“An unforeseen combination of circumstances or the resulting state that calls for immediate action.” That’s how Merriam-Webster defines the word emergency — a word Americans are all too familiar with these days, thanks to the global economic downturn.

As damaging as it was “unforeseen,” that downturn has hurt businesses and consumers in virtually every sector of the United States economy, and therefore demands “immediate action,” just like the dictionary says it does.

As damaging as it was “unforeseen,” that downturn has hurt businesses and consumers in virtually every sector of the United States economy, and therefore demands “immediate action,” just like the dictionary says it does.

Dentists and their patients are no exception to the rule. Like their peers in manufacturing, retail and travel, their businesses have been bruised by the recession.

And although recovery is inevitable, in dentistry and elsewhere, things are certain to get worse before they get better.

To cushion the blow when they do, dentists must mitigate their risks and minimize their risk exposure.

Among the largest risks facing dental practices are dental office emergencies, of which surveys have shown that there are more than 30,000 every year in the United
States. Risk mitigation therefore starts with emergency planning and response. Because while the world’s economic emergencies can’t be controlled, your patient emergencies can — so long as your office has the proper equipment, including an emergency drug kit, such as Savalife’s M100, for treating common emergencies related to angina, asthma, insulin problems, allergic reactions, fainting and heart attacks.

Emergency drug kits are critical when it comes to saving patients’ lives. They’re equally important, however, when it comes to saving your practice, particularly during an economic downturn, when the financial consequences of patient emergencies can be especially damaging.

Unfortunately, many dentists wrongly assume, “My practice is safe.” If you’re among those who assume this, consider the following five reasons for equipping your office with an emergency drug kit that will help your business weather the recession and thrive during the recovery.

Drug kits can ...

1) Protect your bottom line. Although it can help you minimize the financial burden of an emergency, insurance is no match for prevention, planning and response, which can help you safeguard the investments you’ve made in your business.

2) Provide legal protection. In the event of an emergency, having the right emergency response equipment may save your business from costly litigation.

3) Promote professional development. Emergency planning requires education, and professional development has been shown to increase employee engagement, loyalty and productivity.

4) Empower patients. Because many patients are afraid of going to the dentist, just having an emergency drug kit can help you calm their nerves. And, because happy patients talk, it can also help you stimulate referrals.

5) Give you a competitive advantage. Having equipment that other offices lack gives you a leg up on your competition, which can help you attract new patients and retain existing ones.

Jeff Sheets is a spokesperson for Savalife.com, a Fort Wayne, Ind.-based company that manufactures emergency drug kits and supplies emergency planning training materials for dental offices nationwide. He can be reached at jsheets@savalife.com.

PhotoMed Universal Mirror Handle

The Universal Mirror Handle is designed to work with most intraoral mirrors that have been made in the last few decades. You can position the mirror inline with the handle or the mirror can be angled. There is approximately 35 degrees of rotation to allow comfortable positioning for buccal and occlusal views. Unlike other handles on the market, the Universal Mirror Handle can be locked to hold the mirror at the angle you choose.

The Universal Mirror Handle is available individually to work with existing mirrors, or in a kit that includes: one mirror handle, one adult occlusal chromium mirror, one buccal T1 chromium mirror and one “O” utility mirror.

Information and pricing can be found at: www.photomed.net/mirror_handle.htm, or call (800) 998-7765.
Medidenta is pleased to announce the expansion and improvement of its Endo Direct™ product line, which offers some new products and improvements on products already used by thousands of dental professionals in clinical practice.

These endodontic-related products are not only proven and viable, but also very effective alternatives for practitioners that perform endodontic procedures in their practice, all at a substantial savings over any other company or technique, bar none.

There is no doubt that endodontics has come a long way since the 1960s. In those days, when a tooth had serious infections or suspected endodontic issues it was generally extracted, but endodontists worked diligently to provide some alternatives in saving teeth.

With so many advances today, it is unimaginable to think that back in the ’50s and ’60s the primary instruments in a practitioner’s armamentarium were barbed broaches, rat-tail files and silver points, and even arsenic for pulpal devitalization.

Advancements in endodontic armamentarium did occur, with improvements such as hand files, reamers, Hedström files and ISO sized gutta-percha, which allowed a practitioner to perform endo on more patients in a more simplistic manner.

While all endo procedures were still performed with a “hand style instrument,” the most significant change came in 1969 when Medidenta introduced automation to root canal therapy and introduced the Giromatic ¼-turn contra angle.

The quarter turn is defined as a classical endodontic maneuver replicating a winding watch movement. The Giromatic endo device by Medidenta enabled general dentists to navigate canals safely and precisely, and greatly reduced any instrument breakage.

Some endodontic study groups even promoted one-visit root canal that utilized canal sealers and/or gutta-percha, which was deemed controversial by some prominent endodontists.

Yet today’s endodontists have become the biggest advocates of one-visit automated endodontics, particularly with super expensive rotary nickel titanium files and equipment, and the current advertisements of those endodontic manufacturing conglomerates is the proof in the pudding.

While there are many techniques and products in the marketplace, they all seem to work in their own right and get the task at hand completed, the question is: At what price?

Dentists have become cognizant that the “endo conglomerates” have broken the $50 barrier for a package of NiTi endo files, which they have also discovered are not unbreakable.

Dental practitioners also report that some of those endo-conglomerates have attempted to corner the market by stifling competition and charging exorbitant pricing for all endo files and equipment, thus significantly raising overhead for dentists.

Medidenta has been and is always ready, willing and able to offer their customers real choices in endodontic systems, all at reasonable and real Endo Direct pricing.

Medidenta is fully cognizant that no one product from even its own line or from any other competitor can miraculously perform all endodontic procedures or totally resolve any endodontic problem, but ¼-turn technology and sonic irrigation has put Medidenta at the forefront of endodontics by delivering time proven products at Endo Direct pricing, which has simplified endo procedures collectively or individually while it can still be incorporated with any rotary NiTi technique from any competing manufacturer.

Medidenta continues to stay on the cutting edge of Endo innovations, and with their Endo Direct product line you’re guaranteed the best products at the best pricing. Check out www.medidenta.com for more information.