BIOLASE hands-on showcase includes all-new laser and imaging systems

BIOLASE, a leading dental laser manufacturer and distributor — and distributor of NewTom and 3Shape TRIOS technologies in North America — will showcase its full line of award-winning laser systems, 3-D cone-beam devices and digital intraoral scanning technology at all major and regional 2013 trade events, including the Thomas P. Hinman Dental Meeting in late March.

The company will feature its line of laser and imaging technologies with functioning equipment to allow hands-on demonstrations and discussion of the full range of applications. “We are proud to present our award-winning systems at the Hinman Dental Meeting and beyond,” said John Bernhard, director of marketing at BIOLASE. “They represent the collective efforts of multiple teams, and they are being shared in an environment where dental professionals can spend time with these ground-breaking technologies to gain an understanding of their applications in the dental clinic.”

**EPIC diode lasers packed with category-exclusive features**

New to the Hinman Dental Meeting this year is the EPIC Total Diode Solution, the newest laser from BIOLASE. It’s described as being packed with one category-exclusive feature after another, setting a new standard in diode laser performance and value. A graphical touchscreen gives dentists fingertip access to as many as 20 common soft-tissue procedure presets — plus 20-minute full-mouth whitening and FDA-cleared temporary pain relief. Additionally, EPIC can be a financial boon for many practices because of its integrated, FDA-cleared protocols for laser hygiene and perio as an adjunct to scaling and root planning. Plus, a new ComfortPulse setting reduces pulse length to as little as one-tenth of a second to avoid heat build-up at the surgical site — for fast tissue cutting with less patient discomfort.

**3Shape TRIOS digital scanner, full range of WaterLase all-tissue lasers**

Another addition is the 3Shape TRIOS digital intraoral scanner system. The TRIOS digital solution, which includes a hand-held scanner, operator’s control cart and intuitive software, provides faster impression taking, improved accuracy and clinical results, reduced need for retakes and less adjustment and grinding. TRIOS’ unique features include: spray-free scanning, high accuracy optimized for an extensive range of indications, clinical scan validation, online communication with the dental lab, and intuitive SmartTouch user interfacing. Other products available include WaterLase iPlus, WaterLase MDX and WaterLase MD Turbo, the company’s full range of all-tissue laser devices. WaterLase iPlus represents a pinnacle of 20 years of research to improve cutting speed to match that of a high-speed drill, with a fraction of the discomfort and ancillary challenges a dental drill creates, such as microfractures, smear layer and more.

The WaterLase MDX and WaterLase MD Turbo are described as being ideal for practices seeking a basic, lower-cost entry point for all-tissue laser dentistry. Although the WaterLase MD platform was first released in 2004, there have been many improvements and refinements, including a more flexible fiber, faster-cutting handpieces and many other important improvements,” said Dmitri Boutousov, BIOLASE chief technology officer and longtime head of the company’s innovative R&D department.

**NewTom compact CBCT technology helps increase treatment-plan acceptance**

Finally, BIOLASE now offers NewTom Cone-Beam-Computed-Tomography (CBCT) technology. The technology is relatively new to dentistry and is a more compact version of standard medical CT imaging that uses a cone-shaped X-ray beam to obtain a multitude of radiographs that construct digital 3-D models of maxillofacial anatomies.

The NewTom VGi is reported to have the finest image quality of any CBCT system in dentistry, with a minimal dose of radiation to patients. Dentists using the NewTom CBCT technology report increased treatment-plan acceptance, improved diagnostic capabilities and other advantages.

**About BIOLASE**

BIOLASE is a biomedical company that develops, manufactures and markets dental lasers and distributes and markets dental imaging equipment. The company’s laser products incorporate approximately 290 patented and patent-pending technologies that provide biological treatment and clinically superior performance with less pain and faster recovery. Its imaging products provide cutting-edge technology at competitive prices to deliver the best results for dentists and patients.

BIOLASE’s core products include dental laser systems that perform a broad range of procedures (including cosmetic and complex surgical applications) as well as a full line of dental imaging equipment and CAD/CAM systems. BIOLASE has sold more than 21,000 lasers.

Other products under development address ophthalmology and other medical and consumer markets.

