CEREÇ goes to Vegas
Sirona celebrates 25 years of CAD/CAM success with three days of speakers, courses and entertainment

By Kristine Colker, Managing Editor, Dental Tribune Show Dailies

We’ve all heard the saying: “What happens in Vegas, stays in Vegas.” Except this time, you’re not going to want it to stay there. This time, three days in Vegas could change your practice forever.

From Wednesday, August 25, to Saturday, August 28, Sirona will hold its CEREC® 25th Anniversary Celebration at Caesars Palace in Las Vegas to commemorate the company’s 25 years of CAD/CAM leadership and success. The event will bring leading educators from across the globe together to give CEREC owners, staff members and dentists interested in knowing more about CAD/CAM an opportunity to learn as much as they can in a single location.

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“A quarter century [of CEREC] is a big deal,” said Sirona CEREC’s Marketing Manager Julie Bizzell. **This is a celebration of coming so far with the technology. CEREC owners can get together and meet and discuss ideas and learn more about the products. They can get tips and tricks from peers and come together in celebration.**

One of the highlights of the event promises to be Prof. Dr. Werner Mörmann, inventor of CEREC, who will make his last public appearance when he speaks on “The Evolution of the CEREC System.” Other speakers include Dr. Frank Spear, Dr. Gordon Christensen, Dr. Bella Christensen, Mr. Imtiaz Manji, Dr. James Klim, Dr. Mark Morin, Dr. Sam Puri, Dr. Mark Hyman, Mr. Fred Joyal, Dr. Dennis Fasbinder and Matt Roberts, CDT.

Throughout the three days, Sirona will offer a variety of courses and hands-on workshops catering to everyone in the dental office, from dentists to hygienists to the office staff, as well as a track for laboratory CAD/CAM users. The event will offer up to 18 hours of C.E. credits.

“There’s an extensive list of CAD/CAM courses. If they are a new owner, a middle-of-the-road owner or an experienced owner, there is something there for everyone,” Bizzell said.

Some of the topics include “CEREC is Marketing Magic,” “Proven Methods for CEREC Restorations,” “3-D CAD/CAM meets 3-D X-ray,” “25 Tips and Tricks to Improve your CEREC Experience” and “CEREC Bridges — More Than a Provisional.”

In between courses, attendees can frequent the exhibit hall, which will be full of companies showcasing products and services that will be helpful to CAD/CAM users.

And since this is Vegas, after all, there will, of course, be entertainment, including a special performance by five-time Emmy® Award-winning comedian and actor Dennis Miller, a performance by legendary improv theater and training school The Second City, and a party at PURE nightclub.

“This is a celebration that only comes around once in 25 years,” Bizzell said. “To get this type of education, to learn from peers and hear from people who are making the future of CAD/CAM every day — this is a once-in-a-lifetime event.”

For more information on the celebration, including a complete list of courses and a schedule, or to take advantage of discounted tuition, visit www.CEREC25.com or contact Jennifer Kist by phone at (800) 659-5977, ext. 186 or by e-mail at jennifer.kist@sirona.com.
Using risk identification and credit granting to build your practice

By Paul Zuelke

In 1980, when we took our first dentist as a client, almost all dental offices were routinely granting credit to their patients. If a patient/parent needed a few months to pay for his/her clinical treatment, a payment plan was usually allowed.

Thirty years later, things have clearly changed. Dentists today rarely grant credit because they don’t want to assume the risk. Patients are pushed to pay in full or to use third-party financing.

In fact, many of the practice management consultants who are active today are recommending their dental clients be “cash only” and only provide third-party financing (finance company, bank, credit card) for their patients.

The result is simply horrible rates of case acceptance, postponed/phased treatment, more single-tooth treatment than ever in the past. Significant increases in failed appointments, a reduction in the number of new patient referrals and a net reduction in production per dentist hour worked in many practices.

This defensive behavior is unnecessary because credit granting, internal credit granting, is safer and more productive today than it has ever been in the past!

While choosing not to grant credit, to be a cash-only practice, solves some delinquency and cash flow problems, that policy often makes other problems worse. Failed appointments do not improve and often become worse because when money is tied to appointments, patients often find good reasons to postpone or cancel the appointments, and in more serious cases they simply become a “no show.”

Although collection rates are good, actual cash flow does not improve because of the single biggest problem with being a cash-only practice, weak case acceptance.

