hate on the haters, why not make the effort to change their minds?

There are so many incredible ways to shape positive experiences for the patients in your practice—consider at least these two...

- ⊙ Incorporate products that help lessen the pain of dental procedures. From ultrasonic scaling, to dental lasers, to digital impressions—there are numerous options to help ease run-of-the-mill discomforts associated with the dentist.

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THAIS CARTER
DIRECTOR OF CONTENT
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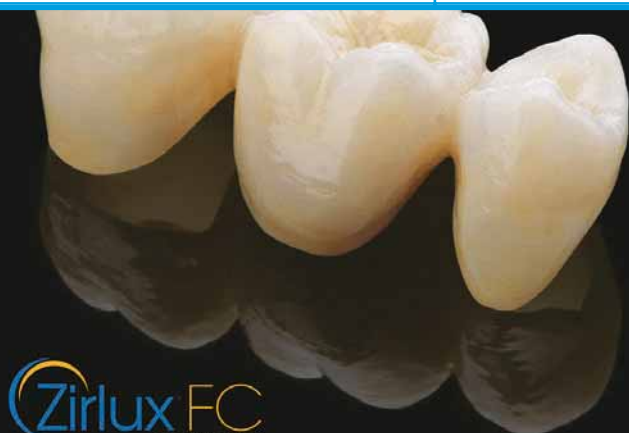
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Gary Severance, DDS

CHIEF MARKETING OFFICER OF D4D TECHNOLOGIES

Q: Tell us about the new E4D NEVO Scanner and Design Center.

A: NEVO is the Natural EVOLution of digital dentistry – and it's very exciting. In 2007, we were the first to introduce innovations like the powder-free intraoral laser scanning, photos over data (ICE View) and centralized education with remote support. We're now taking another leap ahead in technology. It all started based upon direction from a Bite to Byte conference we hosted in 2011 with key opinion leaders where the consensus was develop towards faster, easier and even more accurate results. So, this year we'll be introducing NEVO scanner, which sets new standards in ease of use, portability, speed and accuracy for digital restorative dentistry. I'm so very proud of our R&D team that put this together and the benefits it will provide to practitioners and patients alike.

Q: I understand it is plug 'n play, how does that change an office's workflow?

A: We like to say "plug 'n practice" since we're the first to really "cut the cord" from cart-based chairside dentistry. Today, differentiation is difficult — every cart has "four wheels and a wand" — all tied together and in one unit. Out of our Bite To Byte conference, came the concept of making the whole chairside process more portable, more convenient and more efficient to enhance the workflow in the office. By using Thunderbolt™ technology for the connection to either an updated cart or NEVO laptop we offer more power and speed compared to other connections like USB3. We can run our scanner completely off the laptop's power and are truly plug 'n play. Many technologies came together at the right time for NEVO to happen; enhanced blue laser technology, Thunderbolt Technology* for a connection, increased computing power and performance. With NEVO, we offer a mobile solution to a dental office rather than having to move a single

cart around to multiple operatories. It opens up all the possibilities the office wants to work with – to meet their specific needs.

Q What are some of the other benefits of NEVO?

A: Because we have the most experience in chairside CAD/CAM with powder free scanning and overlaying images onto models for better visibility, we've enhanced those features with blue laser (blaze) technology and a redesigned ICE (I C Everything) View. But we've also focused on features to ensure there is relatively no patient or office downtime. We've designed removable tips on the NEVO scanner so you can go from patient to patient and still ensure proper infection control guidelines. We've put active heating in the tips, so there is no fogging, which improves the scanning experience and image capture. A larger field of view allows quicker data pickup and the fact that you can set the tips on the teeth while scanning rather than "wave" above them provides better stability, patient comfort and location finding. The plug 'n play ability allows you to use the scanner where you need to and free up open design centers for designing. And NEVO design center sends right to an E4D mill – so same appointment dentistry offers the ultimate in patient efficiency. While you can't forgo the fundamentals of proper preparation and soft tissue management – intraoral capturing (scanning) will be fast and efficient with NEVO for many applications — and of course no powder. There are lots of incredible advancements in the whole chairside CAD/CAM category – faster milling cycles, new materials that don't require firing as well as faster firing programs for ceramic materials – and now faster scanning!

Additional information can be found at: e4d.com/NEVO.

To experience the future of dentistry join us at Businessofdentistry.com/e4d.

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Top 3 THINGS TO STORE IN THE CLOUD >>

01 Patient education

We've come a long way from yellowing brochures in the waiting room. Today's video education doesn't just offer dynamic animation on a wide range of dental topics, it is now available in the cloud. The benefit for you and your patients? Consistent, quality education, updated regularly, **on-demand**.

02 Records you can't afford to lose

When using cloud storage, you never have to worry about servers going down, stressing your last backup or practice security during natural or man-made disasters. Combine this with better HIPAA compliance, and you're looking at unparalleled peace of mind.

03 Images

While there are a variety of corollary issues to take into consideration, storing digital images in the cloud offers numerous benefits, especially as digital imaging continues to play a critical role in treatment planning and takes up an increasing amount of memory — one source suggests that 20 photos a day can quickly add up to 30 MB. ●

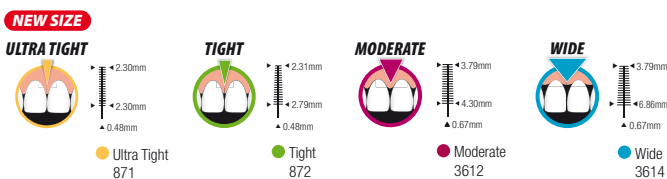


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1. Data on file. 2. Bristles contain an antibacterial agent to inhibit bacterial growth for continual bristle protection. The agent does not protect against disease. Patients should always rinse their brushes before and after each use.

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● **S 6379**
 ● **S 5379**



		5	5
Size - Tamaño	Ø 1/10 mm	018	023
L	mm	3,4	4,1

FG · FG



● **S6379.314. ...** 018 +023

● **S5379.314. ...** +018 +023

+ = \bigcirc_{\max} 300000 min⁻¹/rpm

Utility model, patents / Modelo de utilidad, patentes
 US 6,368,107

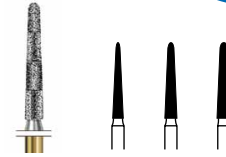
Egg, occlusal/lingual reduction

Matches H379 carbide finisher series

Huevo, abrasivo oclusal/lingual

Adaptado a la serie de instrumentos de acabado de carburo, H379

● **S 6850**
 ● **S 5850**



		5	5	5
Size - Tamaño	Ø 1/10 mm	014	016	018
L	mm	10,0	10,0	10,0
Angle · Angulación	α	2°	2°	2°

FG · FG



● **S6850.314. ...** 014 016 018

● **S5850.314. ...** 014 016 018

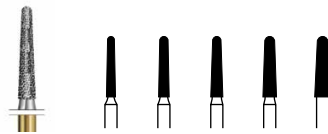
\bigcirc_{\max} 300000 min⁻¹/rpm

Utility model, patents / Modelo de utilidad, patentes
 US 6,368,107

Chamfer long

Chamfer, largo

● **S 6856**
 ● **S 5856**



		5	5	5	5	5
Size - Tamaño	Ø 1/10 mm	012	014	016	018	021
L	mm	8,0	8,0	8,0	8,0	8,0
Angle · Angulación	α	2°	2°	2°	2°	2°

FG · FG



● **S6856.314. ...** 012 014 016 018 +021

● **S5856.314. ...** - 014 016 018 +021

+ = \bigcirc_{\max} 300000 min⁻¹/rpm

Utility model, patents / Modelo de utilidad, patentes
 US 6,368,107

Tapered chamfer

Matches H375R carbide finisher series

Chamfer afilado, redondo

Adaptado a la serie de instrumentos de acabado de carburo, H375R

● **S 6856 XL**



		5
Size - Tamaño	Ø 1/10 mm	021
L	mm	12,0
Angle · Angulación	α	2°

FG · FG



● **S6856XL.314. ...** 021

\bigcirc_{\max} 300000 min⁻¹/rpm

Utility model, patents / Modelo de utilidad, patentes
 US 6,368,107

Tapered chamfer extra long

Matches H375R carbide finisher series

Chamfer afilado, redondo, extra largo

Adaptado a la serie de instrumentos de acabado de carburo, H375R



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		5	5	5	5	5
Size · Tamaño	∅ 1/10 mm	012	014	016	018	021
L	mm	8,0	8,0	8,0	8,0	8,0
Angle · Angulación	α	2°	2°	2°	2°	2°

FG · FG



S6878K.314. ...	+012	014	016	018	+021
S5878K.314. ...	-	014	016	018	-

+ = ∅_{max} 300000 min⁻¹/rpm

Utility model, patents / Modelo de utilidad, patentes
US 6,368,107

Modified tapered chamfer
Matches H283K carbide finisher series
Chamfer afilado modificado

Adaptado a la serie de instrumentos de acabado de carburo, H283K



		5	5
Size · Tamaño	∅ 1/10 mm	018	025
L	mm	4,0	4,0
Angle · Angulación	α	3°	5°

FG · FG



S6845KR.314. ...	018	025
-------------------------	-----	-----

♣ = ∅_{max} 160000 min⁻¹/rpm

Utility model, patents / Modelo de utilidad, patentes
US 6,368,107

Modified taper
Inlay/Onlay preparation
Afilado y modificado
Preparación de inlay/onlay



		5	5	5
Size · Tamaño	∅ 1/10 mm	012	014	016
L	mm	8,0	8,0	8,0

FG · FG



S6837KR.314. ...	+012	014	016
-------------------------	------	-----	-----

+ = ∅_{max} 300000 min⁻¹/rpm

Utility model, patents / Modelo de utilidad, patentes
US 6,368,107

Modified parallel shoulder
Matches H158 carbide finisher series
Hombro paralelo modificado

Adaptado a la serie de instrumentos de acabado de carburo, H158



		5	5	5
Size · Tamaño	∅ 1/10 mm	014	016	018
L	mm	8,0	8,0	8,0
Angle · Angulación	α	2°	2°	2°

FG · FG



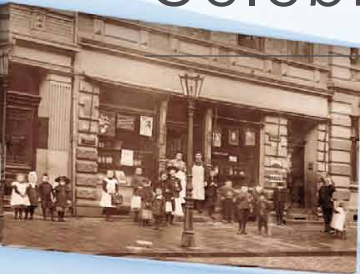
S6847KR.314. ...	014	016	018
S5847KR.314. ...	014	016	018

Utility model, patents / Modelo de utilidad, patentes
US 6,368,107

Modified tapered shoulder
Matches H336 carbide finisher series
Hombro afilado modificado
Adaptado a la serie de instrumentos de acabado de carburo, H336



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ANALYZING INNOVATION

Before you dive into this year's Innovator Profiles, **Dr. John Flucke** lays out how to best assess what innovation is most meaningful to your practice.

PHOTO: COLIN ANDERSON/GETTY IMAGES

We are constantly being bombarded from all sides by advertisements touting the latest and greatest products our profession has to offer.

So how and why do we need to make changes? Let's take a look at a few ideas.

Improving patient outcomes

The No. 1 reason that I make changes in my practice is for the benefit of my patients. My tipping point is if I can get a better, or (at least) the same, clinical outcome but do so in less time—that is something that gets heavy consideration from me.

Often, new developments will allow me to work more efficiently while providing my patients with a better final service. Let's face it, most patients don't really like what we do and they really, really want to get in and out of our offices as quickly as possible. By embracing new techniques and devices, we've been able to accomplish just that—and our patients are grateful for it. My patients know that I'm constantly evaluating better ways of providing their treatment, and they are thankful.

More numbers and greater ROI

The business of providing dentistry is something we all have to deal with and can often lead to new innovations offering better growth and profitability. While I never make a change in my practice just for the sake of making more money, if you can't stay profitable you can't help very many people.

With that point in mind, there are plenty of times I've made decisions on new technologies that allowed me to do procedures I wasn't doing before, that have increased my bottom line.

One great example of this is my experience with a soft tissue laser. I did very little treatment that required a scalpel before my laser purchase, in large part because I didn't want the post-op pain that comes with incisions and sutures. For these types of procedures, I routinely referred patients to a specialist. However, once I purchased a laser, I found the lack of post-op discomfort—in addition to working in a blood-less field—was a huge advantage and greatly simplified soft tissue procedures.

My investment quickly began to pay dividends as I was now doing procedures I hadn't felt comfortable doing before. As I gained proficiency, I even began to get referrals from other dentists and physicians to do procedures they did not feel comfortable performing. I had originally thought a soft tissue laser would be great for troughing of crown margins and soft tissue re-contouring, but what I found instead was a way to keep revenue in my office. I also discovered that my patients preferred staying in my office, and were just as happy as I was that I had purchased the laser.

Understanding the science

Sometimes innovation doesn't seem so important until you understand the science. Curing is a great example of this.

Curing devices continue to evolve, leading to new and improved devices launching on a regular basis. To many, this would seem like a waste. After all, every office has a curing light that works well. How many improved models do we need?

That answer really depends on what you are trying to accomplish with your light and understanding the science behind it.

Curing lights need to be monitored and tested on a regular basis to make sure they are performing according to manufacturer specifications. Curing lights can drop in intensity due to a variety of issues and, without monitoring, it is impossible to tell.

Also, many lights have increased in intensity, which means faster cures and better depth of cure. There also have been several lights brought to market the past two to three years that are wide spectrum, and cure every material on the market. If you haven't made an effort to understand the science, these key points may not have occurred to you.

It may seem silly, but you should also factor in the appearance of your curing light. Cracked, discolored, and just plain old-looking lights speak volumes about your practice. If your curing light looks old, what does that say to patients about the quality of your dentistry?

This could also be applied to oral cancer screening devices. No matter what system you choose, understanding the science behind cellular dysplasia will help you and your team understand why these devices are must-haves and will help you to better educate your patients.

Wrapping it up

In closing, there are many reasons to consider change and evolution in your practice—and I've only touched on a few of them here. Our focus on patients first and a love of technology has served our practice well over the years. I'm betting it will help take you where you want to go, too!

Keep that in mind as you look at the 2013 Innovator Profiles—how can these products help take your practice to the next level? ●

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¹ DEXIS go works with iPad 2 or later, with any storage capacity, on retina and non-retina displays. Requires iOS 6 or greater.

² DEXIS go is a free companion app for registered users of DEXIS Imaging Suite software version 10.0.5 or higher; not for use with previous versions.

³ DEXIS, DEXIS Imaging Suite and DEXIS go are trademarks or registered trademarks of DEXIS, LLC. iPad is a trademark of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

“...dental imaging technology at its best...”



CARSTEN FRANKE
Sr. Director of
Marketing, DEXIS

Q: I feel like this Q&A should start with a “Thank you” — DEXIS has provided several outstanding product launches to feature in DPR this year!

A: Thank you very much! You’re right, the launch of DEXIS® Imaging Suite and its companion app for the iPad, DEXIS go®, have been two major product launches in a short period of time. Both are very innovative software solutions and completely indicative of the long line of DEXIS firsts that started when we introduced DEXIS in the US in 1997 — which, coincidentally, was on the cover of DPR...

Q: Tell me more about this history, and what sets DEXIS apart.

A: Our products are clinically relevant, ergonomically designed, simple to learn and easy to use. It all started with the DEXIS Classic sensor in the late '90s which made digital X-ray imaging portable and affordable for the first time.

Remember, back then we truly revolutionized digital radiography and became the catalyst that drove the adoption rate of this technology in North America! We invented image enhancement tools like ClearVu™ — a remarkable step forward for clinical diagnosis.

In 2000, we were already in conformance with the DICOM Standard (Digital Imaging and Communications in Medicine); years before others even thought about it.

In 2001, we were the first, and for many years the only, digital X-ray system to be accepted into the prestigious ADA Seal Program following an extensive product evaluation.

In 2009, we took the gold standard in digital radiography to a platinum level by refining the design of our PerfectSize™ sensor and creat-

DEXIS is the leading imaging solution serving general dentists, specialists and the forensic community. We continue to refine our product offerings, and due to these efforts, we have been highly awarded by researchers, well-respected dental publications and the dental community.

We’ve set the bar pretty high for ourselves. The dental community expects us to continue to be a leader — and DEXIS is committed to meet their expectations. We are humbled to receive the 2013 Best Technology Award from Pride Institute for DEXIS Imaging Suite and DEXIS go; it’s an honor that the Institute values the innovation and ingenuity in these new products that can help clinicians on a daily basis.

Q: With two huge developments rolled out in a relatively short period of time, what can we expect next from the R&D team at DEXIS?

A: We created some exceptionally innovative features and tools with our last two products, especially around treatment planning and patient presentation. I cannot comment on unreleased products, but I can tell you that our R&D and Engineering teams are hard at work. And looking at the pipeline in our labs, I’m thrilled about what’s coming.

Q: Our internal survey data indicates that 75% of dentists are using some form of digital imaging in their practice. If you had to make your case to those who are still on the fence about digital radiography, how would you summarize the benefits?

A: Our research shows very similar results. It is great to see that digital radiography has been so widely adopted by now and clinicians and patients alike are enjoying the great benefits of this technology. Our data also indicates that the majority of practices still using film today are actively looking into digital imaging solutions.

And if you really think about it... switching from film to direct digital is a no-brainer. No darkroom, no chemicals to deal with, no ongoing expenses for film as long as you practice, instant images, shorter appointments, more chair time, more patients you can see, large X-ray images you can display on a monitor, TV or iPad, better patient communication and increased treatment plan acceptance. And not to forget... reduced exposure to radiation. Again, it’s a no-brainer.

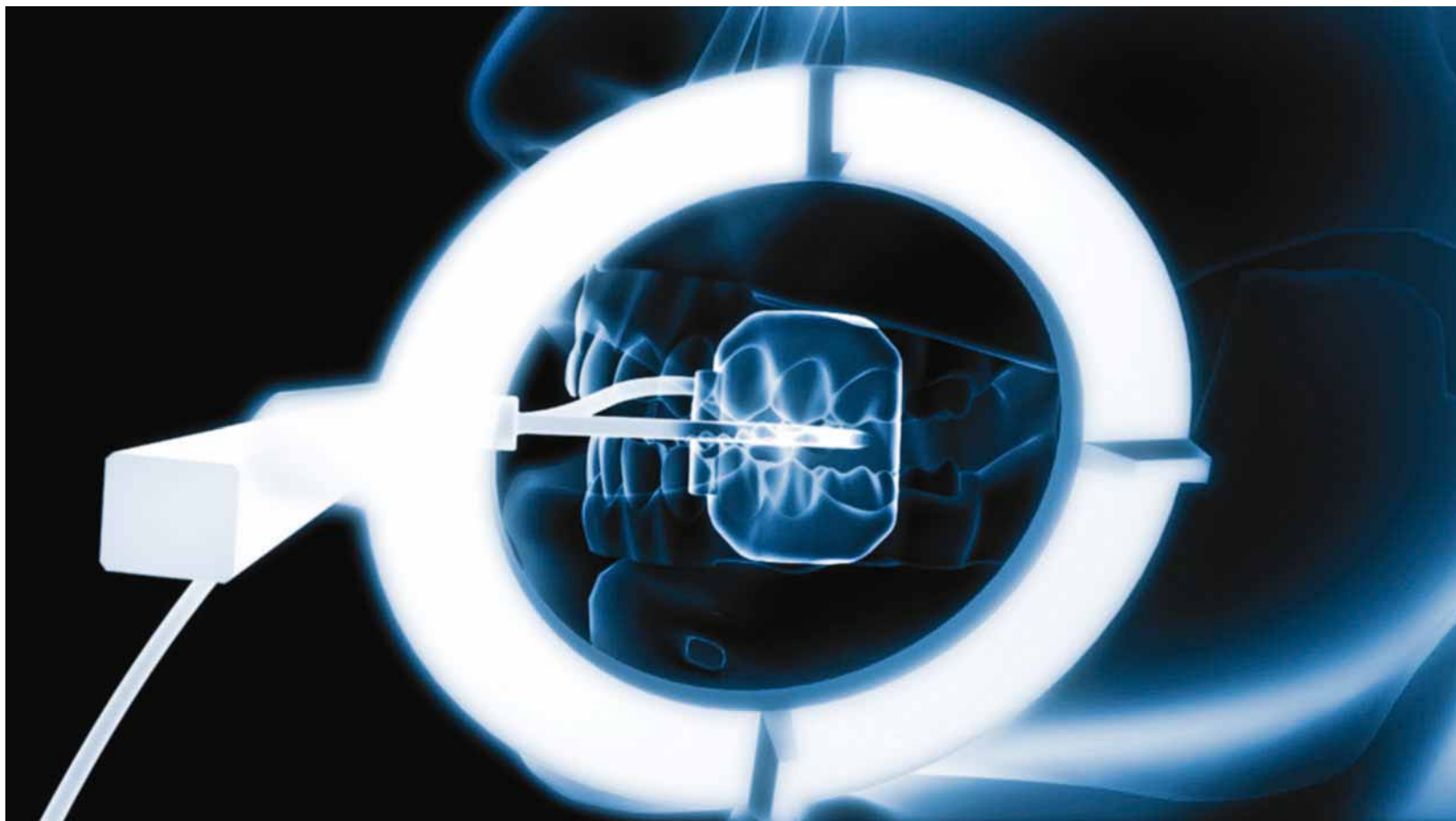
“The majority of practices still using film today are actively looking into digital imaging solutions.”

ing the DEXIS Platinum® direct-USB sensor, and, thus, eliminating the need for multiple-size sensors and adaptor boxes. And of course, this brings us back to DEXIS Imaging Suite and DEXIS go.

Q: How does the evolution of the DEXIS imaging software and its ability to work with DEXIS go on the iPad fit into the larger pattern of innovation the industry has come to expect from DEXIS?

A: DEXIS Imaging Suite and DEXIS go show our core philosophy of simplicity while incorporating new features that are becoming relevant now. Both programs offer feature-rich yet easy-to-use functionality, a combination that requires much thought and an understanding of what dentists need — and these products are building the platform for exciting future applications.





The 5-Minute FMX with DEXIS® Digital X-ray

While every digital X-ray system saves time over traditional film, you really need a single-sensor solution to maximize time savings. DEXIS offers the PerfectSize™ Platinum sensor—an ergonomically designed universal sensor that can help keep you moving quickly.

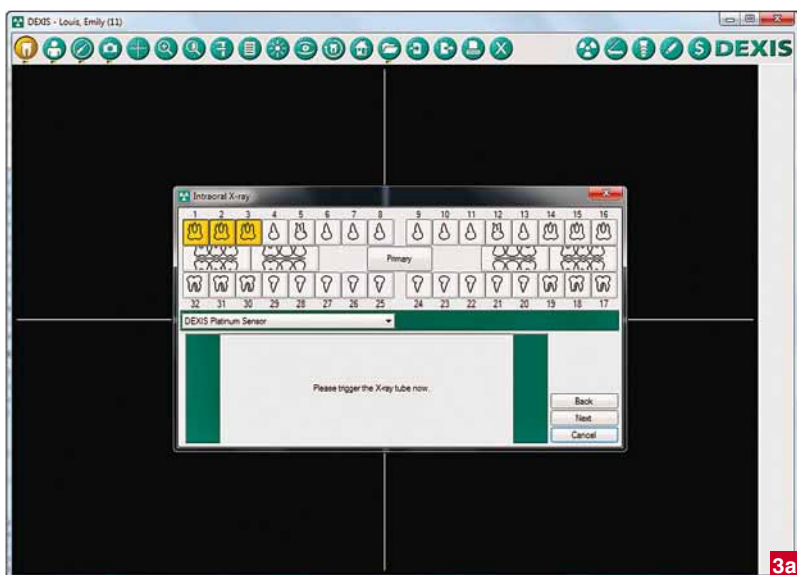
Good design is key: Beveled corners and a smoothly rounded casing allows the clinician to more efficiently move about the mouth with the sensor, even in tough areas such as upper molars and lower premolars, partly because it is more comfortable than square-cornered sensors. Also, more comfort comes from the sensor holder design. Biteblocks seamlessly hug the sensor so as not to produce sharp edges (Fig. 1).

