High tech tools on display

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

BIOLASE, a leading dental laser manufacturer and distributor — and distributor of NewTom and iShape 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 California Dental Association meeting in Anaheim.

The company will feature the products in a new “Total Technology Pavilion,” a large space with functioning equipment to allow hands-on demonstrations and discussions of the full range of applications. The Total Technology Pavilion will also feature an overview presentation of the Total Technology concept, along with brief presentations by practicing dentists who have deployed these technologies in their local practices. BIOLASE will be showcasing its line of dental lasers in booth No. 2518 and its line of NewTom products in booth No. 2519.

“We are proud to present our award-winning systems at the California Dental Association convention and beyond,” said John Bernhard, director of marketing at BIOLASE. “It represents the collective efforts of multiple teams to create an environment where dental professionals can spend time with these groundbreaking technologies to gain an understanding of their applications in the dental clinic.”

EPIC diode lasers packed with category-exclusive features

New to the California Dental Association convention 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 Comfort Pulse helps eliminate pulse length to as little as one tenth-millionth of a second to avoid heat build-up at the surgical site — for fast tissue cutting with less patient discomfort.

More laser products

Other products available include WaterLase iP3. WaterLase MDX and WaterLase MD Turbo, the company’s full range of all-tissue laser devices. WaterLase iP3 is an all-tissue laser device that performs a broad range of procedures (including cosmetic), provides faster impression taking, improved accuracy and clinical results, reduced need for retakes and less adjustment and grinding. iShape’s 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 Smart-Touch user interfacing.

NewTom compact CBCT technology helps increase treatment-plan acceptance

Finally, BIOLASE will be offering full-sized models of 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 one of the finest image qualities of any CBCT system in dentistry, with a minimal dose of radiation to patients. A small footprint, a full 360-degree scan, a small focal spot, 50 percent higher resolution, seven fields of view — everything works to deliver super-sharp images. Dentists using the NewTom CBCT technology report increased treatment-plan acceptance, improved diagnostic capabilities and other advantages.

This year at CDA, BIOLASE will be launching the NewTom VGi, an all-new, full-featured three-in-one imaging system. Panoramic, Cephalometric and 3-D CT scans, all from one, affordable device. These devices in one system for economics in space and cost.

The VGi offers multiple fields of view, a removable 2-D sensor and much more. The VGi also offers patented Safe-beam™ technology, which gives off the lowest possible dose of radiation to patients. Furthermore, the NewTom VGi will incorporate the new generation of NNT software.

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.

(Source: BIOLASE)
3 reasons your website should be optimized for mobile device users

Deliver the experience that smartphone users expect

By Diana P. Friedman, MA, MBA

According to Pew Internet, 45 percent of American adults owned a smartphone as of December 2012. As these powerful devices increasingly make their way into the pockets and purses of your existing and potential patients, it’s a business imperative that your website deliver the experience these users expect.

A strong mobile presence helps you get in front of prospective patients at the moment they’re looking for your business, and capture their attention once you have it. On the other hand, if your site doesn’t look good or function properly on a smartphone, it won’t take long for patients to move on to one that does.

Not sure if mobile is important to your practice? Here are three reasons you could be missing the boat — and missing easy opportunities to attract new patients to your practice.

Mobile is where your patients are

Many of your patients probably use the mobile Web; if they don’t, it’s likely just a matter of time until they do. 87 percent of smartphone users access the internet using their phones, and U.S. smartphone users spend an average of 13 billion minutes a month on the mobile Web. Mobile Web usage has exploded over the past few years and shows no signs of slowing: it’s currently the fastest-growing source of internet traffic, and many industry experts project that mobile internet usage will exceed desktop internet usage by 2014.

For many smartphone users, mobile has also become their preferred way to use the Web: 31 percent of current mobile Web users mostly go online using their phones. A sesame Communications research case study found that a mobile website drove an average of 19 calls per month to the practice.

With so many of your patients “going mobile” these days, it’s important to make sure they can quickly and easily access your site on their devices.

