What good are technological advances if they just sit in your office unused? How many advances can you think of during the past 25 years that did just that? Oh, I can think of plenty, and I’ll bet you can, too.

The great news is that CAD/CAM restorative dentistry is not one of those technologies. Fortunately, you’ll be making money with it quickly, providing a great service for your clients, reducing your overhead and differentiating your office from others for years to come.

Here’s the skinny on what chairside CAD/CAM dentistry can help you achieve.

Watch your overhead drop

Got your attention? I hope so. Every single unit of restorative dentistry (crowns, veneers, inlays and onlays) can be done in your office with no lab bills, no impressions and decreased chair time. My lab bill was easily cut in half, if not more. (Actually, it was more than cut in half). And I have complete control, something we dentists kind of like in our practices, don’t we? Come on, I know you hold your breath when you seat a crown.

Name a better service for your patients

OK, I know, getting them out of excruciating pain or securing their dentures with implants ranks up there pretty high, but I can tell you from lots of experience that my patients are thrilled to know they have no temporary restorations to wear, no impressions to gag them and they’ll have their final restorations in one appointment. That is exciting for them.

Rev up your team with something super high-tech

You’ll want to get everyone involved, but this time you won’t need to be the horse pulling the cart. Give your team the green light to run with this great technology and they will. Open the gates. You can even get your team members certified as CAD/CAM dental designers (CDD) — the ultimate in motivation, career development and teamwork.

Ready for that missing competitive edge?

Chairside CAD/CAM dentistry will have your office join an elite group of professionals offering the best dentistry has to offer. If you were a patient, would you prefer “old school” or “new school”? Hint: people trust new tech/high tech, and there’s no reason not to, especially with something this advanced.

Penny wise, pound foolish

When you are presenting dentistry to your patients, what’s their No. 1 reason to not proceed? Money. Of course, if you could only help them understand the benefits a little bit better, including the emotional ones, you know they’d do it in a heartbeat. The same goes for you and chairside CAD/CAM dentistry. Now if only I could get you to clearly see the benefits and get over the hurdle of money. It makes sense and cents.