Working in conjunction with the sensor and holders, the software does its job instantly. With each capture, the image is automatically saved, dated, tooth numbered, correctly oriented and mounted, and you also gain a preview. You also can set up your own sequence—choose how you want to take X-rays in an order you find most efficient.

Physical Set-up: Barrier the sensor (not multiple sensors) and assemble the rings, bars, and biteblocks that have been autoclaved per CDC guidelines. *Note: DEXIS uses RINN-style holders that are familiar to most dental professionals (Fig. 2).*



Software Set-up: With the patient intraoral X-ray screen open, click on the X-ray Acquisition screen and then click on Full Mouth. The first area to be captured is highlighted in gold. Here, the default sequence is shown (Fig. 3a).



3a

Capturing Images: Position the sensor in the first posterior area and trigger the X-ray tube. You will gain a preview of this image and the software will advance to the next position (Fig. 3b). Capture the rest of the posterior images using the same biteblock, ring and bar. For adjacent areas (i.e.: UL molar, UL premolar), there is no need to remove the sensor, simply readjust its position. Next, change to the anterior biteblock and capture anterior images.



3b

Note: You have just saved time because you do not need to switch to another sensor and additional biteblocks! Again, for each adjacent area, there is no need to remove the sensor.

Change to the bitewing holder assembly and capture either horizontal or vertical bitewing X-rays (Fig. 4a and 4b).



4a

4b

When done, all your images will appear on the screen, already numbered and mounted, immediately ready for diagnosis — in less than 5 minutes! And they are available on your iPad device using the new, free and innovative DEXIS go® app — for DEXIS® Imaging Suite 10.0.5 and higher (Fig. 5).



5

Physical Clean-up: Remove and discard the barrier and use the appropriate cleaner on the sensor. Rinse, bag and autoclave one set of holders (not two sets).

Recap:

- The sensor and biteblock design allow you to move efficiently, quickly and comfortably.
- There's no switching to different size sensors and their holders.
- You choose your own sequence, the one you are comfortable with.
- There's less set-up before and clean-up after the procedure.
- The software does the processing and mounting for you.

What's Hot?



BOAZ MUNNERLYN
Director of Sales, DEXIS

Q: Some companies have tried to use the iPad platform to be trendy. DEXIS go® seems to be about more than that. What sets it apart from other apps?

A: DEXIS go is not a “trendy” fad. It brings relevance to the patient experience. With all imaging information at their fingertips, the dental office team can now more easily communicate to patients in a compelling way that makes patients feel comfortable and included in the valuable discussion about their oral health care. There's also the WOW-factor: one of the coolest features in DEXIS go is our Lightbox mode, an homage to dentistry's past in a very contemporary product.

Q: How does DEXIS go improve the overall workflow for the dentist?

A: With the DEXIS go app, all of the patient's intraoral and extraoral radiographic and photo-

graphic images within DEXIS Imaging Suite can be viewed wirelessly on an iPad. The app fully supports the device's touch-operation including swiping and pinch-to-zoom. Even ClearVu can be applied. Discussing the treatment plan with the patient can occur anywhere—in operatory, consult room, front office — on an iPad, a communication device that so many people these days are comfortable with.

Q: How does the iPad experience change a patient's view of treatment planning and his or her oral health?

A: Because of products like DEXIS go, we may be seeing the end of the era of negative attitudes toward the dental office experience. Patients can be included in the discussion of their health care

“Dentistry has never been ‘cooler’ than it is right now.”

like never before. Dr. Chris Anderson, a proponent of using mainstream technology to further the dentist-patient connection, puts it this way: “The images simply come alive in their hands.” It's a wonderful way for them to learn. Dentistry has never been “cooler” than it is right now.



DEXIS go is a sleek, engaging new way for dental professionals to communicate with their patients using an iPad. This companion app to the DEXIS Imaging Suite software was designed to provide a great visual patient experience around image presentation in support of clinical findings and treatment recommendations.

FEATURED PRODUCTS



DEXIS Platinum Sensor

This direct-USB digital X-ray solution features the PerfectSize™ Sensor, allowing clinicians to take vertical and horizontal bitewings as well as all periapicals with one sensor; a gold-plated USB connector; the proprietary WiseAngle™ Cable Exit that provides the cable flexibility to reduce stress and increase reliability; and TrueComfort™ Design that offers a slim profile, four beveled corners and rounded casing for patient comfort and precise placement. PureImage™ technology offers optimal image quality.



DEXIS Imaging Suite

Providing progressive software architecture and adding new features, DEXIS Imaging Suite 10.0.5 includes a cosmetic imaging module, expanded video capabilities, an enhanced implant planning module and integration with select 3D products. The cosmetic module permits clinicians to plan, simulate and present full cosmetic procedures and tooth whitening treatments in just minutes. The software integrates 3D scanners from i-CAT®, Gendex®, Instrumentarium®, and Soredex® — allowing users to manage patient data and 3D images directly from the DEXIS application.

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“...BIOLASE leads the way in creating the ‘Total Technology Solution’...”



DR. CHRIS WALINSKI
Director of Clinical
Research & Education,
BIOLASE

Q: Biolase has—for many years—been synonymous with innovation in dental lasers. The WaterLase is a standard bearer in that tradition. How has the WaterLase brand and product evolved to meet the needs of the high-tech dental practice?

A: We are celebrating the 15th anniversary of WaterLase this year. The WaterLase iPlus, which is our fourth-generation of this technology, has evolved to meet the demands of every dental practice. Reliability is at an all-time high; performance has never been better, even rivalling the cutting speed of a highspeed drill. The system is driven with a touchscreen featuring full-color illustrations of clinical procedures, and is now available with a second wavelength on-board.

Q: In EPIC, you have a state-of-the-art diode laser. With so many competitors in this category, what makes EPIC the go-to solution for dentists?

A: The EPIC Total Diode Solution represents the ingenuity of a team of laser physicists who have been designing dental and medical laser devices for more than two decades. Featuring our proprietary 940nm laser wavelength, and patents surrounding nearly every component, EPIC offers greater flexibility, cutting speed, comfort levels, more power—and greater flexibility with the laser treatments a practice can offer. In addition to common surgical procedures, EPIC is the only laser cleared by the U.S. FDA for treatment of minor pain related to common orofacial disorders such as TMJ, as well as Whitening mode for laser-assisted bleaching. Plus, the iPlus is driven with a straightforward touchscreen menu interface, which can greatly shorten the learning curve.

Q: In the last year, Biolase has established itself as a player in 3D imaging solutions. What prompted this expanded offering?

A: The emergence of digital 3D dentistry is important for BIOLASE. No technology is better suited

as a complement to precise, full-view 3D dentistry than the WaterLase iPlus. The iPlus is a superb clinical tool in the hands of any dentist when addressing the clinical conditions associated with 3D scans, such as endodontic treatment, periodontal surgery, placing implants, and contouring osseous tissue. We also are on the leading edge of using 3D digital imaging in restorative and orthodontic procedures. We also carry the 3Shape TRIOS line of intraoral scanners. We see these technologies merging with the excellent, minimally invasive, full dimensional approaches the WaterLase iPlus and EPIC allow. We call this confluence of technologies the Total Technology Solution. We believe we are positioning our company to offer great customer service and technological know-how to become partners with dentists as they deploy the Total Technology Solution.

Q: In choosing a 3D solution to stand behind, what did you find most compelling about the NewTom brand?

A: NewTom was the first 3D CBCT technology in dentistry and is well respected in the medical and dental communities. NewTom images are considered among the highest quality. Adding NewTom’s highly regarded imaging technologies to our Total Technology Solutions product portfolio was essential as part of our “See More. Do More.” vision to enable dentists to provide faster, more accurate, more patient-friendly diagnosis and treatment planning.

Q: With many dentists concerned about obsolescence, how do you feel investments in lasers and 3D position dental practices for long-term success?

A: While the concern over obsolescence is valid, the short-term benefits of lasers and 3D imaging systems can be realized almost from day one. The ROI can be exponential, which mitigates obsolescence in the long term by providing an incredible new type of dentistry for dentists and their patients. For example, 3D imaging can reveal clinical conditions not otherwise visible on traditional 2D images; 3D digital intraoral scanning dramatically simplifies the lab/dentist interface, including eliminating impression material. Lasers can allow for anesthetic-free, drill-free procedures for patients, which redefines the dental experience.

FEATURED BRANDS

WaterLase

The most recent addition to the WaterLase brand family, the WaterLase iPlus Delivers 2,780nm YSGG and 940nm diode versatility with docking station for optional iLase™ wireless laser.



The iPlus “Point and Perform” graphical user interface instantly programs ideal settings for each procedure you select. The iPlus also cuts hard-tissue as fast as conventional drills, but without the discomfort or risk of cross contamination.

Epic

The EPIC™ laser’s graphical touchscreen puts 20 soft-tissue procedures, plus 20-minute full-mouth whitening and FDA-cleared temporary pain relief at the clinician’s fingertips. The ComfortPulse modes can reduce pulse length to as little as one ten-millionth of a second to avoid heat build-up at the surgical site for fast cutting with less patient discomfort.



NewTom

Newly launched under the NewTom banner, the NewTom VG3 takes an image at every degree of rotation, 360° rotation = 360 images, increasing the range of possibilities for image manipulation. A revolutionary flat panel X-ray detector produces the clearest, sharpest images possible. NewTom VG3 features an adjustable Field Of View, which allows the operator to irradiate just the right volume, depending on the required clinical application.



The advantages are clear

Dr. Lisa McAllister
DENTAL PROFESSIONAL

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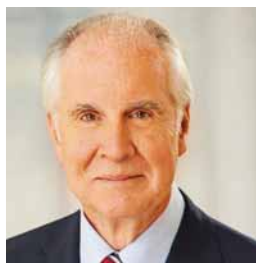


MacPractice

Simplicity in practice



“Mac users know the software and the interface are what sets it apart.”



MARK HOLLIS
CEO, MacPractice Inc.

Q: iPads have brought the Apple esthetic and ease-of-use to dental practices in a major way. MacPractice, however, has been a champion of the Mac workflow and its benefits long before the iPad. What did you see in this platform?

A: This year, MacPractice is celebrating its 10th year. Many of us have been working with dentists who prefer Macs for 30 years. Mac users have always preferred the innovation, simplicity, beauty and superior reliability of Apple products. Dental practices don't want to deal with IT issues and frankly, cannot afford regular, monthly IT support. There was a Fortune 500 study done some years ago in which every PC that was replaced with a Mac reduced the company's maintenance cost by 90% in addition to reducing the high cost of staff downtime. And if you do need Apple support, Apple is rated the best year after year. We follow Apple's Mac OS and iOS development guidelines, as we have for 30 years, to deliver that same simplicity and consistency to dental practices.

Looking forward, Apple previewed Mac OS Mavericks and a new Mac Pro in June, both for release in 2013. Mavericks will create new ways for dentists to use a single Mac with up to three monitors in the treatment room. With Thunderbolt 2, Mac Pro owners will be able to back up a 20GB MacPractice database in about 2.5 minutes, twice the speed of Thunderbolt on current Macs, and several times the speed of USB3.

Q: MacPractice has been remarkably consistent in offering new features. What are some of the most recent that you can share with our readers?

A: The software business is challenging. You can never stop improving, innovating, adapting, fixing. Among many new features in MacPractice 4.4, which is 64 bit and can fully leverage the performance Mac OS X achieves by addressing multi-core Intel processors, we have introduced inventory, Time Clock, enhanced Internet interfacing, and new enhanced versions of our iPad Apps.

We've continued to add more Mac native digital radiography and intraoral camera options at a variety of price points. We integrated Transworld Systems' low-cost collections assistance, and we now offer automated Internet backup with Dolly Drive.

Q: What can you tell us about your current iPad apps and how they are being received?

A: With MacPractice DDS 4.3, we introduced an ecosystem of native apps for iPad and iPad mini that interoperate to eliminate data entry errors and redundancy, maximize staff time, improve patients' experience with registration, and eliminate the use of paper in a dental practice. Patient Check In App, MacPractice Clipboard App and MacPractice iEDR App work in tandem to achieve those objectives. iEDR assists the dentist, hygienist and assistant to enter visit notes and to educate and motivate patients by showing them an X-Ray or photo displayed on an iPad they can hold in their hand.

The popularity of our iPad apps has exceeded our expectations. We have enabled connectivity with MacPractice for more than 500 of those are our clients who downloaded each of the apps from the App Store. The reviews we've received from both staff and patients are very positive.

Q: As always, a major hurdle for dentists interested in MacPractice is the assumed headache around data migration from their current PC system. How do you help practices jump this hurdle?

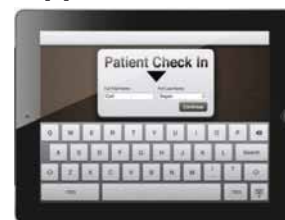
A: Our regional MacPractice Practice Consultants, most of whom have 20+ years of experience, are experts at getting a new practice up and running on the first day of training. The key to a successful start on a new software is timely and seamless data migration and competent on-site training. Some things have not changed in 30 years, and never will. Having assisted thousands of established dental practices over many years to abandon their PC and Unix software to move to Macs, we established a conversion team within MacPractice that is exclusively dedicated to the process. After a rehearsal in our office, we typically turn a data conversion around in a single day to avoid double data entry for the staff.

The reality is that many dentists stick with their vendor until cost or service becomes unbearable or until there is a Windows or software update that requires all new PC hardware. When they're ready to switch, we're here.

FEATURED PRODUCTS

Patient Check In App

MacPractice Patient Check In App streamlines office workflow making it convenient for a patient to electronically "Check In" for an appointment scheduled in MacPractice DDS on



an iPad or iPad mini at the office. Check In records the time, changes the appointment status to "Patient Checked In," and every staff member is notified of the patient's arrival at their MacPractice terminal.

Clipboard App

With MacPractice Clipboard App, staff can select registration forms for review and completion by patients before handing them an iPad or iPad mini at both initial and follow-up visits. Registration information entered into MacPractice DDS when the appointment was made can be verified or corrected by patients, and demographics, patient photo, and a signed HIPAA release are automatically sent to their account, saving staff time and eliminating entry errors. Clipboard templates can be customized. Data flows from Clipboard to MacPractice and to iEDR.



iEDR App with eRx

Using MacPractice iEDR, dentists, hygienists and assistants can create and view a patient's visit notes and add new notes on an iPad or iPad mini for a current visit. All notes are incorporated into the patient's record in ONC-ATCB Certified MacPractice DDS. Dentists can create and refill prescriptions electronically and view and show patient X-Rays and photos stored in MacPractice. iEDR interoperates with MacPractice DDS and also may be used remotely via the Internet to provide true portability to a dental practice.



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“We help our clients reach 100% of their patients the way patients prefer.”



BRIAN SMITH
Lighthouse
Co-Founder and
VP - Product Marketing

Q: Options for patient outreach have evolved substantially over the last 5 years. How is Lighthouse working to stay on the leading edge?

A: Text messaging has exploded in that period: 80% of Americans now use their cell phones for texting. We have enabled two-way text messages for every purpose for which we send messages. We'd love to tap into social media for direct patient communications, but none of them allow third parties to piggyback on their platforms. If they ever do, we'll be there!

Q: Often, there is a push-pull between high tech and high touch. How does the Lighthouse approach address that tension?

A: I think most people think of “high touch” as “human interaction,” but I disagree with that. To me, “high touch” is being attentive to your patients and doing what they want (within reason, of course!). For example, a lot of people today don't want a personal phone call from their dentist—instead, they prefer an email or a text. Why NOT give those patients what they want, especially when it's cheaper and automated? On the other hand, 23% of patients don't use either email or text, so they clearly want a more traditional form of contact—either a postcard or a phone call. We can automate all of these types, using both high- and low-tech to deliver a “high touch” approach to patient communications. Bottom line—we help our clients reach 100% of their patients the way the patients prefer.

Q: One incredible value add you have with the Lighthouse system is the free mobile website. At a \$799 value, why is the company giving it away?

A: Mobile search is expected to exceed desktop search for local business information by 2015, but most dental websites look terrible on a smart phone. Even if your website comes up in a search and a prospective patient clicks on it, Google has found that more than 60% will move on if they can't read it on a phone. That's a problem. Mobile web-

sites aren't intended to have the same content as a full sized website, because people searching on a phone don't generally want a ton of information. They want to see just enough to know this business can do what they need. We already have all the basic information needed for a mobile site: practice name and contact info, hours, payment methods, short profiles on the doctor and staff, and patient reviews. We invested in the technology to put that information into a mobile-friendly website and simply give it to our clients. We have no contract, so every month we need to prove we're worth more than our monthly fee. Adding the free mobile website is just one way we do that.

Q: One notable feature in the Lighthouse system is “Perfect Recall.” What is the key to its efficacy?

A: There are actually two keys: it's 100% automated, and it reaches 100% of patients. Not only do we use email, text, postcards and letters to reach every patient—we also notify the office when a patient isn't responding to our automated messages, so they can pick up the phone and call. No one has to run a recall report from the practice management system, and no patient falls through the cracks. As the patient gets further past due, our messages become more “pointed,” to the point where we can send a letter—which is a lot more compelling than an email or a postcard—if the patient ignores all previous messages. If a patient is going to come back at all, some component of our Perfect Recall system will make that happen.

Q: Lighthouse recently merged with Yodle. How will that affect your customers, present and future?

A: Yodle's mission is to connect local businesses with new customers. The online marketing platform—including desktop and mobile websites, unique SEO techniques, and proprietary paid search technology—Yodle uses to do that is truly impressive, and is constantly refined to work even better. One of the biggest challenges in the advertising business is proving that what you're doing is working. Since Lighthouse sees the flow of every new patient through the dental practice, we can make the connection between the phone call to the office that came from a Yodle website, the prospective patient scheduling, and he or she actually showing up. In other words, we'll be able to further illustrate the effectiveness of advertising, and calculate its ROI based on actual production

figures. No one has ever done that before because acquisition and relationship marketing are traditionally separate. However, by the time this interview is published, we'll be doing it for a group of Lighthouse clients who have just started using Yodle's solutions and eventually, for any Lighthouse client who wants it. Beyond that, Lighthouse clients won't be affected. They'll continue to get the same benefits they've always received.

FEATURED SOLUTIONS

AutoConfirm™

Confirming appointments may be the most significant thing that an automated patient communications system does for an office. Lighthouse 360 is the only system that automatically marks appointments “confirmed” in the schedule for every major practice management system. Why would you even consider a system that doesn't do this?



Perfect Recall™

Perfect Recall can be set up to send any combination of message types, on any schedule you want, starting as early as you want, and going for as long as you want. Start with a gentle reminder several weeks before the patient is due, then continue to send a series of messages over time. Each message will escalate the importance of making the appointment. Messages will continue only if necessary, all the way to a “past due by a year or more” message expressing your concerns, all within the privacy of an enveloped letter. All of this is easily automated with Lighthouse 360, with zero staff intervention.

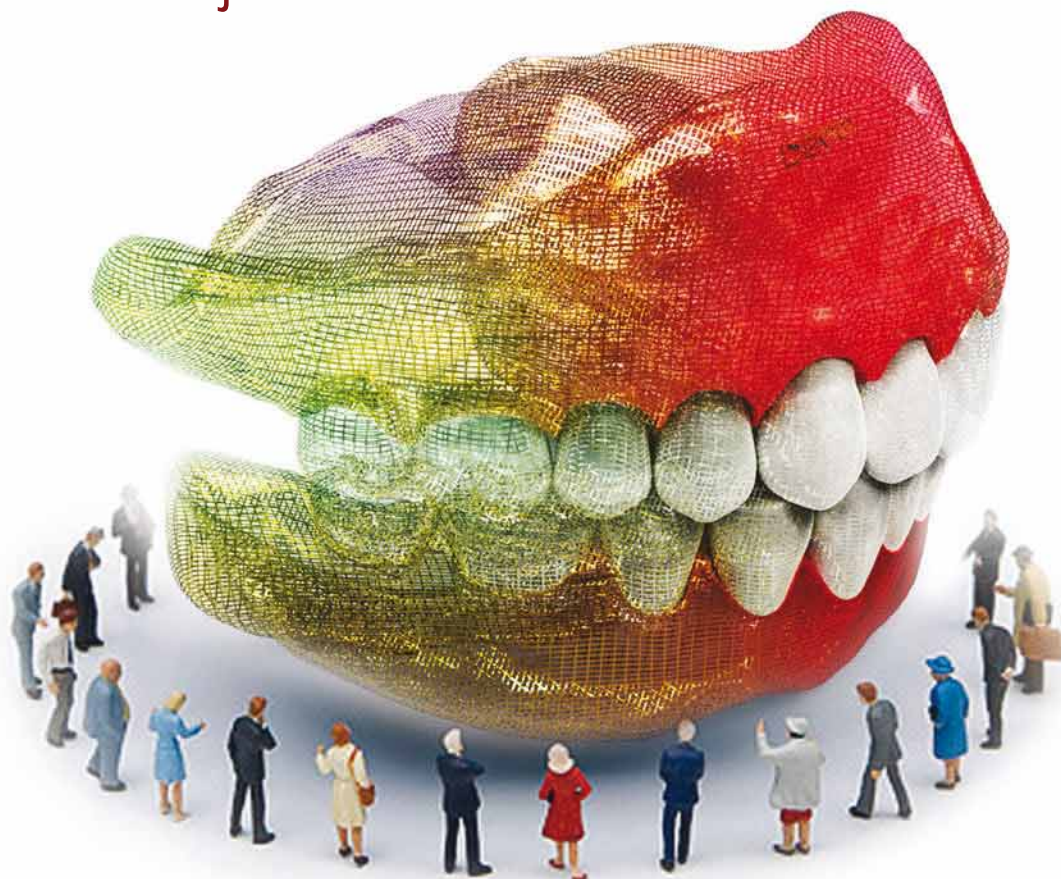


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LUIS GARABIS, DDS,
Dental Director,
Mid America
Professional Group, PC

About Mid America Professional Group, PC, Mid America Health

Mid America Professional Group, PC, and Mid America Health (MAH) is a company of dedicated professionals specializing in the business of dentistry. MAH is dedicated to serving the needs of America's elderly population by providing portable dental care to long-term care facilities. We understand the dental needs of this underserved population and strive to improve each resident's quality of life one smile at a time. (www.mah.com).

Q: What initially sparked your interest in pursuing CAD/CAM dentures?

A: The need for reducing the time it takes with conventional prosthetics laboratories to complete a denture case is very important to our company and to our clients. Being able to complete a full denture case in two appointments greatly reduced the time for completion of a denture case.

I first heard about CAD/CAM denture technology at the FNDC Convention in 2012 when a colleague of mine showed me the DENTCA starter kit. Mid America Professional Group, PC is a company of dedicated professionals specializing in the business of dentistry, so it seemed to me that CAD/CAM digital denture production could be a significant time-saver for our network of doctors across the United States who frequently go out to Skilled Nursing Facilities to perform dental procedures. At first, it sounded too good to be true. So, of course, we had to test it.

Q: What about the DENTCA product and company inspired confidence to partner with them?

A: We started testing the DENTCA system with a series of common and complicated denture cases. After evaluating the product clinically, it became clear that DENTCA's system would be ideal for rolling out to all Mid America Skilled Nursing Facilities because of its simplicity and accuracy, as well as immense time and cost-saving advantages.

During the evaluation, DENTCA worked tirelessly to accommodate our company's needs and delivered all the final dentures with outstanding results. After reviewing the results, MAH determined that with DENTCA's CAD/CAM system, we could reduce denture production time by half across the board and reduce the number of patient visits needed from the conventional five visits to two. For many of our doctors who travel offsite to treat patients, reducing the total number of visits needed was the greatest gift of all besides the accuracy and reliability of the system. With DENTCA's CAD/CAM system, patient satisfaction levels continued to exceed our expectations with faster turnarounds and welcome results.