Mobile is how patients research — and make — buying decisions

More and more people are using the mobile Web to research and buy goods and services. In 2011 more than $106 billion in online purchases were made on mobile devices, and this number is expected to grow at least 42 percent every year through 2015.

Even people who don’t buy anything on their mobile devices often use them...
Many mobile users now expect any You may be driving away patients
information on their device, and 89
cent of smartphone users seek local
content. More significantly 9 percent have taken action after look -
ing up local content. 14 Or worse, they might visit a competitors’ site – 61 percent of cus-
tomers who visit a website that isn’t
mobile-optimized sites.

Learn the latest techniques for everyday procedures
Module One ($299 and worth six CE credits, ) consists of the following
scholars and topics:
• Dr. Charles Goodacre on “How to Achieve Excellent Marginal Fit & Cer-
cival Contour with Crowns.”
• Dr. Burney Croll on “Emergence Profiles in Natural Tooth Contour.”
• Dr. Mariano Polack on “Understanding Current All-Ceramic Systems.”
• Dr. Dennis Tarnow on “Computerized Dentistry for Private Practice: Abut-
ments, Ceramics and Occlusion.”

Module Two ($299 and worth 10 CE credits) features the following scholars and topics:
• Dr. Graz Gligo on “A Review of Smile Design Parameters” and “Achiev-
ing Aesthetic Laminate Veneers.”
• Dr. Mariano Polack on “Understanding Current All-Ceramic Systems.”
• Dr. Dean Vafiadis on “Computerized Dentistry for Private Practice: Abut-
ments, Ceramics and Occlusion.”

Module Two caries Expert Dental CE’s agenda forward by combining four
oustanding lectures into a cohesive
group that explores the up-to-date
topics in smile design, performing
laminate veneers and understanding

the differences in ceramics and the
cements they require for the best per-
formance and esthetics. Also covered
in detail is the latest information avail-
able on current knowledge for chair-
side CAD/CAM technologies for single
units and implants.

For more information, contact Expert
Dental CE at info@xpapce.com or visit:
www.expertdentalce.com

(References: Expert Dental CE)

Expert Dental CE creates two restorative, esthetic modules

Courses designed to address single biggest reason for rejected insurance claims: poor, marginal fit

In keeping with its mission to pro-
provide high-level online CE courses, Ex-
pert Dental CE (www.expertdentalce.
com) has launched its first two modu-
lar programs in Restorative and Aes-
thetic Advances.

Both modules are CERP approved.
“Our mission,” said Expert Dental CE
Co-Founder Dr. Frank Murphy, “is to
make sure the learner more than a superficial
introduction to a technique, while at
the same time offering material that is
useful and practical.”

You may be driving away patients

Many mobile users now expect any brand they engage with to have a
mobile-optimized site. Nearly half
of smartphone users say that visiting a
non-mobile-friendly site makes them
feel like the company doesn’t care about them. Additionally, more than half of
mobile users say they won’t recom-
mend a business with a poorly designed
mobile site. 15

If smartphone users reach a site and
see that it’s not optimized for mobile,
what will they do? They might leave
– 74 percent of mobile users are only
willing to wait five seconds or less for
a single Web page to load before leav-
ing the site. 14 Or worse, they might visit
a competitors’ site – 61 percent of cus-
tomers who visit a website that isn’t
mobile-friendly will leave to visit a
competitor. 6

The bottom line is that not having a
mobile-optimized site can hurt your
relationships with current patients, and
drive away prospective ones. As smart-
phone and mobile Web usage continues
to grow, this will only become a bigger
issue for dental practices without
mobile-optimized sites.

The mobile Web is where many of
people are, and where they go to
find and research your dental practice.
Optimizing your website for mobile will
help you best capitalize on the mobile
Web as a tool for building and strength-
ening relationships with patients. In
selecting a partner to launch your mo-
 bile site, make sure they understand
on-current knowledge for chair-
side CAD/CAM technologies for single
units and implants.

