American Dental Technologies

Proven industry leader advances dentistry's next technological frontier

By: Carol Murphy, Executive Editor

From its incorporation in 1989, American Dental Technologies has introduced landmark technology breakthroughs. In every case, ADT’s innovative forward-thinking approach has resulted in dozens of entirely new treatment opportunities that have yielded a proliferation of new product categories for dental professionals.

Strong and insightful leadership is essential to insure the continued growth of progressive companies like ADT. In June, the company took steps to guarantee its continued strategic growth within the dental industry by appointing Roger Dartt as their new CEO. Formerly the President of Mediatrix International, a respected management consulting firm, Roger brings over thirty years of management experience to the helm of ADT.

A seasoned professional, Dartt has formerly held positions as CEO or COO of eight companies within the medical, dental, electronic and specialty retail. With his vast and diversified experience, Mr. Dartt has an unyielding focus on the importance of advanced laser and integrated technologies for dentistry. Executive Vice President, Jack Miller said, “Our team at ADT is extremely excited about Roger joining us and look forward to the company’s continued growth and a very bright future.”

Back to the Future

The dental industry's first glimpse into the realm and possibilities created by harnessing laser technology happened in 1988, when, American Dental Lasers, ADT’s original trade name, introduced and patented the world’s first nd/YAG laser, designed for dental procedures. The new dental lasers, designed for soft tissue therapy, were a huge success and immediately embraced by many of the industry's most advanced and prominent clinicians. The nd/YAG's wide range of use afforded new revenue streams by allowing dentists to perform many of the procedures they formerly referred out to specialists or totally avoided.

Developing industry standards

ADT knew immediately that proper training would be paramount to ensuring clinicians' success with laser procedures. Focusing on a community concept, American Dental Technologies became instrumental in forming the now famous Academy of Laser Dentistry. (Visit the Academy’s website at www.laserdentistry.org.) Through the combined intellectual energies of ADT’s in-house clinical team, coupled with members of the ALD, a standard of academic excellence was established. The concept of peer-to-peer training to achieve standard laser proficiency, as well as clinical parameters and training materials, were developed for the industry through early initiatives by the founders of ADT. It should be noted, this standardized training is still being used by leading manufacturers of dental laser equipment today.

With the successful integration of ADT’s soft tissue lasers within the dental industry, the natural transition was for the company to focus their efforts towards the development of a product that could be used on hard tooth structure. After creating and patenting a version of the currently popular erbium wavelength laser, ADT realized the supporting technologies to deliver such a strong wavelength through a fiber delivery system in the early ‘90s was insufficient and would require more extensive research to create a truly viable and predictable instrument.

Perfecting air abrasion technology

While ADT expanded their research and development efforts on the hard-tissue laser, they continued their innovative leadership by revisiting an old concept developed in the '50s called air abrasion. In 1992, their efforts gave birth to what is commonly referred to today as Kinetic Cavity Preparation (KCP). The perfection of this technology allowed dentists an opportunity to perform quick and relatively painless treatment of incipient caries, as well as a host of other procedures, with minimal use of anesthetic.

The enormous popularity of American Dental Technologies’ KCP air abrasion system catapulted the company into a brand new frontier of developing new technologies for highly profitable restorative dentistry. Practioners, impressed with the magnitude of the air abrasion technology within their practices, began to provide invaluable feedback as to their “technological wish list.” At the top of the list was a high-speed curing system.
While researching the feasibility and development of high-speed curing, ADT discovered that the same light source that powered their nd/YAG laser could be filtered to cure composite materials as well. In 1995, ADT launched their LC120 curing system. This xenon powered light source is transmitted through a plasma filled delivery system. Composite manufacturers and leading clinicians were soon revamping their materials and restorative techniques to take full advantage of the new curing technology. Today, this revolutionary light source technology has resulted in the introduction of a myriad of high-speed curing lights, composite materials and bleaching solutions designed to increase patient satisfaction and practice profitability worldwide.

In 1996, ADT once again listened to its community of users who wanted a smaller, lighter laser that could be conveniently carried between operatories. In response to these requests, ADT’s research and development team created the 11-lb DioLase ST, designed to accommodate a broad range of soft tissue applications. Since its introduction, the DioLase has become the number one selling diode laser in dentistry today. Some of the most prestigious training facilities in the dental industry–PAC~live, LVI, the Rosenthal Group and a host of aesthetic continuums around the world, use and recommend the DioLase.

Maintaining their reputation as industry innovators, ADT purchased the UltraCam Camera Company in 1998 and shortly thereafter reintroduced the camera with a “digital docking station.” This was the very first camera system to incorporate on-board computer storage to disk capability. The Ultra CAM III, with its docking station became an immediate success. The capability to directly capture images and immediately store them within a computer’s hard drive or peripheral storage device, has enabled practitioners to dramatically increase efficiency within their daily operating procedures.