Having met with the DENTCA team from the beginning, our professional relationship involved a strong communication loop with their company. Mid America Professional Group recognized the need to partner with a company that is stable, committed to its customers, and visionary in the field. DENTCA has consistently proven their commitment through their dedication to customer service and research & development. DENTCA's efforts coupled with their ability and desire to comprehend our needs, has developed in a stronger partnership over time.

Q: With any major technology purchase, ROI is always a consideration. Do you feel you've earned a return with DENTCA?

A: There was minimal investment to begin using their system and our return has been great. DENTCA requires no additional hardware or software to use the system beyond the DENTCA impression tray. We have been able to reduce our cost for completing denture cases and still provide a quality product that is esthetically pleasing and functionally stable. We have completed hundreds of denture cases with DENTCA, with our network of doctors across the United States, and the ROI continues to increase with their continuous system and process improvements.

Q: When speaking with colleagues, how would you tell them to evaluate their readiness for embracing DENTCA?

A: We must embrace new technology particularly when it comes to removable prosthetics. There really have not been major changes in the way we fabricated dentures until this technology sur-

faced. I believe it has revolutionized the way we as general practitioners can treat an edentulous patient. The ability to accurately record a functional occlusion and deliver a full set of dentures in two appointments has made denture cases a viable option for dentists who normally don't embrace removable prosthetics. The DENTCA system provides huge time and cost benefits for networks of doctors like Mid America, and considerable ease of use for general practitioners who want to deliver high quality, comfortable and esthetic dentures in the shortest time. For those of us who continue to treat edentulism, there is no better alternative than DENTCA's 3D CAD/CAM system.

FEATURED PRODUCT



About the DENTCA System

DENTCA can fabricate try-ins (prototypes) in 3 days and final dentures in 5 days upon receiving the impression. DENTCA's 3D software automatically calculates: Teeth Selection, Midline, Occlusal Plane, Lip Support, Curve of Spee, Curve of Wilson, Articulation, Posterior Dam, and more — all from the single impression. With the software system calculating these measurements and mapping out the perfect anatomical setup for each patient, only one patient visit is needed before try-in or final delivery.

DENTCA's 3D CAD/CAM Denture Solution Advantages:

- 3D CAD/CAM Precision = 100% Accuracy
- Only 1 patient visit needed before final denture delivery
- Chairtime = 55 Minutes vs. 5+ hours conventionally
- Processing Time = 3-5 Days vs. 30+ days to fabricate conventionally

CLOSE TO **42,000 NORTH AMERICANS**
WILL BE DIAGNOSED WITH ORAL OR
OROPHARYNGEAL CANCER THIS YEAR,
CAUSING OVER **8,000 DEATHS**,
ROUGHLY **1 EVERY HOUR**.

NOW YOU CAN HELP.



As seen without
VELscope Vx.



As illuminated with
VELscope Vx.

According to the Oral Cancer Foundation, the death rate associated with this cancer is high mainly because the cancer is all too often discovered late in its development. Used in conjunction with visual and tactile oral exams, the VELscope Vx is clinically proven to facilitate the discovery of pre-cancerous lesions before they become visible to the naked eye.¹



JOIN THE FIGHT. SAVE A LIFE.

With a 1-2 minute adjunctive screening for every patient, you can play a major part in reducing the incidence of this deadly disease. Call today to learn more about how you can get involved.

**TO JOIN THE FIGHT,
CALL 888-277-7040**

VELSCOPE[®] Vx
See Prevention in a New Light

dm
DenMat

¹Edmond L. Truelove et al, *General Dentistry*, July/August 2011, 281-289.

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“Providing our customers with a wide array of solutions for improving a patient’s smile...”



ROBERT CARTAGENA
Chief Operating Officer, DenMat

Q: This year DenMat strategically positioned itself as more than a single product or category. Why?

A: DenMat’s history begins with innovation in adhesives and cements dating back to the mid-1970s. Over the years the company expanded into areas such as tooth whitening with its Rembrandt line and indirect esthetic restorations such as Lumineers. Today, the company is truly a broad based, dental products manufacturer and laboratory. Providing our customers with a wide array of solutions for improving a patient’s smile is a critical component of our strategy. We believe everyone should have a beautiful smile. Therefore, our mission is to help the dental professional deliver smile improvement solutions while making it easy and accessible for patients to achieve the smile they want. This is why we spend millions of dollars in consumer advertising on TV, online and in print, generating hundreds of thousands of patient leads delivered to dental offices all over the country.

Q: Lumineers is still a critical brand. How is the Lumineers mission changing and how is it anchoring the wider message about DenMat lab services?

A: Lumineers is now a platform that incorporates fundamental Smile Design principles aimed at delivering the best possible esthetic and functional result with a minimally invasive approach. We recently launched Thinnovation, our education and training program supporting Lumineers. The program uses a multi-disciplinary approach to veneers using a variety of materials and tooth preparation techniques, all designed to produce a beautiful smile while preserving the most amount of healthy tooth structure.

Q: Dentists know oral cancer screening is important, but few prioritize it. How do you change this mindset now that VELscope is yours to promote?

A: The recent findings related to the connection between the human papilloma virus (HPV) and

oral cancer are prompting a greater focus on early lesion detection. In years past, it was believed the at-risk population for oral cancer was limited to men who were older than 40 and who smoked, chewed tobacco and/or drank alcohol regularly. The HPV connection means the at-risk population includes anyone who engages in certain types of sexual activity. We are embarking on an ambitious plan to educate both the general population and the professional dental community on the importance of adjunctive oral cancer screening. It really is a matter of life or death.

Q: Why should a dentist go with the SOL if he or she is in the market for a laser?

A: The SOL Soft Tissue Laser is simply a work-horse device, in an elegant, easy to use package. There’s never been a more robustly designed, reliable soft tissue laser at this price point. We

believe t every dentist should have this piece of equipment in their armamentarium, and because of this, we have made this extraordinary device accessible to everyone with a price point less than \$2,500 with training included.

Q: Tell me about DenMat’s new online commerce system. What made this initiative a priority?

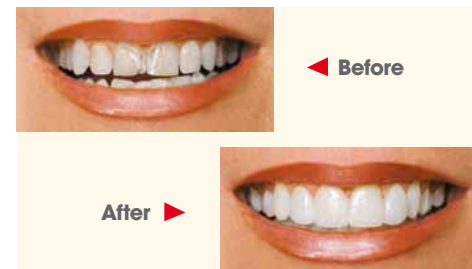
A: With the availability of broadband and the prevalence of wireless routers, most dental practices are online. Buying products over the Internet is now commonplace in both B2C and B2B industries. We want to make doing business with DenMat an easy and enjoyable experience, regardless of how the transaction is conducted. Delivering an e-commerce solution is something that will support our efforts to be a great partner for our customers.

FEATURED PRODUCTS

Lumineers®

LUMINEERS® is all about clinically superior outcomes and transformational smiles, all with minimal tooth reduction.

- **MINIMALLY INVASIVE:** Technology allows for restorations as thin as 0.3 mm, requiring very little tooth reduction.
- **BEAUTIFUL:** Achieves 176% greater translucency than lithium disilicate for a more natural, more esthetic smile.
- **STRONG:** Not only beautiful, they’re the strongest leucite-reinforced ceramic veneers on the market.



SOL

The SOL™ diode laser is said to be the ideal device for entry-level and experienced users. It reportedly delivers power and essential features at an economical price. It is portable, precise, has enhanced ergonomics, a single interface and a high-contrast aiming beam to make laser dentistry easier.



VELscope Vx®

Able to detect tissue abnormalities, the VELscope Vx® enhanced oral assessment system is said to be effective, minimally invasive and can seamlessly be implemented in a patient’s routine dental check-ups.

The system’s blue-spectrum light causes the soft tissues of the mouth to naturally fluoresce. The device can detect a wide variety of abnormalities so they can be discovered before they are visible to the unassisted eye.



“It is all about the user experience.”

MICHAEL BOSHA

Senior Product Manager,
Gendex Dental Systems

Q: Gendex is a strong brand in a number of imaging categories, but you've been extremely muscular in promoting 3D imaging. What drives the excitement behind this category?

A: Gendex always has been a leader in dental imaging technology by providing cutting edge solutions for the dental professional. 3D digital x-rays, also referred to as Cone Beam CT (CBCT), provide state-of-the-art scans of the mouth and jaw area in a matter of seconds. These 3D CBCT x-rays provide a wealth of information used to precisely plan for treatment prior to any procedure's beginning. The patient anatomy is seen in 3D, rather than the traditional flat 2D view, which provides more complete visual information to study the case from every angle. 3D Cone Beam x-ray images give the doctor more of the high quality, detailed visual information they want for diagnosis and planning. More complete information is not only important to the dental workflow, but also is vital to improved patient care.

Q: With so many 3D options available, what do you see as the Gendex advantage?

A: For more than 120 years Gendex has been providing innovative and dependable imaging solutions to dental professionals. We design imaging solutions that provide vital information to support accurate diagnosis and predictable treatment planning. With the introduction of the new GXDP-700™ Series system, Gendex offers the clinician the power of choice with the modular 3-in-1 system. Choose the solutions that best fit the practice's imaging needs. From general preventive care to implants, extractions, root treatments, and orthodontics, the GXDP-700 is a flexible system capable of being upgraded from panoramic to cephalometric and Cone Beam 3D. It is all about the user experience. From the large easy-to-use touchscreen LCD interface, to the EasyPosition™ repeatable patient positioning system, the GXDP-700 delivers high quality, consistent imaging results. This ensures increased predictability confidence in the treatment planning phase. Plus, the compact footprint allows the unit to be installed in any space-limited location.

Q: This year, you introduced the SRT — Scatter Reduction Technology — feature. How does this benefit the dentist?

A: Metal and other dense radio-opaque materials present in the patient's mouth during a Cone Beam CT scan have been problematic in the past with respect to image quality. The resulting image could contain streaking artifacts and distortion to the surrounding areas around the metals present. Recently Gendex introduced SRT™, Scatter Reduction Technology, to its award-winning GXDP-700™ Cone Beam 3D system. This new feature allows clinicians to reduce artifacts caused by metal or radio-opaque objects such as restorations, endodontic filling materials, and implant posts. The use of SRT image optimization technology delivers 3D scans with higher clarity and detail around scatter-generating material. SRT represents a significant aid when 3D scans are required for a variety of procedures from endodontic to restorative and the post-surgical assessment of implant sites.

Q: What do you see as some of the most misunderstood aspects of 3D imaging technology?

A: When I have the opportunity to speak to a doctor about 3D imaging, several common myths prevail: 1. The unit is producing too much radiation; 2. The software is too hard to use; 3. There are increased liability concerns. In reality, the radiation levels produced by today's CBCT machines are not much more, and in some cases less, than that of a standard panoramic 2D x-ray unit, but with increased benefits to the clinician and patient. The software being offered with the 3D machines today is intuitive and easy-to-use while delivering repeatable and reliable results and decreasing workflow time. Other clinicians feel that by going to 3D they give up their opportunity to take 2D images. With the GXDP-700, all of these common myths are unfounded or untrue. Because the GXDP-700 comes in a modular platform, 3D images along with commonly used 2D panoramic and cephalometric images are available using the same machine. So the clinician has the ability to invest in only the imaging capabilities currently needed with the possibility of adding more as the practice expands.

FEATURED PRODUCT

GXDP-700

The GXDP-700™ Series is a 3-in-1 system designed to help dentists achieve their clinical goals. Along with the ability to transform from 2D Panoramics to Cephalometrics to 3D, the GXDP-700 Series gives clinicians dependable image capture of a wide variety of radiographs. These images are valuable for diagnosis and treatment planning of caries, root investigation, orthodontics, implants, and other surgical procedures, as well as patient education.

Earlier this year, Gendex introduced SRT, Scatter Reduction Technology, to the GXDP-700 system. The use of SRT image optimization technology delivers 3D scans with higher clarity and detail around scatter-generating material. The activation of SRT is a very simple and easy step. When a scan is prescribed near a known area of scatter generating material, the user only needs to select the SRT button from the GXDP-700 touchscreen interface to use this new optimization technology.



“To enhance professionalism, integrity, excellence, leadership, education and service.”



RANDALL B. GROVE
Executive Director,
Chicago Dental Society

Q: When CDS is discussed it is usually in reference to the Midwinter Meeting, but there is a lot of other great work you do. What are recent achievements that CDS is especially proud of?

A: Being recognized as “the respected leader in scientific dental meetings” for annually hosting the Chicago Dental Society Midwinter Meeting is very important to us. As suggested, however, CDS does more than present a dental meeting. We have recently called attention to the “dental desert” that many unemployed and underserved members of greater Chicagoland find with respect to obtaining necessary dental treatment. CDS released its white paper “Broken Smiles: Restoring Access to Oral Health Care in Chicago and Cook County.” The bleak findings noted that public health clinics are underfunded and stretched thin. There is just one dental clinic in Cook County for every 15,700 school children. Chicago appointed its first dental director in five years in 2011, and dental schools, specifically the University of Illinois at Chicago College of Dentistry, are overwhelmed with deserving patients. Greater investment in oral health care is a must for Chicagoland and our Government Affairs Committee and CDS Foundation are leading the way.

Q: What can you tell us about the new clinic opened by the CDS Foundation?

A: In February, the Chicago Dental Society Foundation, the charitable arm of the Chicago Dental Society, opened the first foundation-owned dental clinic in the area. Located in Wheaton, the three chair facility provides care to qualified patients from Cook, Lake and DuPage counties. Volunteer dentists see patients in a dental office environment second to none. Chicago Dental Society provided significant support for this endeavor and sees the clinic as one way to address the growing demand for care by the underserved.

Q: How does that kind of work reflect the broader goals of the CDS?

A: Part of the CDS core values per our strategic plan is to enhance professionalism, integrity, excellence, leadership education and service. Certainly establishing a CDS Foundation, and then working to establish a dental clinic speaks to our members’ leadership and service to the community. The Foundation also engaged members of the corporate side of dentistry to obtain the services of leaders in the dental manufacturing and distribution industry. Jointly they have worked to advocate for access to care for the underserved population in the Chicago area.

Q: You have your Virtual Reality Meeting coming up on September 25th. With a reputation for such a respected live event, how do you take that esteem and translate it into a virtual environment?

A: Our third Virtual Reality Meeting, like the Midwinter Meeting, presents outstanding clinicians offering programs and continuing education credit for the entire dental team. Maintaining continuing dental education excellence is what we strive for. Our members expect nothing less than quality programming and we intend to deliver with programs from Dr. Richard Sullivan, Dr. Anthony Cardoza, Mary Govoni, Kirk Behrendt and Doreen Johnson. This caliber of clinician builds interest leading up to the Midwinter Meeting. Certainly offering the VRM without charge, just like entry to the Midwinter Meeting for member dentists, is a plus.

Q: Not that it’s about besting the 2013 Midwinter Meeting, but what do you have in store for 2014?

A: We are continuing our Member Rebate Program, which can provide up to \$75 to each member dentist simply by purchasing products or services from a 2014 exhibitor during the Midwinter Meeting. All they have to do is register online at cds.org and the earlier they do, the greater the rebate.

Getting dentists on the exhibit floor is very important and their purchases create a win-win for the exhibiting company and the participating dentist. To make the rebate program easier and more timely, a special center will be established on the exhibit floor where dentists can take their online rebate coupon and purchase order to have it entered into the CDS system, so their individual rebate check can be generated shortly after the

Midwinter Meeting. No more mailing rebate coupons and invoices, as all will be handled onsite.

As communication is the key to a successful Midwinter Meeting, in addition to our blog and other social media outlets, we will continue with our online Digital Floorplan and refine our mobile app to ensure that Android, Blackberry, iPhone and iPad and other mobile device users have greater functionality. Our goal is to make sure navigating the app is as seamless and effective as possible. One enhancement will be the ability to create your own meeting schedule and map out your desired exhibit visits.

FEATURED MEETING



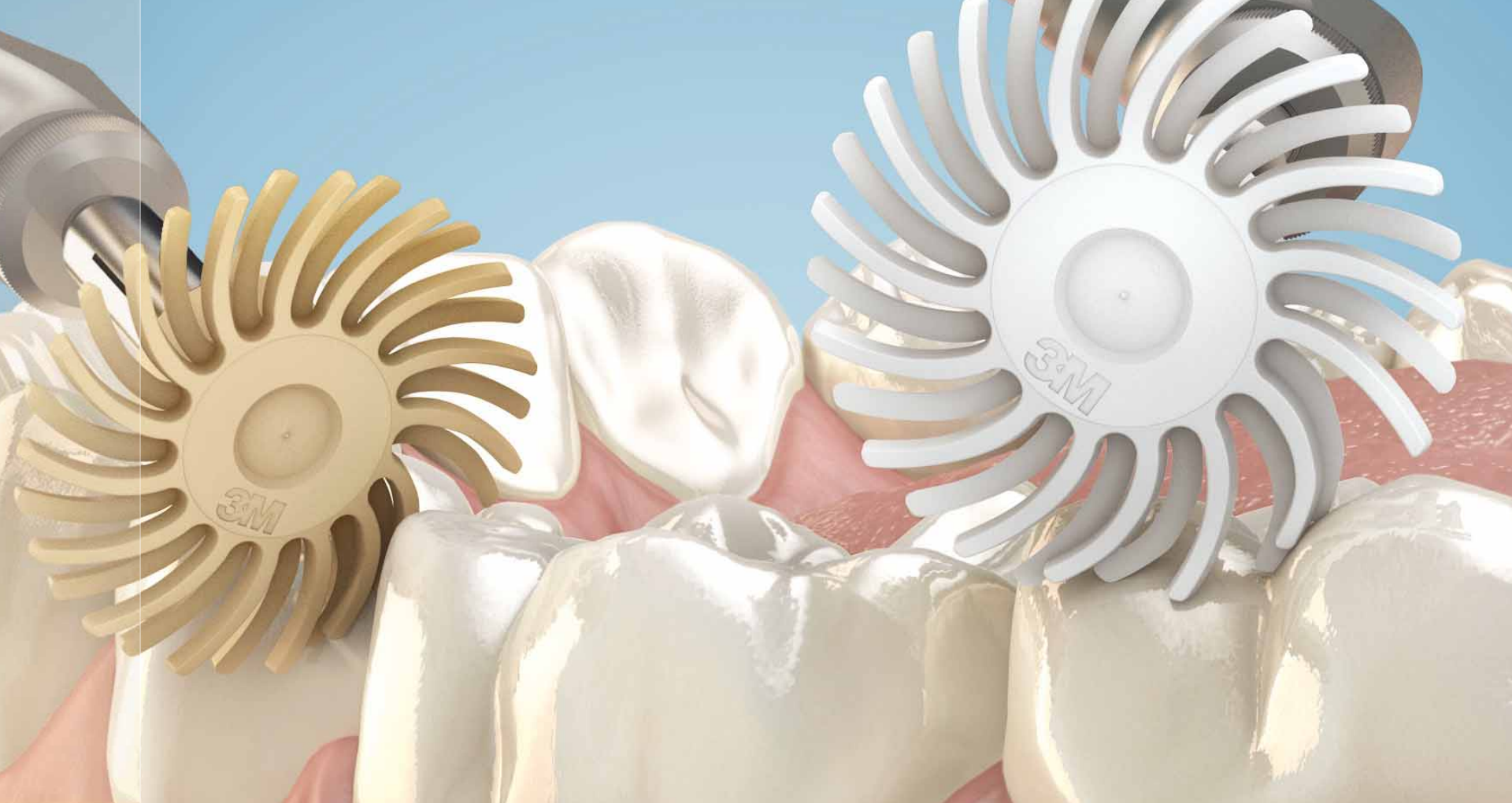
149th Midwinter Meeting

Come back to Chicago February 20-22, 2014, for the 149th Chicago Dental Society Midwinter Meeting. Our world class dental meeting features three days of the best in lectures, demonstrations and participation courses coinciding with three days of the latest commercial exhibits — all conveniently located for you under one roof in Chicago’s McCormick Place West Building.

Build your knowledge with hands-on participation courses and live televised demonstrations. Interact with colleagues from throughout the dental community. Learn from the leaders in dental continuing education, including:

- Howard Glazer
- Greg Huang
- Stanley Malamed
- Steve Marshall
- Edwin Parks and Gail Williamson
- Michael Siegel
- Martin Trope
- Charles Wakefield, and more. . .

Registration for the 149th Midwinter Meeting begins at 9 a.m. (CST), Friday, November 1 at cds.org.



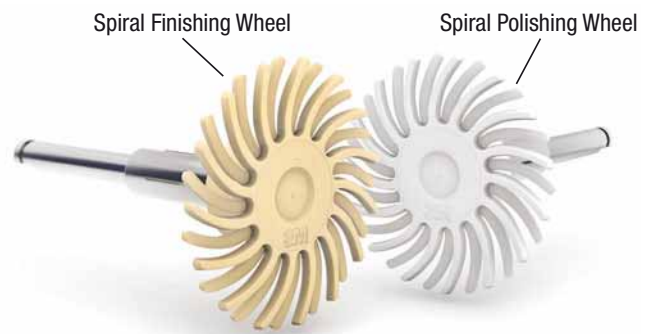
Spiral wheels ... the shape of versatility.

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3M ESPE

“We maximize and optimize the benefits dentists are getting from each product...”

MARY DORUFF

Senior Technical Service Specialist,
3M ESPE

Q: We're so used to hearing about major materials launches from 3M ESPE that the recent launch of Sof-Lex™ Spiral Finishing and Polishing Wheels definitely grabbed our editors' attention. How does a product like this demonstrate the type of innovation we've come to expect from 3M ESPE?

A: One of the advantages in working at 3M ESPE is that we are part of 3M as a whole, which gives us access to experts in more than 40 core technologies. We are able to utilize technology, expertise and products from other divisions and incorporate modifications to better suit our customers. The new Sof-Lex spiral wheels are a great example of that. This technology was adapted from spiral-shaped wheel products produced by the 3M Abrasives Systems Division, which were originally sold for polishing metal in industrial and jewelry applications. Once our team realized the potential of these spiral wheels for dentistry, we used our voice-of-customer research to guide modifications to the product and make it into an effective and safe tool for dentists.

Q: Sof-Lex™ spiral wheels are now part of a greater 3M ESPE Restorative Procedure Solution that includes Filtek™ Supreme Ultra Universal Restorative and Scotchbond™ Universal Adhesive. How do you see this “system” approach benefitting the dentist?

A: As a manufacturer, we do extensive testing of our products together to prove their efficacy. This is inherent in the new product development process, regardless of whether we're developing a finishing and polishing device or an adhesive. That ensures our adhesives work with our composites and our composites work with our finishing and polishing systems. We maximize and optimize the benefits dentists are getting from each product and the entire system. This

allows us to have the highest confidence in restorations placed with all 3M ESPE products. Additionally, we periodically repeat this testing especially if changes are made in raw materials or manufacturing processes. Because we do not know what other manufacturers are doing, we therefore don't know when updated testing is needed with products outside our system.

Q: Many doctors are either insecure or skeptical about changing their procedure style. Fewer steps may sound good, but can it really deliver the same quality?

A: That's a really good question that we encourage doctors to ask, because fewer steps are not always better. But in this particular case, when you look at the fact that some doctors are using in excess of 10 different tools in order to finish and polish their restorations, this streamlined system can be a great benefit. Once you've shaped the restoration and refined the margins using burs and diamonds, you simply use the beige spiral finishing wheel to remove the scratches and then the white spiral polishing wheel to polish it to a high gloss shine. You no longer need to go through the different shapes or the variety of tools you may have used in the past.

Q: The versatility of the Sof-Lex spiral wheels certainly seems to be a benefit. How do the materials in this solution — Filtek Supreme Ultra universal restorative and Scotchbond Universal adhesive — offer versatility?

