



Dentaltown Magazine, like many popular outdoor magazines, presents the year's best picks for equipment, products and services. We might not particularly enjoy backpacking and our tent building skills could be considered "a bit rusty," so we're going to stick with what we know. The Townie Choice Awards is the annual Gear Guide for the dental profession, and we want you to be a part of it.

For the last 11 years, thousands of Townies have voted for their favorite products and services in the dental profession. Not only is it a great way to promote the companies you know and love, but it also helps your peers. Aren't you more likely to try a product or service if you know it has been recommended by scores of Townies? Us too! Winners in each category will be showcased in the December 2013 issue of *Dentaltown Magazine*.

To show you how much we appreciate your participation, we are offering some amazing prizes for Townies who complete their ballots! The earlier you vote, the more chances you have to win (see sidebar for dates and prizes). Voting opens July 8. Completing your ballot before July 12 will enter you into all prize categories. So what are you waiting for? Ready. Set. Vote.

Townie Choice Awards – Dentistry's Official Gear Guide

Voting Could Make You a Winner

July 12	Kindle Fire HD
July 26	\$250 Visa Gift Card
August 9	Bose Wireless Noise Cancelling Headphones
August 23	Townie Meeting 2014 Registration
September 6	Lunch with Howard Farran at the Townie Meeting or ADA (winner's choice)
September 20	Photo on the December <i>Dentaltown Magazine</i> Cover and \$1,000

continued on page 50

Demandforce

Award-winning Patient Communication and Marketing Software for Your Dental Practice

Demandforce is a complete marketing and communications platform to fit your practice's needs. Whether it's collecting online reviews, reactivating lost patients, confirming appointments or getting your practice found on the web, it can help. Running your own practice doesn't leave you a lot of time to think about growth and retention strategies, so Demandforce takes care of that for you.

It bundles the marketing and communications tools that every practice needs into one powerful web-based system that guarantees results and starts working for you instantly and automatically. Demandforce integrates with your existing practice management system so you can send the right message to the right patient at the right time.

Demandforce equips your practice with the easiest and most effective tools in the industry to communicate with your patients while increasing production, revenue and efficiencies. It automates appointment scheduling and confirmations using e-mail and text messaging, helps enhance your practice's online reputation on Internet sites, including Google, Facebook and Citysearch, and enables patient reactivation with promotions, newsletters and more. Best of all, Demandforce automatically tracks results and revenue generated from each of the online marketing and communications efforts to provide you with real-time visibility into the success of your practice.



How It Works

Demandforce installation is a snap. In 30 minutes your practice can be up and running. It syncs seamlessly with your existing practice management system and begins communicating with your patients automatically.

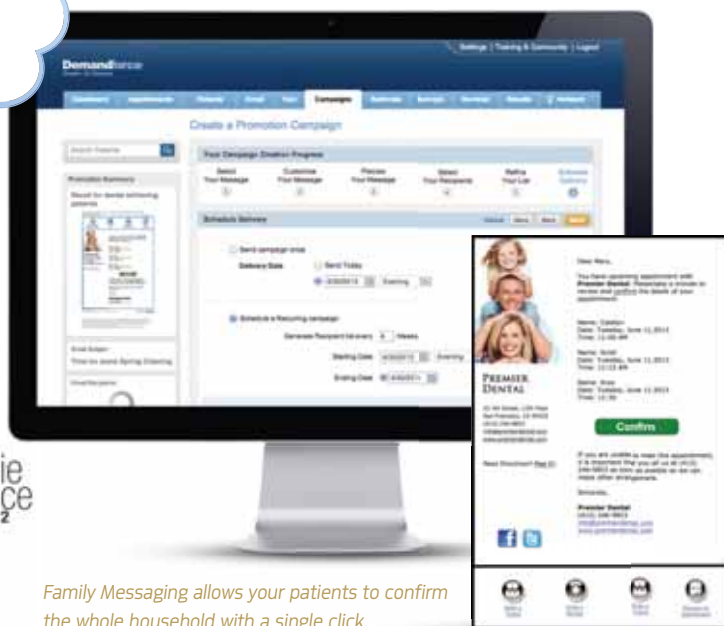


Demandforce is a four-time Townie Choice Awards winner within the Practice Management category.

For patients who haven't been into your practice for a while, bring them back with individually tailored communications such as a simple "We miss you" e-mail through Demandforce's Personalized Recall feature. You can reach out to your patients based on their individual recare needs instead of sending patients the same recall message every six months. You can even include a small incentive if you choose. For those patients who have an upcoming appointment, Demandforce will send them an e-mail and text message confirmation reminder, helping your practice reduce your no-show rate. And if you want to send them an additional text message on the day of their appointment, Demandforce can do that for you as well, automatically. Demandforce helps free up valuable time and resources, allowing your front office staff to focus on more important items, such as outstanding customer service.

After a patient's visit is complete, Demandforce automatically sends each patient a "thank you" e-mail where they have the option to write a public Demandforce certified review or submit a private survey. This is a great opportunity to check the temperature on how your practice is performing in real time, allowing you to keep your patients happy (or proactively address any internal issues). Demandforce then takes the certified reviews and

Demandforce automatically sends your certified reviews and business information to the biggest web sites and search engines.



Family Messaging allows your patients to confirm the whole household with a single click.

publishes them across the web on the biggest Internet sites such as Google, Facebook, Citysearch and more, helping local consumers find you when searching for a dentist online.

If you don't have your patient's e-mail addresses, Demandforce can help! You can find your missing patient e-mail addresses using Demandforce's E-mail Finder. We compare your existing patient list against permission-based databases and once we find a match, you can communicate with your patients through e-mail. Plus, you can now use customized postcards to bring your patients back to the office with targeted messaging. Keep your practice top-of-mind with your patients, both offline and online. It's that simple.

Communication, Reputation and Network

Demandforce drives overwhelming value to its practices by combining an award-winning communication platform with its reputational marketing tools and enhancing the solution with the Demandforce Network.

Effortless Communication Platform

Connecting with your patients is vital, and Demandforce makes this easier than ever by syncing with your practice management system to automate the right communications to the right patient at the right time.

Communications include:

- Automated e-mail communications, including appointment confirmations and past-due reminders
- Two-way text messaging for appointment confirmations and same-day reminders
- Instant feedback from satisfaction surveys sent to patients following each visit
- Social media campaign management, keeping you engaged with your followers
- Referral collection from your raving fans

Plus new communications features:

- New family messaging to confirm all household appointments with a single click
- New postcards to send targeted customized postcards to your offline patients



Sent patients two-way text messages to confirm appointments.

- New personalized recall to reach your patients based on their individual recare needs
- New recurring campaigns so now any campaign can be scheduled to go out on a regular basis

Online Reputation Tools

Demandforce helps practices build, maintain and leverage their most valuable asset – a good online reputation. Our reputational marketing tools always run in the background, making it easy for you to establish your practice as a trustworthy, reputable and quality dental provider. Our reputation tools include:

- Demandforce certified reviews from active patients, automatically published across the web to the biggest websites and search engines including: Google, Facebook, Citysearch and more
- Build your reputation on sites like Yelp, Twitter, Yahoo!, Google and Facebook through targeted e-mail campaigns
- Post reviews, promotions and capture appointment requests through our Facebook applications
- Set up 30 days of social media posts in just 30 minutes with Timely by Demandforce

Demandforce Network

Get found by 47-plus million local consumers through the Demandforce Network.

The Demandforce Network consists of:

- A unique business profile page with your practice information, online reviews, appointment scheduler and more
- The ability to easily be discovered by consumers searching for non-competing local businesses within our network
- Helps you attract the “right” type of new patients
- Opportunity to post offers and targeted promotions within the network to drive new appointments
- Online appointment scheduler to accept requests 24/7, so patients can schedule appointments when it's convenient for them. ■

Demandforce
an intuit company.



Reach your entire patient list with postcards and keep your practice top of mind.

Company Contact

Request a demo today and see why Demandforce has been voted a Townie Choice winner for four years in a row. Call 800-210-0355 or visit demandforce.com.

Glidewell Laboratories

Inclusive Tooth Replacement System

Glidewell Laboratories' Inclusive Tooth Replacement System is designed to address the planning, communication and component issues known to complicate implant cases between surgical and restorative phases. This all-in-one, restorative-based solution includes everything needed to restore a missing tooth. Custom, patient-specific healing, temporary and impression components ensure ideal soft-tissue contours are created from the day of implant placement. For just \$695, a complete case includes: prosthetic guide; Inclusive Tapered Implant of choice and corresponding surgical drills; BioTemps Implant Tissue Contouring Solution with custom healing abutment, custom temporary abutment and BioTemps provisional crown; custom impression coping; and prescription for final Inclusive Custom Abutment and BruxZir Solid Zirconia or IPS e.max crown (delivered separately). Call 800-854-7256 or visit www.inclusivedental.com to learn more.



BruxZir Solid Zirconia Crowns and Bridges

Glidewell Laboratories is thrilled to offer BruxZir Shaded, the latest in BruxZir technology. The new BruxZir Shaded formulation offers complete color penetration all the way through the restorations, ensuring greater shade consistency and preventing any shade change after occlusal adjustment. Glidewell Laboratories first launched BruxZir Solid Zirconia crowns and bridges in 2009 to provide a monolithic zirconia restoration indicated for bruxers as an aesthetic alternative to posterior metal occlusal PFMs and cast gold restorations. The result was a material that was "more brawn than beauty." With no porcelain overlay, BruxZir Solid Zirconia provides durability, strength and precision fit, and because BruxZir restorations are made of one homogeneous material, the possibility of chipping is nearly eliminated. Thanks to the continued efforts of the R&D team to improve the translucency and color of the material, BruxZir restorations are now also being used in the anterior, making BruxZir Solid Zirconia the most prescribed brand of full-contour zirconia. For more information, call 800-854-7256 or visit www.bruxzir.com.



Obsidian Lithium Silicate Ceramic

Obsidian lithium silicate ceramic is a new glass ceramic material indicated for the fabrication of full-contour crowns, three-unit anterior bridges, veneers, inlays and onlays. Unlike layered ceramic or porcelain-fused-to-metal restorations, Obsidian ceramic restorations are resistant to chipping due to their monolithic composition and average flexural strength of 373MPa. These ceramic restorations exhibit an ideal combination of aesthetics and strength with translucency that mirrors the vitality of natural teeth. Obsidian ceramic restorations exceed the ISO strength requirements for cemented all-ceramic restorations and can be used anywhere in the mouth. They follow traditional all-ceramic prep requirements and can be conventionally cemented or adhesively bonded. Obsidian ceramic restorations are available in all VITA Classical and Bleached shades. Model-free cases from a digital scan can also be prescribed for a savings of \$20 per unit. To find out more about Obsidian, call 800-854-7256 or visit www.glidewelldental.com.

BioTemps Scan and Save

There is now one more reason to prescribe BioTemps Provisionals – the “Scan and Save” service. Glidewell is now able to digitally scan the case, store the file and use it to create the final ceramic restoration. Simply request the “Scan and Save” service when filling out your BioTemps prescription and the lab will replicate the BioTemps anatomy for the final restoration using CAD/CAM processing. BioTemps allow patients to have a beautiful smile as soon as their teeth are prepared. These splinted crowns and full-arch bridges restore lost vertical dimension and promote contoured healing for ovate pontics or anterior extractions. They are also recommended by periodontists for patients who will undergo tissue therapy. BioTemps Implant Provisionals serve as natural-looking temporaries at any stage of implant treatment, while screw-retained BioTemps over implants will help create a predictable path of insertion. Because BioTemps retain the position of the gingiva, there are no surprises on the patient’s final visit, making them ideally suited for obtaining patient acceptance prior to prescribing the final restoration. Dentists simply send the impression or pre-operative model, and Glidewell does the rest. After preparation, simply reline and cement the BioTemps in the mouth. Glidewell also offers cast-metal substructures when indicated by pontic spans greater than three units, which come backed by a six-month warranty. ■



Company Contact

For more information, call 800-854-7256 or visit www.glidewelldental.com.



New Patients, Inc.

There's evidence-based dentistry. Is there also evidence-based marketing?

When dentists hear about a new perio procedure, a new instrument or any new treatment, the first words out of their mouths are, "Where are the studies? Where is the evidence?" And rightly so. Who wants to apply a new treatment to real patients without first having proof of its efficacy, results and safety? This has been called evidence-based dentistry. But is there such a thing as evidence based *marketing*? Is that even possible?

Evidence-based Marketing

Just as dentists demand evidence when it comes to treatments and procedures, why shouldn't they also demand evidence when it comes to the marketing of dentistry and their own practices? The principals of New Patients, Inc. (NPI), Howie Horrocks and Mark Dilatush, think they should. "Putting marketing dollars toward untested ads or mediums greatly increases the risk to those dollars," says Horrocks. "You will also add substantial risk if you don't know what's in the mind of the dental consumer."

What are the sources for evidence-based marketing? According to Horrocks and Dilatush there are only two:

1. Results tracking
2. Independent consumer research

Results Tracking

Since 1989, New Patients, Inc., has been engaged in tracking the results of all forms and media it uses for its clients' practices. This includes the results produced by direct mail, internal marketing, referral marketing, radio, TV, websites, web video,

search engine optimization, social media marketing, signs, billboards and any other medium that has an available and reliable statistical record.

With hundreds of clients in every conceivable demographic, NPI is essentially continually testing marketing efforts and tracking their results in the laboratory of the world. The company maintains that real-world results will always trump anyone's "good ideas" about what should work and what shouldn't work. You can either see the results of your marketing efforts or you can't. The numbers produced by an ad campaign are either good or bad. There's no emotion about it. NPI maintains that deciding where to spend your marketing dollars based on unseen or inaccurate results or based on what the dentist or staff "like" will usually end in disaster.

Company President Mark Dilatush adds, "That's usually the hardest thing for our clients to understand at first. It doesn't matter what they like. It doesn't even matter what we like. The ad or marketing effort either produces results or it doesn't, no matter how anyone 'feels' about it."

Do your own in-house result tracking. NPI encourages every practice that is engaged in promotion to the public to track the responses of the efforts by attaching a call tracking number to each promotion that consumes more than 10 percent of the marketing budget. Using a service like Call Source (www.call-source.com) can not only give the practice valuable result tracking but it also allows the dentist or staff to record the incoming calls for phone training purposes. These calls can be reviewed at



any time and can often lead to improvements in the conversion of callers to new patients.

Independent Consumer Research

New Patients, Inc., employs independent (outside the profession) consumer research. The purpose of this is to determine what the dental consumer finds attractive or important about dental care and also what they find unattractive or unimportant and everything in between.

Company CEO Howie Horrocks points out that promoting services and treatments the dentist wants to do (such as full-mouth rehabs) can often turn off consumers who aren't ready for that type of treatment. "Hardly anyone walks in off the street and asks for a full smile makeover. They have other concerns. It's very important to know what those are and how to address them in your marketing or they simply won't bother to call. Nearly every smile makeover patient started out years before with a toothache or some other dental problem. They only became interested in more extensive dentistry after months or years of education by the dentist, hygienists and staff."

Also according to Horrocks, the dental consumer will place a value for each technology or convenience the practice is offering. "For example, we discovered that having patient-friendly hours of operation was far more important to the consumer than just about any technology. Dentists often think their latest jaw tracking technology will surely get patients flooding into the practice, but for the consumer, they place a higher value on the convenience of Saturday or evening appointments."

Dentists and Consumers are Miles Apart

Another result of the company's research showed that the majority of consumers don't know very much at all about the technological advancements that have occurred in dentistry over the last 20 years. For example, during the study it became quite clear that most consumers knew next to nothing about CAD/CAM restorations. They didn't even know the technol-

ogy existed that would allow them to get a one-visit crown. However, once they were made aware that the technology did indeed exist – they placed a high value on it.