The ‘all-in-one’ concept emerges
The increasing popularity of incorporating today’s high-tech instruments into the space constraints of operatories began to create space and function challenges for practitioners. With an influx of high-tech equipment within their operatories, dentists were often surrounded by cords and boxes that hampered their ability to efficiently utilize their new equipment. Recognizing these

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Jack Miller
Executive Vice President
American Dental Technologies’
Innovative Contributions to Dentistry

1986 American Dental Laser founded
1988 World’s FIRST dental laser launched
1991 ADL receives IPO and trades on NASDAQ
1992 The world’s FIRST modern air abrasion system is introduced–the KCP 2000
1994 ADT launches second generation of air abrasion systems–the KCP 1000
1995 ADT introduces high-speed curing system–Plasma Arc Curing (PAC) reducing cure times to 10 seconds or less
1997 ADT receives marketing clearance for laser-assisted curettage, a breakthrough treatment for periodontal disease
1998 ADT acquires the UltraCam–intraoral camera line and moves production to Corpus Christi, TX
1998 ADT acquires the ‘Probe One’ computerized probe system for automated periodontal charting
1999 ADT acquires ‘Chart-It’ software for computerized clinical charting
1999 ADT receives FDA clearance to market its nd:YAG lasers for hard tissue use on 1st degree caries
2001 ADT develops and introduces the Anthos system, the world’s first chair and instrument delivery ensemble to be fully integrated with advanced technologies
2001 ADT receives FDA clearance to market its new CaviLase, erbium laser system; for removal of caries and cavity prep in both primary and secondary teeth

“I like the PowerPAC...it does a great job of curing. It’s a lifesaver when doing sealants on squirming kids.”

August de Oliveira, DDS
Official DentalTown Townie
constraints, ADT put their creative minds together to develop the Anthos delivery system. This is currently the industry’s most advanced operative dental chair and instrument ensemble. The unit is the only one in the world with five technologies; air abrasion, a PAC light, an intraoral camera, a laser, and a micromotor (for use with endo attachments), all built into one convenient system. Although the convenient assembly of such high-tech equipment is duly impressive, clinicians absolutely rave about being able to operate the entire system with a single foot control. Further enhancements such as a flat-screen multimedia system with TV, SVGA and two separate video signals, a fiber-optic perio scaler and fully interactive assistant’s console are also available and can easily be incorporated.

There is a growing trend among dentists to maximize time, efficiency and profitability through the use of technology. The recognized need for advanced instrumentation has reached the critical mass of top producing dentists in North America. Jack Miller says, “Dentists’ perceptions of advanced technology instruments as being strictly luxury items are dramatically shifting to ‘must haves’ in order to accelerate efficiency, profitability and patient satisfaction. This shift in attitude is driving affordability issues and forcing dentists to make tough investment decisions regarding which technologies will produce the highest return on investment based on how often they are used. These issues are destined to open a new window of opportunity in the direction of fully integrated instrumentation. Treatment room ensembles, which contain varieties of advanced instrumentation will be widely accepted as a more streamlined ‘smart investment’ for the dental practitioner.”

ADT’s plans to meet the demands of industry growth
American Dental Technologies has recently reorganized its manufacturing and customer service departments to handle a significant increase in volume. “Dentistry in the United States has never been better,” according to Jack Miller, ADT Executive Vice President. “Increased insurance coverage, an aging population and a strong economy have been the catalysts for opportunity and growth industry wide.” ADT’s newly appointed CEO, Roger Dartt, believes that; “Recent trend indicators among consumers shows an accelerated interest in technologically advanced dentistry. Thanks to the Internet and health-based TV programming, many informed consumers are actually requesting certain procedures by name. Among practitioners, clinical acceptance for these procedures has finally reached maturity, which is precipitating a rapid increase in sales of many of their products.”

In addition to ramping up its infrastructure, ADT is preparing for a whole new direction in sales and distribution. Roger Dartt explains, “We are excited about the prospects of re-entering the dealer distribution area.. In the late 90’s the industry was inundated with me-too company’s attempting to cash in on the high-tech revolution within the dental industry. Unfortunately a temporary onslaught of gadgets and miracle gags confused the entire industry. Dentists became confused about what to buy and dealers were equally confused about what to sell. This
phenomena created a stalemate effect and sales for high-tech product categories rapidly fell across the board.” Jack Miller continues by saying, “Times were tough for a while which forced us to sell direct as a survival strategy but in the end it turned out to be a good thing. The inexperienced companies eventually vanished and our team gained a whole new perspective toward dealers and their role as a result of this experience.” Miller concludes by saying, “The laser and integrated technology markets are going to double and triple over the next five years. As we know from our vast experience within this industry, the successful implementation of high-tech equipment is extremely dependent on intensive training. ADT will be there to assist dentists in the next wave of technological advances with the same dedication to service and innovation our company’s reputation has been known for in the industry. We will make it happen...we are not merely survivors, we’re innovators!” DT

American Dental Technologies’ corporate headquarters is located at 5555 Bear Lane, Corpus Christi, TX 78405. For additional information on the company’s complete line of products, Phone 877-793-3717 or fax 713-956-1110.

ADT will soon host a comprehensive library of published articles and clinical abstracts on its entire line of products and clinical research at their newly redesigned website. Currently, these materials are available in hard copy and can be supplied upon request. Visit ADT’s website at: www.americandentaltech.com.

"The single most powerful word you can use to market your dental practice is LASER. In any civilized language at any age on any continent, the word "laser" instantly provokes images of technology at the highest level. In most cultures it is virtually impossible to mention this one word in association with any healthcare procedure without every person within earshot leaping forward to share an experience they have had involving a laser. This is especially true for dentistry! The mere fascination of having a laser procedure done so conveniently is enough to entice most patients. When you combine this with the patient’s discovery that the CaviLase® will eliminate the need for drills and needles (in most cases), you are sure to accelerate case acceptance. The ease of use, speed and comfort during restorative and soft tissue procedures will generate a positive and exciting new experience for your patients, which they are likely to share with friends and neighbors. The overall earning potentials with the CaviLase® are tremendous!"