How much money are you wasting?

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One definition of "waste" is to use, consume, spend or expend thoughtlessly or carelessly, but wasting money is incredibly easy. Especially in a dental office, where there is often hesitation in making any change, whether in technique or in manufacturers, especially when things are running smoothly.

One of the most common areas in dentistry where the high cost of supplies has been with us for so long that we have begun to accept this as the norm is endodontics.

When the manufacturers are questioned about the prices they are charging, the standard responses are, "The market for these goods is limited," "The cost of researching new products is high," "The cost of the raw materials continues to increase," etc.

What they don’t tell you is that their primary expense is advertising, followed closely by the commission being paid to their salespeople.

And if you question one of the salespeople, it’s not uncommon for them to say, "Yes, our NiTi files are expensive. But they only cost $XX. And look at the fee you are getting for that root canal."

Or if you question the very high prices being charged for MTA, they quote the number of treatments that can be made with the amount of powder their container holds, forgetting to mention that once opened the powder begins to absorb moisture from the air, making it more and more unusable as time goes on. So that in reality the number of uses from a container can be substantially less than what you have been told.

Warren Buffett has been quoted as saying the, "Price is what you pay. Value is what you get."

We founded www.ZendoDirect.com to bring you value for every purchase that you make from us. And we did this by convincing manufacturers that you know and trust to offer you European-quality instruments and supplies at unbelievable prices.

We have created a line of products that I am personally proud to stand behind. For example, Micro Mega in Besancon, France, manufactures our entire NiTi product line.

It’s time to take Mr. Buffett’s advice and insist on value for the price you pay for your endodontic supplies.

You likely will be shocked at how much you are currently overpaying...

A graduate of the University of Toronto Faculty of Dentistry and the Harvard University graduate endodontic program, Dr. Barry H. Korzen is the founder of The Endo Academy (www.TheEndoAcademy.com) and Zendo Direct (www.ZendoDirect.com). He was an associate professor, assistant dean and former head of the Discipline of Endodontics at the University of Toronto Faculty of Dentistry. Besides writing numerous papers, Korzen has spoken to dental societies and organizations around the world and has delivered lectures at more than 20 universities. He has received fellowships from the American College of Stomatologic Surgeons, the International College of Dentists and the Pierre Fauchard Academy. Korzen is a past president of both the Canadian Academy of Endodontics and the Ontario Society of Endodontists and has been a longstanding member of the American Association of Endodontists and the Alpha Omega International Dental Fraternity. He can be contacted at b.korzen@ZendoDirect.com.

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