Dilatash says, "We knew the consumers were clueless and most dentists knew that as well. What neither of us realized was the *depth* of the ignorance. It was startling. Most dentists want to communicate to the consumer on a 'college' level, when the truth is that the consumer is still in kindergarten. However, if you explain the benefits of the technology in patient-friendly language, it suddenly becomes valuable to them even to the point they would change dentists or drive further to get this 'new' technology."

NPI asserts that this dental ignorance, far from being a liability, can actually present an opportunity for dentists. If the individual practice promotes the benefits of modern dentistry, as opposed to promoting only deals and price reductions, they will be able to connect with the consumers' real wants and desires.

"It's not all about price," says Horrocks. "It's true that price is important to consumers, but it's

not the only thing that's important. A wide array and proper mix of services, technologies, conveniences and public relations assets will outweigh price in the minds of the most qualified dental consumers."

New Patients, Inc., is a full-service marketing firm exclusively for dentists. Founded in 1989 by Howie Horrocks, NPI has grown its client base to hundreds of clients in five different countries. Its purpose is to get qualified prospective new patients to pick up the phone and make an appointment in clients' practices. NPI does this by conceptualizing, creating and deploying marketing campaigns that speak directly to dental consumers who are seeking a dental practice that exceeds their expectations. ■



The New Dental Marketing Book Everyone is Talking About

Company Contact

For more information call 866-336-8237 or visit NewPatientsInc.com.

Shofu Dental Corp.

Super-Snap: Shofu's Recipe for Success in Polishing

In the dental industry, few products have achieved the trusted reputation enjoyed by Shofu's polishers and abrasives. Dentists often tell the company how they began training with Shofu materials such as "Brownies," "Greenies" and "Supergreenies" in dental school, and have stuck with them for years. But what are the qualities that make one polisher truly successful where others fail?

Benefits of Super-Snap

Aesthetic Outcomes

More than any other quality in abrasives, at the end of the day, a successful polisher must leave the polished surface smooth, glossy and defect-free. This is achieved by understanding that no one abrasive fits all. Studies have consistently shown that bringing out the highest possible gloss requires using multistep systems such as Super-Snap. Super-Snap comes in a variety of grits and sizes, color-coded for easy recognition (coarse black, medium purple, fine green and extra fine red). Black and purple are composed of silicon carbide filler, and green and red contain aluminum oxide. These materials have proven to provide high aesthetics, safety, efficiency and clinical success over many years of use.


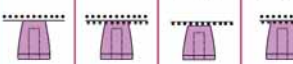


Ease of Use

Time is money, so successful polishers must be intuitive and easy to use. Materials that have complex or time-consuming steps will always be unappealing to dentists. Super-Snap is designed for easy, fast contouring, finishing and polishing of all micro-filled and hybrid composites. Using a contra angle attachment, Shofu's single-use disks snap easily and securely around the mandrel. This allows the dentist to switch from one coarseness and/or polisher size to another with minimal time and effort. Since there is no metal mandrel or hub exposed, there is no chance for gouging or ditching during your restoration. This can be a huge time saver since you aren't accidentally scuffing marks that will need to be buffed out later.

Variety of Grit Sizes and Selections

The Super-Snap system includes a variety of single- and double-sided abrasives. Disks are also available in both regular



SHAPE CATEGORY	Contouring		Finishing				Polishing		Super-Polishing	
SHAPE										
	MINI		MINI				MINI		MINI	
COLOR/GRIT	Black (coarse)		Violet (medium)				Green (fine)		Red (super fine)	
REFILLS (50 PK) PN	L506	L507	L508	L528	L509	L522	L501	L519	L502	L521

(12.5mm) and mini (7.94mm) sizes adding to the versatility of the systems. Super-Snap Minis provide the same abrasive properties as the standard size, but with a smaller diameter, which is ideal for anterior teeth, pediatric patients or when working in tight spaces.

For those hard-to-reach interproximal areas, Super-Snap offers proximal Polystrips. Polystrips contain the same abrasive grit as the disks, and use identical color-coding for easy selection. The center of each Polystrip is intentionally left uncoated to facilitate insertion into interproximal areas.

Convenient Packaging

Organization and proper packaging are essential components of successful products. They help by ensuring that dentists have all the tools they need when they need it most, and by helping maintain a clean working environment. To reduce incidence of cross-contamination and speed up treatment time, Super-Snap is also available in singles packs in both mini and standard sizes. Singles packs contain an assortment of abrasives from coarse to super fine so dentists will always have everything they need for a single patient prepackaged and ready to go. Additionally, the singles packs all contain a single-use plastic mandrel so dentists don't have to bother sterilizing materials after each patient.

Consultants commented on Shofu's finishing and polishing system saying: "Excellent polish!" and "Plastic mandrels in each packet are great! No more hunting for the few metal mandrels in the office." Twenty-four consultants reviewed Super-Snap Singles in more than 550 uses and rated them Excellent, specifically for



SHOFU DENTAL CORPORATION

nity with an extensive range of quality products. Shofu's longevity and continued success are driven by dedication to research and pursuit of technological innovations. A global company whose products are sold in more than 50 countries, Shofu strives for proven products for better dentistry. With well-known Brownies and Greenies as standard issue items in dental education, finishing, polishing and abrasives are an integral part of Shofu's business.

With "me too" and "gray market" products now emerging from other countries with similar names, with packaging and designs as those used by Shofu, it is important to remember that all abrasives are not created equal, and looks can be deceiving. Although certain materials may appear to be identical, there is a lot to be said about quality control standards. Genuine Shofu products are manufactured to the highest industry standards, renowned for their durability and strength, and can only be obtained through reputable dental distributors. Genuine Shofu abrasives remain your recipe for success for more than 40 years. Accept no substitutes.■

their ease of use and quality of final polish. Super-Snap Singles, which are designed for easy, fast and safe contouring, received a *96 percent clinical rating*. Super-Snap singles, flexible, abrasive disks with no metal hub center, have a plastic, latch-type mandrel that is disposable. "No metal in the center of the disk is great," one consultant observed. Super-Snap Singles were ranked by 90 percent of consultants as the same or better than the products they were currently using and 77 percent said that they would both purchase and recommend Super-Snap singles.

Cost Vs. Value

As all dentists know well, beyond servicing the immediate needs of the patient, fundamentally, dentistry is a business. Product selection plays a major role in the success or failure of a business. Given two products that achieve similar outcomes, dentists prefer materials that provide the greatest value. With an MSRP of around .50 cents/polisher, Super-Snaps are priced competitively to ensure that dentists don't have to sacrifice a superior polish just to reduce expenses.

Clinical Success

Over the years, Super-Snap has been extensively tested by dentists and opinion leaders, and has undergone reviews by various publications. Super-Snaps are consistently singled out as being easy to use, convenient and leaving a high-quality polish.

Quality Control/Reputable Manufacturer

A trusted name in the United States, Shofu Dental Corporation has a long history of providing the dental commu-



123 Postcards

Best Dental Marketing for the Lowest Cost on the Planet! Guaranteed.

New patients are the lifeblood of any dental practice. But attracting new patients is only half the battle. In fact, nearly 50 percent of new leads generated are lost during the first phone call. How can you ensure the best return on investment on your marketing, plus train your staff on the most effective methods to convert leads to booked patients?

It's as simple as 123 Postcards. Here's what you need to know about its differentiated solution:

- 95.7 percent of its clients return at least a 2X ROI every month.
- As a result, it guarantees you'll see a bare minimum of 200 percent ROI, or your fourth customized mailing is free!
- It'll even show you how to double your conversion of first-time callers to scheduled new patients.

123 Postcards is a dental marketing analytics company that is laser-focused on providing results-based measurement of your practice's marketing efforts. The proven process has been perfected through the successful delivery of millions of postcards and by analyzing hundreds of thousands of new patient calls to dentists in virtually every state.

123 Postcards partners with you in creating, deploying, tracking and scoring direct mailing campaigns that will accelerate the growth of your practice. It also works with you to continually refine your campaigns to get you the best results.

Here's the 123 Postcards difference:

Customized, High-Quality Postcards – From Concept to Print to Mail Drop

A sampling of how 123 Postcards enables a successful mailing campaign:

- **Custom Design** – Tailored to your specific practice and specialties based on proven methods that maximize response.
- **Targeted Demographics** – Sent to the type of patients you want to see and in the mailing area you want.
- **Exclusivity** – You can reserve the area you want to mail in.

100 Percent Incoming Call Tracking, Recording and Scoring

- **No Guessing** – Know your exact results at all times. Every mailing includes a unique, local call-tracking number that records and captures each incoming call.
- **Call Scoring** – Each new-prospect call is "scored" based upon 37 Key Performance Indicators (KPIs). This way your staff knows exactly how to improve their conversion ratios.



- **Get 30 Percent Better Results** – Statistically, the average practice misses one-third of its calls. 123 Postcards immediately sends missed call alerts so no potential patient falls through the cracks.

24/7 Access to Mailing Performance Dashboards

- **Real-time Performance Monitoring** – The cloud-based reporting software lets you see everything from marketing campaign metrics, to staff performance, to the new patients on your schedule.

Optimize Your Conversion Rate with Personalized Staff Coaching

- **Dedicated Account Manager** – You are provided with a dedicated account manager focused on monitoring your results to ensure your success.
- **Initial Training** – Prior to your first mailing, your coach will give your staff the training on tips and techniques proven in practices across the country to increase appointments.
- **Customized Staff Coaching Videos** – Your dedicated account manager continually monitors the results of your practice and provides customized staff coaching videos based on the needs of your staff.

All these tools are included in the cost of your mailing!

If you're serious about taking your practice to the next level, contact 123 Postcards to reserve your mailing area today. Call 877-319-7772, e-mail info@123postcards.com or visit www.123postcards.com. ■

3M ESPE

Innovations in materials, technology and design help address challenges in dentistry

Filtek. RelyX. Scotchbond. Impregum and Imprint. Sof-Lex. These are just a few of the trusted brands that 3M ESPE has introduced as part of its commitment to solving real-world problems in dentistry. For eight consecutive years the company has been named the "Most Innovative" in the dental industry by The Anaheim Group, and Townies have recognized 3M ESPE as their highest ranked dental manufacturer, averaging 13 Townie Choice Awards per year. This pace of innovation is something 3M ESPE takes very seriously, and it's the feedback received from dentists around the world that makes it possible to continue it year after year. This process of gathering feedback became easier this year via a ratings and reviews option on 3M ESPE's website. It allows dentists a way to give authentic feedback 24/7, which is something the Dentaltown community can truly appreciate.

The constant pursuit of "faster, easier, better" solutions happens in big ways – like introducing a digital impression system that truly makes digital dentistry accessible without compromising quality. It also happens in small ways, such as a unique spiral shape that allows a finishing and polishing wheel to adapt to all tooth surfaces. 3M ESPE focuses on helping dental professionals overcome challenges – big or small – so they can focus on their practices and their patients. ■



New Sof-Lex Spiral Finishing and Polishing Wheels' innovative spiral shape gives dentists a versatile and simple alternative to traditional points, cups discs and brushes. When Lava Ultimate Restorative, RelyX Ultimate Cement and Scotchbond Universal Adhesive are used as a system, dentists can expect three products that deliver optimal results for their patients.



3M True Definition Scanner – predictable clinical outcomes, highly accurate, and a flexible, open platform.



The 3M ESPE Retraction Capsule and 3M ESPE Intra-oral Syringes are two of several products to have won Red Dot awards – continuing the company's commitment to solving problems for customers through innovative design.

3M ESPE

The New A-dec 400 Does It All Just Right

Introducing A-dec 400, a thoughtful approach to productivity, ergonomics and comfort

When something connects and aligns just so, it can be exhilarating. For golfers, it's crushing the ball long and straight. Foodies crave the right balance of richness and depth. Even mathematicians can feel the glory in intersecting paths. For dentists, it's the affordable yet refined dental chair to ensure comfort, dependability and ease.

A-dec introduces the A-dec 400, a new sweet spot for the treatment room. A-dec 400 marries form and function for superb patient and doctor comfort and access. It is contemporary design in a robust package; modest luxury with proven reliability.

Unveiled in summer 2013, A-dec's latest addition to its family of treatment room offerings gives dental teams a truly versatile configuration. The Radius delivery and support modules quickly and easily rotate around the chair for complete left/right compatibility. The chair's ultra-thin and flexible backrest enables the doctor to get in close. The armrest design gives patients a particularly sturdy and secure grab point, while the structure's 400-pound load rating exceeds the industry standard.

"Our approach is to help doctors maximize productivity without sacrificing patient comfort," says A-dec Project Chief Tom McCleskey. "With A-dec 400, doctors get exceptional aesthetics with features that make it a versatile investment."

The new A-dec 400 is also designed with well-placed mounting locations for the delivery system and support-side modules. Doctors are able to Radius-mount a monitor, light, control, cuspidor and assistant's arm. The front-mounting location offers flexibility for limited space, while also providing excellent ergonomics for operators who prefer side delivery.

Aside from mounting locations, doctors are able to choose from A-dec's three dental light offerings and specify factory-installed ancillaries that can be integrated into the delivery system and pre-wired for the touchpad controls.

For customizable styling, doctors can choose between sleek seamless upholstery and plush sewn upholstery. A-dec's wide range of designer color options lend themselves to the A-dec 400 chair's contemporary aesthetic and robust design elements.

Integrate Easily and Seamlessly

The A-dec 400 dental chair and A-dec 300 delivery system offer a great combination of compact maneuverability and genuine style. The A-dec 300 delivery system is designed to be small on the outside and big on the inside.

- Simple, streamlined and smart, the A-dec 300 deluxe touchpad and foot control combine to add ease to your handpiece, integrated accessory, dental chair and dental light functions.
- You can pre-set your intra-oral camera, ultrasonic instrument, curing light and up to two electric motors.
- It's upgradable for the future. The delivery system platform allows you to add the latest innovation in clinical products.
- Push-button flexarm brake locks in the delivery system position at the desired height for optimal ease and ergonomics.

Instead of sacrificing ergonomic access to the oral cavity for patient comfort, have both. And when you add robust construction, contemporary styling, and left/right versatility, it adds up to an outstanding investment.

- Ultra-thin backrest enables you to tuck your knees under the chair for optimal ergonomic access.
- Robust two-position armrest design gives secure patient support, and stows easily out of the way for direct access by the dental team.
- Radius-style delivery and support modules rotate quickly and easily around the chair for complete left/right compatibility. ■



Align Technology

Innovation That Helps Build Practices

The word “innovation” has come to be commonly used as a synonym for “new technology.” However, Align Technology has a much broader perspective. At Align, innovation certainly includes new technologies, but just as importantly, innovation means a commitment to finding ways to enhance, improve or completely rethink workflows, the patient experience, patient outcomes and practice efficiency.

That commitment to innovation continues with exciting advances that help doctors build their practices by helping patients visualize results, increasing patient acceptance, offering a more pleasant patient experience and delivering better outcomes.

Intra-oral Scanning Increases Comfort and Accuracy

The iTero digital impression system represents impressive technology innovation – it includes the latest advance in parallel confocal laser-based optical scanning in a fully integrated system. At the same time, however, it truly revolutionizes the patient experience and treatment accuracy. For patients, it eliminates the mess, unpleasant taste, tray size, bulky material and gag reflex associated with traditional impression-taking techniques.

For the doctor and staff, the scanner is easy to use, fast and efficient. The iTero scanner saves 23-33 minutes per patient, in addition to eliminating time spent for clean up, packaging and shipping impressions to the lab.

