The dentist and the technician: A love story about breaking up with traditional methods

By Mickaela Olson, Valplast

It’s time to say good-bye to the old ways of making traditional physical impressions. While once deemed the way of the future, physical impressions have become a thing of the past. In a recent presentation, dentistry experts Justin S. Marks, CDT, of Master-Touch Dental Laboratories and Apeksha Pole, DMD, outlined the advance in digital technology using digital impressions for removable partial dentures.

Marks and Pole said that not only does this new technology and method benefit laboratories and dentists, it makes the overall experience more enjoyable for the patient. The challenge is that the stresses of managing a business on a day-to-day basis make it easy for many dentistry professionals to overlook these new methods and materials.

But according to Marks and Pole, a willingness to learn and become knowledgeable about the technology leads to acknowledgment that some traditional and current methods of taking digital impressions have become obsolete in the wake of new digital methods.

According to Marks, the key to a successful future is an understanding of the past. “We need to understand our foundation before we look to the future,” he said. “We need to look at how we can improve some of the imperfect processes that are already in place.” Explaining that new technologies and workflows can progress only if current methods are understood and refined, Marks and Pole made the distinction between the traditional methods of taking impressions and the digital methods that are now being explored.

Pole explained the many variables that go into making an impression and how each step presents a new opportunity for error. “All of these little things on the way can introduce or cause little errors that carry onto your final prosthesis,” she said. These stages of error can be unpredictable and unreliable, which can lead to a poor impression and ultimately an improper fitting denture. Each step from tray selection to patient acceptance must be well thought out and precise. However, when describing her use of the new CAD/CAM technology, she said, “I am 100 percent confident the bite I am taking at that time is the patient’s bite, and the bite the patient will be receiving.”

Marks, who has been using CAD/CAM for the past five years and has witnessed better efficiency in his laboratory workflow, said that while “CAD/CAM technology itself has been around for more than 30 years, it has progressed a long way since then.” His laboratory has seen growth in business and an increase in its ability to take on more cases. “We want to show you, as a clinician, technician and lab owner, how this can benefit you in your own business because digital is the way of the future,” he said.
Intraoral camera boasts high-definition clarity

**IRIS HD USB 3.0 intraoral camera from Digital Doc brings the smallest details into full-screen high-resolution focus**

By Digital Doc Staff

With dual capture buttons and one-touch focus, control is always within reach with the IRIS HD USB 3.0 intraoral camera. It offers high clarity with a precision optical lens array and Sony’s advanced HD sensor, which combine to create what the company calls “best-in-its-class” picture quality.

**Advanced features**

The newly designed one-touch electronic focus advances automatically to the next focus mode, and all five modes are shown onscreen. Equipped with an internal motion sensor, the IRIS HD will “Auto-On” when lifted and “Auto-Off” after 10 minutes of inactivity. The streamlined profile features a small, specially designed soft-tip with bright, eight-point LED lighting for true-color images. You can keep it close at hand thanks to a specially designed USB 3.0 connector that fits a standard delivery unit.

For more than 16 years, Digital Doc has been a leader in the industry with innovative design and state-of-the-art technology in intraoral cameras. According to the company, since 2007, it has sold more units than any other camera company in North America. Digital Doc considers its award-winning customer service as the cornerstone of its successful relationship with users of its cameras.

Digital Doc also offers a two-year parts and labor warranty on all camera models. According to the company, when quality and performance matter, Digital Doc considers itself to be the No. 1 choice in intraoral cameras. Contact the company at (800) 518-1102 or [www.digi-doc.com](http://www.digi-doc.com).

For me to make any kind of adjustments at this point.” This ease and simplicity makes it easier for all parties involved to be fully aware of the steps required to get to the final product.