For more information, contact Expert
Dental CE at info@xpapce.com or visit:
www.expertdentalce.com

(References: Expert Dental CE)

专家牙科CE creation two restorative, esthetic modules

课程旨在解决单个最大的原因，对拒绝保险索赔： 空洞，边缘适配

In keeping with its mission to pro-
provide high-level online CE courses, Ex-
pert Dental CE (www.expertdentalce.
com) has launched its first two modu-
lar programs in Restorative and Aes-
thetic Advances.

Both modules are CERP approved.
“Our mission,” said Expert Dental CE
Co-Founder Dr. Frank Murphy, “is to
make sure the learner more than a superficial
introduction to a technique, while at
the same time offering material that is
useful and practical.”

You may be driving away patients

Many mobile users now expect any brand they engage with to have a
mobile-optimized site. Nearly half
of smartphone users say that visiting a
non-mobile-friendly site makes them
feel like the company doesn’t care about them. Additionally, more than half of
mobile users say they won’t recom-
mend a business with a poorly designed
mobile site. 15

If smartphone users reach a site and
see that it’s not optimized for mobile,
what will they do? They might leave
– 74 percent of mobile users are only
willing to wait five seconds or less for
a single Web page to load before leav-
ing the site. 14 Or worse, they might visit
a competitors’ site – 61 percent of cus-
tomers who visit a website that isn’t
mobile-friendly will leave to visit a
competitor. 6

The bottom line is that not having a
mobile-optimized site can hurt your
relationships with current patients, and
drive away prospective ones. As smart-
phone and mobile Web usage continues
to grow, this will only become a bigger
issue for dental practices without
mobile-optimized sites.

The mobile Web is where many of
people are, and where they go to
find and research your dental practice.
Optimizing your website for mobile will
help you best capitalize on the mobile
Web as a tool for building and strength-
ening relationships with patients. In
selecting a partner to launch your mo-
 bile site, make sure they understand
on-current knowledge for chair-
side CAD/CAM technologies for single
units and implants.

For more information, contact Expert
Dental CE at info@xpapce.com or visit:
www.expertdentalce.com

(References: Expert Dental CE)
Implant position in esthetic zone

Since the advent of modern root form osseointegrated implant dentistry in 1982, clinicians have strived for improvements in implant positioning in the esthetic zone to achieve predictable restorative and esthetic results. Years of clinical experience in congruence with controlled clinical studies have helped establish parameters as a guide for these results. Establishing a treatment plan and clinical protocol prior to implant placement is paramount.

Treatment planning traditionally begins with comprehensive medical and dental evaluations, articulated diagnostic casts, radiographs, cone-beam computed tomography (CBCT) scans and a diagnostic wax-up. Patient demands must be taken into consideration prior to surgery, and presurgical mockups may be necessary to convey the information to the patient.

The advancement of CBCT technology has led dentistry into a new realm of dimensional accuracy. In combination with the use of a surgical or guided stent, proper 3-D positioning of an implant has led to more accurate clinical results. The importance of the implant position can be manifested in the four dimensionally sensitive positioning criteria: mesiodistal, labiolingual and apico-coronal location, as well as implant angulation.1 The ultimate goal is not only to avoid sensitive structures, but to respect the established biological principles to achieve esthetic results.

Mesiodistal criteria
Correct implant position in a mesiodistal orientation allows the clinician to avoid damaging adjacent critical structures. A minimum distance of 15 mm between implant and existing dentition prevents damage to the adjacent teeth and provides proper osseointegration and gingival contouring. A distance of less than 3 mm between two adjacent implants leads to increased bone loss and can reduce the height of the inter-implant bone crest. A distance of more than 3 mm between two adjacent implants preserves the bone, giving a better chance of proper interproximal papillary height. (Fig. 1b)