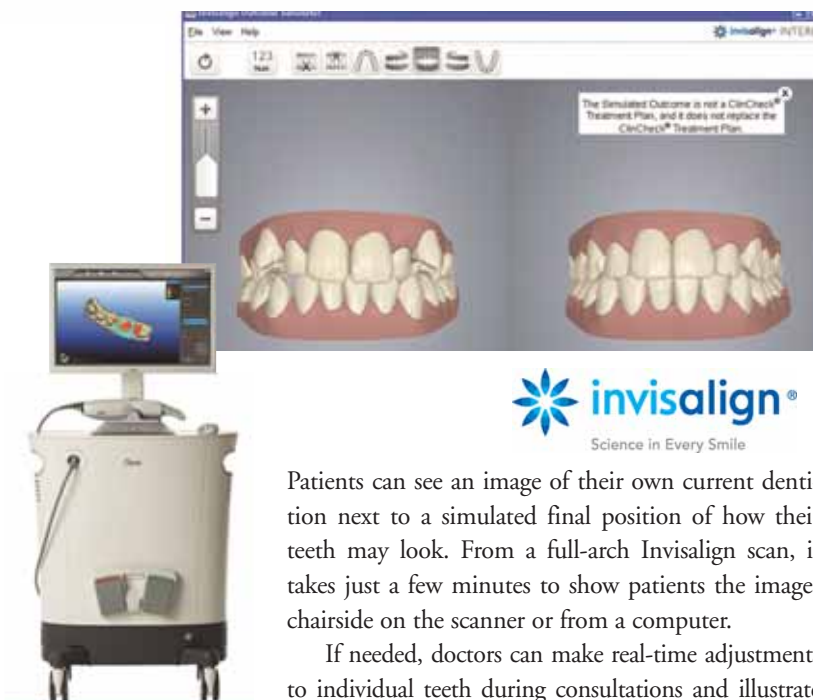
Accuracy is significantly enhanced. Impression materials such as plaster, rubber base material, polyether, reversible hydrocolloid, reversible hydrocolloid and PVS have unique properties and idiosyncrasies, which make it difficult for doctors to produce consistently outstanding results. With iTero scans for Invisalign treatment, doctors experience 10 times fewer rejections of impressions compared to PVS impressions and have seven times fewer aligner fit issues.

The time and efficiency savings alone are impressive. But how does iTero intra-oral scanning directly help build a practice? Patients’ positive word-of-mouth advertising about their experience results in new patients.

Simulated Outcomes Support Decision Making

Related to the iTero scanner is the new Invisalign Outcome Simulator – a chairside application powered by iTero that helps patients visualize the potential Invisalign treatment outcome.

**data on file with Align*



Patients can see an image of their own current dentition next to a simulated final position of how their teeth may look. From a full-arch Invisalign scan, it takes just a few minutes to show patients the images chairside on the scanner or from a computer.

If needed, doctors can make real-time adjustments to individual teeth during consultations and illustrate how advanced treatment options will affect the outcome. When patients see the anticipated results ahead of time, they can make more informed decisions when considering treatment.

Innovative Materials Improve Control of Tooth Movements with Invisalign

Another recent Align Technology innovation is one that improves control of tooth movement during Invisalign treatment. SmartTrack, a next-generation clear aligner material, is a highly elastic material that maintains more constant force over the two weeks that a patient wears the aligners.

The flexible SmartTrack material also more precisely conforms to tooth morphology attachments, and interproximal spaces to improve control of tooth movement throughout treatment.

“I’m very pleased with the new SmartTrack aligner material,” said Dr. Werner Schupp, an orthodontist practicing in Köln, Germany and a participant in the SmartTrack study. “The aligners fit better and are much more comfortable for our patients, and the tooth movement is more precise in all directions.”

Clinical observations have been borne out in a study* of 1,015 patients treated with Invisalign aligners made with SmartTrack. The study shows statistically significant improvement in control of tooth movements, such as rotations and extrusions ($p < 0.001$), compared to patients treated with aligners made with previous Invisalign material.

It's All Good

Innovation that delivers measurable results is the only innovation that matters. For doctors using Invisalign, innovation is driving practice results, as well as clinical outcomes. ■

Bayshore Dental Studio



When a patient's treatment plan calls for a conventional metal partial, why not consider a flexible partial?

Bayflex is lightweight, comfortable and practically invisible, with no metal clasps. When compared to other flexible options, Bayflex offers the perfect degree of flexibility, is stain-resistant and does not discolor, warp or become brittle, providing maximum retention, stability and aesthetic appeal. Best of all, your patients will love you for recommending Bayflex, and are likely to refer their friends.

Bayflex Benefits to You and Your Patients

Bayflex partials are discrete. The natural tissue design and high translucency present in Bayflex blends with patients' natural tissue tone. In addition, each Bayflex partial is designed to follow the pattern of natural gingival contours and pigmentation with our custom thin clasp design.

Patients quickly adapt. Bayflex is thin, which provides comfort and confidence when speaking, chewing and smiling. Its supple material allows natural sensation and taste, and its flexibility absorbs shock from occlusal and masticatory forces. Bayflex is monomer-free, biocompatible and hypo-allergenic, making it a great option for patients who are sensitive to acrylic. Bayflex polymer teeth are also safe for opposing dentition.

Bayflex easily adjusts, but is difficult to break. Its durability matches conventional metal partials, but fine-tuning can be done in minutes. Nylon-based RPDs withstand compressive forces better than their acrylic counterparts. Bayflex is made from a pure nylon in the super-polymides family. It will not deteri-

orate chemically when it comes in contact with the fluids, bacteria or the physical environment of the mouth. If long-term durability is a factor, ask about our premium wear-resistant teeth.

Cost is comparable to that of a conventional partial. Plus, with a flexible partial there is no tooth preparation or metal frame try-in, thus less chairtime. Bayflex can also be relined and repaired in the event of breakage. Flexibility is built in to every facet of Bayflex. It can even add teeth or clasps to an existing denture.

Bayshore offers design options for every treatment plan. Bayflex Hybrid Partial is made with a metal frame or metal mesh, allowing for a firm vertical stop without unattractive metal clasps. Bayflex Single Tooth is the ultimate flipper alternative. Single Tooth provides all the retention, aesthetics and comfort of a semi-permanent restoration for the price of a provisional. Two additional options include Bayflex Unilateral and Bilateral Partial.

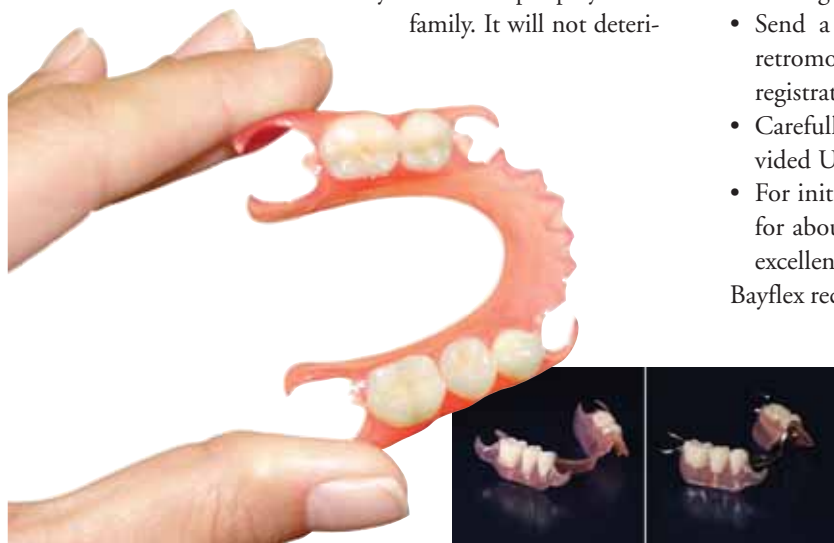
Strong candidates for Bayflex (high case acceptance rates, without requiring a try-in):

- Kennedy Class III (unilateral bounded partially edentulous)
 - Kennedy Class IV (bilateral bounded anterior partially edentulous)
 - Interim prostheses (popular for healing stages of implant cases)
- Bayflex Hybrid Partial is appropriate for:
- Kennedy Class I (bilateral free ended partially edentulous)
 - Kennedy Class II (unilateral free ended partially edentulous)

Tips for a Successful Case

- Use alginate impression material.
- Send a poured model showing the vestibular borders, retromolar pad (for cases with distal extensions), a bite registration, gingival shade desired and tooth shade.
- Carefully wrap, pack and ship your model with the provided UPS label.
- For initial insertion, submerge the appliance in hot water for about one minute to increase flexibility and allow for excellent adaptation upon placement.

Bayflex recommends you consider a flexible partial whenever your patient's treatment plan calls for a partial denture. The Bayflex Flexible Partial, offered exclusively by Bayshore Dental Studio, provides all the benefits of a flexible partial plus exceptional customer service and a 100 percent satisfaction guarantee. When prescribing your next flexible partial consider a Bayflex. ■



Biolase

Biolase, Inc., is a biomedical company that develops, manufactures and markets dental lasers, and also distributes and markets dental imaging equipment. Its products utilize technologies that advance the practice of dentistry and medicine at the molecular level. Its laser products incorporate approximately 290 patented and patent-pending technologies. The dental laser systems perform a broad range of procedures, including cosmetic and complex surgical applications, and are designed to provide biologically clinically superior performance with less pain and faster recovery times than are generally achieved with drills, scalpels and other dental instruments. The dental imaging products it sells provide cutting-edge technology at competitive prices to deliver the best results for dentists and patients. Other products under development address ophthalmology and other medical and consumer markets.

The latest laser innovation from Biolase is the Epic Total Diode Solution. Packed with exclusive technology and features, the Epic sets a new standard in diode laser performance and value. A breakthrough graphical touch-screen puts up to 20 common soft-tissue procedure presets – plus 20-minute dual-arch teeth whitening and FDA-cleared temporary pain relief – right at the operator's fingertips. Furthermore, Epic can be a financial benefit for many practices because of the integrated, FDA-cleared protocols for laser hygiene and perio as an adjunct to scaling and root planing. Plus, a new ComfortPulse setting reduces pulse length to as little as one ten-millionth of a second to avoid heat build-up at the surgical site, for fast tissue cutting with less patient discomfort.

Other laser products available include WaterLase iPlus, WaterLase MDX and WaterLase MD Turbo, the company's full range of all-tissue laser devices. WaterLase iPlus represents the pinnacle of 20 years of ongoing research. Known for virtually painless "no shot, no drill" cavity preparations,* the WaterLase iPlus cuts up to twice as fast as previous WaterLase systems. The iPlus dual wavelength system includes the legendary YSGG wavelength for hard tissue and bone, and the iLase diode portable laser for soft tissue. When coupled together for deep pocket therapy, the system is truly advanced in user controls, fiber management and efficient energy delivery. An all-new intuitive user interface simplifies the setup for



BIOLASE

53 common dental procedures encompassing the vast majority of general dentistry. For versatility and return on investment, the iPlus is a great buy, with FDA-cleared deep pocket therapy periodontal treatment, root canal treatment with a higher level of disinfection, a wireless iLase diode laser docking station, and much more – all for much less than you think.

WaterLase MDX and WaterLase MD Turbo are also ideal for dental practices seeking a more basic and lower cost entry point for all-tissue laser dentistry.

"Although the WaterLase MD platform was first released in 2004, there have been many improvements and refinements, including a more flexible fiber, faster cutting handpieces and many other important improvements," said Dmitri Boutoussov, the chief technology officer and long-time head of the company's R&D department.

Biolase also recently launched its newest NewTom system. The VG3 incorporates best-in-class technology with competitive pricing and options for upgrading to 3D CBCT at a later time. If a dentist has not upgraded from a traditional film-based panoramic unit, now is a great time. VG3 offers NewTom's brilliant image quality and low-radiation dosage with a scalable platform that grows with the practice," said James Hsu, product manager over Biolase's imaging systems.

VG3 is a truly modular hybrid that can be installed as a digital 2D panoramic X-ray system and later be upgraded to add a cephalometric sensor and software and/or 3D cone-beam-computed-tomography (CBCT). Biolase also offers the NewTom VGi, which, according to internal and external testing, has one of the finest image quality of any CBCT system available.

For a complete listing of Biolase's product offerings, visit www.biolase.com. ■

**Not all patients can be treated without anesthetic.*

BISCO's TheraCal LC

The first light-cure flowable with a purpose to stimulate and assist in regenerating dentin

by Douglas J. Brown, DDS, FAGD

Protecting the pulp is a priority in every clinician's restorative plan. TheraCal LC is dentistry's first HEMA-free, radiopaque, flowable resin liner to contain "apatite stimulating" calcium silicates. TheraCal LC's placement serves to seal, protect and stimulate the natural healing process of pulpal and dentin repair. Regeneration is optimized with the use of a material that serves as a barrier, creating an alkaline healing environment, and most importantly, releasing calcium-stimulating ions to mobilize repair.

Within the scope of revitalizing and healing damaged tooth tissues, *calcium is to dentin as fluoride is to enamel*. TheraCal LC is the innovative alternative to the commonly used calcium-releasing materials of CaOH, mineral trioxide aggregate (MTA) and capsulated portland cement. It also can be used as the replacement for resin-modified glass ionomer liners (RMGI) due to TheraCal LC's excellent handling, ease of placement, insolubility and enhanced regenerative properties.

Capsulated portland cement and paste/paste MTA are difficult to use and time consuming. RMGI's are mildly acidic and contain HEMA, which might be cytotoxic to pulp tissues as described in the literature. TheraCal LC was developed to incorporate the proven clinical benefits of calcium releasing materials and the sealing ability of RMGI, but without the cytotoxicity of HEMA and solubility of the paste/paste materials currently in use (e.g., CaOH products).

Clinically Proven

The proprietary formulation of TheraCal LC consists of tri-calcium silicate glass in an "ion permeable," hydrophilic monomer. Upon placement and light curing, ions in dentinal fluid are allowed to interact with the hydroxide and calcium ions released from TheraCal LC's calcium silicate glass particles to create both an alkaline-sustained healing environment and to promote apatite formation in a scaffold-like manner. Calcium silicates, mineral trioxide aggregates and portland cements are backed by many years of research showing their clinical benefits and effectiveness.



Calcium and hydroxide release promote:

- a source of reparative ions
- creating a sustaining alkaline environment required to promote dentin tissue healing
- providing immediate bond and sealing properties
- stimulating hydroxy-apatite and secondary dentin formation within affected tissues

Ease-of-Use and Versatility

TheraCal LC is dispensed directly onto affected moist tissues from a flowable syringe – no mixing, clicking or triturating. Direct placement offers the security of providing an immediate protective barrier for the pulp-stimulating, naturally occurring apatite revitalization for pulpal protection. TheraCal LC is light-cured in 20-second impulses in 1mm increments. Because of its thixotropic properties, TheraCal LC's precise placement simplifies its use in all deep cavity preparations, including direct pulp capping, and will not rinse away.

TheraCal LC is the first resin-modified calcium silicate that can be placed directly on pulpal exposures after hemostasis is obtained and is indicated for any exposures, including carious, mechanical or exposures due to trauma. Considering these unique benefits, TheraCal LC should be every clinician's first choice for quick and effective pulpal and tooth protection. ■

Author's Bio

Dr. Douglas Brown is an industry consultant/advisor.

Brasseler USA

Redefining endodontics bioceramic technology

EndoSequence BC Sealer

EndoSequence BC Sealer is redefining the way many specialists approach endodontic obturation. For years scientists and practitioners alike have been in search of the ideal root canal sealing material. Unlike other facets of dentistry, endodontic sealing applications demand the use of a material that is capable of setting in the presence of moisture and is anti-bacterial while also being highly biocompatible. EndoSequence BC Sealer meets these basic needs and so much more!

EndoSequence BC Sealer is a revolutionary pre-mixed root canal sealer that utilizes new bioceramic nano-technology. Unlike conventional base/catalyst sealers, BC Sealer utilizes the moisture naturally present in the dentinal tubules to initiate its setting reaction. The canal should be dried just like you normally would, but unlike other sealers the set will not be inhibited by moisture. This highly radiopaque and hydrophilic sealer forms hydroxyapatite upon setting and chemically bonds to both dentin and to our bioceramic points (EndoSequence BC Points). BC Sealer is anti-bacterial during setting due to its highly alkaline pH (+12), and unlike traditional sealers, BC Sealer exhibits absolutely zero shrinkage and

is extremely biocompatible! BC Sealer can either be syringed directly into the coronal third of the canal or delivered via a hand file or point. BC Sealer can be used with cold or heated methods. However, many specialists have come to the conclusion that heat is not necessary with BC Sealer because of its slight expansion and its ability to bond to dentin. This truly revolutionary sealer has remarkable healing properties and is designed specifically to be non-resorbable. In the event of a slight overfill (puff), an anti-inflammatory reaction will not occur because the sealer is essentially a root repair material with a flowable viscosity. ■

How Does Your Current Obturation System Compare?