(Source: BIOLASE)
DENTSPLY Tulsa Dental Specialties has introduced its newest innovation and an expansion of its world renowned endodontic file system. PROTAPER NEXT is the same variable taper design found in the original ProTaper that clinicians have turned to for more than a decade, but refined to improve performance.

PROTAPER NEXT features: patented M-Wire® NiTi alloy for increased flexibility and resistance to cyclic fatigue; rectangular cross-section for greater strength; and a unique asymmetric rotary (AR) motion.

PROTAPER NEXT uses the same trusted rotary action as the original ProTaper. What’s different is how the file moves down the canal. The off-center rectangular cross-section of PROTAPER NEXT differs from the center of mass. Only two points of the cross-section touch the canal wall at a time, reducing the torsional stress on the file. The result is a fully tapered and predictable shape achieved with greater procedural efficiency.

The single-use and pre-sterilized PROTAPER NEXT files also feature shorter handles (11 mm) and are available in 21-, 25-, and 31-mm lengths. Four sizes of color-coded and precision-matched absorbent points, gutta-percha points and obturators fit all PROTAPER NEXT prepared canals. Together they represent the PROTAPER NEXT system-based approach to root canal therapy. For more information about the latest endodontic innovation from DENTSPLY Tulsa Dental Specialties, visit www.tulsadentalspecialties.com/protapernext.aspx or call (800) 662-1202.

About DENTSPLY Tulsa Dental Specialties
DENTSPLY Tulsa Dental Specialties describes itself as being the premier producer and marketer of endodontic dental systems in North America. It is a division of Pennsylvania-based DENTSPLY, a leading developer, manufacturer and marketer of products for the dental market.

For details, visit www.tulsadentalspecialties.com or call (800) 662-1202.

DENTSPLY International is a leading manufacturer of dental and other health-care products. The company believes it is the world’s largest manufacturer of professional dental products.

For more than 110 years, DENTSPLY’s commitment to innovation and professional collaboration has enhanced its portfolio of branded consumables and small equipment. Headquartered in the United States, the company has global operations with sales in more than 120 countries. Visit www.DENTSPLY.com to learn more about DENTSPLY and its products.

(Source: DENTSPLY)
Use an online ‘ecosystem’ to find, attract and keep patients

The digital age is completely changing the way dental practices and patients interact. The days of low-tech marketing efforts are long gone. The need for personal contact from a patient’s perspective has been rendered less important with the advent of digital communications, as patients increasingly state they prefer the convenience of online, on-demand information. Interestingly, 93 percent of patients find it more convenient to find answers online compared with calling the office. Patients have embraced the digital age, and practices must adjust to their patients’ preferences and be where their patients are — online. A digital strategy focused directly on patient engagement is now imperative to grow and maintain a long-term, sustainable practice.

There are four key outcomes that drive a sound patient-engagement strategy. Each of the outcomes is interrelated and work in concert to position a dental practice for sustained growth and stability.

New patient acquisition
The first step in acquiring new patients is making them aware of your practice. Be where your prospective patients are — online. This includes an optimized website, having an established presence in the social media world, and the ability to be present on search results. The next step is being chosen.

An optimized website is the cornerstone of a successful patient engagement strategy. Achieve this by building your site based on patient behavior and ensuring that it can be easily found by prospective patients within your region. This includes content, design and search engine optimization.

Practice loyalty
While finding prospective patients helps offset attrition, it’s always easier to keep a patient than acquire a new one. To effectively manage a dental practice for profitability it is imperative that you retain relationships with existing patients. Gain practice loyalty by responding to patient preferences.

A digital patient communication system offers a secure site with a comprehensive list of online services, such as automated reminders, automated calling, invoice review and online payment. This part of your strategy seeks to deepen the relationship with patients while reducing administrative burden on office staff. Practice loyalty can also be defined as patient engagement, which speaks to interacting with current patients in their arena.

Your patients are avid social media users, and having a strong presence on these platforms promotes interaction and builds stronger relationships.