Labiolingual criteria
An implant placed too far labially can cause bone dehiscence and gingival recession, while an implant placed too far lingually can cause bone resorption due to peri-implant infection. At the implant abutment junction leads to bone resorption due to peri-implant inflammation.2 It is suggested that an implant collar be located 2 mm apical to the CEJ of an adjacent tooth if no gingival recession is present.3 (Fig. 3)

Implant angulation
Implant angulation is particularly important in treatment planning for screw-retained restorations. Implants angled too far labially compromise the placement of the restorative screw while implants angled too far lingually can result in unfavorable and unesthetic prosthetic design. For every millimeter of lingual inclination, the implant should be placed an additional millimeter apically to create an optimal emergence profile. In general, implant angulation should mimic angulation of adjacent teeth.4 Furthermore, maxillary anterior regions require a subtle palatal angulation to increase labial soft tissue bulk.5

Apico-coronal criteria
Peri-implant crestal bone stability plays a critical role in the presence of interdental papilla.6 Implants placed too shallow may reveal the metal collar of the implant through the gingiva. Countersunk implants below the level of the crestal bone may give prosthetic advantages, but can lead to crestal bone loss. The ideal solution would be the placement of an implant equicrestal or subcrestal to the ridge. However, the existing microgap at the implant abutment junction leads to bone resorption due to peri-implant inflammation.6 It is suggested that an implant collar be located 2 mm apical to the CEJ of an adjacent tooth if no gingival recession is present.3 (Fig. 3)

Inclusive tooth replacement
The Inclusive® Tooth Replacement Solution was developed by Glidewell Laboratories as a complete, prosthetically driven method of restoring missing dentition. The solution comprises treatment planning, implant placement, patient-specific temporization and the definitive restoration (Figs. 5a–5f). When utilizing the comprehensive range of Inclusive Digital Treatment Planning services, the clinician has absolute and precise control of each step. The clinician has control of the four dimensions of implant placement in the esthetic zone, creating a consistently predictable result. To read the full article, you can access it on the website www.inclusivemagazine.com.

(Images: Glidewell Laboratories)

References
By Jay Geier

Odds are your practice is suffering because of a blind spot that I guarantee you’re not aware of. A blind spot that is costing you $5,000 to $50,000 a month (maybe even more). A blind spot that, if removed, could boost your new patients by 20-50 percent, maybe even as much as 100 percent.

‘Sandwich boards’ not enough
It all started about 15 years ago. I was vice president of marketing for a large private practice in Georgia. My sole responsibility was generating new patients, and my livelihood depended on it. I employed every imaginable tactic to get new patients—screening, health fairs, referral contests, magazine ads, newspaper and yellow page ads — just to name a few. I think I even wore a sandwich board and waved at drivers passing by at one point. It was never a question of whether or not my efforts were successful. They generated hundreds of calls every month, but the hard-earned calls just weren’t translating into new patients.

As you can imagine, this was a beast that had to be tackled. So I rolled up my sleeves and started pushing my team to its limits to figure out how to close the huge gap that was negating every marketing dollar spent and costing the practice thousands of dollars a day. I was able to use our practice as a learning lab. I worked day in and day out to discover the blind spot and figure out how to get rid of it. I knew I had cracked the code when the calls started translating into booked appointments and our staff set a practice record, scheduling 601 new patients in one week.

To eliminate the blind spot in your practice, it doesn’t require an additional investment. It doesn’t require a new source of new patients. It requires an open mind because it almost seems too simple to be true.

The secret lies in your telephone and your team, specifically your front-desk team. Both are investments you have already made, but they are not being developed to their peak performance potential.

Courteous, helpful isn’t enough
No doubt your staff is courteous and helpful to everyone who calls your office — and while that’s a good thing, it’s simply not good enough. In fact, their courtesy is probably resulting in lost new patients. And lost new patients means lost money.

For example, let’s say your average new patient is worth $1,500. Then one lost would cost you $1,500. Five lost would cost you $7,500, and 15 would cost you $22,500. And that’s just one month’s worth. Imagine the impact of that over an entire year or how the impact would increase drastically if your patient value is higher.