If your patients are not having you perform the work for conditions you have diagnosed, or if they only accept work covered by insurance, your production will be down and cash flow will be down as well. Ultimately, being a cash-only practice contributes to the biggest problem of all: poor referrals and weak new patient flow.

Let me note that there is no legal, ethical or moral reason why any dentist needs to grant credit. The only reason to grant credit is the obvious and practical one: you will have more patients who will accept more of your treatment recommendations.

It is not a coincidence that during the last three years, while our economy has been less than stellar, practices that routinely allow their patients monthly payments for their treatment have experienced significantly less of an impact from the economy than have the cash-only practices.

Appropriate credit granting is often the answer to building a consistently growing, productive and profitable practice. Of course, “appropriate” is the operative word.

While you cannot afford to have your great patients postpone their treatment because of your financial policies, neither can you afford the financial loss and other problems associated with granting credit to the wrong patients.

Obtaining credit reports on patients was the answer to this dilemma in 1980, and it is still the answer today. The difference today is that learning a patient’s potential risk to the practice is much less expensive, less intrusive, less time consuming and much more accurate than it has ever been.

The Zuelke Automated Credit Coach (ZACC) is a Web-based tool available from DentalBanc that has been specifically designed for the dental profession. ZACC evaluates stability, maturity and credit integrity in exactly the same fashion as a bank loan officer, but ZACC does it in a few seconds.

Once ZACC has evaluated your patient/responsible party, ZACC assigns a credit grade and even makes a recommendation regarding the most liberal financial arrangement that you can safely offer the patient.

Although ZACC reads and interprets every line and every column on a credit report, a ZACC inquiry does not affect a patient’s credit score nor does a ZACC inquiry show up as an inquiry to your patient’s other creditors.

You can grow your practice with safe and appropriate credit granting. Take a look at ZACC at www.getzacc.com.

About the author

Paul Zuelke is president and founder of Zuelke & Associates, a management consulting firm specializing in teaching credit management and receivables control techniques to health-care practices.

Zuelke’s extensive professional background in lending and corporate finance, combined with 50 years of experience with more than 1,000 client practices located throughout the United States, Canada and Australia, position him as a leading authority in using effective credit management to build a quality health-care practice.
Integrate

verb [trans.] 1. combine (one thing) with another so that they become a whole

Integrating the VibraJet® dental needle accessory into one’s dental practice and including it as an integral part of an established injection protocol will result in measurable benefits for both the practitioner and patient. Progressive dentists are proactive when it comes to the adaptation and integration of new dental technologies into their practices.

The VibraJet dental needle accessory easily attaches to virtually any aspirating or intraligamental syringe to block the pain of dental injections based on the principles of the Gate Control Theory. Its effectiveness has been documented by a university study, the results of which may be examined at www.itldental.com/cmtdoc/Queens_University_Stu_dy.pdf.

Fear of injection pain rates high upon the list of excuses for dental appointment cancellations. High upon the list of excuses for dental cancellations are fear of injection pain rates, a significant number of your patients will have no excuse for avoiding necessary dental care and treatment.

In addition, by integrating VibraJet into your injection protocol, you will be increasing office value to your patients. Satisfied patients experiencing comfortable injections will not keep silent about their pleasant new dental experiences, resulting in multiple referrals and an increased bottom line.

Long-lasting benefits of VibraJet are that it’s economical, easy to use and does not require extended, valuable chair time. For more information, about VibraJet visit www.itldental.com.

The Elara11 is a table-top EuroCell Class B sterilizer designed for sterilizing medical and dental surgical goods, which includes wrapped, unwrapped, solid, hollow, porous products and goods defined as hollow A (dental hand pieces and suction pipes).

The Elara11 comes standard with five FDA-cleared cycles plus two test cycles — the Bowie-Dick Test and Vacuum Test — to meet all of your sterilization needs. The new design of the Elara11 provides the options of an easily accessible front water-fill or top water-fill with Sight glass indicator. The Elara11 with its 7.5 gallon sterilization chamber is the largest table-top Class B sterilizer. It also comes equipped with five stainless steel trays and there are no requirements to reverse or replace the rack to switch between trays or cassettes. For more information, visit www.tuttnauerusa.com.

Tuttnauer unveils the Elara11

Tuttnauer, a global leader in sterilization and infection control, has introduced the Elara11 pre- and post-vacuum autoclave, the newest addition to its line of autoclave products.