A: The fact that Filtek Supreme Ultra universal restorative is available in such a wide range of shades and opacities gives dentists a lot of flexibility in how they use it, whether they want to layer shades for customization or simply use As for the adhesive, Scotchbond Universal adhesive truly lives up to the “universal” in its name. It's a one-bottle system that can be used in all techniques and on all surfaces for a durable bond for direct and indirect restorations.

A DIRECT PROCEDURE SOLUTION



Sof-Lex™ Spiral Finishing and Polishing Wheels

Sof-Lex Spiral finishing and polishing wheels provide dentists with a more versatile and easy-to-use alternative to traditional points, cups, discs, and brushes. Incorporating flexible spiral “fingers,” the finishing and polishing wheels conform to convex and concave surfaces as they traverse the restoration, preventing the need to switch shapes mid-procedure to fit different contours. Additionally, 3M ESPE has embedded the wheels with abrasive particles that provide effective dental finishing from any side – top, bottom or edge.

Filtek™ Supreme Ultra Universal Restorative

Designed with nanofiller technology to offer optimal strength and esthetics — excellent polish and better polish retention than a microfill — Filtek Supreme Ultra nanocomposite is also easy to use: exceptional handling; color-coded by opacity; and bold, easy-to-read labels. The restorative features improved fluorescence in a wide range of shades and opacities.



Scotchbond™ Universal Adhesive

Scotchbond™ Universal Adhesive is a combined Total-Etch, Self-Etch and Selective-Etch adhesive that offers consistent bond strength to both moist and dry etched dentin with virtually no post-op sensitivity. Its one-step, one-coat adhesive application is effective on all surfaces and provides high bond strength to all indirect surfaces (zirconia, alumina, glass ceramics and metals) without a separate primer. It offers excellent marginal integrity for highly esthetic restorations and is both self- and dual-cure compatible.



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“Patients are getting the desired results...”



LAURA WOODRUFF
Sales Manager,
North America, SDI

Q: DPR is currently fielding a survey asking dentists about the trends they’re seeing in the presentation and acceptance of whitening. From your vantage point on the manufacturing side, what are you seeing in terms of whitening demand?

A: In terms of whitening demand, we feel it has been consistent over the last several years. Most offices have whitening programs in place but the difference is in the way each office markets their specific whitening products. We have found there is always an interest in learning more about a new or different whitening line. The main reason for this is most offices know whitening is a very hot topic and if it isn’t offered in their dental office, the patients will eventually leave for another office that does offer whitening or will purchase over the counter products.

Q: How do the options within the Pola line help dentists deliver better results to patients?

A: The multiple packaging options are definitely an attractive feature of the Pola line for dentists. We have the “pre-packaged” aesthetic packaging for offices that prefer to offer a professional looking whitening kit to first time whiteners investing their own money into a take-home package. It is common for offices to offer this type of packaging for the first official whitening treatment because they charge anywhere from \$200-\$400 for this package. We also offer very cost-effective packaging options for the office to provide maintenance whitening and whitening for life program syringes. When looking at how we provide better results, the built-in desensitizer and shorter wear times set us apart from other whitening lines. Patients are getting the desired results without the longer wear times and sensitivity they have often encountered with other whitening products.

Q: What materials does SDI have available to help dentists promote whitening in their practices?

A: In addition to all of the tangible products that can be sent immediately to the offices, i.e. patient brochures with informative FAQ sections for the patients, appointment cards, posters, and even ceiling tiles (which many offices do use), the Pola website has a VERY comprehensive collection of online marketing materials that are pre-made to promote almost any holiday or event. These are easily made into personalized documents by adding the office information and promotional product information based upon what an individual office wants to promote. We also have all of our product images and Whiter Brighter You logo images in jpg format so the offices can easily save these images to their own computers and insert into their social media pages, flyers, websites, etc. Another great marketing tool actually exists within the product line itself with Pola Paint. This cosmetic whitening pen makes a great marketing tool when placed in the front of the office. It not only markets Pola whitening in the office but also shows patients the Pola line has many options for take-home whitening.

FEATURED PRODUCTS



Riva Bond LC

Riva Bond LC is a 9th generation of adhesives that dramatically reduces the polymerization stress caused by composites shrinking. Riva Bond LC is a universal light cured adhesive for direct restorations. Until now, dentists have had no choice but to place a composite they know will shrink and not be able to do anything about it. Riva Bond LC’s unique Stress Reduction Technology™ incorporates bioactive ionglass™ technology with advanced glass ionomer resin technology ensuring minimal stress at all bonding interfaces.



Pola Office+

Pola Office+ reportedly requires less than 30 minutes of treatment time. Because it doesn’t require light activation, the system can be used with or without a bleaching light as any heat emitting curing light can be used. Plus, the neutral pH bleaching and built-in desensitizer of Pola Office+ is said to offer maximum comfort during and after treatment, resulting in lower sensitivity and less patient discomfort. Equipped with a dual barrel syringe system capable of reaching tight spots, the whitener doesn’t require mixing trays as it mixes as it’s applied to guarantee a blend of activated gel.



Pola Day CP

A rapid take-home teeth whitening system, Pola Day CP promises immediate change with a wear time of just 15 minutes once or twice per day. The gel is pH neutral, composed of 35% carbamide peroxide and has a high water content that stops teeth from drying. Plus, the high viscosity, fluoride-infused, spearmint flavored gel remains where it’s placed and remineralizes the tooth surface, assisting in sensitivity reduction.



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“...rigorous testing to guarantee they will work in all clinical situations.”



PAUL L. CHILD JR., DMD, CDT
Executive Vice President,
Bisco Dental Products

Q: This is an interesting case in which the growth of one material, lithium disilicate, sparked the development of another. How important is it to Bisco to remain responsive to trends?

A: BISCO's ability to be responsive to industry needs is only one key component of its overall global strategy. Setting the trends themselves is also a key strategy, such as with TheraCal LC. However, lithium disilicate as a material is hugely successful, and therefore it makes sense for BISCO to market a product that will complement it. eCEMENT is just that—a complement to lithium disilicate, one that eliminates the confusion of which cement to use and when.

Q: At what point did the lithium disilicate boom command the interest of the Bisco R&D team? Or, more precisely, how long has eCEMENT been in development?

A: Products take much longer to develop than what most dentists think. In addition to the initial research and development, there is a plethora of

regulatory and marketing activities that must take place prior to launching a new product. Lithium disilicate has been an interest to BISCO for many years, and we have been testing many of our products in conjunction with it to ensure compatibility.

Q: We all know what a premium Bisco puts on quality R&D and the science behind its products. How do you know when a product is ready? What clinical evidence do you need?

A: BISCO puts our products through rigorous and thorough testing to guarantee they will work in all clinical situations. Occasionally, if a product does not meet our standards, starting over may be considered, or at the very least, postponing a planned launch. We are more concerned with providing quality products that perform as indicated than just putting a product out on the market. Unfortunately, clinical trials can take years to be accepted in the literature as clinical research, and is timely, expensive, and more difficult to conduct now than in previous years. For example, although there is 10 years of clinical data behind lithium disilicate, there are still many who may question it, or have yet to even use it. However, observation and new clinical research shows a fantastic success rate with this product, thus the introduction of eCEMENT.

Q: How is eCEMENT filling a gap not currently being serviced by others in the marketplace?

A: There are many cementation systems available to the clinician today, ranging from resin-modified glass ionomer cements to self-adhesive resin cements to pure resin cements. This provides multiple types of cements for the clinician to choose from, but also may add confusion to the selection process. BISCO wanted to simplify this and provide one kit for all types of lithium disilicate restorations: from veneers to crowns to bridges. The eCEMENT system includes all the necessary components to successfully cement lithium disilicate restorations, and includes the silane, the etchant, and light-cured and dual-cured cement.

Q: How does this offering build on other key developments within the Bisco line of products?

A: Offering eCEMENT builds on our already successful line of cements that we have offered for more than decades. BISCO prides itself on its unique and effective chemistry of dual-cured materials, which offer properties not found elsewhere. Our customers expect the best and highest quality products, and have become accustomed to having us deliver that. eCEMENT follows in this tradition as a new and superior product with research and science as its foundation.

FEATURED PRODUCT

eCEMENT

Designed for lithium disilicate restorations, Bisco's eCEMENT kit features high-strength resin cements formulated to provide better esthetics at the margin.

eCEMENT offers a light-cure and dual-resin cement to ensure lithium disilicate restorations provide long-term retention of single or multiple restorations, as well as shade stability. Additionally, the radiopaque cement offers easy placement of lithium disilicate veneers, onlays, crowns, three-unit bridges and inlays.

eCEMENT kits include resin cement, SELECT HV ETCH, ALL-BOND UNIVERSAL, PORCELAIN ETCHANT, and PORCELAIN PRIMER.



“What made me pull the trigger was trying the products.”



RICHARD LIPSCOMB, DDS

Woodmore
Dental Center
Mitchellville, MD

Q: With so many impression materials available to you, what was it that made you pull the trigger on becoming a Correct Plus Impression Material user?

A: Like most products we use as dentists, actually using the product on the patients first is key. Companies can say all they want about their products, but what counts is how the products perform in the office. What made me pull the trigger was *trying* the products. Then, coming to the conclusion that the Correct Plus Impression Materials were better than what I was currently using to make impressions.

Q: Accuracy is obviously a huge issue with any impression material. What results have you seen using Correct Plus Impression Materials?

A: In my practice, crown and bridge, complete dentures, partial dentures, and Invisalign are the procedures that involve using impression materials. With all of these procedures, I want

the accuracy, but I also want something else. These Correct Plus Impression Materials produce accurate first attempt impressions, and that's the something else. Being able to consistently make impressions on the first try saves time (less impression remakes, less time adjusting the final product) and money (using less impression material at lower prices). Not to mention it goes over better with patients when the impression is made and they can be up and on their way. The ability to minimize retaking impressions with these products is what stands out the most.

Q: What viscosity have you found to be most versatile?

A: The Correct Quick Bite Material is the most versatile of the Correct Plus products. It makes a perfect bite registration every time. The material is heavy enough not to slump during placement, and becomes firm upon setting. Not only does it produce an excellent bite registration, it can double as tray material when making impressions. The viscosity of the material aids in forcing the light-body material (Correct Plus Thick-n-Thin Light-Body) into close intimate contact with teeth and soft tissue.

Q: After so much hype around recent developments in digital impression devices, why is it important to you to have a traditional impression material you can rely on?

A: I have a digital impression system, and digital impressions are great. But, like most things in dentistry, it is difficult to find one solution that addresses every need. We treat such a variety of patients—young to old—that having one method of taking impressions is not wise at this point in time. As digital impressions improve, we may get to a time where they surpass the versatility of traditional impression materials, but we are not there yet. And that's the thing—traditional impression materials give you options when the clinical situations are not ideal for digital impressions, and this happens. So, we must be prepared to deal with these situations by having options available.

Q: For long-time users of other impression materials, how would you persuade them to consider alternatives such as Pentron's Correct Plus?

A: If you are not happy with your current impression materials and you find yourself having to remake impressions more than every once in a while, try the Pentron Correct Plus Impression Material. Saving time and money is big for me, and that's what these products do.

FEATURED PRODUCT

Correct Plus Impression Material

Correct Plus Impression Material is an innovative vinyl polysiloxane impression material offered in a wide range of viscosities to accommodate any impression technique. There are two set times available: Correct Plus Impression Material is ideal for full arch impressions and Correct Plus Fast Set Impression material is ideal for 1-3 units. Our Bite Registration Materials, both Correct Quick Bite Material and Correct Plus Bite Superfast have mousse like viscosity with a high end hardness/rigidity that facilitates trimming; Correct Quick Bite Material can also be used as a heavy body/tray material. The Correct Plus line of Impression Materials provides multiple packaging options to satisfy all of your impression needs.



“...designed for patients requiring a cost effective, predictable and long-term option.”

STEVE SCHIESS

Chief Executive Officer,
ZEST Anchors

Q: How have you seen your business evolve over the last 5 years?

A: Clinicians and patients alike are increasingly recognizing implants as a viable and preferred treatment option to missing teeth. This is especially evident in how implant-retained overdenture (dentures retained by implants) treatment has risen, and is one of the fastest growing segments in the overall implant market. More and more people are presenting to clinician offices partially or fully edentulous with ill-fitting traditional dentures and partials. Frequently, the patient’s chief complaint is his or her quality of life with these non-retained dentures. Clinicians are offering an implant-retained option to satisfy these patients. This edentulous patient population is exactly the demographic that ZEST Anchors Products are tailored to. ZEST has tailored our business to this patient population by creating interface compatible LOCATOR® Attachments with a pioneering self-aligning design for more than 350 different implant products. Providing this unique technology across a variety of implant systems has propelled ZEST to be recognized as the premiere manufacturer of overdenture attachments.

Q: How has the growing interest in the implant overdenture category shaped your internal product development process?

A: Being an innovator in dental solutions for edentulous patients and repeatedly hearing from clinicians about what a great solution LOCATOR provides their patients focused our attention on identifying new key market opportunities within the overdenture category. What we found was that the implant-retained overdenture demographic is projected to grow substantially throughout the next 20 years and market research indicated that narrow (less than 3 mm) diameter implants will play an increased role in retaining overdentures. Even today, this type of technology is being used to retain about a third of all implant-retained overdentures. The LOCATOR

Attachment, while currently made for nearly all implant systems, was not available for the narrow diameter implant segment. Recognizing this, we set out to develop a LOCATOR incorporated onto a narrow diameter implant. Thus, the idea of creating a next generation narrow diameter implant system was born—The LOCATOR Overdenture Implant System (LODI). We used years of collective knowledge in the dental implant market and focused on all the features that were lacking in current designs to create an enhanced narrow diameter implant system designed exclusively for overdenture patients.

Q: The Locator Overdenture Implant System (LODI) has generated a lot of excitement since the launch. What gap in the marketplace were you hoping to fill?

A: In speaking with several key opinion leaders during our research phase, they shared with us their collective experiences with other currently available narrow diameter implant systems—many of which have seen little to no innovation over the last decade. In the product development stage, the LOCATOR Overdenture Implant was specifically designed to address the most sought after improvements by incorporating the following key features into the LODI System:

The implant is manufactured using the strongest titanium available and has a proven RBM surface. The implant body is tapered and includes self-tapping, cutting edges for easy insertion. The thread design on LODI is unique in the narrow diameter implant market; the threads are aggressive in pitch and gradually widen to the coronal thread terminus to provide increased primary stability.

The LOCATOR Attachment is detachable for simple replacement if tissue height changes or if wear occurs throughout time. It is also the same familiar design that clinicians have used for years, offering dramatically lower attachment height necessary for denture strength and patient comfort when the denture is removed.

The surgical instrumentation includes easily identifiable laser etched depth markings and drill stops, as well as a simple procedure making osteotomy preparation intuitive and safe while offering the less invasive option of a flapless surgery or the option to create a flap.

All of these features combine together to answer the market need for an implant system designed specifically for patients requiring a cost effective, predictable and long-term implant-retained overdenture option.

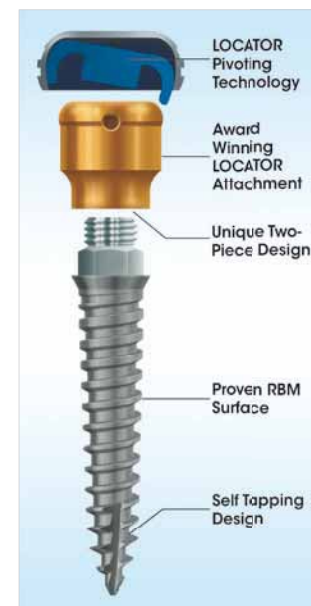
Q: Now that it’s been on the market for almost a year, what has been the response?

A: The response has been tremendous and it is clear that clinicians are beginning to realize the unique benefits that a thoughtfully designed, next generation narrow diameter implant system can provide. We are frequently receiving feedback that clinicians feel LODI is providing them with the ability to tailor the system to the patient rather than the other way around. Denture patients with narrow ridges who refuse bone grafting and have limited finances are definitely the patients that LODI is helping, while providing meaningful benefits to the clinicians who treat them.

FEATURED PRODUCT

LOCATOR® Overdenture Implant System

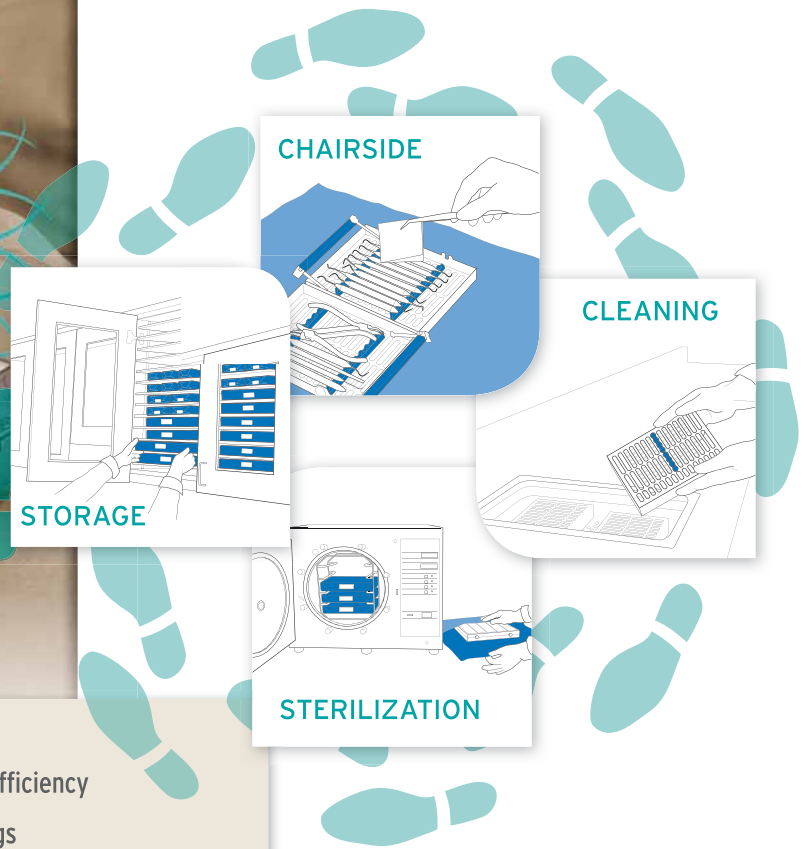
With a two-piece coronal design, the LOCATOR® Overdenture Implant System (LODI) is said to offer a less invasive, predictable and durable implant retained overdenture for patients requiring an effective, cost-conscious technique for securing their dentures.



The attachment is seated after implant placement, allowing for replacement if wear should occur over time and offers a dramatically reduced vertical height. The implant is ideal for narrow ridges, is a less invasive treatment alternative, an alternative to bone grafting and is designed for immediate function in appropriate cases.



PRACTICE MORE



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How the best perform



“Implementing IMS has helped us impress existing patients and attract new ones.”



ANGELA COTEY, DDS
General Dentist,
Village Smile Care,
Mt. Horeb, WI

Dr. Angela Cotey provides some of the latest advances in dental technology in her private practice. She attends extensive postdoctoral studies in advanced dentistry with a special focus on restorative dentistry and prevention. She earned her doctorate from Marquette University and served in the U.S. Navy where she completed a residency at Marine Corps Base Camp Pendleton. She gives back to the community through the Give Kids a Smile Program, Big Brothers Big Sisters of Dane County, and dental mission trips around the world.

Q: It seems that many offices are looking for ways to increase efficiency. What products have helped you find tangible time savings?

A: There are many new technologies that save us time and increase efficiency. The big ones include digital charting and radiographs, cassettes and procedure tubs and making sure that we're using high quality materials and instruments. Personally, any product that can make a practice more streamlined and efficient is a must, which is why I invested in Hu-Friedy's Instrument Management System (IMS®).

Q: How has IMS® helped make your team and practice more productive?

A: I run a small office, so when we get busy we need to be able to help each other. We are all fully cross-trained so anyone in the office can assist, as well as set up or clean up a room. Having color coded IMS cassettes and procedure tubs has streamlined our process, allowing us to know that each set up is sterile and ready to go. Not having to search through pouches for missing instruments greatly increases our productivity.

Q: What, if any, learning curve did your team face in implementing the system?

A: Whenever a new technology is introduced to an office there is some resistance to change. An assistant who had been with the practice for many years was hesitant—she believed cassettes were

unnecessary. Her attitude changed right after we started implementing them into our daily routine and she realized how efficient the system is. My entire office also comments on how they feel safer when it comes to preventing sharps exposure and love how it eliminates instrument hand-scrubbing.

Q: The average practice saves 5 to 10 minutes per procedure when using IMS. How have you used that recaptured time?

A: We are able to see more patients on a daily basis, making us more productive and increasing our bottom line. It also allows time for us to focus on non-procedure related activities such as team building, continuing education courses, administrative duties, marketing and social media outreach and taking part in community service. One of the best perks of IMS is the extra time we have to get to know our patients on a personal level.

Q: In addition to time savings, would you say you've seen a financial return on this investment?

A: When patients come in for appointments they seem much more aware of their surroundings and have started paying attention to the steps taken by myself and my staff in regards to their well-being. I think they are looking for a more modern and clean office. Implementing IMS has helped us impress existing patients and attract new ones. Another added bonus is that IMS keeps instruments from getting damaged, saving us money by not having to replace things so often. With new patients, minimized instrument costs and the time and energy saved for my staff and myself, the initial investment for IMS seems minimal. I would definitely encourage other offices to practice using Hu-Friedy's Instrument Management System.

FEATURED PRODUCTS

IMS Cassettes

Maximizing efficiency is possible when the exact procedural set ups needed for each patient are at your fingertips. The Instrument Management System (IMS®) standardizes and combines the cleaning, sterilization, storage and organization of instruments in one integrated cassette system. This creates results that can save up to 5-10 minutes per procedure while eliminating dangerous processing steps that require handling of contaminated, sharp instruments.



Procedural Tubs

Procedural tubs are flexible tools to organize and transport items, such as consumable products, and can be color coded to match your cassettes, creating the most efficient Instrument Management System. Procedural tubs standardize your materials required for a specific procedure, eliminating time-consuming tray prep. Disposables, cassettes, and other items can be safely transported, using locking lids to protect contents from airborne contamination.



Hand Essentials

Hu-Friedy Hand Essentials™ has been designed specifically to help promote proper hand hygiene protocols in the dental office. Each product supports specific routines that dental professionals perform each day including hand washing and skin protection as recommended by the CDC. The Hand Essentials line includes medical grade lotions, sanitizers, and soaps. All Hu-Friedy Hand Essentials products are tested to be latex and CHG friendly, making them compatible with other products in the dental office.





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Interested? Circle Product Card No. 38

“It offers the best quality and the best value.”

MONICA BARRERA, DDS
General Dentist,
New City, NY

Dr. Monica Barrera of New City, N.Y. practices general dentistry part time in an office she describes as “small — focused on quality, not volume.”

As a long-time user of Johnson-Promident products, Dr. Barrera was open to trying out the new single use diamond composite polisher, and found

herself surprisingly impressed by the product.

“I have used a lot of polishers, all sorts, all kinds,” she shared, “and I have never found something that brings me this close to the natural enamel. I was looking for something that compares to the texture/shininess of the natural enamel, and this product does just that.”

The new polisher allows her to accomplish the natural enamel-like shine without taking a long time to reach the texture.

“It really makes the surface shine,” she said. “I haven’t been able to accomplish this before,

and I’ve been a dentist for many years.”

It is that experience that Dr. Barrera draws from when trying to explain why such a simple product can have such a big impact.

“I’ve tried it all —why reinvent the wheel again? This is a good product that gets the job done well and quickly,” she said. “I spend so much time trying to get a good luster, but with this, I can accomplish that easily. It gets the job done.”

FEATURED PRODUCT

Single use diamond composite polisher

Johnson-Promident recently released a new single use diamond composite polisher.