Increased treatment plan adoption
This same portal also provides a new level of education and understanding for your patients. It lets patients review advanced treatment plans and helps them articulate the benefits of the procedure recommendations. Suddenly the dental practice is transformed from the role of
Expert Dental CE: New name with the same expert courses

Among latest additions to course lineup: ‘Smile Design for Anterior Esthetics and Laminate Veneer Preparations’

All would agree that Expert Dental CE (www.expertdentalce.com) is easier to say and remember than the mouthful: xpAPce. “While we liked the notion that xpAPce was not pronounceable,” says xpAPce Co-Founder Alan A. Winter, “and people did remember that it was something like *&#@?, they could never quite get it right. We were lucky enough to get the domain name that reflects our original name and mission, so from now on, we will function under Expert Dental CE while retaining the original corporate name that no one needs to say.”

Additional upcoming courses will soon be available in oral pathology with Dr. Ian Sivrysky, oral medicine with Dr. Jeff Burgess, prosthetics with Dr. Charles Goodacre and Dr. Bruce Valuari, periodontics and implant surgery with Dr. Federico Brugnami. Drs. Peter Cathro and Geoffrey Heithersay will provide courses on instrumentation and treating resorptions — additions to xpAPce’s comprehensive endodontic module.

xpAPce’s new price schedule and annual subscription makes courses more attractive than ever.

Smile-design course added

Another highlight: Dr. Graz Giglio, president of the N.Y. Academy of Prosthodontists, delivers two programs on “Smile Design for Anterior Esthetics and Laminate Veneer Preparations.” The e-learning takes place in a unique format: an online dental community. Dental professionals can earn C.E. credit, visit vendors at their leisure, view new products, download PDFs, contact a sales rep, attend a meeting and more.

Visit the Education and Vendor Hall for a list of scholars and courses — and to see the vendors that have booths inside the community.

For information about becoming a vendor, contact info@xpquared.com. For a snapshot of both of the organization’s websites, visit www.xpquared.com, where all courses and vendors are listed.

Courses also are available live and on demand on the Dental Tribune Study Club website, www.dtstudyclub.com (Source: xpAPce)

Universal composite is free of ‘aggravating techniques’

DENTSPLY Caulk says TPH Spectra doesn’t require the ‘techniques’ typically needed to overcome handling obstacles

Dentsply Caulk has introduced TPH Spectra™ Universal Composite, which according to the company provides clinicians with their preferred composite handling — without the “aggravating techniques” required to overcome handling obstacles associated with many composites.

Whether practitioners prefer spreadable or packable handling, Dentsply Caulk reports that TPH Spectra has handling preference covered with TPH Spectra LV (Low Viscosity) and HV (High Viscosity).

The new shading system for TPH Spectra provides seven VITA-based shades that cover the entire VITA shade system. This reduction in shades allows practitioners to carry fewer inventories in the office and enables practitioners to be confident that the chameleon shading ability of the composite will blend the material into the surrounding tooth structure, making the restoration indistinguishable from the tooth, according to the company.

To learn more about new TPH Spectra, visit www.tphspectra.com or contact (800) 532-2855.

(Source: Dentsply Caulk)

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service provider to trusted advisor — it’s this latter role that helps patients make the decision to invest in their oral health and enrich their lives.

Referral acceleration

Patient referrals are, for many practices, one of the most important new patient drivers. In a recent Sesame survey, an astounding 44.4 percent of patient referrals from surveyed practices came from friends and family members.

The continued success of your practice requires happy patients who refer their friends and family. While the first step is to encourage patients to tell their friends and family, one of the best ways to drive more referrals is to make the process easier and more consistent for your patients through their online portal. Social media outlets also serve as a platform to encourage referrals. They provide a window to express their satisfaction, recommend the practice to their online “friends” and complete the patient acquisition circle.

The benefits of implementing an online automated patient communications system include improved practice efficiency, effectiveness, quality of patient experience, and ultimately practice production, collections and profitability.

These benefits drive the key outcomes that define a successful patient engagement strategy. Automation delivers more consistent patient compliance and a more predictable schedule and production for the practice. And patients prefer it: 74 percent of patients said having anytime online access to information makes them more likely to stay with a practice.

Sesame Communications provides a complete digital solution that works across all four key outcomes and positions your dental practice for sustained growth and success. Sesame has created the only cloud-based platform that addresses all areas of patient relationship management. By creating this online “ecosystem” your practice will attract and retain more patients, drive higher treatment plan adoption and reduce the incidence of no-show appointments.

Learn more at the Hinman Dental Meeting by stopping by booth No. 1646.

(Source: Sesame Communications)