Crosstex®, the leading global manufacturer of infection control and preventative products, is proud to help support the fight against women’s cancers with its new ‘Pink with a Purpose’ program that launched in August. Now, when dental professionals purchase Crosstex Pink products, a portion of the proceeds will go toward funding breast and reproductive cancer research at Memorial Sloan-Kettering Cancer Center.

“Crosstex has always been interested in helping advance breast and reproductive cancer research, raise awareness and build hope for future generations. This year we’ve decided to be more aggressive and add our voice to help strengthen the cause. This has meant mobilizing every facet of our company, from manufacturing to sales and distribution, and engaging the support of thousands of dental professionals who use our products,” states Andrew Whitehead, VP of sales and marketing for Crosstex.

In creating this program, Crosstex has produced dozens of its products in pink — offering a broad selection while heightening breast and reproductive cancer awareness. Clinicians can select from face masks, skin care lotions, Premium® Saliva Ejectors and Patient’s Choice® products such as GumNumb™ Topical Anesthetic, Sparkle™ Prophy Pastes and Zap® Fluorides, to name just a few — all proudly displayed in pink. Several new products were specifically designed for this effort including the Pink with a Purpose Sterilization Pouch and the Pink with a Purpose Econoback® Towel.

“The Pink with a Purpose program transforms ordinary dental products into statements about compassion and support,” states Whitehead. He continues, “Seeing these pink products also makes patients aware that their dental office supports the cause.” Crosstex also will offer promotional incentives to reward dental offices purchasing specified quantities of pink items.

For more information on the Crosstex “Pink with a Purpose” program and other Crosstex products, please call Crosstex International at (888) 276-7785 (toll free), (631) 582-6777 or visit www.crosstex.com.

Patients: quality or quantity?

By Heather Victorn

If you agree that the key to attracting new patients comes from combining targeted marketing, professional referrals and services that appeal to your patient-base, you already know that a successful practice needs a balance of both quality and quantity.

Think about it. You could see 10 people for single amalgams or one for a full-mouth restoration. For your practice to succeed, you need to provide a variety of services to appeal to your patient-base. But the key is to strike a balance between quality and quantity.

By understanding your patient-base and tailoring your services to meet their needs, you can build a successful practice that attracts new patients and keeps existing patients happy. This requires a balanced approach to your practice, one that considers both quality and quantity.

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a mixture of both.

Improving the number of high-value patients can greatly benefit the productivity and profitability of your office. Dentists offering oral sedation dentistry are attracting more of these types of people each day — those who require extensive crown, bridge, cosmetic and implant work.

Oral sedation dentistry has become one of the most effective and appealing treatment options for bringing in new high-value patients, such as the 50 percent of the U.S. population that is too afraid of the dentist to otherwise seek care and the 15 percent of the population that suffers from belonephobia — a fear of needles. These people have often avoided the dentist for years, sometimes even decades, and need comprehensive care. Sedation is also an attractive option for those with time constraints who need to have more dentistry performed in a single visit.

Sedation practitioner Steve Smith, DDS, who received his training from the Dental Organization for Conscious Sedation (DOCS), recently stated that sedation has been the key to his practice success. “Sedation has given me incredible satisfaction in helping others go to the dentist who ordinarily could not sit through a visit. Sedation has set my practice apart.”

DOCS Fellow David Penwell, DDS, agrees. “I enjoy sedation because I can sit down and restore patients in one or two longer, more complex appointments rather than a bunch of little ones.”

Sedation patients who have positive experiences regularly refer friends, family and colleagues, helping sustain the flow of quality and quantity to your practice. They regularly pay the cost of their care in advance and are more willing to complete full treatment plans. It is a win-win for both you and them.

To learn more about oral sedation dentistry or DOCS, visit DOCSeducation.org or call (877) 323-3627.

In less than four years, Town & Country Dental Studios has restored more than 9,500 Atlantis CAD/CAM abutments using its “SIMPL” Simplified Implant Restoration Protocol®. With SIMPL®, practitioners are able to restore more implant cases with a predictable, clinically superior result and a success rate of more than 99 percent.

Town & Country Dental Studios created SIMPL to answer practitioners’ requests for a simplified process for restoring implants. SIMPL utilizes Atlantis CAD/CAM abutments for greater accuracy and a better result. SIMPL also eliminates the need for implant parts, makes cases easy to estimate, and provides the ability to restore cases in as little as two 15-minute restorative appointments.

With SIMPL, practitioners report saving money over gold custom-cast implant abutments, and saving time over modified stock abutments. This protocol works with most implant fixtures, comes with a full warranty, and practitioners say they now have the confidence to restore any implant case.

For more information on the SIMPL Simplified Implant Restoration Protocol or to become a valued Town & Country client, call (800) 925-8696, visit the Web site at Better-Implants.com, or e-mail CustServ@tncdental.com.

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