Johnson-Promident carries 500 different carbide and diamond burs, with a full range of shapes, sizes and grits to accommodate individual preferences and cover a multitude of applications. Its new Finishing and Polishing Instruments are also designed and manufactured to consistently deliver the best performance and durability, including products that use the newest technologies in composite polishers.

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Interested? Circle Product Card No. 28

26 PRODUCTS TO IMPROVE DENTISTRY



Easy handling, precise imaging, proven workflow

The **Apollo DI** digital impression system is designed to offer an economical entry into digital impressions, starting at \$19,750. The system includes an imaging unit, APOLLO Connect software, and the APOLLO DI intraoral camera.

Sirona Dental Inc.

800-873-7683
 cereconline.com
 Circle RS NO. 29



➔ MORE PRODUCTS YOU'LL WANT TO CHECK OUT...



I Made That

NEW MATERIAL

Nicholas Domanico, Product Manager, Permanent Cements, on Kerr Corp.'s Nexus RMGI.

64



Double Take

PERIO PROTECTION

One clinician's view on the PerioProtect Method and Perio Trays.

68



Benchmark

IMPRESSIVE TRAYS

The Catapult Group reviews Premier Dental's T-LOC Triple Tray impression tray.

72



Available in an annual subscription, Spear Digital Campus' three key components (Case Assistant, Course Library and Spear TALK) offer on-demand practice and clinical management guidance.

Treatment planning

Chairside treatment planning tool

A component of the Spear Digital suite of resources, the **Case Assistant** chairside treatment-planning tool curates patient-education content for treatment planning. Its redesigned interface includes a symptom selector, learning packs, patient mode, and doctor and team mode. Each resource allows practitioners to access digital learning resources and educational materials designed to provide treatment guidance and non-threatening patient education.

Spear
866-781-0072
speareducation.com
CIRCLE RS NO. 30



Implant

Implant provides esthetic results, tissue preservation

A contemporary hybrid implant, the **3i T3** offers three surface topographies to deliver esthetic results through tissue preservation. Coarse micron topography provides 10 micron features via a resorbable media blasting process using calcium phosphate particles, allowing for blood clot retention along the implant's threaded body. Designed to support platelet activation, it reduces the risk of peri-implantitis at the coronal aspect. The sub-micron topography option offers a more complex structure for greater integration throughout the early healing process. The implants are outfitted with integrated platform switching that maintains bone levels. The Certain® Internal Connection and the Gold-Tite® Screw reduces microleakage.



BIOMET 3i
800-443-8166
biomet3i.com
CIRCLE RS NO. 31



Endodontics

Water-soluble EDTA solution

Tunnel Vision is now part of the company's expanding line of endodontic products for general dentists and endodontic specialists. The water-soluble, 19% EDTA solution is formulated to be effective in chelating, lubricating and debriding root canal preparations. It is syringe-delivered with an EndoFlex tip for reportedly efficient and accurate placement.

Clinician's Choice
800-265-3444
clinicianschoice.com
CIRCLE RS NO. 32



Cement

Radiopaque cement for lithium disilicate restorations

Designed for lithium disilicate restorations, the **eCEMENT** kit features high-strength resin cements formulated to provide better esthetics at the margin. The cement offers a light-cure and dual-resin cement to ensure lithium disilicate restorations provide long-term retention of single or multiple restorations, as well as shade stability. Additionally, the radiopaque cement offers easy placement of lithium disilicate veneers, onlays, crowns, three-unit bridges, and inlays. eCement kits include resin cement, SELECT HV ETCH, ALL-BOND UNIVERSAL, PORCELAIN ETCHANT, and PORCELAIN PRIMER.

BISCO
800-247-3368
bisco.com
CIRCLE RS NO. 33



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Interested? Circle Product Card No. 43



This system's fine applicator tip syringe allows easy application even in tight spots.

Chairside whitening

Fast, reliable whitening

Pola Office+ in-office tooth whitening system reportedly requires less than 30 minutes of treatment time. Because it doesn't require light activation, the system can be used with or without a bleaching light as any heat emitting curing light can be used. The neutral pH bleaching and built-in desensitizer is said to offer maximum comfort during and after treatment, resulting in lower sensitivity and less patient discomfort. Equipped with a dual barrel syringe system capable of reaching tight spots, the whitener doesn't require mixing trays as it mixes as it's applied to guarantee a blend of activated gel.

SDI
800-228-5166
sdi.com.au
CIRCLE RS NO. 34



Clear aligner

Aligner designed for minor spacing, crowding issues

An entry-level, five-stage clear aligner product, **Realine** is designed for common, minor spacing and crowding issues. It is said to be competitively priced and easy to use for those with limited treatment goals, especially adult patients whose teeth have relapsed after adolescent orthodontic treatment. After collecting patient records with an iTero intraoral dental scan, dentists use Realine Starter Kits to process the aligner. The kits, which contain everything dentists need to process cases from start to finish, are available in the United States through Henry Schein Dental with availability in Canada expected in the first quarter of 2014.

Align Technology Inc.
408-470-1000
aligntech.com
CIRCLE RS NO. 35



Disinfectant

Disinfectant with lengthy reuse period

RAPICIDE OPA/28 is an ortho-phthalaldehyde based disinfectant intended for the reprocessing of heat-sensitive semi-critical devices. An FDA, 510k cleared product, RAPICIDE has a reuse time of 28 days, twice the reuse period of other OPA based disinfectants on the market.

Crosstex
888-CROSSTEX
crosstex.com
CIRCLE RS NO. 36



Handpiece

Powerful, consistent cutting

Reportedly the first 45° handpiece, the **Ti-Max Z45L** offers easy access to hard-to-reach molars. Its slim design provides optimal operability and high visibility, producing more space between the teeth adjacent to the handpiece's front and body. Powerful and consistent cutting reduces sectioning and third-molar extraction treatment times. The two-way spray function prevents subcutaneous emphysema and cools the bur during cutting, while a Clean Head System blocks the entry of oral fluids and other contaminants into the handpiece's head and extends the life of the bearings. Featuring a titanium body and ceramic bearings, it handles burs ranging in length from 20 mm to 25 mm, plus it offers a 1:4.2 gear ratio.

NSK Dental
888-675-1675
nsk dental.us
CIRCLE RS NO. 37



The next big thing in dentistry



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is actually 3 things.

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Next-generation restoration



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Scotchbond™
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Three innovative products designed to work together for a strong, fast, simple restoration.

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www.3MESPE.com/Trifecta

3M ESPE



Turbine

Economical, reliable replacement turbine

Described as economical, the **StarDental® E6 Replacement Turbine** is said to provide dentists with substantial time and cost savings. The turbine is one of the company's LubeFree products that are designed to reduce maintenance time and the high cost of repeated lubrication. The replacement turbine is designed with durable ceramic bearings and comes with a six-month warranty.

DentalEZ

866-DTE-INFO
DentalEZ.com

CIRCLE RS NO. 44



Disinfectant

Powerful disinfectant and sanitizer

Steriplex SD® is said to be the first non-toxic and non-corrosive C. diff sporicide, tuberculocide, bactericide, virucide, and fungicide. Additionally, the disinfectant's real-time product activation reportedly ensures high efficacy, while greatly reduced HAIs lower patient and practitioner chemical exposure. Reportedly, workers can apply the solution without the use of a mask, plus it eliminates equipment and surface damage.

Southland Distribution & Sales

800-880-0240
sdssouthland.com

CIRCLE RS NO. 45



Tooth Timers

Customizable timers make kids want to brush

Designed to make brushing fun, **Liquid Tooth Timers** feature mineral oil "sand" that floats from the bottom molar to the top. Additionally, the timers can be customized with a gold imprint to help increase referrals.



Practicon

800-959-9505
practicon.com

CIRCLE RS NO. 46



Educational app

Hub designed to keep you in touch with patients

Said to bridge the gap between orthodontists and patients, the HIPPA-compliant **Mighty Brace smartphone app** and suite of software products educates patients on proper oral hygiene techniques. Mighty Brace's interactive games promote patient community and provides orthodontists with an easy way to encourage, monitor and record compliance. The app consists of three products: Mighty Brace Pro for in-office use; Mighty Brace Home for in-home use between visits; Mighty Brace Web, a subscription-based communication hub designed to keep doctors in touch with their patients.

Mighty Brace

feedback@mightybrace.com
Mightybrace.com

CIRCLE RS NO. 47



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COM01-0413-1

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Interested? Circle Product Card No. 58



Varnish

Higher fluoride uptake, easy application

Said to be well suited for both children and adults, enhanced **Colgate PreviDent Varnish 5% Sodium Fluoride** contains 22,600 ppm of fluoride, offering four times the fluoride uptake into lesioned enamel and three times the uptake into strong enamel. Packaged in convenient 0.4 mL doses, the improved formula offers fast, even application and dries to a natural enamel color, plus it contains xylitol and is available in mint and raspberry.

Colgate
 800-2COLGATE
 colgateprofessional.com
 CIRCLE NO. 49



CAD/CAM abutments

Titanium CAD/CAM abutments

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A less expensive, highly-effective solution for anterior tooth alignment.

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Online resource

Website features next-generation software solutions

DentalSoftwareAdvisor.com is described as the first objective online resource dedicated to next-generation dental software solutions. The site features a robust search engine called a "Knowledge Base Engine" that lets users find articles, case studies, surveys and more. Other features include insider tips, a grant and funding database, press room and information on EHR.

DentalSoftwareAdvisor.com
 425-434-7102
 mikeu@dentalsoftwareadvisor.com
 CIRCLE RS NO. 51



Power

Automatic power factor correction bank

The extended range **StacoVAR® Mini** helps correct power factor, which allows dental facilities to save money on utility bills by using less energy. Outfitted with sturdy poly-propylene dry type capacitors, the UL-listed automatic power factor correction bank also includes reactors, contactors and fuses, plus the capacitors are said to provide low watt loss, long life and reliable operation. Models available include 11.5 to 28 kvar at 208V, 15 to 37.5 kvar at 240V, and 28 to 75 kvar at 480V.

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Worn on the mandible, it is very effective against grinding, clenching and neck pain. It is extremely hard to detect. Patients find the appliance very comfortable and easy to speak with. This appliance can also be prescribed in combination with a nightguard made at the same vertical dimension as the **Dayguard.™**



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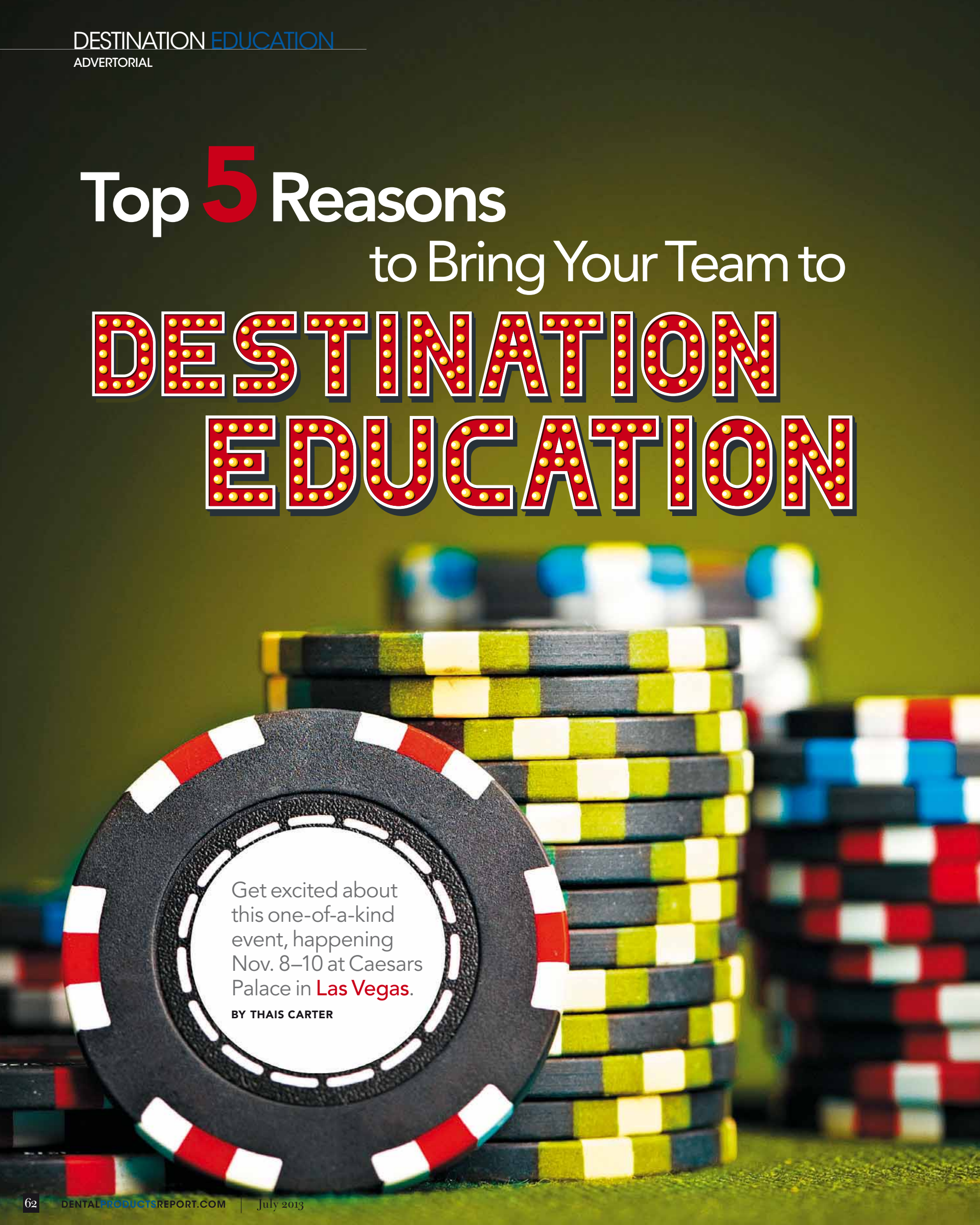
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Top 5 Reasons to Bring Your Team to

DESTINATION EDUCATION



Get excited about
this one-of-a-kind
event, happening
Nov. 8–10 at Caesars
Palace in **Las Vegas**.


BY THAIS CARTER

CDA SAN FRANCISCO, CA
August 15-17, 2013
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Destination Education, Nov. 8-10, 2013, is more than just a ‘good’ cosmetic dentistry program. Its speakers and topics are designed to provide real-world connections to recent dental innovations in an environment that will help you and your team approach today’s patient and practice needs with confidence.

These days, few people have the time, inclination or funds to prioritize “business as usual” tradeshows. When benefits—such as networking and CE credits—are easily accessible online, any company or association putting on an event needs to give you and your team a pretty good reason to show up.

In this case, DenMat gives you five.

 **1. An investment to recession-proof your practice**

Good clinical practice is smart in any economy, but Destination Education goes a step beyond with courses that meet real concerns your practice may face. Consider:

Dr. Mike Kesner’s “Double Your Case Acceptance with One Sentence,” designed to help double, if not triple, your cosmetic cases and address the psychology behind why patients decide whether to accept treatment.

Or Dr. Lou Graham’s “A Sound Recession Proof Restorative/Hygiene Practice,” demonstrating how hygiene growth is tied to overall growth and ways to integrate the team in that effort.

 **2. Prepare for a “perfect” smile**

Granted, there is no set definition for a “perfect” smile, but that doesn’t stop patients from demanding it.

“Thinnovation” and the role of porcelain veneers in creating smiles that meet your standards and patient expectations for form, function and esthetics, is critical. Get your tips from the best—Drs. Ed Lowe and Peter Harnois.

 **3. Go big by going minimal**

The next big shift in dentistry won’t be a new “drill and fill” development. Rather, preventive care is where forward-thinking dentists should look to differentiate themselves in the market.

Many of the Destination Education presentations touch on aspects of prevention, including minimally invasive procedures, oral cancer screening and more.

 **4. Because CE doesn’t need to be B-O-R-I-N-G**

You have to appreciate a program with the title, “Sex and Oral Health: What’s the Connection?” But, Joanne Jones’ lecture is just one of the many sure to have your team talking. Also consider:

Dr. Louis Malcmacher’s “Total Facial Esthetics for Every Dental Practice.”

Or, Dr. Lou Graham’s “The State of Restorative Dentistry: Science and Practice.”

 **5. Staff bonding**

We’re not talking about adhesives! A successful dental team is one that focuses on relational results *in addition to* clinical results. You’ll find few opportunities for fun *and* formation better than Destination Education.

It is, after all, Caesars Palace in Las Vegas—it’s a safe bet your staff will have plenty of memories to share at the end of your three days in town.

With so much excellent information at your fingertips, here’s hoping that what happens in Vegas *doesn’t* stay in Vegas. ●

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- 60 irrigation lines
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I MADE THAT:

Kerr Corp.'s Nexus RMGI

An interview with Nicholas Domanico, Product Manager, Permanent Cements, on Kerr's new dual-adhesive system.

Compiled by STAN GOFF



NICHOLAS DOMANICO
PRODUCT MANAGER,
PERMANENT CEMENTS
KERR CORPORATION

Debuting on the cover of last month's issue of *Dental Products Report*, Kerr Corporation's Nexus RMGI was launched with a confidence that the material would provide improved durability, enhanced clean-up/handling, esthetics, and delivery vs. currently available RMGI luting cements.

Here, Product Manager Permanent Cements Nicholas Domanico answers questions about the product's development and its best features.

Q: Where did the idea for Nexus RMGI come from?

A: Resin modified glass ionomer (RMGI) luting cements have been a staple for clinicians that complete indirect procedures. Although RMGIs have a long history of clinical success, there have been key deficiencies cited in literature. These deficiencies include low durability and less than optimal cleanup and esthetics. The potential clinical impact of these deficiencies was confirmed by surveying more than 100 restorative dentists.

Market review indicated that the RMGI market is one of the largest permanent cement adjacencies globally. This cement category is also highly consolidated, with market share owned by two principle manufacturers. We were confident there was an opportunity for Kerr to develop an RMGI material that provided improved durability, enhanced clean-up/handling, esthetics, and delivery vs. currently available RMGI luting cements.

We wanted to make this product as easy and straightforward for clinicians

as possible. We chose the family name of Nexus, because clinicians associate that name with excellent cleanup, such as with Nexus 3 (NX 3). Nexus RMGI uses the same cleanup technology as NX 3. We also found that clinicians have difficulty determining whether a cement brand refers to an RMGI, Self-Adhesive or Bonded Resin, so we put RMGI in the product name.

Q: What was the development process like?

A: We have a very rigorous, customer-driven product development process. All features and design components were based on VOC data.

Our challenge was the development of a differentiated product that could penetrate an established market with two leaders who have a history of clinical success. We believe we've more than met that challenge with Nexus RMGI. Our product stands up amazingly well when compared with current RMGIs, largely because of the inclusion of Nexus Technology and our dual-adhesive technology.

The clinicians who evaluated our product in patients were extremely happy with their results. They were surprised by its overall ease of use and amazed by how easy it was to clean up excess cement.

Q: What advancements in adhesive technology influenced RMGI? In what way or to what end?

A: Current RMGI products rely on one adhesive mechanism whereas Nexus RMGI uses a novel dual-adhesive system coupled with an optimized resin matrix that delivers significantly higher bond strength to tooth structures and common substrates while enhancing the stability and marginal integrity of the restoration.



Nexus RMGI

As the first RMGI available with advanced Nexus Technology, Kerr's Nexus RMGI provides an optimal gel state and 2–3 second tack cure capability to ensure easy One-Peel™ cleanup every time. The novel dual-adhesive system coupled with an optimized resin matrix delivers significantly higher bond strength to tooth structures and common substrates while enhancing the stability and marginal integrity of the restoration. Delivered in a convenient automix syringe, it is said to offer exceptional results.

800-537-7123
kerrdental.com
RS NO. 66

SCAN:



Q: What are the key features you are most proud of?

A: One-Peel™ cleanup—Nexus Technology's advanced initiator systems (redox and photo) enable an optimal gel state and tack cure capability where One Peel excess cement removal is possible after waiting for gel state or tack-curing.

Outstanding durability—Self-adhesive paste/paste dual adhesive technology delivers significantly higher bond, compressive and flexural strengths, which provide improved durability and marginal integrity.

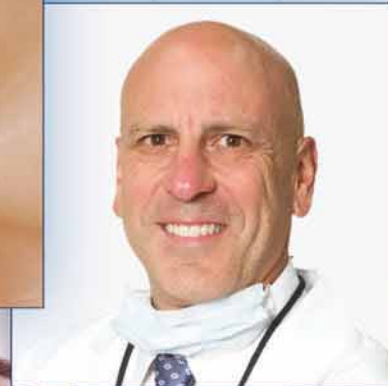
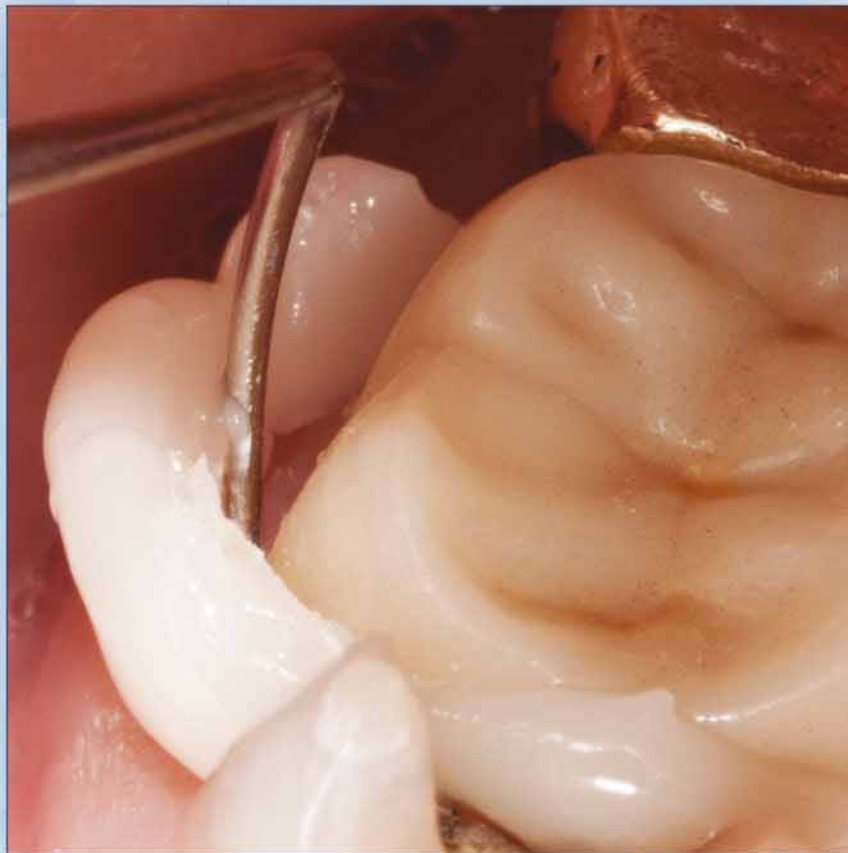
Improved esthetics—BPO-free and Amine-free chemistry combines for opti-

imum translucency with exceptional color stability.

Q: In what ways will this product make a dentist's life better?

A: Our One-Peel cleanup and optional tack cure will speed up the cleanup process and take all the guesswork out of when to start cleaning up excess cement. Improved marginal integrity and durability will provide a longer-lasting restoration. The enhanced esthetics will provide superior blending at the margin, which will result in a more natural and esthetically pleasing restoration. The end result will be happier patients and in turn, happier dentists. ●

Kerr



Speed up the cleanup.



With advanced Nexus™ Technology, Kerr Nexus™ RMGI provides effortless One-Peel™ excess cement removal, 2-3 second tack-cure capability, plus outstanding bond strength for significantly more durable bonds. That's why

Nexus RMGI is the cement of choice for quicker, easier cleanups and consistent, predictable results.