	BC Sealer & Points	Your Current System?
Highly Biocompatible and Osteogenic	<input checked="" type="checkbox"/>	<input type="checkbox"/>
User Friendly (premixed syringe delivery)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Absolutely Zero Shrinkage	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sealer Chemically Bonds to both Dentin and to Obturation Material	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Cost Effective (considerably less expensive than thermoplastic carriers)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Highly Antibacterial (+12 pH upon setting)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
100% Hydrophilic	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Highly Radiopaque	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Company Contact

For more information or to order, contact Brasseler USA at 800-841-4522 or visit www.brasselerusa.com.



Burbank Dental Laboratory, Inc.

Zir-MAX.M – The monolithic zirconia that meets the needs of today's dentistry



Dentistry has long awaited the arrival of an all-ceramic that is both aesthetic and durable enough to be considered as a legitimate alternative to porcelain fused to metal (PFM) and even gold restorations. The day has arrived, Zir-MAX.M meets the requirements that you have been looking for in a posterior all-ceramic restoration.

Strength

Zir-MAX.M monolithic zirconia is a full zirconia restoration that does not incorporate vulnerable layering porcelain into the equation. The weak link in all porcelain-fused-to-metal or all-ceramic systems is the layering porcelain that typically has a flexural strength around 100MPa. Since Zir-MAX does not use layering porcelains, it is stronger than all porcelain fused to any substructure material, metal or all-ceramic. With 850MPa flexural strength Zir-MAX more than meets the strength requirements in posterior dentistry.

Favorable Wear Characteristics

Fine-grained Zir-MAX zirconia is durable but also gentle to the opposing dentition. Polished Zir-MAX is significantly less abrasive than conventional feldspathic layering porcelain. Zir-MAX is kinder than any porcelain-veneered ceramic restoration.

Excellent Aesthetics

Zir-MAX has 25 percent more translucency than other full zirconia and all-ceramic restorations. Zir-MAX.M is internally colored and external color enhancement completes the aesthetic elements.

Simplicity of Cementation

Zir-MAX can also be placed with either conventional cements or bonded, making it fit into whatever procedures work best for you in your clinical judgment.

Indications and Requirements

Zir-MAX may be used in all applications that PFM would be used – crowns, bridges and implants. Bridges may have a total pontic span of up to 20mm of contiguous pontic width. Single or bridge restorations may be used for all positions in the mouth. However second molars are better serviced by our high-strength

Zir-MAX (compressive strength of 1250MPa). Zir-MAX-L (layered zirconia) may be used for anterior cosmetic units.

Restorations can also be mixed monolithic/full-contour zirconia and layered units in order to accommodate mixed strength and cosmetic needs.

Preparation

Ideal minimum margin preparation is .3mm chamfer, but all margin preparations may be used, including a full shoulder and feather-edge preparations are acceptable.

- 1mm axial wall reduction
- 1mm cingulum/occlusal reduction required
- As with any all-ceramic, no sharp or right angles

Adjustment Tips

- When adjustments are necessary for fit, adjust prepped tooth.
- When occlusal adjustments are required on the monolithic zirconia material, use a diamond with water for ceramic adjustments of veneer porcelain.
- Avoid carbide use.

Affordable – Value Pricing

Zir-MAX is specifically positioned for where today's dental practices exist. In an economy that has temporarily shifted toward need-based dentistry, Burbank offers a product that fills this need. Zir-MAX fits perfectly into a quadrant-dentistry, single-tooth niche. With 850MPa of strength it is an excellent restoration for premolar and molar restorations, effectively replacing many PFM and even full gold applications.

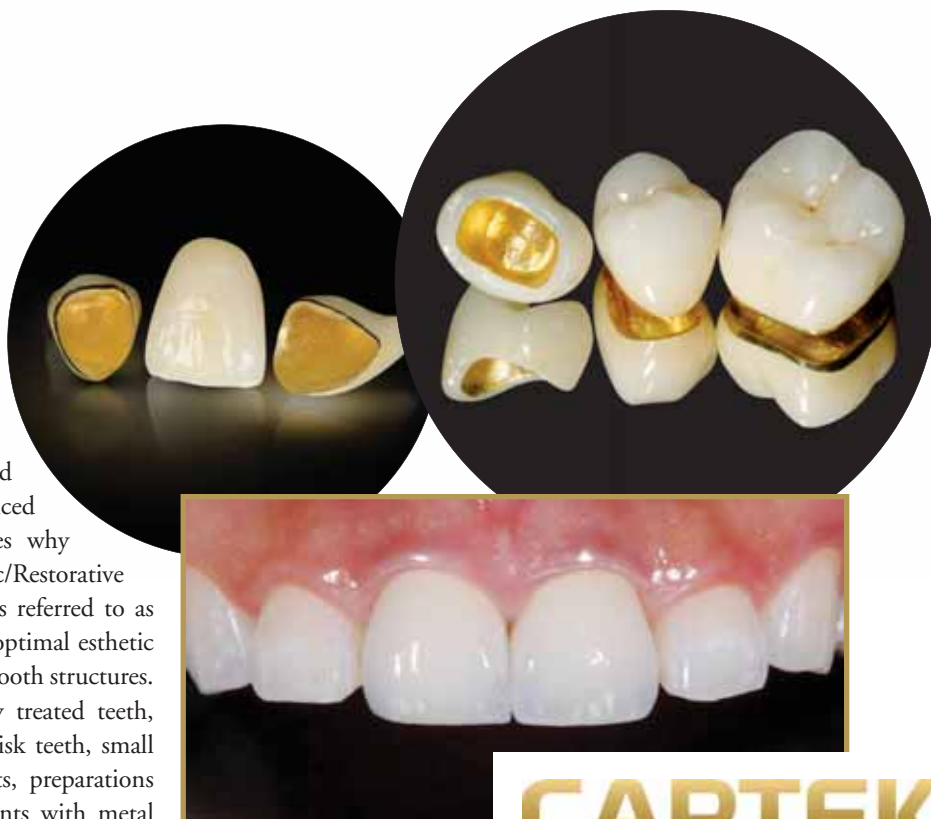
Due to the high level of aesthetics it can also be used near the smile zone when extra strength is required, and may also fit well into clinical needs for lower anterior restoration requirements for minimal reduction, and good wear characteristics. Zir-MAX restorations are the ideal restoration for your patients that demand aesthetics and durability, but are on today's budgets.

Try Zir-MAX for \$99/unit (introductory offer). For more information, call 800-336-3053. ■



Captek

Captek, voted Dentaltown's "Best Crown and Bridge PFM" for 10 consecutive years, is the only restoration clinically proven to protect restored teeth and gums from harmful bacterial plaque. The tremendous health and esthetic benefits dentists have experienced over the past two decades exemplifies why Captek was awarded a "Top 25 Aesthetic/Restorative Product for 2013." Captek by Argen is referred to as "the perio aesthetic crown" and as the optimal esthetic solution for managing dark underlying tooth structures. It is ideal for restoring endodontically treated teeth, implant restorations, periodontally at risk teeth, small lower anteriors, bridgework and splints, preparations where margins are intra-sulcular, patients with metal sensitivities, and cases where bonding is not practical.



CAPTEK
By **ARGEN**

Captek Nano Is Stronger

The Captek restorations available today are stronger and thinner. Captek's patented internally reinforced gold formula now includes nano particle shapes within the inner matrix. This adds 100 percent increased density of hard platinum and palladium particles inside the inner Captek core. The result is stronger Captek gold with higher fracture resistance, optimal porcelain to metal bond and even better aesthetic outcomes.

More Aesthetic

The beautiful, warm, dentin-like color of Captek Nano provides complete shade control for the ceramist and dentist. Captek is the perfect option when preparations are dark and dentists are frustrated by results from transparent ceramics, opaque zirconium or dark traditional metals. With Captek, there are no dark lines at the margins and a more realistic blend-in effect in the gingival third region.

Promotes Healthy Teeth and Gums

Captek is clinically proven to significantly reduce harmful bacteria, while leaving good bacteria to thrive. Dentists have embraced Captek as a healthy material choice that will protect restored teeth and promote healthy soft tissue over time. Captek is 100 percent corrosion free and recommended by dentists for patients with metal sensitivity or oral and systemic diseases that may compromise oral health.

Highly Affordable Gold

Captek by Argen is a cost-effective solution regardless of precious metal costs. The Argen Corporation is committed to manage costs and make this premium product available to all patients who can benefit from the health, esthetics, strength and versatility of this unique material. Due to the nature of the metal composite structure of Captek, there is a lower gold utilization per unit compared to traditional high gold alloys. In addition, with the introduction of Captek Nano, gold usage is even more controlled than ever before. Doctors and laboratories benefit from the affordability and consistency Captek Nano restorations offer. Lab costs are usually set up with flat fee pricing, allowing for straightforward and simple pricing for Captek.

Easy for Labs to Offer to Customers

Captek manufacturing is easier than ever. Now labs can enjoy all the features and benefits of Captek with a more automated and digital workflow. By scanning a die, and simply sending the digital file to www.argendigital.com at the Argen Digital Center, labs can receive Captek substructures within two business days. It is now easy for dental labs to offer Captek and provide the tremendous benefits to more doctors and patients.

For more information, call 800-921-2227 or e-mail captek@argen.com. ■

CareCredit

Help More Patients Access Care

To help more patients move forward with the care they need, let them know you accept CareCredit's healthcare credit card. It's easy to do. Simply use these free resources and tools CareCredit has available, including in-practice patient education brochures, online and social media site links, payment calculators and banners.

Display Materials

These materials are designed expressly for dental practices to place in the reception room, on the front desk and in other patient areas.

- Tent Cards
- Window Decal
- Patient Brochure



Website Materials

Potential patients increasingly rely on the Internet to learn about dental practices, including their payment options. You can help these patients by integrating the CareCredit credit card as a payment option* into your practice website. Our Advertising Toolkit makes it easy, with Web banners, buttons and a direct link to the CareCredit patient application and payment calculator.

**Subject to credit approval*



Provider Locator Listing

CareCredit providers have a free listing on our online Provider Locator, where potential patients conduct up to 560,000 searches each month.



Call today to learn new ways to help patients access care.

If you are already enrolled, call 800-859-9975.

If you are not yet enrolled, call 800-300-3046 x 4519. ■

CareCreditSM
Making care possible...today.



The DentiMax Dream Sensor

The diamond standard in dental digital radiography

by Jim Ramey

The award-winning DentiMax Dream Sensor is the digital sensor I have dreamed about since my first introduction to digital imaging many years ago. The sensor has everything you could ever want in a sensor. It produces a superb, award-winning image that I will put up against any image from any other sensor on the market. The image quality is top-of-the-line. For maximum patient comfort, the sensor has true rounded, beveled corners so you can get a true rounding of the actual sensor housing. Combined with the thinness of the sensor (it is the thinnest CMOS sensor on the market), you have the most comfortable sensor for your patients.

The DentiMax Dream Sensor uses the newest CMOS scintillator technology to produce this high quality image. With this scintillator, combined with the 19 micron pixel size and >20 Actual LPM (>26 Plus Theoretical LPM), the Dream Sensor has a resolution that is matched by only the most expensive sensors on the market.

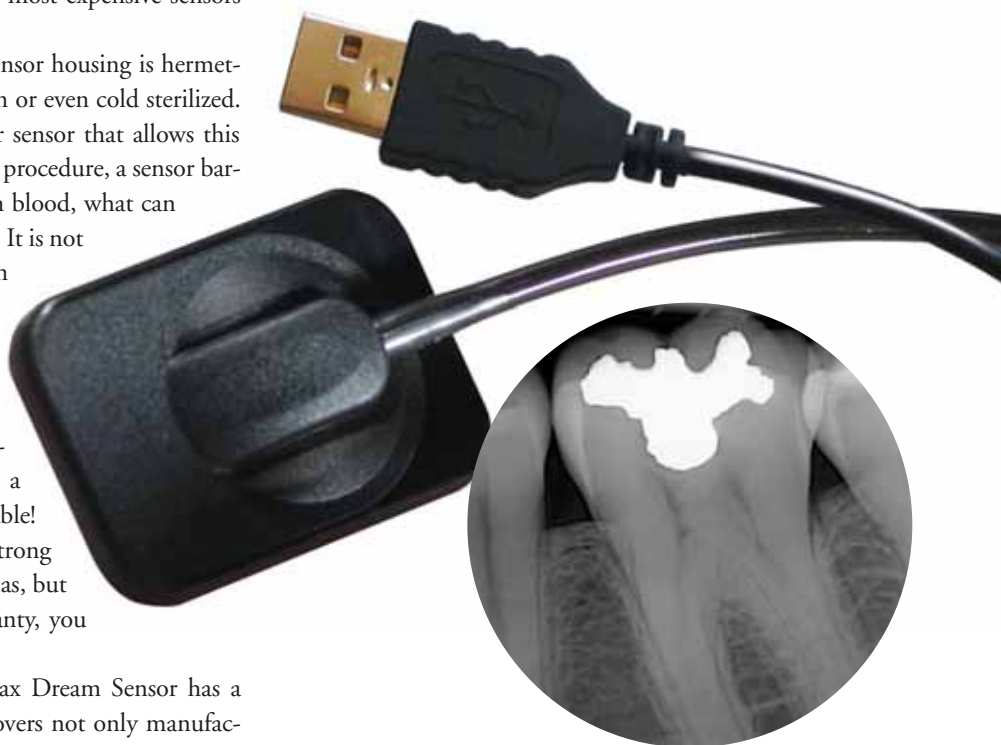
The smooth, rounded and beveled sensor housing is hermetically sealed – it can be soaked in solution or even cold sterilized. You will be hard pressed to find another sensor that allows this level of cleanliness. If, while performing a procedure, a sensor barrier breaks and the sensor is covered with blood, what can you do with other sensors available today? It is not enough to simply wipe it down. You can sterilize the Dream Sensor, guaranteeing it is free of pathogens.

Not only is the Dream Sensor comfortable, it is durable! Tungsten wire reinforces the entire length of the three-meter cable, which is also encased in a Kevlar sheath. Now that is a tough cable! Accidents can happen even with a super strong cable such as the one the Dream Sensor has, but with the DentiMax Dream Sensor warranty, you are covered.

Speaking of warranties, the DentiMax Dream Sensor has a great warranty! The five-year warranty covers not only manufacturer defects but accidental damage as well. If it is shut into a drawer or rolled over by a chair, you are covered. Many companies will make you purchase a new sensor if something like that happens, but with the DentiMax Dream Sensor, you will get a brand-new sensor with a brand new warranty at a greatly reduced price. You won't have to pay full price for a replacement sensor!

There are no required monthly or recurring fees with the DentiMax Digital Sensor system. Often included with the purchase of a sensor is free imaging software but many companies require monthly fees to maintain that software and get support for it. DentiMax Imaging software is a truly open imaging system that works natively with just about every other digital device on the market (no need for a TWAIN driver), and there are never any maintenance fees, support fees or recurring fees! Support is included with your DentiMax Digital Imaging system at no additional cost.

As you can see, the award-winning DentiMax Dream Sensor, combined with the DentiMax Digital Imaging software, gets high marks. This truly makes it the “diamond standard” in dental digital X-ray systems in my book. ■



DentiMax



Dentrix

Dentrix delivers more power with integrated third-party applications.