This process of being able to make adjustments before the denture is even made gives the dentist, lab and patient the flexibility to customize the denture during the diagnostic stages rather than wait until the denture has been processed. During a try-in, it is important to acknowledge when the patient may be feeling uncomfortable and when to recommend different denture options. As Marks makes clear, “If we know that, for example, this palatal design is not go-
Cutting-edge products, competitive prices

Cefla Dental Group brands include MyRay, NewTom, Anthos and Stern Weber

By Cefla Dental Group Staff

Cefla Dental Group is a leading source of some of the world’s most technologically innovative and revered dental brands, including the MyRay, NewTom, Anthos and Stern Weber brands now sold in North America. Cefla’s multi-faceted organization and experienced engineering staffs ensure that we are in touch with professional changes and requirements throughout the world and can help drive the evolution of the industry. Cefla Dental is part of Cefla s.c., a private, employee-owned cooperative with headquarters in Imola, Italy. In business for more than 80 years, our employees are also owners who are highly involved in the corporate structure. We operate with long-term sustainability in mind, not simply short-term prof its. We work diligently to foster principles of cooperation throughout the organization and as such are able to benefit from synergies in every aspect of design, engineering and manufacturing.

Our broad range of experience and capabilities have made Cefla Europe’s No. 1 dental-chair manufacturer. As such, Cefla Dental Group is able to draw on synergies from design through manufacturing, employing the highest standards in every phase. This means our customers get cutting-edge products at world-competitive prices.

Our North American headquarters is based in Charlotte, N.C. From here, we provide outstanding customer service and technical support, along with warehousing of new products and a complete spare-parts inventory. We have a national network of certified technicians to assist our dental dealer partners in providing on-site training, service and repairs where necessary.

Cefla Dental Group includes these leading brands:

- **MyRay**: Offers a broad product range of imaging solutions for all 2-D and 3-D applications with exceptional image quality. This includes 2-D and 3-D CBCT panoramic imagers, DC X-ray units, wired and wireless digital intraoral sensors, intraoral cameras and a robust, user-friendly imaging software platform.
- **NewTom**: A pioneer of cone-beam 3-D imaging in the dental market and continued global leader, NewTom continues to set new standards in the industry. NewToms products are engineered to provide exceptional image quality, accuracy and flexibility while minimizing patient radiation exposure.
- **Anthos**: Recently launched in North America, the Anthos line of operatory chair packages offer a level of technology, function and esthetics never before seen from a manufacturer in the U.S. market, according to Cefla. With a wide variety of standard and optional accessories and a wide range of delivery options, Anthos can accommodate any advanced practice.
- **Stern Weber**: Innovators in combining technology and ergonomics of the patient treatment center, Stern Weber continues to set the standard for dental units in patient and practitioner comfort. Stern Weber also offers a wide variety of products and accessories.

Combining ongoing innovations with a customer-oriented focus means the dental practitioners’ needs are addressed in a timely fashion, with an eye on the future. Because we have multiple contacts across Europe and North America, with knowledgeable research and development teams at all divisional headquarters, we have the capability to be apprised of industry changes across the globe.
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Removable prosthesis company presenting latest technical innovations at lab meetings in Chicago

**Rhein’83 to be at the Cal-Lab Association Annual Meeting and at the 2015 LMT Lab Day**

With 32 years of experience, Rhein’83 is considered to be a world leader in design and production of precision dental attachments on removable prostheses. Gianni Storni, technical director of the company, and Joe Tambasco, president of the Rhein USA group, will be attending two upcoming dental-lab meetings to personally provide information about the many innovations developed by the Rhein Research Labs.

**Two lab meetings in late February**

- Rhein’83 USA will be exhibiting at the following events in February in Chicago:
  - At the 2015 Cal-Lab Association Annual Meeting, Rhein’83 will be in booth No. 42 in the Ontario Room at the Westin Hotel on Michigan Avenue for the Manufacturers Exhibits, which will take place from 4–6 p.m. on Thursday, Feb. 26.
  - At the 2015 annual LMT Lab Day, the Rhein’83 representatives will be in booth No. H29 in the meeting’s exhibit hall at the Hyatt Regency Chicago on East Wacker Drive from 1–6 p.m., Friday, Feb. 27, and from 8 a.m. to 4 p.m. on Saturday, Feb. 28.

**How to contact Rhein’83**

For more information or to make an appointment, contact Rhein’83 distributor American Recovery in person or by mail at 466 Main St., New Rochelle, NY 10801, by telephoning (800) 233-6559, faxing (914) 633-6363, by sending an email to jtambasco@american-recovery.com or by visiting www.rhein83usa.com.

