

Brian's Top Five

	When you started to use	Why you cannot live without it	When do you use the item	How you market it to your patients	If you could change anything about the item, what would it be
CEREC 3D 	2005	Provides same-day restorations, I see much fewer incidents of post-operative endo and patients love it!	For porcelain inlays and onlays. Full coverage crowns and occasional veneers.	We show them the milling process and their restoration being made. Word travels fast.	Give it the ability to scan without powder and create a real model from a virtual model.
Cadent iTero 	October 2007	Ability to take digital impressions for cases that need to go to the lab.	For all gold, Zirconia and PFM. Also for bridges and multi unit cases.	Keep it in the hallway and show patients during the new patient tour or while taking them to their seat.	I would make the camera smaller and allow it to take impressions for Invisalign.
ZAP Diode Laser 	2005	It is great for tissue control during iTero and CEREC impressions. Also a great tool for gingival reshaping while doing a cosmetic case.	Sub gingival impressions, periodontal debridement and pocket sterilization and gingival re-shaping.	We always make sure to tell them of the benefits as an adjunct to their cleanings. Show before and after of gingival re-shaping cases.	I am waiting for the disposable tips
Smile Gallery Pro 	2007	It is a great way to show patients before and after of their mock-up or their cosmetic case.	I use the software for every cosmetic consult to show my work in an impressive way to music. It is great for mock-ups and showing patients what type of results they could achieve.	It markets itself. It also allows the patient to forward the presentation on to friends and family. Amazing!	Allow me to see e-mails that have been sent so I have the peace of mind that they made it OK.
Tekscan 	2005	Great tool for finishing off a full mouth case or even for helping equilibrate a bite in conjunction with a NTI.	I use it to put the final touches and occlusal changes on a multi-unit case. Also for finding premature contacts and heavy areas of occlusion.	Show them the technology as we use it.	Make it more affordable for dentists.