





Linc's Top Five	When did you start using it?	Why can you not live/work without it?	When do you use the item?	How do you market this item to your patients?	If you could change anything about the item, what would it be?
Canon 50D, 100mm Macro and Ringlight 	I started digital photography about five years ago, but have only had the 50D about three months. The color and exposure is much better than the old 300D.	Photography is the bedrock of patient communication and critically analyzing one's own work.	I photograph every new patient and every significant procedure. I also occasionally photograph mundane procedures just for the heck of it.	I don't market it. Patients notice, as in my area, most dentists do not routinely photograph their patients or their work.	Besides cheaper and lighter, I like it just the way it is.
Milestone SafetyWand 	Around three-and-a-half years ago.	I had shoulder problems previously, partly from holding a syringe and doing slow injections. The position of my arm is much better with the pen grip. Plus it gives me comfort that both my hygienist and I are giving injections exactly the same. Patients like it because it is much less intimidating.	Everytime someone needs local anesthetic.	I don't. They just notice that it didn't hurt and that I didn't give them a "needle."	—
CEREC 3D 	2004	I really struggled with inlays/onlays before I had the CEREC. I had trouble with contacts, losing temporaries or worse, getting temporaries stuck. Also, fracturing an onlay during try-in is a real excitement.	For all partial coverage or full coverage indirect restorations from the premolar back in favorable occlusal situations.	Truthfully, I don't market equipment. I market our practice and the results that we can give people. Occasionally I write about CEREC in my magazine column.	Make the camera head thinner for easier access. Allow use of non-flat milling burs for the intaglio of the crown.
NSK Electrics	About two years ago.	You just forget how tedious multiple preps are with a turbine until the electrics breakdown.	Just about everything.	It's a drill. It's not marketable.	I wish they were smoother and the bearings more reliable.
Isolite 	After last year's Townie Meeting.	I use rubber dam a lot, but there are some cases that aren't convenient, like when doing multiple quadrants.	When doing multiple quadrants or when I can't get a rubber dam on.	—	Have more suction holes at the retromolar area and less at front of the mouth.

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