(Source: Rhein’83)

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(Source: Rhein’83)

**Dentatus president: Sales aren’t the focus**

Bernard Weissman has some straight-to-the-point advice for would-be dental-product inventors: Don’t worry about how many units you can sell. Try not to even think about that. “There are too many things that can get in the way of the initial purpose of how an invention or improvement can make things better for dentists and patients,” Weissman said.

Weissman, president of Dentatus USA, knows what he’s talking about: During his 60-year career, he has patented nearly 100 dental devices, some of which have sales in the tens of millions.

Again, though, according to Weissman, sales were never the focus. “I never allowed myself to project sales on paper or even in thought,” Weissman said in an interview on the exhibit floor of the recent Greater New York Dental Meeting. “The only thought that matters is: ‘Will it improve dentistry?’ If it does, and everything is correct, the profit will come.”

*See DENTATUS, page A16*
ONGOING INNOVATION FROM THE ORIGINATORS OF CONE BEAM TECHNOLOGY IN DENTISTRY

As you'll see when you visit us at CDS Booth #4632 each NewTom product has CB3D technology, capturing an image at every degree of rotation (360° rotation = 360 images), to increase the possibilities for image manipulation. Their small footprints save office space, with no need for reinforced floors, air-conditioned rooms or complicated and expensive radiation protection structures. Computer-guided operations, user-centric menus, and mouse-activated icons make practice adoption quick and convenient. Added comfort means patient movements are minimized, improving image quality.

5G combines revolutionary flat panel X-ray detector technology with a very small focal spot (0.3mm), to produce the clearest, sharpest images. Its adjustable field of view allows doctors to irradiate just the right volume for a specific clinical application. Better yet, its X-ray source activates only when required, resulting in no more than five seconds of total radiation exposure for a full scan, much less than conventional CT.

For dental specialists who want to increase the value of their practice, NewTom GIANO offers both high technology and a competitive price. Considered the most competitive hybrid available today, it gives specialists a device that can perform a wide range of exams. The 2D-configuration can be enhanced to 3D or Cephalometric at any time, and its modular sensor, short exam time and low dose mean a more complete and immediate diagnosis.

VGi’s adjustable Field Of View allows doctors to irradiate just the right volume for specific clinical applications. The size of FOV can vary from the smallest 6x6 cm to the biggest 15x15 cm and can be selected directly from the software before the scan. Like 5G, VGi combines revolutionary flat panel X-ray detector technology with a very small focal spot (0.3 mm), to produce the clearest, sharpest images. It also uses a “pulsed” emission to minimize radiation exposure.

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At your fingertips: Every detail about owning a dental practice

By Aspen Dental Staff

Through our partnership with Wiley Publishing — a leading publisher of academic materials for professionals — Aspen Dental is sharing knowledge that can be used to run successful practices.

Do you want to take a step closer to ownership? Download “Practice Ownership,” the latest chapter in Aspen Dental’s ongoing series, which delves into topics such as your rights as a business owner, your two compensation paths, the pros and cons of various practice types and other common issues facing owners.

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DENTATUS, page A14

Weissman’s career began in the 1940s, when he opened a dental lab in Brooklyn. His reputation for high-quality work grew rapidly, and soon he was serving some of the top dental practices in the area. One of those practices was owned by the dean of the New York University College of Dentistry, which led to Weissman being talked into a professorship with the school, a position he held for 20 years.

Through it all, Weissman kept inventing to improve what he calls the “art craft” of dentistry. Among the highlights are TMS screws patented in the ‘60s to enable reinforcement of damaged enamel and the Pindex system patented in the mid-‘70s, which is still considered the gold standard for creating highly accurate cast models.

In 1977, Weissman sold Whaledent International, the dental company he founded in 1956, to what is now Coltene/Whaledent. But the inventive thinking never stopped and in 1988, he acquired the Stockholm, Sweden-based Dentatus, establishing the North and South American headquarters in New York City the following year.

At Dentatus, the flow of Weissman’s patents has continued at a steady rate, including the Profin Reciprocating Handpiece and the assorted line of Lamineer Tips for finishing and polishing. “Our products cover the full spectrum of restorative dentistry,” Weissman said. “Our factory in Stockholm produces products that are considered by dentists to be the most innovative and useful available.”