You might know that Dentrix is a powerful solution that helps dentists increase profitability, but you might be surprised to learn that the core Dentrix capabilities are just the beginning. With the release of Dentrix G5 and an all-new database, Dentrix now delivers a more robust platform for a complete digital dental office – by enabling the addition of a large and growing range of fully integrated partner applications and capabilities.

Make Dentrix the Center of Your Technology World

Turning to Dentrix as the central, unifying technology foundation for almost any practice makes sense. In addition to the integrated clinical, patient management and business management tools built into Dentrix to manage workflows and bring operatories, front office and other parts of the practice together, Dentrix now integrates X-rays and digital imaging, fraud monitoring and demand generation into the same cohesive experience. To give dentists access to these newfound capabilities, Henry Schein has introduced three new programs that provide more technology choices.

Dentrix Developer Program: More Apps Means More Choices

The Dentrix Developer Program makes it easier for partners to create products that integrate and work seamlessly with Dentrix. This translates directly into a larger, ever-growing family of new solutions that share information with Dentrix. It leads to higher-quality products that are easier to install and use. And it unlocks new possibilities for using Dentrix as the central, unifying technology foundation, so you can simplify your digital dental office and increase the value of your IT investment.



Dentrix Connected: Deploy with Confidence

This program allows Henry Schein to properly test and certify partner products, so practices can choose and implement them with confidence. After Henry Schein has tested a product, it can display “Dentrix Connected” to show it has been tested and certified to work with Dentrix. “When I see the Dentrix Connected logo, I stop worrying. It’s a big advantage knowing I can invest in new software and



equipment without the usual concerns about integration issues and installation problems.” – Dr. Bill Busch, DMD, MAGD

Dentrix Marketplace: An App Store for Dentists

The Dentrix Developer Program and Dentrix Connected exist to create more hardware and software options for the Dentrix platform.



The Dentrix Marketplace brings all those options together into a safe, convenient online experience. The site allows customers to explore, purchase and download Dentrix Connected solutions with a few clicks of the mouse. You can think of Dentrix Marketplace as your own app store for everything Dentrix. “I’m definitely not a technology expert, so I love having one simple, convenient place where I can shop for apps that are easy to install and that I know will work well with our Dentrix system.” – Donald P. Lewis Jr., DDS, CFE

The Bottom Line for Your Practice

These three programs – the Dentrix Developer Program, Dentrix Connected and Dentrix Marketplace – work together with Dentrix to create a more complete solution that is customized to each dentist’s needs. “These programs are ultimately about providing more choices and better experiences for our customers,” said Kevin Bunker, Henry Schein’s president of North American dental practice solutions. “Dentrix Marketplace has a lot to offer our customers today. And as more of our partners create more Dentrix Connected solutions, the possibilities get even more interesting and exciting.”

Visit www.dentrixmarketplace.com today to explore the options and see what’s possible. ■

DEXIS

Digital Radiography on the Platinum Level

The comfort design and single-sensor concept of the DEXIS Platinum Sensor and the intuitive, easy-to-use DEXIS Software provide dental professionals with an outstanding digital imaging experience.

Single-sensor Design with Direct USB

Image capture and processing electronics have been fully integrated into the sensor itself so there is no need for a separate adapter or docking station. Because the DEXIS sensor is a “plug-n-ray” device, it is highly portable and can be used in multiple operatories and fieldwork. Being able to take all X-rays with a single sensor adds to both the portability factor and ease of use. Its gold-plated connector greatly adds durability.

TrueComfort Design

To maximize both patient comfort and ease of use, the DEXIS Platinum Sensor features a slim profile, four beveled corners and a smoothly rounded casing. This ensures there are no sharp edges against the palate or soft tissue.

PureImage Technology

Since well-defined subtleties in X-ray images are vital to diagnosis, DEXIS has developed its PureImage Technology – a combination of advanced software functionality and premium quality hardware components. With 16,000 shades of gray generated by a 14-bit analog-to-digital converter, clinicians are able to visualize the slightest variations in densities. High-resolution images with 20+ visible line pairs provide remarkable image clarity, a high level of detail and virtually no visual noise. Images remain crisp when enlarged.

Simple-to-Use Software

Easy to learn and simple to use, its “1-Click Full-Mouth Series” makes it possible to reduce a 25-minute FMX procedure to five minutes from start to finish. DEXIS imaging software serves as a highly effective aid throughout the diagnosis, treatment and treatment planning process.



DEXIS PLATINUM

DEXIS go – Patient Communication with a Personal Touch

DEXIS go is a sleek, engaging new way for dental professionals to communicate with patients using an iPad. A companion app to the DEXIS Imaging Suite software (v10.0.5 and higher), DEXIS go was designed to provide a great visual patient experience around image presentation in support of clinical findings and treatment recommendations.

With its innovative design, the DEXIS Platinum System has received rave reviews and prestigious awards from the most respected technology writers, independent researchers and the Dentaltown community. For more information on DEXIS Digital Radiography, visit www.dexis.com. To hear what dental colleagues are saying about their DEXIS experiences, watch their videos at www.meandmydexis.com. ■

Gendex

Driving Innovation Across the Nation



Gendex continues to drive innovation in dental imaging, adding the new GXDP-300 and the GXDP-700 systems to its award-winning portfolio of extra-oral digital imaging solutions.

GXDP-300 – A Clear Focus

The GXDP-300 digital panoramic X-ray system features a simple, three-step acquisition process. Its accurate, clear, well-defined, high quality views include a bitewing view that comes standard along with adult and child panoramic and TMJ projections. Proprietary FOX (Focus-Optimized X-ray) technology results in consistent magnification and image uniformity and increases the depth-of-field for optimized radiographic image clarity. The EasyPosition system stabilizes patients of all sizes, including those in wheelchairs, for fast, clear and consistent images, and the large LCD touchscreen interface facilitates intuitive program selection.



GXDP-700 – The Power of 3D to Help Achieve Clinical Goals

The GXDP-700 Series is a 3-in-1 system that can transform from 2D panoramics to cephalometrics to 3D for general preventive care, implants, extractions, root treatment and orthodontics. The touchscreen panel makes it easy to choose from a variety of region-specific 2D views or to select the location and size of 3D scan. The GXDP-700 offers two 3D volume sizes plus a dose-saving scout view. With the press of a button, the GXDP-700 switches from 3D to 2D projections, without the need to remove the panoramic sensor. The built-in tools EasyPosition and SmartMotion make acquiring clear, detailed images, easy and repeatable, and PerfectScout adds its capability to zone in on the exact area of interest and start scanning. ■

GENDEX®
Imaging Excellence Since 1893

HealthFirst Amalgam Recovery Services

HealthFirst has partnered with Rebec Solutions to create the first turn-key environmental solution for dental amalgam waste disposal, powered by technology to provide evidence and proof of compliance for the practice. The goal was to integrate HealthFirst's regulatory and technical expertise with Rebec's best-in-class amalgam separation systems to provide dentists with a reliable, easy-to-use and complete waste disposal program. Collectively, HealthFirst and Rebec have more than 58 years of experience serving nearly 40,000 dental practices.

About Rebec Catch HG Separators:

Rebec Catch HG Amalgam Separators are mercury recovery devices designed to fit into tight spaces and under counters. These simple and affordable solutions are ideal for use in dental offices of all sizes and configurations, including those that incorporate tooth polishing and cavity preparation technologies such as prophylaxis jet or air abrasion.

The industrial-grade stainless steel used to manufacture the separator, its innovative design and annual amalgam waste monitoring service set Rebec apart from alternatives that use cheaper, less durable plastic components. Additionally, unlike other products, Rebec products are completely recycled, making them the "green" option.

Superior Design and Construction

Highly Effective – The Rebec Catch HG product line is ISO 11143 tested at 99.86 percent removal efficiency, providing peace-of-mind that you will never fail a waste water test.

Fail-safe Mechanism to Ensure Compliance – The Rebec Catch HG Amalgam Separator is designed with a failsafe to ensure that, in the unlikely event a collection unit overflows, your practice will not suffer from a loss of vacuum nor will waste back up into the vacuum lines or continue flowing out the drain, discharging contaminated water.

Durable and Non-disruptive – The Rebec Catch HG Amalgam Separator product line is made of industrial-grade



stainless steel and is designed to never impede your practice's vacuum line.

Dependable – The robust design and manufacture of Rebec Amalgam Separators results in a product that stands the test of time and limits any downtime. The product is backed by a seven-year warranty, the longest in the industry.

Low Maintenance/Cost of Ownership

Unlike competing products, Rebec Amalgam Separators do not require weekly or monthly maintenance. One collector recycle per year is all that is required, allowing you to accurately anticipate annual maintenance costs, avoid billing surprises and guarantee that your practice is in compliance with local, state and federal regulations.

Turn-key Solution

We provide you with ongoing technical support and an easy-to-use amalgam waste disposal mail-back service. In addition, we track the lifecycle of your collector, send a notice just prior to the recycle date, ship a replacement collector to your practice, and provide a call tag for a scheduled pickup of the used collector. Documentation evidencing the appropriate handling of the collector is provided as well, allowing you to respond to regulatory inquiries with confidence and ease. ■

Company Contact

Learn more about HealthFirst Amalgam Recovery Services and the Rebec Catch HG line at www.healthfirst.com or by calling 800-331-1984.

Isolite Systems

Dental Isolation Technology

Dental isolation is one of the bedrock challenges in dentistry. The mouth is a difficult environment in which to work. It is wet, dark, the tongue is in the way, and there is the added humidity of breath which all make dentistry more difficult. Proper dental isolation and moisture control are two often-overlooked factors affecting the longevity of dental work – especially with today's advanced techniques and materials.

Leading dental isolation methods have long been the rubber dam, or manual suction and retraction with the aid of cotton rolls and dry angles. Both these methods are time and labor intensive – and not particularly pleasant for the patient.

Enter Isolite Systems. Its dental isolation technology is a minimally invasive, easy-to-use alternative to traditional forms of isolation. Isolite and Isodry dental isolation systems give the clinician total control of the oral environment, keeping the patient mouth open, and the tongue and cheek retracted. The systems improve visibility and access and provide control of moisture and oral humidity – significantly reducing sources of contamination.

The advancement that Isolite Systems dental isolation brings to dentistry is why the company's products have received numerous industry awards and accolades, including being named by *Dentaltown Magazine* as one of the "The 50 Greatest Game-changers in Dentistry," and winning eight consecutive Dentaltown Townie Choice Awards.

The key to Isolite Systems dental isolation is the full suite of morphologically and anatomically correct mouthpieces that fit a wide-range of patients – from small child to large adult. Isolite Mouthpieces allow you to have easy, effective isolation for every procedure.

Isolite Systems currently provides two state-of-the-art dental isolation systems:

- The Isolite dryfield illuminator, with five levels of brilliant intra-oral LED illumination.
- The Isodry, a non-illuminated



dental isolation system for practitioners who choose to work with external light only.

Both dental isolation systems comfortably isolate upper and lower quadrants simultaneously and maintain a dry field for the duration of the procedure. The continuous hands-free suction via Isolite means the patient no longer has to experience the feeling of drowning in saliva/water during a procedure and the practitioner can precisely

control the amount of suction/humidity in the patient's mouth.

Isolite Systems dental isolation has been favorably reviewed by leading independent evaluators and is recommended for restorative procedures where isolation is critical to quality dental outcomes. The systems bring much-needed tongue retraction and moisture control to hygiene procedures – especially ultrasonic scaling, air polishing and SRP.

Isolite Dental Isolation Technology

- Minimally invasive, easy-to-use alternative to traditional forms of isolation
- Comfortable mouthpieces are the key to the system
- Gives clinician control of the oral environment: retraction, moisture, humidity, visibility, chairtime, safety
- Controls sources of contamination and keeps your patients from compromising your dentistry
- Provides safety and comfort advantages for patients
- Better isolation means better dentistry ■



Isolite Mouthpieces are designed to fit the spectrum of patients, giving you easy, effective isolation for every patient and every procedure.

isolite SYSTEMS
Better Isolation = Better Dentistry™

Ivoclar Vivadent

Tetric EvoCeram Bulk Fill

Tetric EvoCeram Bulk Fill represents a significant advancement in the field of resin-based filling materials. What sets this composite material apart from any other is its unique formulation designed to provide faster, more efficient placement of direct composite restorations while sustaining long-term clinical performance.

Tetric EvoCeram Bulk Fill represents entirely new technology for fast, efficient placement of direct restorations without compromising the physical properties. Other composite formulations have been modified to allow for placement in thicker increments, but they compromise aesthetics, working time and might require additional capping layers or expensive dispensing equipment.

Tetric EvoCeram Bulk Fill is defined by its unique formulation. Three new patented technologies have been incorporated into a well-proven nano-hybrid composite formulation. These three technologies are:

Ivocerin: A new light-initiator that provides deeper and more efficient depth-of-cure and shorter curing time. With Ivocerin, Tetric EvoCeram Bulk Fill can be cured in layers of up to 4mm in just 10 seconds (using a light with minimum output > 1,000mW/cm²).

Stress Relievers: New fillers (pre-polymers) reduce shrinkage strain by absorbing stresses generated during the light-curing process. This keeps the material from pulling away from cavity walls, avoiding the formation of gaps that could lead to micro-leakage, black lines at the margin and potential failure of the composite restoration.

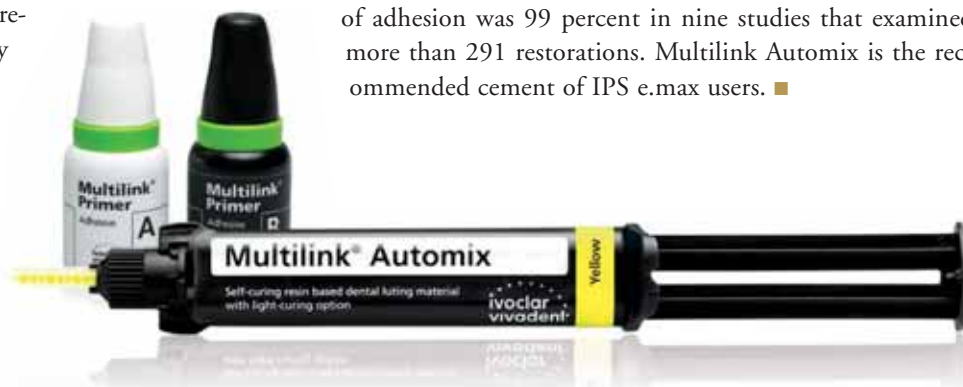


ivoclar
vivadent
passion vision innovation

Light-sensitivity Filter: A special additive within the initiator system delays the effects of ambient light, extending the working time beyond three minutes.

Multilink Automix Next Generation

Ivoclar Vivadent introduces the next generation of the Multilink Automix System for adhesive cementation techniques. The formula of the adhesive has been further enhanced, allowing even easier clean up of excess material by using the quarter light-curing technique. Further developments to the system include a new shade, try-in pastes and room-temperature storage. The strength of this clinically-proven universal cementation system lies in its ability to generate high bond strength to ensure the long-lasting adhesion of all types of restorative materials and tooth structure. Multilink Automix has been used successfully to place more than 10 million indirect restorations and has achieved excellent results in numerous clinical investigations, including long-term studies. The survival rate of restorations in terms of adhesion was 99 percent in nine studies that examined more than 291 restorations. Multilink Automix is the recommended cement of IPS e.max users. ■



Company Contact

For more information about Ivoclar products, including the two discussed here, visit www.ivoclarvivadent.us/en-us/ or call 800-533-6825.

Keating Dental Arts

Right products. Done right. Right on time.

Five-minute Seats

Why is Keating Dental Arts (KDA) perennially voted one of the Best Crown and Bridge and Removable Laboratories in the Townie Choice Awards? "We know your chairtime is valuable," states Shaun Keating, CDT and owner of Keating Dental Arts. "Our clients know we'll provide them with consistent delivery appointments with little or no adjustments on their crown and bridge seats."

How does Keating ensure five-minute or less chairside adjustments?