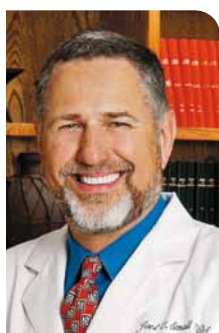
Discover the appeal of One-Peel excess cement removal at KerrDental.com/nexusrmgi

NEW Nexus™ RMGI

“With Onset, I can expect profound pulpal anesthesia within two minutes.”

One clinician’s take on using the Onset chairside buffering technology.

Compiled by STAN GOFF



DR. JOEL SMALL
Plano, Texas
PRACTICING FOR 35 YEARS

Onset® by Onpharma®

Onset chairside buffering technology provides profound anesthesia so fast the dentist can stay with the patient and finish the procedure without ever leaving the operatory. Using Onset provides more control over the practice schedule and can save an hour or more of production time per day. By eliminating the need to jump between operatories, potential distractions are minimized and office stress and schedule uncertainties are reduced. Onset allows the practice to treat patients on schedule, even on the busiest days. By raising the pH level of the local anesthetic, Onset also provides a more comfortable injection, delivering optimal patient care in a much more efficient and relaxed environment.

Onpharma Inc.
877-336-6738
onpharma.com
CIRCLE: RS NO. 68

SCAN:



For more than three decades, Dr. Joel Small has practiced dentistry and has acquired a lot of experience administering local anesthetics. Along the way, the clinician at the North Texas Endodontic Associates practice has treated a number of physicians who would buffer their local anesthetic with sodium bicarbonate to make it work better. Thanks to Onpharma, he can now see those benefits in his practice on a regular basis.

When did you first learn about Onset and begin using it?

I see many physicians as patients, and for years the anesthesiologists that I treated would bring a vial of buffered anesthetic with them to use for treatment. I noticed then that the injection was less painful when I used the buffered solution. Drawing the solution from a vial was not practical on a daily basis, so once I heard that buffering a dental cartridge was possible, I was eager to try it.

What are the product’s best benefits?

With Onset, I can expect profound pulpal anesthesia within two minutes. This lets me stay in the operatory with the patient and get started on the procedure right away. It also allows me to quickly determine if additional anesthesia will be necessary and I can reanesthetize if needed.

Another important benefit is the comfort of the anesthetic injection is significantly better when using Onset. There is no initial sting when administering the anesthetic.

What about the response and the benefits to the patient?

Patient benefits include a more comfortable injection, faster onset of anesthesia with fewer ancillary injections, reduced amounts of anesthetic, and less time spent in the dental chair.

Why would you recommend this product to a colleague?

As an endodontist, the ability to consistently achieve profound pulpal anesthesia in a lower molar with an irreversible pulpitis is considered to be the benchmark against which anesthetic solutions and various anesthetic techniques are judged. Onset provides that for me, and for a general practitioner it would really make a difference with typical restorative procedures where the normal routine is to inject, then leave the room to give the anesthetic time to work. Onset eliminates that need and saves important production time during the day. I have told many of my colleagues that Onset is a valuable addition for all procedures requiring rapid, profound pulpal anesthesia. ●

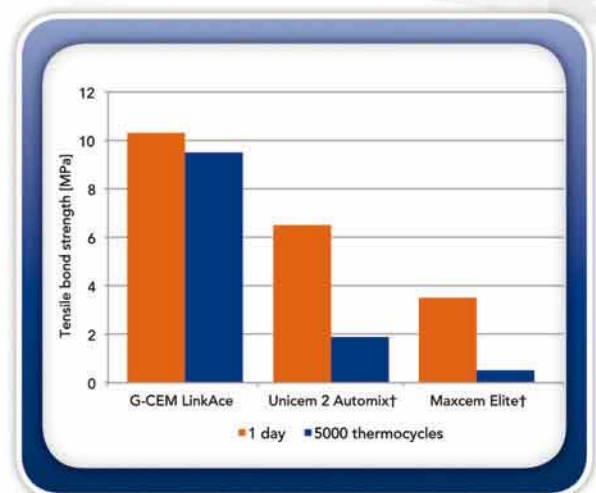


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A Winning Hand for all Indirect Restorations



Interested? Circle Product Card No. 69

“...In a generation, trays are going to change the face of dentistry.”

One clinician’s view on the PerioProtect Method® and Perio Trays®.

by ANNA SACKS



Perio Tray® by PerioProtect

Used by dentists and periodontists alike, this method is customizable to fit the needs of individual patients who are working to battle biofilm. The method is minimally invasive through the use of trays containing chemical therapy meant to break up biofilm in the periodontal pocket while treating the pocket’s microbiological environment to deter further growth of biofilm.

Perio Protect LLC
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perioprotect.com
CIRCLE: RS NO. 70

SCAN:



BRUCE COCHRANE
PRACTICING 43 YEARS

As a periodontist of 43 years I’m naturally leery. I started using this product in 2007 after I’d caught wind of it through various journals. I thought it might have some potential because it’s got a good scientific basis to it, so I decided to give it a try. Now, I think this tool is as powerful as the toothbrush, and I think in a generation, trays are going to change the face of dentistry.

In the five years you’ve used PerioProtect®, how has it worked out for you?

The Perio Tray® is a fabulous product. I mean it’s not a cure-all but it is probably the strongest tool I use in the maintenance portion of my practice. As I’ve used it, my use has evolved. When I first began to use it I limited it to those maintenance patients that I thought were failing, you know, excessive bleeding, poor home care, lack of compliance. As time has gone by I’ve changed to the point where it’s now an alternative to strict two or three-month recall and it frees up the patient a considerable amount in milder cases. I’m even beginning to use it now as a way to minimize the amount of periodontal surgery I do.

What was the process of incorporating the PerioProtect Method® into your practice like?

I thought it went smoothly enough. It took some education on my part because at the time my staff was not familiar with taking impressions or pouring stone. Once I determined that this was a product I was going to go with and continue to use, it was about a six-month process to get it incorporated. Up until then I had been doing all of these things myself, so I broke out of my normal periodontal routine and trained my staff, and after about a year things smoothed out.

Now my staff is very enthusiastic about it and my hygienists are comfortable spotting the patients they think it would help as well as explaining it to them. I keep the PerioProtect® website on my business card so we can refer patients to it and let them get an idea of what we’re talking about, and I think that’s been a useful tool.

What kind of changes have you observed since integrating this product?

It has minimized the amount of surgery I have to do, and quite frankly as a periodontist that has made my life quite a bit easier. It’s a whole lot easier to tell a patient I have three

teeth I need to fix instead of when I was a young dentist and none of the medications were available. Back then I was doing full mouth surgery after full mouth surgery. It’s been a very powerful tool. I can’t say enough nice things about this product.

What would you say is its biggest benefit?

There are many features that are hugely beneficial—maintenance, minimizing surgery, geriatrics—but the absolute biggest benefit without a doubt in my mind is it’s one of the few tools that helps with controlling bleeding. Over the last 20 years disease after disease has been found to be associated with periodontal disease and the bleeding and inflammation periodontal disease causes. I think there’s a tremendous health benefit associated with Perio Trays®.

Why would you recommend this product to a colleague?

It works and it always works well. It’s a wonderful product. It’s not a stand-alone product but if you combine it with the other routine things that are used with periodontal disease, it’s a tremendous tool. ●



90 million people in North America suffer from sleep disorders including insomnia, snoring and sleep apnea. Dentists need to become involved in helping these patients.

Brock Rondeau, D.D.S., I.B.O., D.A.B.C.P., D-A.C.S.D.D.
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 Diplomate – Academy of Clinical Sleep Disorders Disciplines
 Over 20,000 Dentists have attended his courses and study clubs



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Level I Introduction to Orthodontics

2013 - 2014 Course Locations

<p>Toronto, ON</p> <p>Session 1.....September 6 & 7, 2013 Session 2.....November 8 & 9, 2013 Session 3..... January 10 & 11, 2014 Session 4..... March 7 & 8, 2014</p> <p>Chicago, IL</p> <p>Session 1.....September 13 & 14, 2013 Session 2.....November 15 & 16, 2013 Session 3..... January 17 & 18, 2014 Session 4..... March 14 & 15, 2014</p> <p>Dallas, TX</p> <p>Session 1..... October 18 & 19, 2013 Session 2.....November 22 & 23, 2013 Session 3..... January 24 & 25, 2014 Session 4..... March 21 & 22, 2014</p>	<p>Las Vegas, NV</p> <p>Session 1..... October 11 & 12, 2013 Session 2.....December 6 & 7, 2013 Session 3.....February 7 & 8, 2014 Session 4.....April 11 & 12, 2014</p> <p>Vancouver, BC</p> <p>Session 1..... October 25 & 26, 2013 Session 2.....November 29 & 30, 2013 Session 3.....February 14 & 15, 2014 Session 4.....April 4 & 5, 2014</p> <p>New Jersey, NJ</p> <p>Session 1.....February 21 & 22, 2014 Session 2.....April 25 & 26, 2014 Session 3..... May 16 & 17, 2014 Session 4..... June 13 & 14, 2014</p>
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CE Credits 56 hours lecture, 76 hours participation upon completion of all lab exercises

Sessions

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- 2 Straight Wire Mechanics, Class II Treatment, Twin Block™, Rick-A-Nator™, Bracketing, Banding of Molars, Archwires
- 3 TMJ in Orthodontics, Sagittal & Tandem Appliance, Class III, Utility Arches, Splint Therapy, Joint Vibration Analysis
- 4 MARA™ Appliance, Open Bite Cases, Impacted Cuspids, Clear Braces, Case Finishing, Retention, Snoring & Sleep Apnea, Air Rotor Stripping & Clear Aligners

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Payment in Full: \$3,980 for all 4 sessions - **SAVE \$400** (includes 4 course manuals)

Participants who repeat the course may attend for half price and may attend for free if a colleague registers and attends the full course.

- Bring 1 staff member to session 1 at no cost
- Free patient education DVD featuring 6 interceptive ortho cases

Online Level I Course

Dr. Rondeau's comprehensive Level I Introduction to Orthodontics Course is now available online. This course consists of a series of twenty minute video segments, each with a quick 10 question test. The course also includes 4 comprehensive course manuals. Lab exercises include; bracketing, tracing cephalometric films, TMJ examination, wire bending, sectionals, utility arches, step-up step-down bends, double tie stainless steel, k-hooks and open coils.

This course is eligible for 132 hours of continuing education credits (56 lecture hours and 76 participation hours upon completion of all lab exercises). The course is simple and easy to use, just register online and start learning right away. Once you log in you are able to watch Dr. Rondeau lecturing in a series of video clips, as well as complete some quick tests and lab exercises. The entire course can be taken in the comfort of your own home or office and at a time that is most convenient for you.

"By far this is the best internet course I've ever taken. The convenience of use, the organization of the material, the ability to immediately apply what I learned, and the very helpful course coordinator, by far exceeded my expectations. I would highly recommend this course to any general practitioner considering the practice of orthodontics." - **Dr. Steve E Hart, D.D.S.**

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“...it is imperative that we help educate our patients in caries prevention as well as how the disease process occurs.”

A clinician’s view of Caries Management By Risk Assessment, or CAMBRA, by CariFree.

Compiled by ANNA SACKS



CAMBRA by CariFree

The Caries Management by Risk Assessment form is a proven method of assessing caries and cavity risk while making dental treatment and restoration recommendations based on a patient’s risk. Born from methods used when assessing risk for heart disease, this form replaces the need for a needle and drill test for qualified patients.

CariFree
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 CIRCLE: RS NO. 72

SCAN:



DR. SAAM ZARRABI
 Rodeo Dentistry, Texas
 PRACTICING FOR 5 YEARS

Tooth decay is out of control and the dental industry is not okay with that. That’s why knowing about—and implementing—Caries Management by Risk Assessment (CAMBRA) is critical. Together, let us learn, deliberate, collaborate and come up with reasonable and helpful ideas and resources on how to take our practice of CAMBRA into the future.

Why does Rodeo Dental practice CAMBRA?

As a group practice that provides comprehensive oral health care to several diverse communities, it is imperative that we help educate our patients in caries prevention as well as how the disease process occurs. The single most effective tool in conveying this message has been implementing a multifaceted CAMBRA system in our office with the help of CariFree.

How do you do it?

When a patient arrives in our office, we use age appropriate

CRA or Caries Risk Assessment forms. There is a form for patients that are 6 months to 2 years old, another form for those ages 3-5, and a third form for everyone 6 years and up. The CRA form encompasses several questions such as dietary habits, oral hygiene, genetic predispositions, medications, and environmental factors. The staff will go over this with either the patient or the guardian then review it once again to ensure a thorough assessment has been made.

A CariFree swab is then taken on the lingual of the lower teeth and placed into a CariScreen Susceptibility Testing Meter. After 1 minute a number is shown on the screen that correlates to the amount of ATP bioluminescence, which identifies the oral bacterial load. There is a direct relation between the bacterial load and risk of decay. Any number more than 1500 is considered high risk. This number is then entered onto the CRA form and a more accurate risk assessment can be made and shared with the patient and/or guardian.

What do your patients think?

Patients respond positively to this visual information; the CRA form shows the “ATP Number” as well as if your risk is in the “red zone.”

What is the next step in the process?

Once the caries risk has been established we can manage that risk via oral hygiene, dietary counseling, as well as remineralization with products such as CTx. The patients are given a variety of choices of products such as Xylitots, varnish, and sodium fluoride rinses, and are reassessed at their recalls to see if there is an improvement in lesion size, bacterial load, and overall CR (risk).

What is the main obstacle?

The one obstacle we have seen is that some patients are hesitant to use the professional products, some prefer they buy an over the counter product and practice more vigilance with their home care. ●

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Don't change batteries, change curing lights.



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Call 800-KERR-123 or visit kerrdental.com/demiultra

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Premier Dental's T-LOC Triple Tray

The Catapult Group reviews this adhesive-free dual-arch impression tray.

by DR. ROBERT A. LOWE, FAGD, FICD, FADI, FACD, FIADFE, FASDA, DIPLOMATE, AMERICAN BOARD OF AESTHETIC DENTISTRY



T-LOC™ TRIPLE TRAY®

With a patented adhesive-free design, the retention tracks mechanically lock in material, eliminating the need for offensive smelling, volatile and expensive adhesives. Users save both time and money. Said to deliver easier handling, the tray features large, ergonomic handles to simplify loading of the tray, enable easy transfer between assistant and dentist, and facilitate tray insertion and removal from the mouth. Additionally, the tray features accurate bite and greater rigidity in posterior due to the use of a new, novel polymer. The Premier® Triple Tray® is proven accurate as it simultaneously captures master impression, counter and bite registration.

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CIRCLE: RS NO. 74

SCAN:



ABOUT CATAPULT

Catapult is an organization that consists of more than 50 clinicians spread throughout Canada and the United States. As a company, manufacturers pay a fee for their product to be evaluated and what we deliver are truthful, independent answers from surveys that we develop with them. We have had many products that have either had to be altered before hitting the market or simply never arrived because of our openly honest evaluations. In this way, Catapult assists the manufacturer to avoid potentially releasing a faulty product, or simply a product that needs refinement. Lastly our clients are omnipresent in the industry, small to large, no favoritism, simply reviewing the latest products in our practices.

The excellence and marginal fit of the definitive laboratory restorations can only be as good as the master dies from which they are created. The precision of the master impression is something that cannot be compromised.

Marginal detail and tooth structure apical to the restorative margin are both necessary elements of an acceptable final impression. Without precision, the definitive restoration is doomed to clinical failure. Remember in dental school hearing, “Let’s pour it up and see what we’ve got.” If you can’t see the margins in the impression, they won’t “magically” appear when the impression is poured. It is important for the dentist to have a critical eye and reject all but the “perfect” master impression.

Preparation of the gingival tissues: The Two-Cord Technique

A two-cord impression technique is used to capture most master impressions for full coverage (circumcoronal) and facial veneer restorations with both intracrevicular and equicrevicular margins (at the free gingival margin). First, a #00 cord soaked in Hemodent (Premier USA) is packed around each preparation margin starting from the lingual proximal to the facial aspect, then back through the remaining proximal area to the lingual aspect. The excess at both lingual ends is trimmed, and the ends of the cord are tucked into the lingual gingival sulcus so the ends butt against one another. Next, a #1 cord is placed on top of the #00 in the same fashion as previously described (Fig. 1). The preparation is cleansed with AcQuaSeal Dentin Desensitizer (AcQuaMed Technologies) on a

cotton pledget. When ready, the #1 cord is teased out of the sulcus using an explorer, from the facial aspect of each preparation and the amount of retraction is evaluated. The impression should capture not only the entire restorative margin, but also about 0.5 millimeters of the tooth/root surface apical to the margin (Fig. 2).

If the marginal gingiva adjacent to any restorative margin rebounds to contact the tooth/margin, a small piece of a larger diameter cord (#2) is placed into the affected area for an additional minute, and then removed. This should be sufficient to create a space between the tooth surface and the inner lining of the gingival sulcus.

The goal of retraction is to “create a moat (space in which to inject light bodied impression material) around the castle (tooth preparation).” To capture a precision impression, light bodied impression material should be injected not only around the prepared teeth (Fig. 3), but also over all occlusal and incisal surfaces so the stone models can be accurately articulated (Fig. 4). The impression tray with the heavy bodied impression material is then placed in the mouth (Fig. 5) for the appropriate time based on manufacturers’ recommendations.

When inspecting the master impression, all preparation margins should be readily visible and a cuff of impression material must appear around all marginal areas (Fig. 6). This will help to ensure proper marginal trimming of dies by the laboratory and correct restorative emergence profiles.

The role of the impression tray

The role of the impression tray is to deliver the impression material to the oral cavity and support it while it sets around the teeth.

NEW
Mega Lights
Cordless LED Curing Lights



Fig. 1 The #00 cord (UltraPak: Ultradent) is placed in the gingival sulcus using a PFI A-6 (Hu-Friedy) followed by a #1 cord at the level of the restorative margin.



Fig. 2 "Ring around the collar" (360 degree sulcular patency) is visible from the incisal view.



Fig. 3 Inject the light bodied impression material ahead of the mixing tip as you move around the margin of the preparation.



Fig. 4 Inject all occlusal surfaces adjacent to the prepared tooth as well as the opposing occlusal surfaces to ensure accuracy of the articulated models after pour up.



Fig. 5 The tray is placed over the prepared arch and the patient is instructed to close into the centric occlusion/ relation position, capturing the prepared arch, the opposing arch, and the bite registration in one impression.



Fig. 6 A perfect completed impression of the prepared tooth, restorative margin, and 0.5 millimeters of tooth or root surface apical to the margin is captured to ensure a good fit and proper emergence profile when constructing the definitive restoration.

"Triple Tray," "Double Bite," or "Quad Bite" types of trays are designed to capture the prepared arch, the opposing arch, and the bite registration in one impression and can be used for one or two unit cases when there is a centric holding stop both mesial and distal to the prepared area. An example of this type of tray is T-LOC™ Triple Tray® from Premier Dental Products. According to the manufacturer, some of the features of this tray include:

- Ultra thin webbing ensures accurate bite registration by allowing precise interdigitation of the opposing teeth.
- Patented retention tracks lock in the impression material for accuracy without the use of adhesives.
- Large, ergonomic handles allow for easy transfer between the assistant and dentist.
- Being disposable, T-LOC trays are aseptic. There is no cleaning or sterilizing involved in use.

Catapult Group evaluation

Premier's new 3/4 Arch T-LOC tray received a very good evaluation and is a nice addition to the anterior and posterior T-LOC tray family. The group uses a very wide variety of impression material systems but had good results across those systems. More than 70% of the group would recommend this tray in their lectures for at least some impression procedures.

The tray received very high marks for its ease of use, speed of use and relative rigidity. Having said that the only caveats to full recommendation were some reservations that were

expressed about the consistent accuracy of the tray and how "spring back" might lead to less than optimal results. Of course this concern would be inherent in almost any double arch tray system and likely could only be addressed with a custom or metal single arch tray technique.

Some of the evaluator comments included:

- "Comfortable for the patient"
- "Very simple to use, quite stable"
- "The plastic of the trays was sturdy enough to yield accurate impressions and easy to use."
- "Better occlusion"
- "Good rigidity and higher sides for more depth of material"

Clinical situations to use T-LOC 3/4 Arch Anterior Trays

- Single unit posterior crowns
- Smaller anterior cases where you need more posterior occlusion but full arch not required
- Adjacent single units
- C&B & implant impressions

Conclusion: 100% or 0%

There is no "almost" in taking the perfect master impression. Control of the gingival tissues through precise provisionalization, proper tissue retraction, and use of a quality impression tray will ensure repeatable excellence in this most critical step of dental reconstruction. ●



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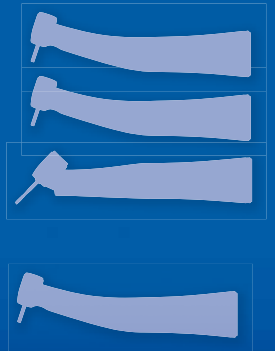
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That's why it's so important to use intraoral cameras in your practice—and to use them with every new patient. Dr. Sheri Doniger shares what she loves most about the Air Techniques Polaris intraoral camera and how it helped improve case acceptance in her practice.

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“This is a very powerful tool both for education and production.”

➤ MORE PRODUCTS TO HELP PROVIDE OPTIMAL PATIENT CARE...

Technique

PERFORM DUAL LAYERED DIRECT BONDED SMILE REHAB

A step-by-step of Tokuyama's Estelite Omega Composite.



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Tech Brief

3M ESPE'S SOF-LEX

A closer look at these new spiral finishing and polishing wheels.



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Team Approach

BETTER ISOLATION FOR BETTER DENTISTRY

A dental assistant's take on the Isolite Systems Dental Isolation.



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Making prevention a priority

For the team at Marietta Smiles, prevention is key to providing optimal care. They want to provide the best customer service and patient experience possible while the patient is in the office, but for optimal results, they know that care has to continue once the patient is home. 3M ESPE preventive products help them offer that level of care, in the practice and beyond.

by RENEE KNIGHT



DR. JULIAN CAMPBELL

partnered with Dr. Tony Nunez in 2005 to form Marietta Smiles in Marietta, Ga. They moved to a new practice in 2008 where they serve 5,000 patients in 10 operatories.

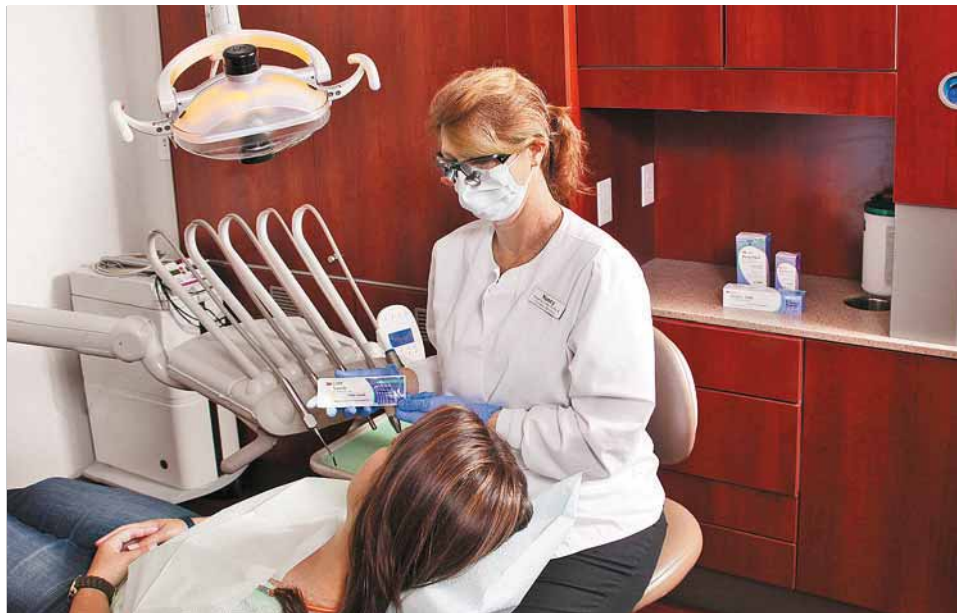


DR. TONY NUNEZ

Every patient who walks in to Marietta Smiles is treated like a house guest.