In the ‘90s, Weissman’s attention turned to making implant technology available to a broader range of patients, especially those with compromised bone structure. First came the MTI, the first narrow-body implant for temporary restorations, which removed the lengthy delays between implant placement and restoration. That has been followed by introduction of Atlas implants for stabilizing overdentures and Anew implants, the only system with screw-retained restorations for crowns and large fixed restorations.

All of the systems will be on display at the Chicago Midwinter Meeting exhibit floor, and if you time your visit right, Weissman might be available to chat with you.

But don’t expect him to reveal too many details about what he’s planning next. The ideas are still flowing, and he always has something big in the works, always guided by the same philosophy: Make sure it’s going to help dentists perform better work and help patients enjoy better outcomes — and be affordable enough that both can actually take advantage of it.

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James Rosenwald, DDS, FAGD
“I recently bought two DocPort cameras (to replace my older units) and found them so easy to use and so valuable to my practice that I have purchased three more units. I highly recommend this camera.”

Gerald Ross DDS—Tottenham, ON
“I’ve had cameras costing more than double, but my staff prefers the DocPort over any other because the pictures show incredible detail and it’s so easy to use. We’ve tried a lot of them, but this camera is amazing.”

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Flow Dental, long a leading manufacturer of dental film and film accessories, has transformed its product portfolio to also include unique products essential to every dental practice that has gone digital. “We determined that our relevancy in a digital world would hinge on our ability to provide dentists with accessories that improve sensor or PSP [phosphor storage plate] usage and augment procedure workflow. No pun intended,” said Bill Winters, president of Flow Dental. “Dentists have really responded to our digital products. They recognize the added value we put into each product. They don’t buy our products based on price; they buy based on the benefits to their practice and their patients.”

In today’s PSP market, for example, one in eight phosphor plate users relies on Flow’s Safe’n’Sure line of PSP envelopes. Safe’n’Sure’s three product styles offer time-saving solutions to enhance throughput and productivity, while helping to extend the life and usage of the phosphor plates. A great example of this is Flow’s Safe’n’Sure OPT style (Fig. 1). These PSP covers are designed for plates that include magnets, which account for about 25 percent of the market. Unlike any other product, Flow pre-loads the cardboard insert halfway into the PSP envelope. Not only does this remove a time-consuming step, but it also assures that the plate can never be loaded incorrectly (because the magnet on the plate must line up with the cut-out on the cardboard insert). To enhance removal of the plate, the OPT has a unique butterfly seam that enables the user to easily remove the plate with touching it — thus prolonging and preserving longevity of the plates.

Flow’s Deluxe Safe’n’Sure line was recently featured in a review by Clinical Research Associates. More than 75 percent of dentists who reviewed Flow’s Deluxe Safe’n’Sure would recommend it to their peers. In the sensor area, Flow distinguishes itself with its new Snuggies, an adjustable sensor sleeve. Snuggies enables the user to cinch-tight the sleeve around the sensor, regardless of sensor size or thickness. This means the operator no longer must twist the sleeve around the sensor cable to keep it in place. These type of details help office productivity and reduce expensive sensor repairs or replacements.

Other sensor accessories include the Sensible’s adjustable sensor positioner (Figs 2a,b), which enables the user to move from an anterior to a posterior — even to a bitewing — position all with the same bite block. The bite block can be adjusted to the midline of any sensor, whether horizontally or vertically placed.

Flow Dental is far from finished reinventing itself. Its newest product is the Exposure line of articulating strips (Fig. 3). “As a leader in diagnostic products, we felt extending our line into this area made sense. Plus we built the machinery to make it right here in the USA,” Winters said. Exposure articulating strips eliminate the need for forceps. They come with their own handles. “They’re easy to use and long enough to reach the back molars” Winters said. “Dentists will appreciate the added convenience of not having to search for forceps or get the ink all over their gloves.”

Flow recently celebrated 40 years in business. Its sister company, Wolf X-Ray, is celebrating more than 80 years in medical imaging. “As a family-owned business — much like the majority of dental offices we service — we are proud to be a valued provider of unique and elegant products, and the best is yet to come,” Winters said.

For more information on Flow’s products, visit www.flowdental.com or contact your local dealer.