- Assigned technical teams for consistency
- Seven-step quality assurance protocol
- Proactive communication
- No hassle remake policy

Keating Dental Zirconia – KDZ Bruxer, KDZ Ultra, KDZ Max

Our KDZ family of crowns and bridges provide uncompromising esthetics, outstanding strength and flawless fit in all positions in the arch. Each of these tough, vital and biocompatible restorations are flat priced and will allow you to take your practice to new levels of esthetics and profitability.

IPS e.max

Crowns, veneers, inlays and onlays pressed for the maximum of 400MPa flexural strength and fabricated by master technicians with advanced training.

Delineator

Exclusively from Keating Dental Arts the Delineator is derived from the word "delineate," Latin for map. Features include:

- Exclusive 4-in-1 implant tool
- Radiographic guide
- Surgical stent
- Provisional restoration
- Implant locator
- Eliminates any guesswork within the treatment team



Shaun Keating, owner of Keating Dental Arts



IPS e.max



Delineator



Keating
Dental Arts
Creating smiles everyday™

Company Information

Call Keating Dental Arts at 800-433-9833 to schedule a pick up or speak with a knowledgeable KDA team member. ■



KDZ Ultra is an incredibly vital hand-layered Noritake CZR porcelain to zirconia.

KDZ Bruxer is the ideal combination of strength and beauty for posterior cases.

KDZ Max is IPS e.max pressed to zirconia for the ultimate in versatility.

Kerr Dental

Resin-modified glass-ionomers (RMGIs) have been developed for a number of specific applications in clinical dentistry. Originally formulated as liner/base materials, modern resin-modified glass-ionomers are being more widely used for luting purposes.

Speed Up the Cleanup

Nexus RMGI is the first RMGI formulated with Nexus Technology and a novel dual-adhesive system. Nexus Technology provides an optimal gel state and two- to three-second tack cure capability to ensure easy One-Peel cleanup each and every time.

The novel dual-adhesive system coupled with an optimized resin matrix delivers significantly higher bond strength to tooth structures and common substrates while enhancing the stability and marginal integrity of the restoration.

Delivered in a convenient automix syringe, Nexus RMGI is the new standard for cementation of metal-based restorations including full-contour zirconia.

One-Peel Cleanup – Nexus Technology's advanced initiator systems (redox and photo) enable an optimal gel state and tack cure capability where One-Peel excess cement removal is possible after waiting for gel state or tack-curing.

Durability – Self-adhesive paste/paste dual adhesive technology delivers significantly higher bond, compressive and flexural strengths which provide improved durability and marginal integrity.

Improved Aesthetics – BPO-free and amine-free chemistry combines for optimum translucency with exceptional color stability.

One-Peel Cleanup with Nexus Technology

Easy Cleanup and Predictability

One-Peel Cleanup provides for easy cleanup and a more predictable restorative experience. Nexus RMGI incorporates the unique redox initiator system employed in Nexus third-generation resin cement NX3, which provides clinicians with an optimized gel-state profile when compared to other leading RMGI cements.

Tack Cure Option

Unlike other RMGI products, the Nexus RMGI provides users with the convenience of a tack-cure option by incorporating a CQ-based photo-initiator system. Tack curing involves using a curing light for two to three seconds to allow the cement to reach gel state immediately, which will expedite the clean-up process. By combining the industry's most optimized gel state profile with the option to tack cure on demand, Nexus RMGI will provide users with superior clean-up properties that, to date, have not been found in an RMGI cement.



Kerr

Durability and Marginal Integrity Enabled by Dual-adhesive

Technology (4-META and MPAAC)

Nexus RMGI represents a fundamental shift in the adhesive performance of RMGIs and provide bond strengths that are 50 to 80 percent greater than many of the industry's leading RMGIs. This is due to the self-adhering property of Nexus RMGI, which was achieved through the use of a dual-adhesive system, 4-META and MPAAC, resulting in enhanced self-adhesive properties greater than those of competitive RMGI cements.

Superior Mechanical Properties

While the ability of 4-META and MPAAC to co-polymerize and crosslink with other methacrylate monomers provides for superior adhesion, it also results in an RMGI that is significantly stronger than any other RMGI cement on the market. Based on testing conducted by Kerr, Nexus RMGI enjoys flexural and compressive strengths that are 50-60 percent higher than the competition, resulting in improved durability and marginal integrity.

Improved Aesthetics

Improved Translucency

The Nexus redox initiator system is BPO-free and amine-free system and therefore provides improved translucency and superior blending at the margin.

Superior Color Stability

The Nexus redox initiator system provides great color stability both during storage on the shelf as well as during curing and post-curing. It also contains a substituted hydroperoxide that self-bleaches during self-curing or dual-curing, which prevents staining and further enhances the aesthetics of the cement.

Nexus RMGI provides time savings and convenience due to One-Peel cleanup and tack cure capability. In addition, it provides peace of mind via improved marginal integrity and durability, as well as optimal aesthetics. ■



Kerr Dental

SonicFill: Single-fill Composite System

Since a group of Townies visited Kerr's global corporate office to get a sneak peek at SonicFill a few months before its launch, this product has been a hot topic of discussion on Dentaltown.com. Now a little more than two years later, SonicFill has emerged as a popular product in the rapidly growing bulk fill composite category. It's an innovative approach to solving some of the most problematic aspects of operative dentistry, allowing dentists to dramatically reduce the number of procedural steps and potential for error while also improving patient outcomes. This is why it has successfully been integrated into more than 10,000 dental offices in the U.S. with many more added each day.

SonicFill is indicated for all posterior restorations and core build-up procedures. It consists of a unique composite resin loaded in a specially designed tip, which is dispensed from a sonic handpiece. With it, clinicians can quickly and confidently place composite in increments up to 5mm without requiring a separate flowable liner or capping layer of conventional restorative, with these benefits:

- Most restorations are placed, adapted and cured with a single increment of material, reducing chances of voids between layers
- Outstanding handling characteristics make establishing margins and anatomy a breeze
- Duration of the procedure is reduced both for patient and doctor
- Excellent blending provides good aesthetics with a single shade of material in a large cavity

Overcoming Bulk-fill Challenges

Many doctors are rightly concerned about challenges associated with bulk-filling restorations – particularly issues like shrinkage stress and marginal integrity, obtaining adequate adaptation to cavity surfaces and, of course, adequately curing larger increments of composite. Beyond that, they expect good performance in terms of strength/durability and aesthetics, areas where composites have seen dramatic improvements since their introduction years ago. SonicFill is carefully engineered to overcome all of the challenges with bulk placement and fulfill doctors' expectations for overall composite performance relative to posterior operative dentistry. And, this performance has been thoroughly validated through a wide range of independent, third-party testing.

SonicFill Technology and the Importance of Sonic Energy

The most unique aspect of SonicFill's chemistry is its reaction to sonic energy. The material contains a rheological modifier that



causes a dramatic drop in viscosity as it is dispensed from the SonicFill Handpiece. This viscosity change is nearly three-times greater than if the same energy were applied to a conventional composite, or if a composite heater were used. SonicFill adapts to a cavity surface very much like a flowable during placement. Once placed, the sonic energy is stopped and the material quickly changes to a restorative viscosity so sculpting can begin immediately. Though the sonic energy is no longer applied, the material retains some of the energy absorbed during placement, which makes it soft but also completely non-sticky – the ideal handling state.

Beyond providing outstanding adaptation and handling, the sonic energy also impacts the curing kinetics of the material. That is, it delays the modulus build-up that normally occurs during polymerization. This modulus build-up is what causes shrinkage stress, so delaying it reduces the overall stress. In addition to this, SonicFill uses a low-shrink resin that minimizes the amount of contraction. The end result is excellent marginal integrity and low amounts of tooth flexure, even though a much larger increment of composite is being cured at once.

SonicFill has opacity in between typical values for enamel and dentin composite shades. This degree of translucency allows more light to pass through the material, enabling curing lights with power outputs as low as 500mW/cm² to cure a 5mm increment of A3, the darkest shade available. In addition to A3, SonicFill is also available in A1, A2 and B1 shades.

While you can find a great deal of useful information about SonicFill on Dentaltown.com or elsewhere on the Internet, it's something you'll really want to see for yourself. You can schedule a free SonicFill trial in your office by calling your sales representative or visiting www.sonicfill.kerrdental.com to see why so many other dentists have already incorporated this technology in their practices, and why SonicFill is one of the fastest growing products in dentistry today. ■

Kerr

Lighthouse 360

Lighthouse 360 is a comprehensive automated patient communications system designed exclusively for dentists. It uses e-mail, two-way text messaging, automated phone calls, postcards and letters to reach 100 percent of your patients, automatically, for every type of routine communication. Messages are sent for appointment confirmation, soliciting online reviews, schedule hole fillers, recare coming due and past due notices, reactivation notices, e-newsletters, birthday greetings, plus any other “on demand” message you want to send.

Social Media and Reviews

Lighthouse 360 integrates seamlessly with the most popular social media platforms, like Facebook, Twitter and Google+, to help promote and connect you to your patients' friends and family. Automatic post-visit e-mails help get patient reviews on Google, Yahoo! and any other review site. With a single click, favorite reviews can be featured three different ways on your website and Facebook page.

Local Search SEO

Your practice information is continually syndicated to more than 90 Internet directories such as Bing, Yahoo!, Facebook, Twitter, YellowPages.com, etc. These “citations” typically result in improved search results on all major search engines.

AutoConfirm

Appointments confirmed by e-mail, text or automated phone call are automatically marked “confirmed” in the appointment book for every one of the 20-plus practice management software (PMS) programs we integrate with, saving you valuable time every day.

Family Messages

All family members receive a single message, for every message type, eliminating the annoying and confusing “one message for each family member” problem.

Perfect Recall

The “Perfect Recall” System completely automates any schedule of recare notices, so you never need to run a recare report from your PMS, and no patient ever falls through the cracks. ■



NSK

Ti-Max Z Series

NSK's next generation micro production technology and new high technology material options allowed NSK to design and manufacture an electric attachment handpiece that moves the global market to a higher level of durability and performance beyond any previous expectations. NSK is proud to introduce Ti-Max Z series – a durable, high performance handpiece. Ti-Max Z series handpieces operate at a remarkably low noise level with virtually no vibration, enhancing clinician concentration and patient comfort. In addition, the most noticeable feature for the clinician is the fact that the Ti-Max Z series features the smallest head and slimmest neck dimensions of any electric attachment handpiece, allowing outstanding operational visibility and better access for difficult to reach posterior preparations.

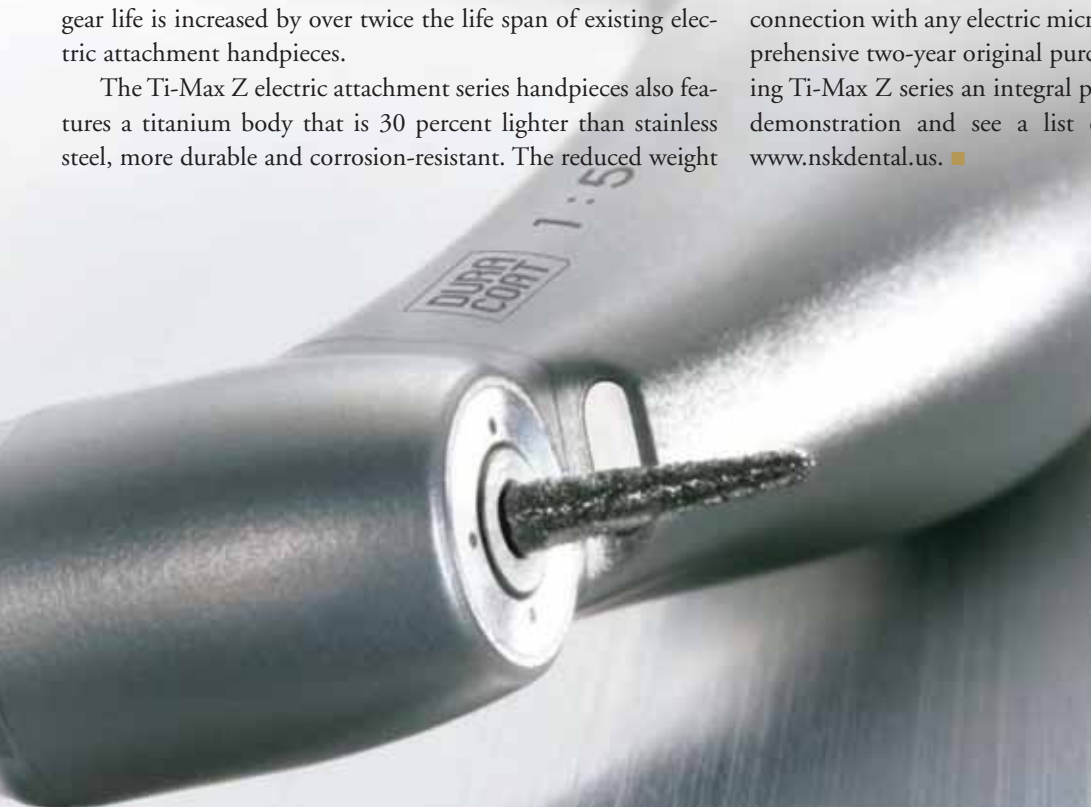
Ti-Max Z series vastly exceeds all current handpiece specifications for reliability and durability. The standard head high-speed Z95L gear shapes have been designed using high-spec 3D simulation software to achieve optimal results in terms of durability and noise level minimization. In addition, a special diamond-like carbon (DLC) coating is applied to the gears, dramatically increasing sustained durability. Internal tests show gear life is increased by over twice the life span of existing electric attachment handpieces.

The Ti-Max Z electric attachment series handpieces also features a titanium body that is 30 percent lighter than stainless steel, more durable and corrosion-resistant. The reduced weight

and well-balanced shape give excellent tactile feedback for enhanced ergonomics. Furthermore, all Z series attachments contain Duracoat, NSK's surface enhancement technology, which takes advantage of the non-allergenic and biocompatible properties of titanium to further improve durability.

Some other unique features include, NSK's unique head cap design that helps limit heat generation and disperses heat better during treatment, Quattro (four water ports) water spray to more effectively cool the entire operating field (available on the Z95L model), and a microfilter, which helps prevent particles from entering the water spray system to guarantee optimal spray cooling at all times.

There are six Ti-Max Z series electric attachment handpiece models, including optics, available to handle all clinical applications as follows: Z95L (1:5 Increasing, Standard Head), Z85L (1:5 Increasing, Miniature Head), Z25L (1:1 Direct Drive), Z15L (4:1 Reduction) and Z10L (16:1 Reduction). The newest model in the series is Z45L, which is a 1:5 increasing, 45-degree handpiece. It is the first 45-degree electric handpiece to come onto the market. All models can be used on a standard e-type connection with any electric micromotor and come with a comprehensive two-year original purchase warranty. Consider making Ti-Max Z series an integral part of your practice. Request a demonstration and see a list of authorized distributors at www.nskdental.us. ■



OCO Biomedical

The OCO Biomedical 3.0 Complete Implant

- First 3.0mm implant in the U.S. Market
- Unchallenged success rate
- The world's only 3.0 implant patented for immediate load applications
- All-inclusive packaging
- 100 percent American made

Introduced in 2002 and with more than 10 years of refinement and a success rate of 99.9 percent, the OCO Biomedical 3.0 implant is the world's only 3.0mm diameter implant that holds a U.S. patent (US 8,277,218,B2) for immediate load capability. The 3.0 one-piece dental implant is a must-have for any implant specialist or general practitioner.

3.0 Technology

Compared to other companies "wood-screw-like" or rounded tips, the 3.0 incorporates the same Dual Stabilization technology as our full-size implant line. The patented Bull Nose Auger tip combined with the Embedded Tapered Platform results in Dual Stabilization, making unmatched primary stability possible. Micro Cortic-O Threads engage the cortical plate at the crest to resist lateral forces while stabilizing the top of the implant body.

