How a technical advisor can help your lab

“..."You have one new voicemail," my cell phone read early one Saturday morning. I knew who it was, and I knew what it was about. One of my clinicians in Ohio was calling to thank me regarding the Jane Doe case that we ardously planned over a period of a month. And although 2,000 miles separated myself and the clinician, because we stayed in constant contact, the case dropped right in with no adjustments.

The key to every successful clinician/laboratory relationship is clear communication. Keating Dental Arts has set aside a whole department dedicated solely for this purpose, and this has played a key role in our success.

As a technical advisor, it is my job to act as a liaison between the clinician and the technicians to ensure the best result for the patient. On any given day, each technical advisor at Keating Dental Arts will evaluate 30-40 cases that need to be addressed with our respective accounts. These cases range from simple calls such as a needed shade or a missing opposing cast to complex treatment planning. In the end, it is important for both the clinical team and the laboratory to work together for the benefit of the patient.

How many frustrated patients have stomped out of the clinician’s office? How many hours of chair time have been lost as a result of ineffective communication between the clinician and lab? How many late nights have technicians had to work overtime due to a prescription that was unclear or was not followed? How many times have clinicians looked bad because the patient was sitting in the chair but the restorations weren’t there?

All of these things are an unfortunate reality in our industry, but with solid communication, we can minimize these discouraging moments.

Another advantage to having a technical advisory department is that...
you get to know your clients on a more intimate level. This is a great way to retain your customers.

As you speak to a clinician, you will understand what he/she likes and dislikes. Over time, you will understand your client’s personal preferences and gain his or her trust.

This is crucial when the time comes that another lab stops by your client’s office and tries to gain his or her business.

When both clinical and laboratory teams are on the same page, everything falls into place.

The clinician and the patient are delighted with the esthetics and the functionality of the restoration. The laboratory is recognized for a job well done. We can all breathe a sigh of relief.

As for me, the technical advisor, the greatest sense of gratitude comes when I get those Saturday morning voicemails, thanking me for Jane Doe’s case... speaking of which, I just got another voicemail I have to check — it must be about John’s case.

Global lab revenues projected to exceed $14.5 billion by 2015

By Fred Michmershuizen, Online Editor

Increasing numbers of elderly people and more demand for high-quality dental esthetics are cited among reasons for an increase in global demand for the services of dental laboratories.

According to a recent report, the world market for dental laboratories is projected to exceed $14.5 billion by 2015.

The report, by Global Industry Analysts, a publisher of market research, states that dental laboratories are witnessing a significant increase in demand for dental prosthetics as well as other restoratives.

The report also cites the increasing purchasing power of the Baby Boomer generation as another factor driving the dental laboratory market.

The United States represents the largest market for dental laboratories worldwide, according to the report.

Kevin Kim began in the dental lab industry as an outside sales representative for a small lab in Anaheim, Calif. While attending Los Angeles City College’s dental technology program, he was taken under the wing of the late John C. Ness, CDT, of Productivity Training Corporation.

Currently, Kim works as a technical advisor for Keating Dental Arts in Irvine, Calif.

Key players profiled in the report include 1st Dental Laboratories, Attenborough Dental, Champlain Dental Laboratory, Dental Services Group, iDent Dental Lab, Lord’s Dental Studio, Knight Dental Design, National Dentex Corp., Southern Craft Dental Laboratory, Utah Valley Dental Lab and others.


 Outsourcing is a key element in the U.S. dental laboratory industry.

The threat of outsourcing, the scarcity of technicians and the availability of modern restorative technologies and systems are driving dental laboratories to deliver quality dental restorations to dentists on time. Outsourcing is a key element in the U.S. dental laboratory industry.

The report, titled “Dental Laboratories: A Global Strategic Business Report,” provides a comprehensive review of dental laboratories, market trends, recent industry activity and focus on market participants.

The study analyzes market data and analytics in terms of value sales for regions, including the United States, Canada, Japan, Europe, Asia Pacific, Latin America and the rest of the world.
The paste is always used when larger amounts of material (bars, pontics, etc.) need to be applied quickly. It can be combined with primopattern gel without any problem.

For example, with bridge frameworks where the copings of abutment teeth have to be modeled first using primopattern gel, light cured and then prepared. The pontic, which is fabricated using primopattern LC paste, is then simply placed between the finished copings (Fig. 8). The connectors can then be adjusted using gel, if required (Fig. 9).

The gel ensures a good connection between both the polymerized copings and the paste. Additional areas of application for the combined use of paste and gel are:

- All types of implant work.
- Frameworks for zirconia copy milling machines.
- Tertiary frameworks over electroformed mesostructures.
- Frameworks for electroformed bridges.

Generally, primopattern can...
be polymerized in all conventional units with a light spectrum of 320 nm to 500 nm. Metalight units (primotec, Westport, Conn.) are particularly suitable as they have a cooling function that enables the material to be polymerized more gently (Fig. 10). The average polymerization time is between 1.5 and 5 minutes, depending on the light-curing unit.

During polymerization, primopattern maintains its properties and dimensional stability. The material does not have any clinically relevant shrinkage and does not distort, even when it is polymerized in stroboscope units.

It is very satisfying how perfectly the patterns fit following polymerization, without having to separate and reconnect them or insert relief cuts. Accuracy of fit and stability of the patterns are therefore very basic requirements for the success of laboratory work, particularly with implant bridges (Fig. 11) and bars. In both cases, the implant abutments and copings over the abutments are modeled very effectively with primopattern gel and the pontics and bars with primopattern paste (Fig. 12).

The light-cured patterns should be trimmed and finished with cross-cut carbide burs or rubber polishers. As primopattern burns out cleanly and completely without residue, it can even be decided at this working stage whether the pattern should be sprued and cast, scanned, copy milled or pressed.

Taking everything into consideration, primopattern LC is an advanced modeling material that meets all the requirements of modern dental technology and is completely universal.

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**About the author**

Joachim Mosch completed his dental technology and commercial training in Frankfurt am Main, Germany. He was employed for 18 years in the European headquarters of an American dental company, the last 10 years of which was in a general management position.

In 2000, he founded his own companies: primotec and primodent. As the innovative engine of the companies, together with his team, he develops new products, technologies and procedures that help increase the quality and efficiency of dental and laboratory work compared with conventional methods. Mosch has published numerous articles on dental technology topics in the best-known dental journals. He is an international lecturer who presents a variety of innovative topics.

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