

Dr. Fred's Top Eight

Full-time Massage Therapist

Every patient gets a 20-minute foot massage for dental hygiene and restorative appointments lasting one hour or longer. Our patients love it and it's a huge word-of-mouth referral source for new patients.

Demandforce

It self-markets to patients, does online patient appointment scheduling and Google reviews.

Diode Lasers (ZAP)

They communicate "high-tech" to our patients and we often get referrals from patients who are seeking a laser dentist. We use them as an adjunct to periodontal scaling, preparing tissue for impressions for crown and bridge and recontouring gingival margins for aesthetic veneers where needed.

Isodry/Isolite

A life changer for any situation where isolation is needed (except for the replacement of old alloys). The only thing I would change is the mouthpiece to one that is biodegradable.

ImageCam (Dentrix)

An invaluable education and co-diagnosis treatment-planning tool, since a picture is worth a thousand words. Patients can see what is going on inside their mouths. I would improve this product by having the ability to fluoresce the tooth and then photograph it for caries diagnostics.

Transcendentist Cloth Sterilization and Patient Barriers

These reusable items reduce office waste, save on supply costs and increase patient comfort. I especially love the fabrics: the sterilization line is made from a patented fabric that was designed for the sterilization process, and the patient bibs and head rest covers are 100 percent long-lasting cotton.

Noise-Cancelling Headphones (BOSE) and Meditation CDs

Who wants to hear the sound of the dental drill? We encourage all of our patients to experience a deeper sense of relaxation during their dental appointment. When patients are given permission to relax and breathe, loosen their ties, remove their shoes and the dental team is trained to provide a supportive environment, everyone benefits and patients will rave about your practice.

EDA Membership (www.ecodontistry.org)

The EDA provides top-notch educational resources, connects eco-friendly dental patients with green dental practitioners in their area and facilitates the connection between green dental practitioners so they can share the best that green dentistry has to offer.