1,540,000 reasons to pursue sedation dentistry training

By Heather Victorn

Have you ever done a Google ™ search for “dental anxiety”? If not, go ahead and try it.

In less than a second, you’ll discover more than 1,540,000 unique hits on the term. Two simple words open the doors to the vast world of dental fear. It exists. It’s real. And it’s not going away.

You can be the most gentle dentist in the world. You can have a compassionate, caring, reassuring team. You can be decorated with every credential in the book. However, none of that matters in the mind of a person who has had a previous traumatic dental experience.

Whether it was a negative encounter with a dentist as a child or a pain-riddled appointment as an adult, the associations patients have stay with them. They prevent them from seeking care later in life.

So how do you treat these patients? How do you get them to call your office, nonetheless make and keep an appointment?

The answer is more simple than you’d think. You offer them sedation dentistry. In other words, you provide them with a solution to their fears and an opportunity to redefine their experiences at the dentist.

Relaxation is a powerful tool. Relaxed patients sit more comfortably in your dental chair, offer less jaw resistance, have reduced gag reflexes, don’t notice time passing and, overall, are more pleasant to treat.

In other words — they’re anxiety free and more receptive to receiving your care. You and your patients alike can enjoy the benefits of utilizing sedation dentistry.

Whether you choose to offer oral sedation, IV sedation or both, each is effective at managing dental anxiety.

With the proper training and necessary equipment, your office becomes more than just a place that treats patients; it becomes a vehicle for positive change.

Fearful patients seek sedation. All of the message boards, forums and searches online are evidence of that. Most of these people are willing to drive further and pay more in order to receive sedation. They want to be comfortable, feel safe and be healthy.

It’s a topic of intense discussion. People who find qualified, compassionate sedation dentists don’t keep that information to themselves. They share it. They generate referrals. They pass it on by word-of-mouth.

You’ll quickly discover that sedation patients are the most gracious and grateful patients you will ever treat. The fact that you can provide them with the much-needed care they require — trauma and anxiety-free — means they will be your patients for life.

Organizations such as DOCS Education offer continuing education programs in both oral and IV sedation, along with essential emergency preparedness courses to equip you with the skills and knowledge to safely and effectively administer sedation in your office.

To learn more about offering sedation dentistry, go to DOCSedation.org or call (866) 592-9617.

If you’ve ever considered offering sedation dentistry at your practice, now is the time to do it.

There are more than 1,540,000 good reasons to pursue the training — and patients waiting in the wings to receive your care.

The Internet has changed, but have you changed with it?

USA Today and the Wall Street Journal report that the Internet is now America’s No. 1 vertical marketing channel. Dentistry is a vertical market. Internet marketing is more effective and less costly than any form of print, media or broadcast advertising.

Patients expect their dentist to have a Web site. Today’s dentist needs to pay attention to the Internet. It can produce big results.

If you have a Web page presence on the Internet, you need to ask yourself, “Is it the right Web page?” A successful Web page requires four ingredients: 1) immediate appeal, 2) ease of use, 3) entertaining content, and 4) it has to be found.

Just like in baking, leave out a necessary ingredient and your cake will taste funny.

Well, if your Web page isn’t competitive with immediate appeal or it’s difficult to navigate or the content is boring, it will not matter if your Web site can be found because people will leave the site and go on to the next site.

On the other hand, if you have all of the ingredients for a great Web site, but no one can find it, your Web site will not produce the desired results.

How is a Web site found?

Every Web page has thousands, if not tens of thousands, of constantly changing algorithm values connected to it. For the sake of simplicity, think of an algorithm value like a credit score.

Everything connected with your Web page has an algorithm value. It is the aggregation of these algorithm values that ranks a Web site when searched.

Keywords, meta-tags and matching content are important and contribute to the site algorithm value.

For example, if someone types in a search for “Chicago dentist,” every dental Web site in Chicago with those same common keywords is recognized; however, each site is ranked based on its overall algorithm value.

Assuming that every Web site is created correctly, which they are not, how does a site climb over the Web sites listed above it to eventually be listed on page one?