They're never left waiting wondering what to do next, or wondering what their treatment options are. The team makes sure they're comfortable from the time they walk in to the practice until they leave. The reception area is warm and welcoming, and the private operatories are equipped with comfortable patient seating, TVs and the most up-to-date technology proven to improve patient care—all the little extras that help patients relax during their appointment time.

These elements are critical to providing the best patient care possible, which is what matters most to Dr. Julian Campbell, Dr. Tony Nunez and the team at Marietta Smiles. The atmo-



Focus on prevention The team members at Marietta Smiles don't scold their patients or make them feel bad for missing appointments. Rather, they educate them about the importance of prevention and encourage them to do what's best for their oral health. Prevention and customer service are both priorities at Marietta Smiles.

sphere and technology help patients feel more comfortable, which in turn makes them more likely to come back for routine preventive recall appointments as well as for any necessary or elective work. The products they offer, from the high tech to the preventive, reflect the practice's philosophy, which centers on prevention, top notch customer service and high-quality dental care that extends beyond the appointment time.

A new partnership

In 2005, Dr. Nunez was looking to grow his solo practice and

Dr. Campbell was searching for a new partner, someone who could work more hours than his current partner and who shared his same philosophy of care. That's why Drs. Campbell and Nunez merged practices, creating an office that offered six operatories and a level of service patients couldn't help but appreciate.

By 2008 they needed more space and appointment times for their 5,000 patients, and decided it was time to move their growing practice to a bigger office. This gave them the opportunity to not only expand their practice, but to customize their 10 operatories to highlight their technology—including CAD/CAM, digital impressions and digital x-rays—as well as to design the office in a way to make their patients feel as comfortable as possible.

Catching problems before they happen

Between the two of them, there's always a dentist available to see patients, whether it's during an emergency situation

or a routine, prevention focused appointment. Both doctors realize dentistry isn't all reactionary and ensure preventive care is a top priority.

"We try to intercept problems with our patients," Dr. Nunez said. "Not only react to the problems that they're having but we try to make recommendations that will benefit them in preventing problems we foresee for them in the future. Problems with gingivitis becoming periodontitis, early carious lesions becoming bigger cavities and becoming a bigger problem. We try to recommend products or dispense products that will help prevent future problems."

Both doctors and the team have a great synergy, Dr. Campbell said, which is so important in a multi doctor practice. Patients have noticed and rewarded them with loyalty as well as referrals.

"The practice is growing. It's thriving. We have a lot of patients from every walk of life," Dr. Campbell said. "We see kids as young as 2 and adults



Patients come first

Patient comfort and customer service are key focuses at Marietta Smiles and products like 3M ESPE's Vanish™ 5% Sodium Fluoride White Varnish and Clinpro™ 5000 1.1% Sodium Fluoride Anti-Cavity Toothpaste help them provide the best care possible.



PHOTOS: DAN SAWYER

as old as 98. We don't really try to focus on one type of patient. We just believe in taking care of whoever will allow us to take care of them."

Products matter

All that comes into play when it's time to make a product decision for the practice. Drs. Campbell and Nunez spend time researching a product, talking to colleagues and reading journals, before they make a move. They also consider staff input and know how important it is for team members to be on board with any new product decisions. And, of course, they want to know what the patients think.

"The patient benefits always comes first and foremost," Dr. Nunez said. "Is this something that will make our patients more comfortable, let us treat them more effectively and in less time. And then of course we look at the financial aspects. ROI. The things you have to look at. But the goal is first to look at a product and see how it benefits our patients, their experience and their health."

The right varnish

All those factors went into choosing a varnish. The hygienists at Marietta Smiles use 3M ESPE's Vanish™ 5% Sodium Fluoride White Varnish. Nancy DeMott, RDH, and the two other hygienists have tried many different fluoride treatments over the years, but find that Vanish varnish works the best for their patients.

"The application process is simple and the flavors are good. We use Vanish varnish exclusively now," she said. "We also use it with perio patients,

"We're caring for them beyond the appointment and ultimately want to improve their health long term."

-Dr. Tony Nunez

anybody with sensitivity or root exposure."

Dr. Nunez finds Vanish varnish superior to the foam gels they've used in the past, and likes the fact that it gives patients a higher dosage of fluoride.

"Vanish varnish has been really great because it's very easy for the hygienist to apply it and it's very quick for the patients so they don't have to sit for a long time like with the fluoride foam. They'd have to sit for a minute or so with this uncomfortable foam in their mouth," Dr. Nunez said. "Now, we can apply the varnish very quickly and that varnish stays on the teeth longer. It releases fluoride longer so it's helping the patient in that way. They're getting that extra fluoride dosage for a longer period of time."

The varnish also contains Tri-Calcium phosphate and gives sustained release of fluoride and calcium that keeps the teeth from having problems down the road, Dr. Campbell said, such as a cavity forming around the root surface from lack of proper mineralization or under dental restorations. It has the ability to penetrate difficult to reach surfaces and provides a sustained defense.

"We apply the Vanish varnish to the teeth at their recalls. When they come in for their cleanings and we don't see the cavity, that's a big success for our practice," he said. "The best dentistry is no dentistry. We believe in preventive dentistry such as using this at their typical recall visits and then allowing patients to see their x-rays and to see that the little dark spot that was once a small

cavity has been remineralized and no longer needs further intervention such as a filling."

The importance of home care

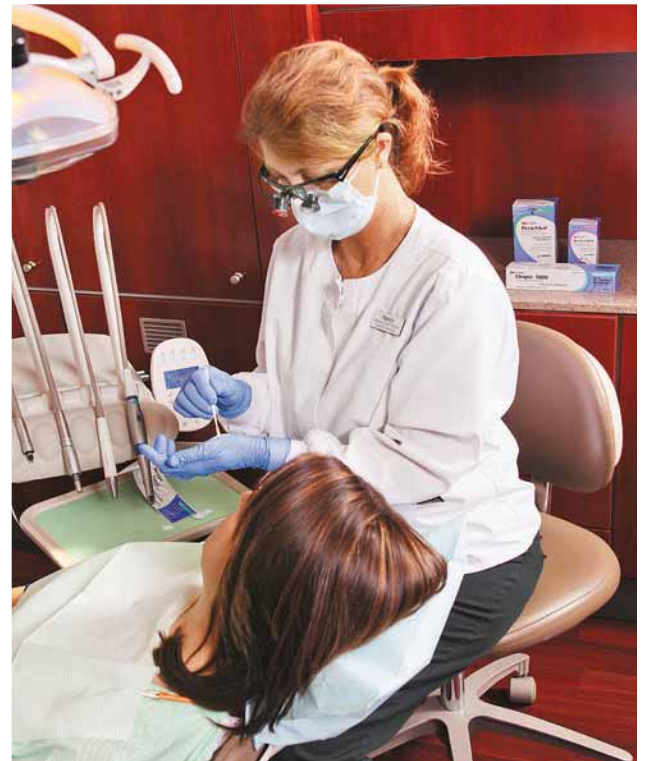
Patient care doesn't end after the appointment is over; home care is just as important to keep patients in optimal health. DeMott began giving 3M ESPE's Clinpro™ 5000 1.1% Sodium Fluoride Anti-Cavity Toothpaste as part of a home care kit for patients with periodontal disease.

She wanted to include something simple that wouldn't add to the patients' home care regimen, because she knows extra steps makes it less likely for patients to comply. So patients get the varnish in the practice, and continue treatment at home with Clinpro 5000 toothpaste—products Dr. Nunez describes as the two most important in their practice for prevention.

"The fluoride in the toothpaste also helps them with the sensitivity they're experiencing because of recession," he said. "We decided to increase the implementation of the toothpaste with our patients who had moderate to high risk for dental caries and we're finding that we're getting good results with remineralization of smaller carious lesions. We're seeing remineralization or arresting of those lesions over a period of time."

Patients love it

Patients are much more likely to comply with Clinpro 5000 toothpaste than anything DeMott has used before, and that's getting them the results they need to improve their oral



A superior varnish Vanish varnish works better than other foams, gels or varnish products for both patients and hygienists at Marietta Smiles.

health. Patients use it as their toothpaste, so they don't have to add a step to their home care routine, it tastes great and it delivers results. Once patients see those results, they want to use it even more and even ask DeMott about stocking up during their appointments.

"Clinpro 5000 toothpaste helps with our treatment of periodontal disease, caries, and malocclusion factors like abfractions and gingival recession resulting in sensitivity," she said. "We need help when we're working with patients. We can fix things all day long but if they're not doing things at home to protect it, it doesn't matter. They can put thousands of dollars into their mouth but if they don't take care of it it's going to fail. That's why we try to give them a tool to continue that home care part of it along with what we do in the office."

Make the investment

The team at Marietta Smiles has come to trust 3M ESPE and use many of the company's products throughout the practice, including the PerioMed™

0.63% Stannous Fluoride Oral Rinse and the Just for Kids™ 0.4% Stannous Fluoride Brush-on Gel for children at high risk for caries. 3M ESPE products help them provide the type of care their patients deserve, and fits in perfectly with their philosophy of care that focuses on prevention and high-quality customer service.

"Any practice that incorporates these products is going to see better results clinically. Hygienists are going to enjoy using the varnish application technique and seeing the results they get and patients are going to appreciate the extra care that they'll get by using Clinpro 5000 toothpaste at home," Dr. Nunez said. "They'll appreciate the fact that we are caring beyond the appointment. We want them to know that we're invested in good results for them clinically. We want them to share in the process at home. We're caring for them beyond the appointment and ultimately want to improve their health long term."●

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

HOWTO

PERFORM A DUAL LAYERED DIRECT BONDED SMILE REHAB

A case study using Tokuyama's Estelite Omega Composite.

by MARTIN B. GOLDSTEIN DMD, FAGD
Information provided by Tokuyama.

Until recently, Tokuyama's staple product, Estelite Sigma Quick, has been my "go-to" for delicate assignments such as converting a peg lateral incisor to a full sized tooth without being noticed. Most recently, Tokuyama has collaborated with Dr. Newton Fahl, Jr. in developing an expanded composite system based on the Estelite family of composites, called Estelite Omega.

While Estelite Omega handles and polishes similarly to Estelite Sigma Quick it features an expanded and enhanced shade set that empowers the dentist to recreate nature. The visual similarities to actual enamel and dentin need to be seen to be appreciated. Shades include three dentin shades (DA1, DA2, DA3); four body enamel shades (EA1, EA2, EA3 and EB1—the nomenclature makes it obvious); two enamel effect shades (Trans and Milky white); and two bleach shades (BL1 and BL2), for a total of 11 shades. Tokuyama also offers the Estelite Color Kit to complement the composite system. It features flowable paint-on colors and opaquers for those wishing to characterize beneath the surface of the enamel effect layers. Estelite Omega takes a distinctly different approach to its shade guide. The operator is provided with blank shade tab handles and a mold for both the enamel and dentin shades with which to fabricate a working shade guide from the composite contained in the Omega kit (Fig. 1).

Case report

This case presentation is a prototypical canine to canine rehab with a bicuspid bonding added on tooth No. 12. Tooth No. 5 had previously been crowned and was thus left out of the mix. The patient's smile suffered in appearance owing to the effects of bruxism, blemishes left by surface caries and a less than desirable yellow coloration (Figs. 2-4).

STEP 01 Because the patient's dentition was structurally intact and its shade wasn't far from where we desired it to be, I elected to use a Type 1 layering approach involving just two shades from the Omega kit; the Body Enamel shade EB1 and the Milky White Enamel Effect shade as a "top-cover." This approach necessitated the least amount of tooth structure removal and managed to pop the color up enough to subtly brighten the patient's smile.

Estelite Omega lends itself to what I call "speed-bonding." Speed bonding refers to applying a bulk amount of composite to the tooth surface such that the entire tooth form is created from a single application of the primary shade



1



2



3



4



5



6

AT A GLANCE

1. Chairside fabricated shade guide using Estelite Omega enamel shade EB1
2. Pre-op relaxed smile view of the patient's dentition
3. Pre-op anterior view of the patient's teeth with the upper lip retracted
4. Pre-op close up demonstrating damaged enamel and surface blemishes
5. Conservative tooth preparation using Alpen diamond 856L-014
6. Brasseler diamond strips used to finish interproximal preparation
7. Close-up view of finished preparations

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8. Application of Tokuyama Bond Force bonding agent

9. Bulk application of Estelite Omega EB1 aka "speed bonding" using plumber's tape as separator

10. Cutback of bulk placed EB1

11. Application of Estelite Omega Milky White Enamel effect composite

12. Disc polishing of newly placed set of composite veneers

13. Newly created smile using Estelite Omega composite

14. Final portrait of patient

of composite. The shape created is subsequently cut back for the addition of whatever top coat will be applied. The advantage to this approach, aside from the speed, is the absence of seams often observed with multiple composite applications. Estelite Omega, while certainly sculptable, possesses a self-leveling and some-

what creamy consistency that allows it to easily "drape" itself over tooth structure. This self-leveling

characteristic requires only that the curing light be kept handy to capture one's quickly created anatomy.

STEP 02 Figs. 5-7 demonstrate the conservative nature of the tooth preparation employed. The majority of the preparation was accomplished using an Alpen 856L-014 course diamond point and fine Brasseler interproximal diamond finishing strips.

STEP 03 Subsequently, each tooth is isolated either with mylar strips or plumber's tape, (whichever seems to work better for the contacts at hand) phosphoric etch is applied for 15 seconds, rinsed, dried and then coated with Tokuyama's Bond Force bonding agent and rubbed in for 20 seconds (Fig. 8).

STEP 04 Following light curing of the bonding resin, the Body Enamel EB1 is applied in bulk to the tooth surface and buttered to shape with Clinician's Choice Esthetic Contouring Instrument (gold grip) having been lightly dipped in an unfilled resin intended to lubricate the sculping surface. This instrument possesses just the right amount of flex to enhance the sculping process.

STEP 05 Fig. 9 demonstrates the bulk build out in tooth No. 6 while Fig. 10 demonstrates the labial cutback on the facial incisal third of the tooth surface. In Fig. 11, the Milky White Enamel Effect shade has been applied to the cutback surface, which has been lightly pre-coated and blown thin with an unfilled resin. The presence of the unfilled resin reduces the possibility of a

visible seam between the two composite materials. The Milky White enamel is then spread, buttered and blended with the previously placed EB1 composite.

STEP 06 Fig. 12 features the applied set of composite veneers having gone through a finishing sequence that included 8 and 16 bladed composite finishing carbides from Alpen and composite finishing discs from Brasseler (coarse, medium and fine.) Certainly a host of composite finishing tools can be used to contour the anatomy to one's liking. The disc polishing sequence, however, seems to be the essential ingredient when seeking Estelite Omega's glass-like shine.

STEP 07 Figs. 13 and 14 demonstrate the completed case. The patient and his mom were delighted. Prior to dismissal the patient was provided with a chairside fabricated nightguard and instructed to wear it every night if he wished to preserve his new smile. (Nightguard fabrication can be viewed on YouTube by searching "Temp Tab Night Guard 3" or going to: <http://youtu.be/t9wL30b9WRY>)

Closing thought

Like most dentists, I stock and use several brands of composite, having my favorites for different situations. Sometimes strength is the goal. Other times I may be more concerned with quickly covering up unsightly or damaged areas with a mono-shade approach needing one robust resin to do all of the work. We all understand that different resins have different shading and opacity characteristics that must be matched to the task at hand. Having a tool like the Estelite Omega system simply expands the range of what we can offer to patients when esthetics is the ultimate goal. I encourage you to take a close look at this unique and well thought out composite resin system from Tokuyama. ●

ABOUT THE AUTHOR

Dr. Goldstein is a fellow of the International Academy of Dento-Facial Esthetics as well as the



AGD and practices general dentistry in Wolcott, Conn. He can be contacted at drgoldstein@drgoldsteinspeaks.com. His current

speaking schedule can be found at drgoldsteinspeaks.com.

... APPLYING

SOF-LEX™ SPIRAL FINISHING AND POLISHING WHEELS *in your practice*

Compiled by **RENEE KNIGHT**
Information provided by **3M ESPE**.

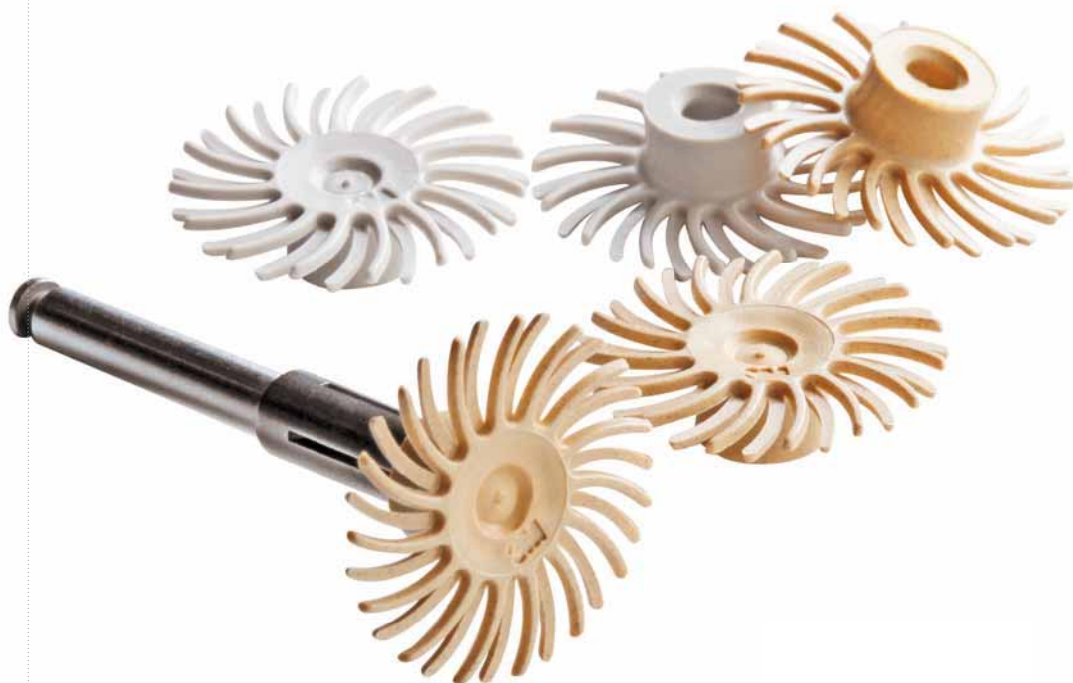
Sof-Lex™ Spiral Finishing and Polishing Wheels from 3M ESPE provide a new way to put the final natural-looking gloss on restorations. With an advanced spiral shape that adapts to all tooth surfaces, Sof-Lex finishing and polishing wheels give dentists a versatile and simple alternative to traditional points, cups, discs and brushes.

FLEXIBLE FINGERS: These new finishing and polishing wheels are designed with flexible spiral "fingers" that adapt to all anterior and posterior surfaces. The fingers of the spiral wheels conform to convex and concave surfaces as they move across the restoration, so there is no need to switch shapes during the procedure to fit various contours.

ABRASIVE PARTICLES: The technology behind the product embeds abrasive particles throughout the Sof-Lex Spiral Wheels, so effective finishing and polishing can be achieved from any side—top, bottom or edge. With just one shape, and with no water cooling necessary, dentists can quickly achieve a lifelike luster from any angle.

SIMPLE, TWO-STEP SYSTEM: The single-use spiral wheels have a simple two-step system. Dentists first use the fine Sof-Lex™ Spiral Finishing Wheel to remove minor scratches and prepare the surface for high gloss polishing. Then, the superfine Sof-Lex™ Spiral Polishing Wheel is used to complete the procedure, creating a smooth, high-gloss, natural-looking surface.

ADDED PLUS: Sof-Lex spiral wheels are well suited for use with composites such as Filtek™ Supreme Ultra Universal Restorative from 3M ESPE, resin-modified glass ionomers, bisacrylic temporary materials, and precious and semi-precious metal ●



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APPLYING

DELIDENT JET POLISHER 2000 *in your practice*

Compiled by **RENEE KNIGHT**
Information provided by Johnson-
Promident.

The **Deldent JetPolisher 2000** is said to be the only polishing unit that is harmless to titanium implant surfaces and has been cleared by the FDA for implant maintenance (for cleaning around implants under dentures).

PATENTED POLISHING: The JetPolisher 2000 features Deldent's patented H.S.T. Polishing System. This system mixes air, water and sodium bicarbonate powder together within a single nozzle to produce a homogeneous stream, unlike other airpolishing systems in which there are separate nozzles for water and powder streams. The benefits of the H.S.T. Polishing System are numerous, including: the prevention of nozzle clogging, a more efficient polishing stream so less air pressure is needed, and a gentler polishing action because the sodium bicarbonate particles begin to soften within the spray head.

IT'S PORTABLE: The polisher is completely portable and can be moved easily from room to room. It does not require installation but connects directly to existing handpiece tubing and uses the existing dental unit's foot pedal.

LIGHTWEIGHT AND ERGONOMIC: The lightweight handpiece is ergonomic and easy on the wrist with a large powder reservoir located in the unit instead of the handpiece.

ECONOMICAL PRICE POINT: The JetPolisher 2000 reportedly costs about half as much as standard countertop polishers. ●

Better education, increased case acceptance

One clinician's take on the Polaris intraoral camera from Air Techniques.

by DR. SHERI B. DONIGER

THE TEAM

In addition to our regular panel, guest contributors will also share their insights from time to time.



DR. SHERI DONIGER

Dr. Sheri B. Doniger is a leading dental clinician, author, educator, and consultant. An avid researcher, Dr. Doniger has authored numerous articles

on topics ranging from periodontal disease to effective communications, and has presented many lectures with an ongoing focus on health, wellness, productivity and women in the dental industry.



TINA CALLOWAY, CDA

In 17 years as a full-time dental assistant Tina Calloway, CDA, has served as President of the Piedmont Dental Assistant Society and as a clinical assisting coach. She is a member of the North Carolina Dental Assistant Association, the American Dental Assistants Association and AACD Team Advisory Council.



LIZ NIES, RDH

Liz Nies, RDH, EA, AS, is a graduate of Fones at the University of Bridgeport, class of 1984 and has been practicing dental hygiene for 29 years.

Currently she is working clinically 4 days a week and consulting on assisted hygiene implementation and is a HygieneFusion coach.

THE PURPOSE

Year after year, survey after survey, DPR's readers affirm that when it comes to choosing products for their practices, colleague recommendations are vital. Here, we provide space for dental professionals - like you and your team - to reflect on the products they see making a difference.

The Air Techniques Polaris® Intraoral Camera has been an invaluable addition to our office's dental world. It has been amazing for education and production.

Let me preface this discussion by saying I am not a techno-person. I own my usual "I-" products that have made their way into my life, but, as far as the office is concerned, I have only a few things, aside from my practice management software. The Polaris is one of them, and it is the best thing that happened to our bottom line.

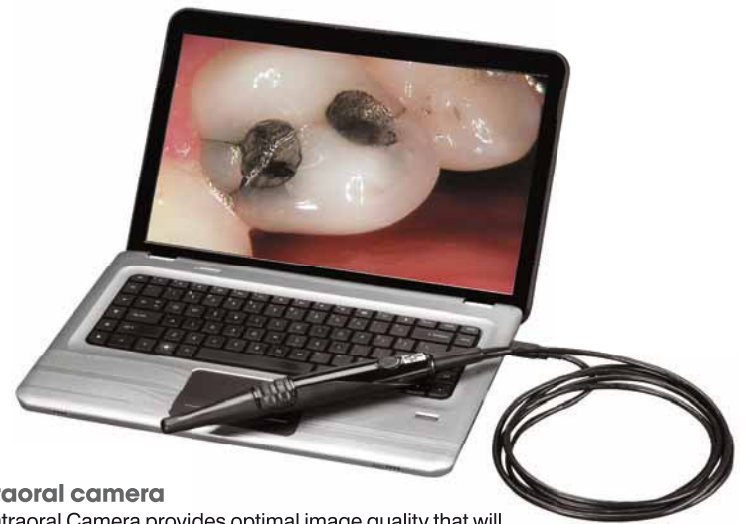
A powerful tool

The idea of the intraoral camera is to show patients what they have before starting any dental procedures. This is a very powerful tool both for education and production. For every new patient, in addition to the usual diagnostics, we do a tour of their mouths with the Polaris, taking pictures, most notably, of the defective historic restorations and any existing periodontal pathology.