The Elara11, with its new 11 inch chamber, automatic double-locking device, digital readout and touch pad, brings a whole new dimension to fulfilling the pre- and post-vacuum sterilization requirements. Additionally, steam is continuously provided by an independent steam generator, virtually eliminating wait time between cycles.

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The Atlas Denture Comfort System

Narrow implants require no surgical incision and no sutures

It’s been said that more dentures can be found in their rightful owner’s bedside drawer than in their mouth. In fact, eight out of every 10 denture wearers experience problems with the fit and function of their prosthesis.

For many patients, though, financial constraints and health issues limit ideal bone augmentation and conventional implant placement.

The design of the Atlas® Denture Comfort™ System by Dentatus considers all aspects of edentulism and eliminates known deficiencies associated with conventional O-ring and metal housing technologies, thus providing affordable comfort to the estimated 50 million edentulous patients in the United States.

The very narrow implants of the Atlas Denture Comfort technique require no surgical incision and no sutures.

Available in 1.8, 2.2 and 2.4 mm diameters, they can be placed in thin, atrophic ridges without the need for grafting procedures.

What’s more, patients can walk out of the office wearing their refined dentures right away. This implant system is designed to overcome financial, physical and time limitations.

The denture is retrofit to create a “seamline” that encases the Tuf-Link silicone retainer material, eliminating the need for adhesives. This allows the implants to be placed at diverging angles.

The soft resilient Tuf-Link material grasps on and around the implant’s head providing a cushioned fit, all in less than an hour.

This proprietary design feature is considered to be significantly beneficial to both clinicians and patients as the Tuf-Link can be lifted out to scissors away excess material and returned into its self-aligning position and hermetic encapsulation in the base.

The easy removal of the liner, as opposed to having liners that are attached with various adhesives, prevents bacterial infestation and odor accumulation that occur at the denture interface of bonded liners.

Dentatus makes getting started with Atlas Denture Comfort easy with a half-day hands-on workshop.

You will learn step-by-step how to drill osteotomies in the model, install four Atlas implants, prepare the denture base for retrofitting and reline the denture with the Tuf-Link silicone material.

Participants will keep the model for staff training and patient education.

References


There are many uses of the Velo-
pex Aquacut Quattro Fluid Air Abra-
sion Unit. Here are some of them:
• minimally invasive and cosmetic
dentistry,
• patient-friendly stain removal and
cavity preparation,
• fast, efficient cutting and cleaning,
• ideal for repair of composites.
The Aquacut Quattro will give
you greater control and flexibility
than any other piece of equipment
you own. Some of its other benefits
include:
• no vibration, turbine noise, heat
generation or smell,
• greatly reduced need for local
anesthesia,
• a handpiece that creates a fluid
curtain around the powder medi-
um,
• a triple-action foot control that
speeds treatment by allowing cut,
wash and dry operations through
the same handpiece,
• no chipping or stress fracturing,
• minimal loss of sound tooth mate-
rial.

FenderWedge protects the
adjacent teeth

Directa has produced a
new generation of protective
wedges to protect adjacent
teeth during preparation of
Class II fillings to avoid the
problem of iatrogenic dam-
age to teeth caused by acci-
dental contact with the bur.

Bur damage to neigh-
bor ing teeth is, sadly, a common
problem in everyday dental
practice. Research proves
that teeth are damaged in
more than two-thirds of all
cases during Class II prepa-
rations when a regular bur is
used.

Directa’s FenderWedge is
a combination of a plastic
wedge and stainless steel
plate that prevent any pos-
sible contact between the
bur and tooth during pre-
paration and other similar
procedures.

It is easily inserted from
the mesial or buccal side,
helper to ease the teeth
apart before the applica-
tion of a matrix system, and
stands firmly in place during
the entire procedure.
The protective plate is
highly resistant and fully
protects adjacent teeth dur-
ing preparation.

Directa, which was
founded in 1916 and is one
of a number of companies
in the industrial group Lifco
AB, is a subsidiary of the
privately owned Carl Bennet
AB group.

It is one of the fastest
growing dental manufactur-
ing companies in the Nordic
region operating in over 90
countries worldwide. The
company exhibits at most
international dental trade
fairs.

Directa AB, Sweden
Tel.: (203) 788-4224
www.directadental.com

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