There is no scientific answer

The Internet changes so often in an effort to create a level playing field that it is impossible to plug into a constant solution.

You need a Web page design and SEO (search engine optimization) company that understands how to do everything possible within the framework of the actual Web page design as well as how to work outside of the box to create additional site value.

Who can help?

InfoStar, a 10-year-old company located in Fair Oaks, Calif., administers more than 500 dental Web sites. The company provides SEO for the Web sites that it administers, ensuring security, no third-party involvement and immediate service.

InfoStar applies high-value algorithm factors such as time-on-site, reciprocal link networking, social media links and bookmarks, and some magic of its own, with results being Web pages steadily climbing to page one.

InfoStar sets up a Google Analytics account for each of its SEO accounts. Google Analytics is the Internet report card — and it’s free.

It reports the keywords that were searched to access a Web page, number of site hits, which pages were reviewed, how long someone was on a specific page, etc. It’s necessary information to properly manage a Web site’s performance.

InfoStar provides each client direct access to the same information it uses to manage the Web page. InfoStar thinks SEO should be a service center rather than a profit center and its monthly SEO fees reflect that philosophy.

There is no guarantee on how fast a Web site will climb the ladder to reach page one. There are only 20 spots on page one, and competition is becoming fierce for positive search results.

InfoStar’s expertise in Web page design and exclusive entertaining content, along with its professional SEO participation, does achieve cost-effective positive results.

As an example, there are more than 10,000 dental Web sites in the greater Los Angeles area. It took InfoStar almost three months to get one of its clients listed on page one with a search of “Los Angeles Implant Dentist.”

That client is now listed in position No. 2 from the top on page one.

Please visit www.infostarproductions.com for more information.

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18A Industry News
Directa helps make restorations quicker, easier and more efficient

By Fred Michmershuizen, Online Editor

DMG America President George Wolfe says Icon allows practitioners the ability to treat incipient lesions upon discovery, without letting the problem get worse. (Photo/Fred Michmershuizen)

DMG introduces Icon

DMG America, a company specializing in dental restorative products, has introduced Icon, a product for the treatment of incipient caries and white spots that involves no drilling. Designed to bridge the gap between prevention and restoration, Icon takes the ‘wait’ out of ‘wait and see.’

Icon is a caries infiltrant that uses micro-invasive technology to fill and reinforce demineralized enamel without drilling or anesthesia.

“We feel we are doing something positive for the industry,” said DMG America President George Wolfe, during an interview with Dental Tribune at the ADA Annual Session, held recently in Honolulu. “Our new Icon product is what all the buzz is about. It allows doctors to treat incipient lesions while preserving natural tooth structure.”

As Wolfe explained, Icon works by blocking infusion paths of cariogenic acids that cause demineralization of tooth enamel. It allows patients with poor compliance to be treated earlier, and it prolongs the life expectancy of a tooth.

“It gives doctors the ability to treat upon discovery — without letting the problem get worse,” Wolfe said.

Icon can be used for both smooth and proximal surfaces, and it can also be used for the cosmetic treatment of curious white spot lesions. Treatment time per lesion is about 15 minutes.

More information about Icon is available online from DMG. Visit www.drilling-no-thanks.com, where you can get even more information, view product demonstration videos and even request an in-office demonstration.

If you’re one of the 1,000s of dental professionals who know EMBRACE™ WetBond Pit & Fissure Sealant is easier to apply because it bonds to moist tooth surfaces, provides a better seal and is long lasting, you’re on top of your profession.

Now after six years of clinical use, EMBRACE Sealant sets a new standard of success — intact margins, no leakage, no staining, caries-free.

Six-year followup photo photo courtesy of Joseph P. O’Donnell, DMD

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Order through your dental dealer.
Danaher Corp. announced Oct. 12 that it has entered into a definitive agreement to acquire PaloDEx Holding Oy (“PaloDEx”), a manufacturer of dental imaging products with revenues of more than $100 million with products under the Instrumentarium Dental and SOREDEX brands.

Instrumentarium Dental and SOREDEX will join Gendex, DEXIS, ISI, KaVo and Pelton & Crane as part of Danaher’s group of dental equipment companies.