A true workhorse, the 3.0 can be used in just about any area of the mouth and is an economical option when the patient's budget and/or bone quality are limited. The 3.0 is often the dentists' choice for small interdental space situations and denture stabilization.



3.0 Complete Package

OCO Biomedical was founded by a general dentist 37 years ago and continues to be focused on what is needed for a successful implant practice. In 2013, OCO Biomedical introduced Complete Packaging, an even more economical and simple implant solution. This simplified and streamlined implant packaging includes everything you need from start to finish. The 3.0 Complete Crown & Bridge Package includes a 3.0 Implant, Analog, TRIP (Tissue Retraction Impression Pickup) and two Acrylic Copings. The 3.0 Complete O-Ball Package includes a 3.0 Implant, an O-ring housing, a red, a black and a white O-Ring and an Analog.

The OCO Biomedical 3.0 is the perfect implant for any practitioner and is a must for anyone placing implants. Its stability and success have made it a great solution for those difficult situations. ■





Oragenics, Inc.

EvoraPro – Professional-strength Oral Probiotic

A product of more than 30 years of research beginning at the Harvard-affiliated Forsyth Institute in Boston, EvoraPro is a revolutionary natural approach for providing superior oral health maintenance between office visits.

EvoraPro is the first professional-strength oral probiotic tablet that accelerates the repopulation of beneficial bacteria after a dental hygiene visit, and helps maintain a healthy bacteria balance between visits. Dental professionals will see exciting results with the use of EvoraPro including a reduction in oral pathogens, healthier gums for improved periodontal health, whiter teeth and fresher breath.

The active ingredient in EvoraPro is ProBiora3, an extra-strength patented blend of three beneficial bacteria naturally found in a healthy mouth – *Streptococcus oralis* KJ3, *Streptococcus uberis* KJ2, and *Streptococcus rattus* JH145. Freeze dried in a tablet, the bacteria rehydrates and reanimates in the presence of saliva.

These three probiotic bacteria are well-researched and naturally occurring strains of beneficial bacteria that are normal residents of a healthy mouth. Since these bacteria are natural colonizers of the mouth, they adhere to tooth surfaces and below the gum line to maintain a balance of oral microflora to support gum and tooth health. Using a product with ProBiora3 also helps to maintain fresher breath and whiter teeth.

S. oralis KJ3 and *S. uberis* KJ2 produce a continuous low dose of hydrogen peroxide as a natural metabolic by-product. As ProBiora3 is replenished daily, the hydrogen peroxide releases gradually and inhibits the growth of undesirable bacteria,¹ as well as whiten and brighten teeth around the clock. ProBiora3 is completely safe for veneers, crowns (caps) and dentures.

S. oralis KJ3 and *S. uberis* KJ2 are also natural enemies of oral bacteria that cause bad breath. Continual use of ProBiora3 makes breath fresh on a more permanent basis than other products.

S. rattus JH145, the third probiotic in EvoraPro, is a unique strain of streptococcus that does not produce lactic acid. A recent study shows that 84 percent of people using EvoraPro for a month experienced a decrease in the levels of *S. mutans*.²

EvoraPro Features and Benefits:

- Backed by more than 30 years of research
- Promotes healthy bacterial balance in mouth



- Safe for daily use and active in the support of gum and tooth health
- Will not harm enamel or dental prosthesis of any kind
- Easy-to-use, dissolvable mint tablet
- Professional-strength probiotic for oral care
- Naturally whitens teeth and freshens breath
- 100 percent natural
- No refrigeration required
- Soy, wheat, nut and gluten-free

EvoraPro is only available to patients through dental professionals. The use of EvoraPro is most effective when a patient has just completed a dental hygiene visit, when both beneficial and undesirable bacteria are removed. Allowed to dissolve on the tongue immediately after the patient's oral hygiene routine, EvoraPro begins to repopulate the mouth with a healthy balance of essential probiotics.

Patients should continue to use EvoraPro for ongoing maintenance. The beneficial probiotic strains need regular replenishment to help maintain the proper bacterial balance, as it's constantly challenged by factors such as stress, certain medications, poor home oral hygiene practices and dietary or other lifestyle changes.

EvoraPro is conveniently packaged to accommodate patients with a full 90-day supply of tablets. ■

Company Contact

For more information on becoming an EvoraPro dental professional call 800-983-6908 x251 or visit www.evorapro.com.

1. Hillman JD, Socransky SS. Arch Oral Biol. 1982;27(1):75-7.

2. Per patient analysis of the 2009 published UF clinical study. Oragenics. www.oragenics.com/sites/default/files/3_per_patient_analysis_of_the_2009_published UF clinical_study_19feb2013.pdf. Accessed on April 8, 2013.

Orascope

Orascope announces the launch of XV1 – the world's first and only wireless loupe and headlight in one.

Orascope's vision is that every health-care procedure in the world be performed with superior visualization, under the best ergonomic conditions for the clinician, in order to drive the best patient outcomes. It strives to fulfill this vision through the innovative products it brings to clinicians. The inspiration behind all Orascope products is to challenge the status quo – to elevate dentistry. The latest example of this is XV1.

XV1 is the world's first and only wireless loupe and headlight in one, providing superior visualization through magnification and illumination. This brand-new innovation seamlessly combines Orascope's award-winning loupes with an award-winning headlight, and allows dental professionals to deliver superior pro-

cedural outcomes with greater ease and less strain on their bodies. Featuring a lightweight and completely cable-less design, and by removing the heavy and bulky backpacks of past headlights, XV1 was ergonomically designed for comfort, function and style.

All electronics are completely contained within the custom-built frame itself, so there are no visible wires or cables. Rechargeable batteries power XV1 for a full day's work, delivering up to 4,000 foot-candles of light. XV1 features capacitive touch controls on both temple arms to eliminate the need for knobs or buttons that can be traps for bacteria. The lightweight counter-balance design enables clinicians to practice in comfort all-day long, delivering superior patient care. ■

Benefits

- Ease of use
- No bulky backpacks to carry
- No cables to snag on doors or chairs
- Custom/adjustable fit for all-day comfort
- Reduces body strain
- Capacitive touch controls – no knobs or buttons
- Lightweight counter-balance design
- No assembly time – ready to use



Features

Micro Headlight

The XV1 employs Orascope's smallest and most lightweight headlight.

Cable-less Design

All electronics are completely contained within the frame itself, making the XV1 truly cable-less.

Built-in Battery Power

The XV1's power source is housed within the temple arms, eliminating the need for a battery pack, while offering six to 10 hours of runtime.

Capacitive Touch Controls

With no knobs or buttons, the XV1's controls are easy to use, even with instruments in your hands.

Adjustable

The temple arms and nose pad are fully adjustable, distributing the weight of the XV1 to maximize your personal comfort.

Supports All Orascope Telescopes

The XV1 supports all of our award-winning HiRes and HiRes Plus telescopes.

Support for Prescriptions

The XV1 lenses support a wide variety of eye prescriptions, including bifocals.

Custom Engraved

You can personalize your XV1 and carrying case with a custom-engraved name.

Variety of Colors

The XV1 is available in a variety of colors to match your personal style.

Sesame Communications

Patient engagement solutions that help dental practices grow and thrive in the digital age.

Engaged patients are the cornerstone of a successful dental practice. Dental practices today are quite adept at managing patient acquisition and experience once initial contact is made and office interaction takes place. However, the web has dramatically changed patient behavior and heightened expectations. Patient engagement management today means dental practices must extend themselves online at every relevant patient engagement touch point.

For your practice to be successful in the digital age, it must operate where your patients live, work and play 24 hours a day, seven days a week – and that's online.

Sesame Communications helps dental and orthodontic practices harness the power of the Internet to accelerate new patient acquisition, build patient loyalty and transform the patient experience.

The Sesame Solution Suite is a cloud-based suite designed to help a practice grow and thrive in the digital age.

Sesame 24-7 Patient Engagement System

Sesame Responsive Website Design

Not all websites are created equal. Responsive Website Design from Sesame creates a single website for your practice that will look great and function effectively across multiple devices – including smartphones, tablets, laptops or desktops – regardless of screen size and resolution. This is the latest technology in website design and is intended to accelerate new patient acquisition.

Responsive Design will help you:

- **Differentiate Your Practice**

A responsive-designed website allows your practice to put its best foot forward for every online visitor, on every device and screen size, every time.

- **Support Search Engine Performance**

By providing one website with the same content for all devices, responsive design makes it easier for search engines to index a website, improving its ability to be found in native search results.

- **Protect Your Investment**

New devices, new screen resolutions and new web browsing methods are constantly entering the marketplace. You can bet that your patients will immediately take advantage of them. With responsive design, your practice will be ready with a single, future-friendly website.



sesame



All Sesame-designed sites follow best design practices to create an attractive website that's patient-centric, content-rich and reflects what's unique and differentiated about your practice's brand. To further accelerate new patient flow the Sesame Solution Suite also includes:

- Sesame SEO to ensure your practice is found on major search engines.
- Sesame SEM to target key pay-per-click search terms to improve online exposure.
- Sesame Social and Sesame Sweepstakes to expand your brand, increase practice exposure and drive referrals and recommendations

Dental Sesame

Dental Sesame is a patient portal that allows you to migrate your excellent in-office experience to the online world. By improving the speed and convenience with which your patients can interact with your office, Dental Sesame helps you reduce no-shows and past due balances while building a loyal patient community that serves as a powerful referral resource.

Dental Sesame gives your practice 24-hour-a-day connectivity to your patients, including anytime access to their financial and image data, all through a HIPAA-compliant portal. Dental Sesame makes it easy for practices to:

- Send automated appointment reminders via e-mail, text and/or phone
- Send friendly financial reminders and receive bill payment online
- Gather post-appointment feedback
- Collect patient referrals ■

Shatkin F.I.R.S.T.

Case Planning, Surgical Stents, Dentures, Crowns, Bridges, Roundhouses, Implants, Training and Marketing

Shatkin F.I.R.S.T., LLC, a full service mini dental implant specialty dental laboratory, was founded in 2003. Todd E. Shatkin, DDS, the owner of Shatkin F.I.R.S.T., created and patented the F.I.R.S.T. Technique (Fabricated Implant Restoration and Surgical Technique) for immediate tooth replacement in one patient appointment using a surgical guide and a laboratory-fabricated crown – all made in advance from a set of study models and a panoramic X-ray or a CT scan. Dr. Shatkin has placed more than 11,000 mini dental implants with a success rate in excess of 95 percent. His seminal article “Mini Dental Implants for Long Term Fixed and Removable Prosthetics” was published in the *Journal Compendium of Continuing Education in Dentistry* in the February 2007 issue and has been well received. Dr. Shatkin’s decisive “Retrospective Analysis of 5640 Mini Implant Placed over a 12 Year Period” was published in the September 2012 issue of the *Compendium of Continuing Education in Dentistry*. He has lectured worldwide on mini dental implants and has trained more than 9,500 dentists on his technique.

Shatkin F.I.R.S.T., located in Buffalo, New York, fabricates surgical stents, crowns and bridges, as well as dentures for mini dental implants. Our valued customers have the confidence that Shatkin F.I.R.S.T. is the go-to lab for superb mini implant restorations because the technicians have fabricated more than 150,000 mini implant restorations. After the polyvinyl impression, the panoramic X-ray or the CT scan and the bite registration are received, Dr. Shatkin personally, without charge, reviews and plans the case to determine the location and the size of the implants. Our technicians then fabricate the surgical stent and the restorations based upon Dr. Shatkin’s recommendations.

Since we are a distributor of the versatile Intra-Lock MDL and MILO mini dental implants, our customers receive the surgical stent, the prescribed Intra-Lock mini implants and the finished restorations when the case is delivered to their office. Our customers find this to be an excellent service knowing all of the needed items for their mini dental implant procedure can be sourced at one time uniquely from Shatkin F.I.R.S.T.

“Advanced Technology” are the operative words as Shatkin F.I.R.S.T. constantly endeavors to exceed the expanding needs of customers. The company uses CAD-CAM zirconia milling technology, the 3SHAPE Digital Intra-Oral Scanner and 3D printing (for models and surgical stents planned by advanced software). These technological upgrades give more time to focus on the quality of cases, have reasonable fees and keep everything here in the United States.

New customers have the opportunity to attend an exciting two-day mini dental implant training course at the Shatkin Training Centre, which includes live mini dental implant procedures by Dr. Shatkin. The goal for the course attendees is for them to feel comfortable and confident to begin offering mini dental implant procedures upon their return to their practices. The course attendees, from the relationships built at the course, know they can easily contact the company for ongoing support and guidance to answer their questions and to address any concerns they might have.

F.I.R.S.T. Mini Dental Implant Marketing has been established to help customers build a profitable practice through custom, personalized marketing focused on mini dental implants with patient friendly messaging. Customers will be able to consistently reach the right patients with the right message to achieve rewarding, cost-effective results.

When thinking of mini dental implants, think Shatkin F.I.R.S.T. The company has put the entire package together for you!

For more information, call 888-4-SHATKIN or visit www.shatkinfirst.com. ■



Shatkin F.I.R.S.T.



Sirona

CAD/CAM for Everyone with Sirona's Most Complete Product Offerings

Great handling, powder-free scanning and precise 3D impressions in natural color – taking digital optical impressions and delivering single-visit dentistry with chairside milling is now easy, intuitive and ergonomic with the world's most popular CAD/CAM system. Whether you're restoring a single crown, or confronted with the complexity of a full-smile rehabilitation, CEREC delivers a specialized treatment experience for both dentists and patients.

CEREC AC with Omnicam

CEREC Omnicam's revolutionary design features an ergonomic handpiece to guarantee clear intra-oral access. New ColorStreaming allows continuous capture of the oral cavity as well as displaying the 3D data in full color – an industry first. Operator convenience has been greatly improved by making the system completely powder-free while retaining Sirona's standards for precision.

From single crowns to multiple units, individual quadrants to full arches, Omnicam "does it all."

Designed for Access

A rounded camera tube allows easy rotation of the camera and increases operator comfort. The tiny camera tip guarantees the best intra-oral access.

ColorStreaming for Confidence

Scanning with CEREC Omnicam is very intuitive and easy to learn. Now the result is in full color, bringing a whole new dimension in clinical confidence.

Powder-free for Convenience

The CEREC Omnicam works completely without any powder or opaquing agent. This simplifies the learning curve and makes the scanning process convenient and fast, yet retains the highest level of precision to meet Sirona's standards.

CEREC Software 4.2

Using the newly introduced, intuitive user-interface of CEREC software 4.2, CEREC users can create perfect restorations in just a few easy steps. The transparent workflow puts the right functions at your fingertips at all times. This allows users to work intuitively and directly on the 3D tooth model to create natural occlusions with a single click. New highlights of CEREC SW 4.2 that expand the users' design options include:



Virtual articulator simulates the patient's jaw movements, allowing users to find both the static and dynamic contact points. When required, the restoration can be adjusted during the design process to improve occlusal precision.

Smile Design uses a patient photo to virtually try-in restorations and see how the patient will look before any restorations are milled. Users simply upload a 2D photo of a patient and virtually combine it with the 3D construction data of Smile Design, allowing the user and patient to preview the final design result.

Chairside abutments enable the user to treat implants chairside in one visit and require no physical impressions. Simply scan an intra-oral scan body on the placed implant directly in the patient's mouth, then design directly screw-retained crowns or customized abutments and mill using the chairside material of choice.

Milling with CEREC

To meet the individual needs of every single dentist, Sirona expanded its product range to include three different milling units.

CEREC MC – for practices focusing on chairside single-tooth restorations, CEREC MC is the most cost-effective milling unit choice. The indication spectrum includes single-unit inlays, onlays, crowns, veneers and a large selection of chairside materials up to a block size of 20mm.

CEREC MC X – an ideal milling unit for the dental practice offering a wide range of chairside treatments, including implants. The MC X milling unit creates all the same restorations as MC, as well as bridges, abutments and surgical guides.