One great picture that always gets a response is the lingual anterior depicting calculus collection. The patient's first response usually is "I can't believe you look at that all day long," then he or she gets to, "I really need to floss more."

Seeing is believing

When you show patients a picture of their existing conditions they understand the need to replace faulty restorations. The gap between the tooth and a historic amalgam is more easily demon-



Polaris intraoral camera

The Polaris Intraoral Camera provides optimal image quality that will aid in case acceptance. Its sleek body design features a 120 degree button ring for added comfort, optimal optics and broad focal range delivers exceptional image quality that will enhance your patient diagnosis. The fixed focus technology keeps objects from 6 mm to 40 mm in sharp detail with no need to adjust anything. The camera enables clinicians to reach all areas of oral cavity with minimal effort and maximum comfort. The capture-upon-release feature makes image capture easy.

strated with the Polaris, than, say, the usual two mirror technique. Having patients actually see the gap as opposed to trying to arrange the mirror in their hand to the mouth mirror in our hand is much simpler and more effective.

It's easy to use

The Polaris intraoral camera is simple. Mine is installed on a laptop in the operator. We do not have any fancier system.

Once I am finished with my tour of the mouth, I sit down in the dental assistant's chair and show patients my findings. Along with radiographs, the power of the camera intensifies the diagnosis, as patients can see problems in their own mouths. The camera wand is lightweight and ergonomic. It plugs into a USB port on my laptop and is easily moved away when we are finished. Some clinicians will mount the handpiece as a tray attachment. Sheaths are provided for infection control.

Patients love it

The best part: if you do not like the picture you took, just like a digital camera, you simply delete it (or don't save it) and start again. You are in control of your own personal patient education forum.

The camera's 120° button ring makes it easy to freeze, unfreeze and capture images with one finger. Additionally,

we revisit issues at recare appointments, using the "before" and "after," especially for patients with periodontal issues. So, more education. Our patients love this for many reasons. First, it shows our practice is technologically advanced. It gives patients something to talk about when they are referring our office. Second, although some say they don't want to see anything, mostly all our patients appreciate the pictures and say it is not too much information but good information.

Increased case acceptance

In this economy, we are all trying to increase our production with dentistry that truly does need to be done, and using the Polaris intraoral camera has been a great asset. We have definitely seen treatment plan acceptance increase. The Polaris intraoral camera is definitely one of my favorite things. ●

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Better isolation for better dentistry

One dental assistant's take on Isolite Systems Dental Isolation.

by TINA CALLOWAY, CDA, DAICP

THE TEAM

In addition to our regular panel, guest contributors will also share their insights from time to time.



DR. SHERI DONIGER

Dr. Sheri B. Doniger is a leading dental clinician, author, educator, and consultant. An avid researcher, Dr. Doniger has authored numerous articles

on topics ranging from periodontal disease to effective communications, and has presented many lectures with an ongoing focus on health, wellness, productivity and women in the dental industry.



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The days of using cotton roll isolation and mirror retraction to control saliva contamination during a procedure are over. In my practice, this cumbersome method has been replaced with what I see as an innovative game changer—Isolite Systems.

Why patients love it

During a procedure, Isolite Systems gives us complete quality control over the humidity and contamination in the oral environment, therefore increasing chairside efficiency for the patient and the dental team.

Recently, a patient came into our practice for a restorative implant crown. After we introduced her to the Isolite Systems isolation and placement, she expressed her gratitude for what she described as an easy and quick appointment. These are her words: "I love that device. This was so much better than I thought it was going to be and to be able to just sit back and not have to concentrate on holding open was great." Not only do we pride ourselves on quality care and efficiency at our practice, but also exceeding the patient's expectations, which often happens when we use Isolite Systems.

Educating the patient

We now have Isolite Systems in each of our operatories, ready for use with all of our clinical and hygiene procedures. This system retracts and protects the cheek and tongue, providing an added measure of safety for our patients.

After carefully selecting the size of the patient's opening from pedo, small, medium or large, we then introduce this tool to our patients as one of dentistry's greatest inventions, allowing them to see and feel the mouthpiece. We explain to

our patients that this system is latex-free and is able to protect their cheek and tongue from any instruments, as well as provide illumination that enables us to see much more while we work.

Isolite Systems also features a soft, comfortable biteblock that helps to gently hold the patient open, as well as dual suction on top and bottom to illuminate water pooling at the back of the throat. Talking to our patients about these features helps to reduce anxiety because they know what to do and what to expect while the clinician is working in the mouth. Our patients enjoy hearing that Isolite Systems reduces their time in the chair because that means they can get in and out of their appointment and then go about their business for the day.

A valuable tool

For the assistant or hygienist, this system is a valuable tool that acts as our third arm when there isn't a teammate available to help retract and suction. As a clinical assistant, there have been many times that I have been grateful for the illumination, suction and retraction this system provides while packing cord and controlling homostasis at the same time, while our hygienist is using the system for scaling and root planing in the operatory. Kudos to Isolite Systems for helping dental teams to provide optimal care with flare! ●



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86



90%

of professionals use company websites as their primary tool for gathering information before contacting a vendor for services.

➔ PRODUCTS AND ADVICE TO HELP YOU MAKE A GOOD FIRST IMPRESSION...



Efficiency

PRODUCT DECISIONS MADE EASY

A look at how TryKavo's program made it easy for one dentist to add electric handpieces in his practice.

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Marketing

THE POWER OF OUTSOURCING PRACTICE MARKETING

Why hiring the right vendors leads to better results and ROI.

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Patient Perspective

ALL THE BENEFITS OF A WHITER SMILE, WITH NONE OF THE SENSITIVITY

One patient's take on SDI's Pola whitening system.

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DENTAL MARKETING 2013: YOUR WEBSITE IS YOUR SMILE

Make sure your 'online smile' leaves a quick, impressive first impression.

by PATRICK GOODNESS

In a recent survey conducted by Match.com, more than 5,000 American single adults, both male and female, were asked how they judge members of the opposite sex for attraction and compatibility. 71% of women and 58% of men rated the smile as the most important attribute for measuring attractiveness.

For those of us in the dental marketing industry, this report comes as no surprise. Additional support for the importance of a beautiful smile comes to us from a survey by the American Academy of Cosmetic Dentistry (AACD). This survey concludes that nine out of every 10 adults in America consider an attractive smile to be an important social asset and eight out of 10 believe an unattractive smile makes a person less appealing to the opposite sex.

A website's first impression

It is clear that a beautiful white smile is critical to overall attraction and to making a successful first impression. But in the world of dental marketing, how important is your dental clinic's website in making the critical first impression and to attracting the right patient?

Dr. Hong Sheng, who conducted an in-depth eye-tracking research study at Missouri University of Science and Technology, said it takes a website user less than two-tenths of a second to form a first impression when viewing a website and only 2.6 seconds for a user's eyes to land on an area of a website that impacts their first impression.

Your website is your smile

What is abundantly clear is that a company's website is an essential critical tool for demonstrating consumer attractiveness. Quite simply, your website is your online smile. Nearly 90% of professionals use company websites as their primary tool for gathering information and forming impressions prior to contacting a vendor for purchases. In today's Internet savvy marketplace, the failure to have a high quality, professionally designed dental website, filled with critical content, is a failure to reach almost 90% of your target market.

Invest in your online smile

Time and again I hear dentists telling their patients the importance of quality dental work and the value of investing in the best

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According to the study, the website locations that drew the most attention of study subjects were as follows:

- **Logo:** Subjects viewed the logo for about 6.48 seconds before moving on.
- **Main navigation menu:** Subjects viewed the main navigation menu for an average of 6.44 seconds.
- **Search box:** Subjects viewed the search box for a little more than 6 seconds.
- **Facebook and Twitter links:** Subjects spent about 5.95 seconds viewing these links.
- **Main home page image:** Subject's eyes fixated on the main home page image for an average of 5.94 seconds.
- **Written content:** Subjects spent 5.59 seconds viewing written content.
- **Bottom of a website:** Subjects spent about 5.25 seconds viewing this area of the home page.

Source: Science Daily Feb. 15, 2012



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dental care for future health and happiness. Yet, a cursory review of thousands of dental practice websites across the U.S. reveals a surprising lack of investment in quality dental website design, dental branding and informative dental procedure content. In short, the dental industry's online smile is a bit stained and missing a few teeth.

As a dentist, or dental clinic owner, your success in the increasingly competitive dental marketplace is predicated on your ability to communicate with potential patients about what makes you different and, most importantly, what makes you better than your competitors. This is a valuable element of results-driven dental practice marketing. An investment in quality branding and website development for your dental practice is critical to building a base of patients that know you, like you and trust you...the basics of health care relationship marketing.

The AACD participants surveyed said they would like to make some improvement in the appearance of their smile. If your branding is out of date, your website needs a makeover or it's time to rethink your marketing approach, seek the advice of a professional dental marketing agency to help you craft a dental marketing plan that delivers results and will prepare your practice for years of success.

If you're not convinced that this article applies to you...please take an honest look at your logo, website and marketing materials and ask yourself, "Would I be impressed with my first impression?" It's never too late to make an improvement to your online smile. ●

ABOUT THE AUTHOR

Patrick Goodness is the CEO of The Goodness Company and Goodness Healthcare Marketing (GoodnessHealthcareMarketing.com).



He is one of the most recognized names in the global health care and medical marketing industry. Health care organizations from around the world rely on Patrick

for insightful marketing consultation, marketing planning and international public relations services. His results-driven approach to marketing has helped hospitals, medical centers, medical practices, dental offices and medical organizations around the world transform their brand and dramatically increase sales and profitability. Patrick offers a wide spectrum of marketing and public relations consulting services focused on building powerful branding and dramatically increasing sales. His extensive health care marketing experience, global network of clients and colleagues, and his ability to build and deliver valuable marketing concepts and tools that generate significant results are the reason for his popularity and his leadership in global health care marketing. You can reach him via email at patrick@goodnesscompany.com.

PRODUCT DECISIONS MADE EASY

Looking for an efficient way to incorporate new handpieces into your practice? Read how one doctor decided electric handpieces were right for his practice through the TryKaVo program.

by RENEE KNIGHT

Until a few months ago Dr. Rami Heidami wasn't sure if electric handpieces were right for his practice.

Dr. Heidami owns a cosmetic practice in Panama City, Fla., that focuses on treating the whole patient with the most advanced technology possible. So when Dr. Heidami decided it was time to update his operatories with new chairs, it just made sense to take the opportunity to incorporate electric handpieces into the dental units.

But it had been years since Dr. Heidami had used an electric, and he knew they had changed quite a bit over the years. With some handpieces costing more than \$1,500, he definitely wanted to try a handpiece out in his practice before making the investment.

How he tried KaVo

When Dr. Heidami's rep told him about the Try KaVo program (trykavo.com), he decided it offered the perfect opportunity to try an electric handpiece in his practice. All he had to do was go online and sign up for the program and he was able to try one of KaVo's electric handpieces in his practice for five days.

"Even if you like it, you have to return it, and then if want one you can order it," Dr. Heidami said. "I like that concept. Most companies bill you for it, and then send the product for you to try for 30 days. Then you can send it back, and you get money back if you don't like it. This is a free trial for a

week, then you send it back and if you like it you buy one. I thought that was a step up."

And KaVo makes the entire process simple, Dr. Heidami said. They sent a rep to his practice to install the handpiece and go over how to use it, and enclosed a return box with a shipping label with the handpiece. It truly was a hassle-free, efficient way to try a new product in his practice. He even tried a few low-speeds and plans to make the switch to KaVo low-speeds.

"I have had low-speed motors I've used for years and they work great," he said. "When I tried the KaVo low-speed I found it was very smooth. Having tried them, they pretty much won me as a customer to buy low-speeds from them."

What he likes about electrics

Having the electric handpiece in his practice for a week really gave him a chance to get a feel for the product and if it was a good fit for his practice. He really liked working with the handpiece, he said, and loved the fiber optic light and the fact he could use it for endo procedures.

"I like the fact that you can go from high-speed to low-speed by pressing a button without having to change handpieces," he said. "And you can control the speed of it even if you're using it as a highspeed. You can get a lot less RPM."

The decision

After having the opportunity to try an electric handpiece for a week, Dr. Heidami decided he would incorporate at least two into his practice—something he never would have done without trying them in his practice first. The Try KaVo program gave him an easy, efficient way to make a product purchasing decision and he said he would recommend it to any other dentist who's thinking about incorporating electric handpieces into his or her practice.



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"I was definitely not going to buy one without trying it," he said. "I would have talked to different reps and figured out if I could borrow one for a day or two. I would have made an effort to try. The fact that KaVo made it available makes it more likely for me to go with a KaVo product, especially because I tried it and liked it." ●

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THE POWER OF OUTSOURCING PRACTICE MARKETING

Why hiring the right vendors leads to better results and ROI.

by NAOMI COOPER, PRESIDENT, MINOA MARKETING AND CHIEF MARKETING CONSULTANT, PRIDE INSTITUTE

When it comes to implementing new business solutions, dentists have two options—hire an expert, or take the time to figure it out on their own. For anything in the practice that requires professional expertise, whether it is tax preparation, bookkeeping, lab work, or even collections, dentists have the option to either do it themselves or choose to outsource it. In fact, a common debate and internal dialogue for any business owner is over how much to outsource versus what can be managed in-house.

However, when it comes to marketing, outsourcing should be a no-brainer. There are so many quality vendors who have proven success within the dental industry, and as a result there is simply no need for dentists to go it alone or be anyone's guinea pig; these companies are experts in what they do with strong track records. Whether it is search engine optimization (SEO), website design, or patient financing systems, there are plenty of dental industry professionals who will work directly with dentists to create custom marketing strategies.

Website design

Website design is another area dentists are well-served by outsourcing. Certainly there are many do-it-yourself, template design formats available. However, a website should

be designed with the belief that it is a powerful tool for the dental practice, and that there's quantitative research and best practices that have been established to determine what works when it comes to attracting and retaining patients online.

The reality is that cookie cutter design will not provide the return on investment dentists need, and that customization, including the latest and greatest website features, is key in dental practice website design. As more and more patients turn to the Internet when researching health care providers, a dentist's website is often the first impression patients will have of the dentist and the practice. The site should accurately reflect the experience and the personality of the practice—telling the community why the dentist/practice is better than the competition.

Custom features such as videos, a blog, online appointing, SEO tactics and social media links are necessary in connecting with the online community and driving new patients to the practice.

Search Engine Optimization

Sure, dentists can take the time to teach themselves some tricks or even become experts in SEO. They can read books and articles and stay updated on the latest

trends, strategies and algorithms. But the reality is that as for many technology-based arenas, SEO is a constantly changing beast, and it's a full-time job to keep up. Try fitting this into an already busy schedule of treating patients, managing the practice, and keeping up with the latest clinical advancements and technology in dentistry.

For dentists who don't have time to add another responsibility to their job description, hiring a website design and SEO company is an easy solution. Sesame Communications and Televox, for example, are industry leaders that provide dentists with quality websites and SEO solutions, keeping dentists visible online while giving them the peace of mind that comes along with having a qualified marketing partner.

Affordable patient care

It is frustrating for dentists not to be able to provide patients with the necessary treatment because of financial constraints. Dental patients are not often aware of the difference between medical insurance and dental insurance, leading them to forgo treatment any time they hear the words "out of pocket." Creating an in-office patient membership plan solves the problems of patients' affordability issues while simultaneously instilling a feeling of loyalty to the

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ABOUT THIS NEW COLUMN

Each month, marketing guru Naomi Cooper will offer practice marketing advice that you can use to up your marketing game.

“...there are plenty of dental industry professionals who will work directly with dentists to create custom marketing plans.”

dentist or practice. It also reduces reliance on dental insurance, relieving the dentist and staff of the burden of dental insurance administration.

However, setting up an in-office patient membership plan is much more involved than it may appear at first glance. Creating a program like this from scratch requires the dedication to develop and painstakingly work through the program creation through trial and error, not to mention the administrative tasks, PR and marketing efforts and legal issues to address.

Fortunately, a fellow dentist has done just this, and is sharing his successes with a growing number of dentists across the country. Dr. Dan Marut started Quality Dental Plan in 2001 to enable a greater number of patients to afford the oral health care treatment they desperately need, while freeing the dental practice from the burdens of traditional dental insurance. There is no need for dentists to reinvent the wheel when it comes to making dentistry more affordable for patients. The QDP patient membership program offers a straightforward alternative to dental insurance, saving patients and dentists both time and money.

Hiring the right vendors

Red Adair, the late American businessman, once said, “If you think it’s expensive hiring a professional, wait till you hire an amateur.” There are countless, self-proclaimed “experts” ready to assist dentists with their SEO and website design, all with varying degrees of costs and experience.

So what should dentists look for in a vendor when choosing to outsource?

First, be sure the company has a history of proven success within the dental industry. Be specific—not the medical industry as a whole, or professional services at large, but a company with a specific background of working with dentists that understands the unique aspects of dental practice man-

agement and the nuances of the dentist-patient relationship.

Second, the right vendor should offer different levels of service and pricing. And be wary of companies that require payment in full up front before any work has been completed.

Next, look for vendors who offer a range of expertise. Whether a dentist is looking for e-communication solutions, social media marketing, SEO or website design, he/she will be best served by hiring one company capable of doing it all. This leads to a long-term business relationship as the vendor’s successes enhance the growth of the practice.

Hiring one vendor to manage a variety of the online marketing tactics, for example, ensures the practice has a single point of contact rather than multiple partners to manage. Plus, in this scenario, all online marketing efforts are coordinated and working cohesively, while increasing the vendor’s accountability and investment in the practice’s success—all of which ends up saving the dentist time and money in the long run. ●

Naomi Cooper is President & Founder of Minoa Marketing and Chief Marketing



Consultant for Pride Institute. She is a 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 at minoamarketing.com. For updates from Naomi, follow her on Twitter (@naomi_cooper) or “Like” Minoa Marketing on Facebook at fb.com/minoamarketing. For information about upcoming course dates, call Pride Institute at 800-925-2600 or visit prideinstitute.com.

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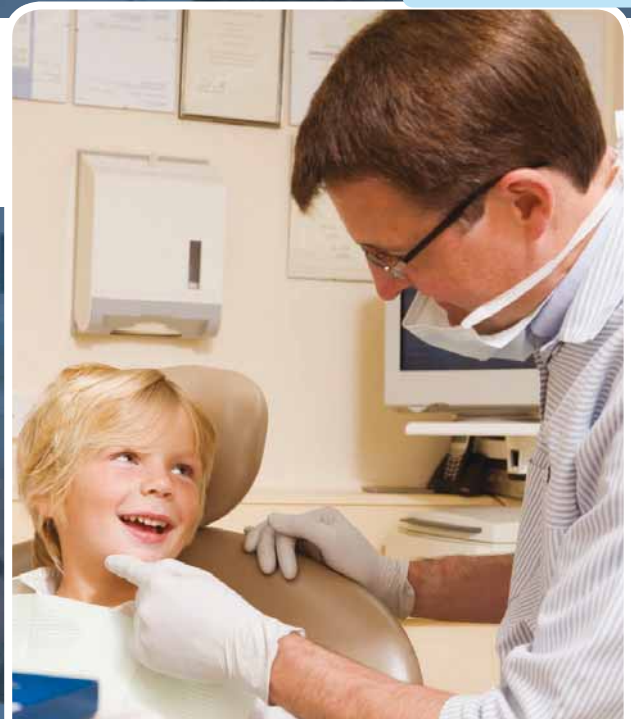
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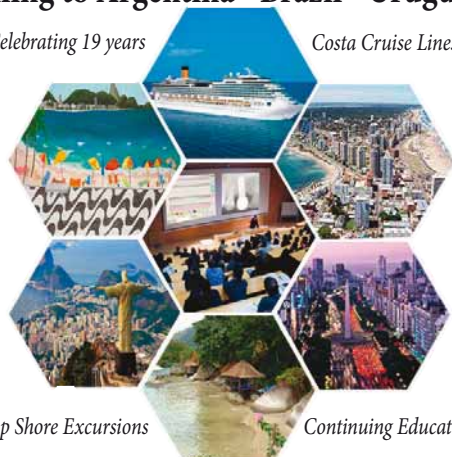
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ALL THE BENEFITS OF A WHITER SMILE, WITH NONE OF THE SENSITIVITY

How SDI's Pola whitening system helped this patient achieve the bright smile he wanted without the intense sensitivity he'd experienced in the past.

by RENEE KNIGHT



JOHN ZIMMER

Southern California
PATIENT OF
DR. SAMMY HALABO

After looking through family photos, John Zimmer decided it was time to make a change to his smile.

As he flipped through the photos, he couldn't help but notice how discolored his teeth were, especially in comparison to the other family members in the photos. It jumped out at him, and he knew it was time for him to try whitening again.

John had whitened his teeth in the past, but said he had a less than pleasant experience. While he was happy with the final result, the sensitivity that followed the whitening was intense and left him in no hurry to try again.

"I had done a little bit of research and found the biggest issue people seem to have with whitening is the sensitivity," he said. "I didn't understand what it was until I experienced it myself. I could feel all the teeth in my mouth and it was a really weird intense feeling. That was the No. 1 reason I held back from doing it."

Since this experience, which included sensitivity that lasted about a week, John has tried over-the-counter whitening products but just hasn't been happy with the results. So when his dentist, Dr. Sammy Halabo, told him about SDI's Pola White whitening system that he'd just started offering, he decided he'd give it another try. At the time, he'd been a patient at Dr. Halabo's

for about a year and trusted him when he said he shouldn't experience as much sensitivity with this product as he did the first time around.

Dr. Halabo knew about John's past experience, and even though he also knew that level of sensitivity shouldn't happen with Pola, he checked on him several times throughout the procedure to make sure he wasn't experiencing any sensitivity. He checked in with him at every application and even asked about certain teeth to make sure John wasn't having any problems.

Not only did he not experience any sensitivity, John found this experience much more relaxing. It took about an hour for the entire procedure, but he was able to walk around or relax and watch television. He wasn't restricted, and that made a huge difference.

And John couldn't have been happier with the final result.

"I don't know the numbers and codes but just looking in the mirror it was a much wider change than I had expected," he said. "It really came out better than I expected. I was expecting a shade or two change and it was much more than that."

The result was so good, John's wife decided to give it a try.

"She said 'your teeth are whiter than mine now. That's not acceptable,'" he said, with



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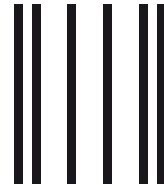
a laugh. "She was happy, too. She didn't have any sensitivity either. She's more skittish about dental procedures than I am but she said it was a really good experience. You know we just have good things to say about it at the end of the day."

And unlike how he felt after his last in-office whitening

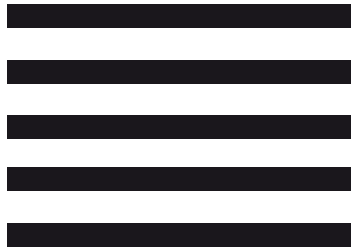
experience, he wouldn't hesitate to whiten with Pola again and has custom trays he can use at home. He had a comfortable experience and a result that went well beyond his expectations, and would recommend this procedure to anyone looking to brighten their smile without sensitivity. ●

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