Being courteous and helpful are not praiseworthy qualities if your staff doesn’t produce a profitable result and, even worse, if it is costing you money. Actually, effective “closing” skills are the attributes your staff should strive to master.

But you can’t just expect them to possess this and know how to effectively use it. No one is born with these skills. They must be taught, then practiced, then reviewed on an ongoing and consistent basis.

Not knowing this can cost you thousands of dollars
If you are among the majority of dentists who are spending money to market your practice, you are absolutely not an exception. In fact, the reason for recognizing this blind spot and taking action to eliminate it is even more compelling because you are investing thousands of dollars, maybe tens of thousands, to get your phone to ring. And if the phone rings and it’s a shopper and the shopper doesn’t translate into a new patient, you might as well take every dollar, one by one, and flush them down the toilet.

It takes a lot of skill — and an open mind — to scrutinize your practice to create positive change. It takes even more talent, knowledge and a gift for teaching to work with your staff on the fine points of the changes needed to take your practice to the next level, and way beyond. But it’s worth it and it’s a win-win.

Your staff can be one of your best and most profitable marketing tools if they are trained and you leverage them correctly. But if not, they could cost you thousands.

Your staff wants to contribute to your practice’s growth
Create a plan to get your staff trained. Talented employees want training. They want to perform better and contribute to your practice’s growth and success. If you have someone who doesn’t, they shouldn’t be on your team.

Are you ignoring $5,000 or even more every month because you failed to identify and address an often-missed blind spot? Photo/Denisenko, www.dreamstime.com

Jay M. Geier is president and founder of the Scheduling Institute. He helps his clients reach new levels of success and create a lifestyle they dream of using their practice as the vehicle. He has a unique ability for getting results in a practice by leveraging its current resources, with a primary focus on getting the staff to take more ownership and responsibility and teaching them how to produce results. To see how your staff is performing with new patient calls, visit www.schedulinginstitute.com and click on “Take the 5-Star Challenge.” Call the office toll-free at (877) 317-6514 or send Geier an email at Jay.Geier@schedulinginstitute.com.

Komet USA celebrates 90 years of innovation

This year, the German-based Komet® organization celebrates its 90th anniversary, a milestone that underscores the company’s long-term commitment to the worldwide dental community. Since its start, Komet has brought countless innovations to dentistry, and made the brand synonymous with precision-engineered rotary instruments. When Komet’s young founders adapted their mother’s sewing machine for the milling and production of a small range of dental burs, they laid the groundwork for a global organization that, to this day, prides itself on its ingenuity, imagination and creativity. Each decade brought significant increases to the product range, and new materials and precision engineered rotary treatment and instrument manufacture have continued to propel expansion of the company’s instrument line. Komet leaders emphasize that everything about the organization reflects back to the company philosophy of merging tradition with innovation. These seemingly contradictory values guided the company through decades of challenges and triumphs, resulting in an enduring corporate strength. As it was in 1923, innovation remains the heart and soul of the Komet business tradition.

Komet kicked off its year-long anniversary celebration by unveiling the company’s new logo and corporate image. In undertaking the logo redesign, artists aimed to capture the spirit of the times while assuring global recognition of an established, trusted brand. Following the motto, “evolution rather than revolution,” the project moved forward to support the Komet values of quality, innovation, and tradition, aiming to honor and uphold these values while moving forward. To maintain the company identity, the primary, long-standing logo elements were retained. The distinctive Komet lettering has historically been associated with the company’s values of tradition and quality, while the spiral has long stood for dynamic and innovative power. By combining the two elements in a unified circle — which matches the shape of rotary instruments — the designers effectively created a contemporary look that blends the tradition and quality recognized around the world.

Throughout 2013, Komet will celebrate its young founders who turned a simple idea into a worldwide phenomenon. The celebration includes Komet customer events, friends and even competitors, recognizing that each has played an important role in the company’s journey.

(Source: Komet USA)