“PaloDEx has a very experienced team, and we look forward to working with Henrik Roos and his team as we continue to build the business,” van Duijnhoven said.

Instrumentarium Dental and SOREDEX and their products have been highly regarded by dental professionals since their inception 45 years ago, according to a press release from Danaher announcing the acquisition. PaloDEx’s product range includes 3-D CBCT, panoramic X-ray (including the OP200), PSP (including the Optime IO PSP) and other intra-oral and extra-oral X-ray imaging systems.

“We believe this acquisition will be a game-changer for both of our companies, and we are excited about the opportunity to acquire two of the leading imaging brands,” said Henk van Duijnhoven, group executive of Danaher’s KaVo Group. “Instrumentarium Dental and Soredex’s excellent digital imaging products and technology will be a great fit with our existing Gendex, DEXIS and i-CAT business.”

“I am thrilled to join Danaher’s dental business,” said Henrik Roos, president of PaloDex, who will remain in his position. “The combined business will create a unique opportunity to provide new and innovative technologies in digital dentistry with focus on diagnostics and treatment planning for general practitioners and specialists.”

“A flexible wing separates the teeth and firmly seals the cervical margin, avoiding overhang. It features optimal matrix curvature and a pre-shaped contact. No ring is needed, and when it is inserted as a wedge, the tooth is ready for immediate restoration.”

“FenderMate is making a big impact worldwide,” said Cortes, who told Dental Tribune that the new product has already received lots of positive feedback.

According to Cortes, dentists are pleased not only with FenderMate’s ease of use but also with its ability to help them provide better patient care.

The FenderMate is available in packs of 18 for left and right regular and narrow restorations. An assorted kit of 72 pieces is also available.

As with all products by Directa, the FenderWedge and the FenderMate are designed by dentists, not engineers.

Products manufactured by Directa AB from Sweden are distributed by JS Dental Manufacturing in the United States.

To learn more, visit www.jsdental.com.
October is National Breast Cancer Awareness Month (NBCAM). Since the program began in 1985, mammography rates have more than doubled for women age 50 and older and breast cancer deaths have declined.

Heraeus, recognized as a worldwide leader in dental esthetics, applauds the diligent efforts of NBCAM to raise awareness of breast cancer issues, not just during the month of October, but year-round.

The company also continues to help fund breast cancer research by donating a portion of proceeds from the sale of Venus White, its popular take-home teeth whitening gel, to breast cancer research.

The philanthropic initiative is a key part of Heraeus’ larger global citizenship program and reflects the company’s commitment to use its resources to impact the greater community — and to transform lives in a positive way.

“Philanthropy is a vital pillar in our business and we are committed to being a responsible global leader,” says Christopher Holden, president of Heraeus Kulzer. “We are inspired by the tireless work of those seeking a cure for breast cancer.”

Although breast cancer deaths have declined, it remains the second leading cause of cancer death in women.

“There is exciting progress, but there are still women who do not take advantage of early detection and others who do not get screening mammograms and clinical breast exams at regular intervals,” explains Nicole Turner, director of marketing for Heraeus Kulzer.

“If all women age 40 and older took advantage of early detection methods — mammography plus clinical breast exam — breast cancer death rates would drop much further, up to 30 percent,” says a spokesperson from NBCAM.

The key to mammography screening is that it be done routinely — once is not enough. Findings published by NBCAM include:

• Women age 65 and older are less likely to get mammograms than younger women, even though breast cancer risk increases with age.
• Hispanic women have fewer mammograms than Caucasian women and African-American women.
• Women below poverty level are less likely than women at higher incomes to have had a mammogram within the past two years.
• Mammography use has increased for all groups except American Indians and Alaska Natives.

For more information about NBCAM, please visit www.nbcam.org.

For additional information, please call one of the following toll-free numbers: American Cancer Society, (800) 227-2345, National Cancer Institute (NCI), (800) 4-CANCER, Breast Cancer Network of Strength, (800) 221-2141.

For more information on Venus White or to make a donation to the Breast Cancer Research Foundation, please visit www.MyVenusSmile.com (consumers) or www.SmileByVenus.com (professionals).