CEREC and single visit dentistry

By Dr Mohamed Hassanien, Egypt

We caught up with the Owner of Computerised Dental Clinic (CDC), Egypt, Dr Mohamed Hassanien. CDC is comprised of predominantly Dentistry Sinora equipment and consumable products as part of their commitment to offer the best possible service to their patients, with digital dentistry at the heart of their practice.

Please briefly explain how long you have been working at CDC and your background in dentistry. CDC has been in operation for 16 years. I worked for 12 years as a Prosthodontist at the old CDC Helipolis branch which only had two operating rooms. I then opened our second fully digital branch, CDC Sheraton, with another three operating rooms and a 3D cone beam facility, which has been fully functioning for 3 years now.

I started working in my own private lab to do my lab work myself with the conventional techniques until I started working in my own private practice in 2003. My first piece of Dentistry Sinora equipment was a C2 treatment centre in 2005.

Your practice uses Dentistry Sinora products and equipment predominantly. What would you say is the advantage to your workflow and your practice by making this decision? The equipment is the highest quality from Germany and that is definitely reflected in the clinical outcomes. The ease and simplicity of all the clinical workflow steps and superior after-sales technical support care means that my practice is as efficient as possible.

How long have you been working with Dentistry Sinora products? I have been working with Dentistry Sinora for 16 years in my own private practice; however, my university was fully equipped with Dentistry Sinora equipment as well, so their products and tools were part of my foundation in my educational journey.

When did you invest in your first piece of Dentistry Sinora equipment, and what was it? My first piece of Dentistry Sinora equipment was a C2 treatment centre in 2005.

Your practice uses Dentistry Sinora products and equipment predominantly. What would you say is the advantage to your workflow and your practice by making this decision? The equipment is the highest quality from Germany and that is definitely reflected in the clinical outcomes. The ease and simplicity of all the clinical workflow steps and superior after-sales technical support care means that my practice is as efficient as possible.

Can you explain your experience with the Dentistry Sinora sales process, from initial interest through to purchase and after-sales support? Dentistry Sinora sales reps I’ve dealt with have been very helpful and are highly qualified. All my purchases have been very smooth and accommodating. Mol-Tech in Egypt (authorised Dentistry Sinora dealer), also offered high-end after sales technical support.

What is the state of your current equipment? The equipment is the highest quality from Germany, and that is definitely reflected in the clinical outcomes. The ease and simplicity of all the clinical workflow steps and superior after-sales technical support care means that my practice is as efficient as possible.

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How do you find the CEREC workflow? From scanning, design to milling and final finishing. The CEREC workflow is simply amazing, and exactly what I wanted from a chairside solution. I have full control over the treatment plan phases. I closely evaluate the clinical situation depending on the clinical care prepare and scan easily, drawing my margins the way I want them to be, respecting my preps and changing my parameters accordingly, depending on the material selection. I choose whether I want to grind my restorations or even use the extra fine grinding mode for superior precision and fine margins. I have the option to wet mill or dry mill my zirconia based crowns for the best fit. With the CEREC SpeedFire I can sinter, stann and glaze chairside and deliver my restorations on the same day. Put simply, with CEREC, I feel I am the master who has full control of each clinical workflow step.

Why did you choose CEREC over other CAD/CAM systems? CEREC is a high end CAD/CAM solution that has been in the market for more than 30 years with the highest clinical performance and precision. Lots of CEREC milled restorations and specimens are being tested and evaluated in research centres all over the world. In addition there are thousands of clinical follow up cases, with over 20 years of successful clinical performance, published in international journals. The global popularity of CEREC is an added factor, where lots of cases are being discussed across hundreds of training centres and online training websites, and therefore the learning curve is faster for new users.

Just Google CEREC and you will find more than 2 million search results! Can you explain your experience with the Dentistry Sinora sales process, from initial interest through to purchase and after-sales support? Dentistry Sinora sales reps I’ve dealt with have been very helpful and are highly qualified. All my purchases have been very smooth and accommodating. Mol-Tech in Egypt (authorised Dentistry Sinora dealer), also offered high-end after sales technical support.

What are the types of cases you do with Dentistry Sinora? E.g. restoration, implantology, orthodontics. The question seems too broad, this is what I do with Dentistry Sinora. Implants, onlays, endo crowns, full crowns, micro prep veneers, veneers, bridges, screw retained implant abutments, cement retained implant abutments and surgical guides. Now Dentistry Sinora is not only a quadrant solution, it’s a full mouth solution.

How does CEREC and single-visit dentistry impact your daily work? How has CEREC and single-visit dentistry impacted your business? Year on year my business has increased thanks to the implementation of digital dentistry in my practice and my lot of patients is growing every year.

In your opinion, can you achieve a high return on investment with CEREC and digital dentistry? Definitively. CEREC and digital dentistry are a good investment if they are used the right way. I haven’t met a CEREC owner who regretted the decision of investing in CEREC. It’s now a lifestyle for me.

What would you say was your biggest achievement in your career to this point and how did Dentistry Sinora help to make that a reality? Stepping into the field of digital dentistry has been a great achievement in my career. Dentistry Sinora’s technology development and continuous support has had a positive impact and made my dream come true.