CEREC MC XL – ideal for the dental practice with an onsite lab. In addition to inlays, onlays, crowns, veneers, bridges, abutments and surgical guides, with the MC XL Practice Lab all labside indications can be milled. Use all CAD/CAM materials (ceramics, polymers, zirconium oxide, metal) and enjoy added comfort with four-spindle motors and an easy-to-use touch display.

For more information about CEREC or to schedule a free demonstration, call your local Patterson sales representative or visit www.cereconline.com. ■

Six Month Smiles

Six Month Smiles is revolutionizing the way general dentists treat their adult patients with crooked teeth. With the movement in dentistry to preserve as much tooth structure as possible, general dentists are moving away from veneers and have moved into tooth alignment as the cosmetic treatment of choice. Six Month Smiles was designed by a general dentist for general dentists.

The Six Month Smiles System demystifies orthodontics, equipping GPs with the skills and knowledge needed to start treating patients with crooked or misaligned teeth easily and effectively. Utilizing unique clear brackets and tooth-colored wires, the system allows GPs to easily help their adult patients who think they are “stuck” if they refuse traditional orthodontic treatment. How many times have you referred a patient to the orthodontist only for them not go through with treatment? Now, you can offer them another option that fits their lifestyle – straight teeth in less time.

Patients love Six Month Smiles because the braces are barely noticeable and the average treatment time is just six months. The clear brackets are specifically designed to allow dentists to obtain short-term orthodontic treatment goals with precision and efficiency. Their clear translucency blends seamlessly with surrounding tooth structure, making them nearly invisible.

Case Review by Dr. Stephen Ball

Patient Treatment Time: Five months

This new patient had two chief complaints: crooked upper lateral incisors and a very pointed lower left canine. After offering comprehensive orthodontic treatment to her, she asked if there was a faster solution. We told her about Six Month Smiles, and she was very excited to get started. We treated upper and lower arches with Six Month Smiles clear braces and the treatment time was just five months.

I have found the Six Month Smiles system invaluable in my practice for treating adult cases quickly, safely and conveniently. The custom indirect bonding trays and inventory supplies included in the Patient Tray Kits make the cases very straightforward for any general dentist to complete.

Check out the before and after photos (top right) to see the results.

After being trained at the Six Month Smiles two-day hands-on course, dentists receive the support and guidance they need



SIX MONTH SMILES®

Short Term Ortho System

to ensure easy and swift implementation into their practices. Providers have access to a wealth of knowledge held within the Provider Resource Center (PRC). Within the PRC, there is an online forum, where providers can ask clinical questions, get tips on marketing, or even show off their latest completed cases. The PRC also has a wide array of marketing materials including the Six Month Smiles logo, patient marketing photos and press releases. It contains office forms, how-to videos and a video educational center, where the entire two-day course can be viewed for a refresher. The ongoing support offered within the PRC gives peace of mind as providers help their patients smile with confidence.

To become a Six Month Smiles provider, visit our course schedule online at SixMonthSmiles.com or call us at 866-957-7645. ■

Smile Reminder

Practice Driven. Patient Centered.

On any given Wednesday, your practice is a hive of activity. Patients are coming and going throughout the day with various needs. Some arrive as planned, some late and some not at all. Your schedule is changing in real-time to add to the day's activities beyond your love of bright smiles. Your practice is efficient and productive because you have implemented the technology to make it so, but is that technology centered on your practice or your patients?

Likewise, on any given Wednesday, patients and their families are also hives of activity. Throughout the day, work appointments, school activities, homework assignments, after-school sports and dentist appointments for the entire family starting at 3 p.m. keep the schedule packed. Their schedules are changing in real-time too, and so they have turned to technology that is centered on their needs to stay efficient. E-mails, Facebook posts, text messages and online calendars all add to their efficiency.

Is your technology communicating with your patients' technology?

New lasers and the latest in whitening treatments are great but are of no use and create no revenue if the chair is empty. Step back and look through the eyes of your patients. It takes a lot to get them in that chair. The constant demands on their schedules require their appointments with your practice be with them wherever they are. We are not talking about a postcard on the fridge either. What we are talking about is implementing technologies that put you in your patients' daily communications stream when you need to be.

Ten years ago this type of communication was nice to have in a practice. Now an efficient and effective patient engagement system in your practice is a must-have. Patients insist on being contacted through their technology and practices like yours need to maximize financial resources. Smile Reminder has been doing this with e-mails, text messaging, social media and voice calls, but now let's look to the future.

Patient communication and engagement get validated.

Patient communications just took a leap forward with Google. No, we are not talking about online reviews, but rather your patients being notified about their upcoming appointments with your practice by Google's new service, Google Now.



 **Smile Reminder**
From Solutionreach
Patient Centered. Practice Driven

Google Now is an intelligent virtual assistant developed by Google that sets out to deliver information directly to iOS and Android smartphone users automatically! Google Now users (your patients) get helpful information they need throughout the day before they even ask, and now that will include information about upcoming appointments with your practice. Smile Reminder patient engagement services now integrate with Google Now!

Your practice and Google just got a whole lot closer.

When your smartphone-using patient has an appointment with your practice, Google Now will remind them of the appointment time and location, but also give them additional helpful information, including weather and real-time traffic, to ensure on-time arrival. The only thing better than patients who keep their appointments are the ones who arrive on time! Keep in mind that there are already millions of iOS users and Android users Google is already serving up this intelligent information to.

The future is arriving for your patients today. Your practice can be a part of that efficient and productive future as well. Help your patients keep up with their appointments and help your practice continue to be efficient and productive in ways that are convenient for both of you!

Google Now and Smile Reminder: Get the right information to the right patient at the right time. ■

SuniRay

SuniRay is more than just a digital sensor – it's a comprehensive digital imaging system designed to effortlessly integrate into your practice. Everything from its recently tested "excellent" overall image quality to its low levels of radiation exposure to its overall durability and reliability attests to SuniRay's balance-approach design philosophy. Some sensors boast great image quality; some boast patient comfort or safety; some boast best overall value. The SuniRay digital imaging system, designed and engineered right from Suni Medical Imaging's Silicon Valley headquarters, excels on all these fronts and comes packaged with user-friendly software that allows SuniRay to easily integrate right into your practice and existing digital products (sensors, pans, intra-oral cameras, etc.).

Most digital sensors come with a "closed" software system – that is a software system that works exclusively with the digital sensor with which it was packaged. This means when your digital sensor invariably breaks down from daily wear-and-tear and mechanical stresses, your options in searching for a new sensor to replace the broken one are restricted to the company whose sensors are compatible with your existing software. You're stuck purchasing a sensor from the same company for the sole reason that your imaging software won't work with anything else.

The SuniRay digital imaging system comes packaged with an "open architecture" powerful imaging software system that is compatible with most practice management software. Using specially designed integration tools, the SuniRay software package allows easy and efficient integration with your existing practice management software. And if you're happy with your imaging software but are looking for a new sensor – or if you're looking to replace a broken sensor and are just stuck with a "closed" software system – the SuniRay digital sensor is compatible with a variety of imaging software.

While the SuniRay digital imaging system has the flexibility and ease-of-use to make integrating new sensors or imaging software as painless as possible, the best way to avoid the headache of frequently replacing your digital sensors is to purchase a sensor that is durably built and designed for reliable performance. Sensors can be dropped, the cable attachment can be pulled or tripped on, or patients can accidentally bite down on the sensor. With its new enhanced durability features, the SuniRay is designed to withstand these daily mechanical stresses while performing at the highest standards. SuniRay's ultrasonically sealed outer casing and impact protection technology ensure a long-lasting, durable sensor that is robust without sacrificing patient comfort. The new bite pressure



suni ray
the low radiation sensor

protection guarantees the SuniRay sensor works even if a patient is applying a little extra pressure or strain. And in the case of accidentally pulling on or tripping over the sensor's cable attachment, the safety cable release feature and reinforced cable attachment make sure there's no pain for the patient and no damage to the sensor.

As a strong adherent of the ALARA principle (as low as reasonably achievable), Suni has designed the SuniRay digital imaging system with the safety of both staff and patients in mind. Because SuniRay is sensitive to low doses of radiation exposure – in a recent CR Foundation evaluation SuniRay was shown to require the lowest dose to capture a diagnostic-quality dental X-ray – it allows you to minimize excess radiation exposure to your staff and patients. Compared to the average .2 milliseconds of radiation exposure time required to capture a diagnostic-quality image, SuniRay's .05 millisecond radiation exposure time is competitive among digital sensors. As awareness of the health risks associated with diagnostic imaging increases, SuniRay's emphasis on patient safety is not just an added benefit but an integral attribute that patients are increasingly starting to demand.

All this adds up to a complete digital imaging system designed with your entire practice in mind – a sensor that delivers crisp and clear images reliably and with minimal radiation exposure, packaged with user-friendly software that integrates hassle-free with your practice's specific needs, freeing you up to focus your attention on your patients. ■

VOCO

New Quick Up method eliminates the risk of accidentally locking dentures to the implant and cuts procedure time in half.

Millions of Americans wear dentures. Unfortunately, the majority of denture wearers are dissatisfied with their prosthesis – their chief complaints being poor retention, discomfort or difficulty speaking and eating. Supporting and stabilizing dentures with small diameter implants (mini-implant retained dentures) can resolve these problems and significantly improve denture retention – offering long-term clinical success. The procedure involves creating a removable connection between the implants and the corresponding attachments or secondary components of the denture. The bonding of the attachments can be done by a lab in the indirect procedure; which causes a second appointment and is inconvenient for patient and clinician. As an alternative it can be done chairside in the pick-up method. The direct pick-up method has the advantages of being completed in one appointment and being more accurate. However, the biggest fear of clinicians is the accidental locking of the denture to the abutment. Quick Up from VOCO is an innovative and complete system that virtually eliminates the risk of interlocking and cuts chairside time in half.

The Quick Up Product

With everything in one system, Quick Up improves workflow and chairside efficiency – saving time and money. The system includes Quick Up Self-curing Composite in a QuickMix syringe. Designed specifically for bonding attachments, such as ball, locator and telescopic attachments as well as other attachments in acrylic-based dentures, Quick Up Self-curing Composite can also be used for reattaching secondary elements in a denture such as bar retainers. Easy to use, Quick Up Self-curing Composite demonstrates exceptionally high strength, a physical attribute that's essential for the long-term stability of denture attachments. Other components of the system include:

Fit Test C&B used to check whether the openings in the denture base provide enough space to receive the attachments (Fig. 2) and for blocking out undercuts in the overdenture (Fig. 1).

Quick Up Adhesive, a strong adhesive material that is applied to the underside of the denture to improve composite retention.

Quick Up LC, a light-cure composite used to correct minor surface defects in the denture.



The New Quick Up Method

After the implants have been placed into the jaw, a recess is prepared in the denture. The Quick Up method does not require vent holes. To ensure that the openings in the denture base provide enough space to receive the attachments, the kit includes Fit Test C&B, a control silicone. This step is optional, but highly recommended for best results. Fit Test can also be used to block out any undercuts around the attachments, teeth or implants. Quick Up adhesive is applied and then the recess is filled only two-thirds full with the fast-setting Quick Up self-curing composite using the Quick Up automix syringe (Fig. 3). By under filling the recess, the risk of interlocking the denture with the intra-oral attachments is virtually eliminated. Furthermore it saves time by eliminating the time-consuming step of removing excess composite material later. After seating the denture in the patient's mouth the material will set intra-orally in only 2.5 minutes. After removal, any deficiencies can be easily filled with the light-cured Quick Up LC (Figs. 4 and 5).

Optimized Work Flow Improves the Bottom Line

The new Quick Up method not only improves the clinical success rate, but also optimizes the work flow. In difficult economic times it becomes more and more important for clinicians to optimize work flow without compromising quality. The Quick Up method is a great example of how a product can not only improve results, but furthermore improve the work flow and save time and money. Compared to indirect lab processed bonding of denture housings, the clinician saves impression material, disinfection, chairside time and lab fees. But even if the direct pick up method is chosen, there are differences. The new Quick Up method cuts the procedure time in half and can save the clinician up to \$125 in chairside time* for each procedure. ■



*This example is with two implant pick-ups. According to the ADA, the average chairtime cost is \$300 per hour. Depending on the skills and the cost structure of each clinician the results can be different from this table. Do your own calculation based on your experience and individual office costs.

XLDent

XLDent is a dental records software program designed for optimum workflow in a paperless, mobile environment.

The Best Clinical Workflow Design

For more than 42 years XLDent has studied the process of new workflow creation for the purpose of designing one of the best electronic health records (EHR) (now certified) available. XLDent reduces clicks, screens and key strokes to save time, and offers the most efficient workflows for both clinical and administrative staff. Most competing dental charting systems today were designed around a paper environment, yet claim to be “paperless.” Doctors call XLDent every day frustrated by this false promise. Often the design of those systems was based on the appointment book, and the chart was an afterthought. Not so with XLDent! You will find XLDent to be a comprehensive paperless dental records solution. XLDent is designed around the chart, which creates an ideal workflow for the clinical staff. Because the origination point of the dental record is the chart, XLDent’s design also creates a better workflow for the administrative staff. Input is done right the first time – in real time – from the treatment room. No double entry or duplication of tasks.

Designed to be Paperless First

Since most competing dental software systems were not designed with real-time digital workflow in mind, attempting to go totally paperless can be clumsy because inevitably some paper still remains. With XLDent, offices find the transition to be very easy because data capture, storage and retrieval of all information is digitized in real time. Users say that XLDent has a commonsense approach to going paperless that



is easy to understand and use. Once the staff begins to see the time savings and reduction in repetitive tasks, they embrace the paperless design of XLDent with great enthusiasm. That enthusiasm quickly turns into improved patient outcomes as a result of the team’s real-time use of the electronic dental health record.

Mobility Augments Workflow and Improves Patient Experiences

XLDent is the first dental software suite to run in a mobile, tablet PC environment. Mobile tablets improve workflow because clinicians can bring the technology to the patient, not the other way around. Instant access to information provides doctors with clinical decision support. It also allows them to present needed treatment chairside, in a visual format that is easy for patients to understand. Many dentists are frustrated with the limitations that desktop computers, the keyboard and mouse have in the treatment room.

Dusty cables and keeping everything clean adds to this frustration. Mobile tablets allow doctors to engage patients in their treatment and facilitates formation of a stronger patient/doctor relationship. This helps increase treatment acceptance. ■



Company Contact

For more information on XLDent, visit www.xldent.com or call 800-328-2925.

Jay Geier's Scheduling Institute

Would you like to work less, make more money and have more fun practicing than ever before?

All of this is possible if you have a steady stream of new patients coming into your practice. New patients open the door to incredible opportunities!

Would you like to significantly increase your practice's overall productivity and profit with little to no effort on your part?

Over the last 25 years Jay Geier has been revolutionizing practices nationwide by increasing their new patients anywhere from 10 to 100 percent usually in just 30-90 days (it's not unusual to see higher increases closer to 300 percent) with his Scheduling Institute program.

Through training programs and coaching groups, Jay leverages a dentist's new-patient growth to then increase production and net income all while working less and enjoying an exceptional lifestyle.

Jay Geier and his team of more than 35 certified training specialists are the experts at getting your staff engaged, excited and



focused on producing results.

His outstanding training specialists are everywhere! They travel both nationwide and abroad 24-7 teaching Jay's strategies and helping dentists achieve amazing results. Last year Jay's certified trainers did 1,600 trainings alone, and average an incredible 215 trainings per month.

Your staff is one of your biggest expenses, but if trained and leveraged properly they can become one of your greatest assets.

Get on the fast track to increasing your new patients and opening the door to your bigger future by having one of Jay's certified training specialists come out and train your team for you!

Training dates are limited based upon the number of requests and are scheduled on a first-come, first-served basis. Call the Scheduling Institute at 877-215-8225 to reserve your preferred date today! ■

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