

# Summer VOTING Season

## townie choice awards

PRODUCT '14 SHOWCASE

*Voting before these dates  
makes you eligible for the prizes; the earlier you vote, the more prizes you're eligible for.*

JULY 11



Amazon Fire

JULY 25



QuietComfort 20i Acoustic  
Noise-Cancelling Headphones

AUG 8



\$250 Visa Gift Card

## Summer, sand, and sandals. It's that time of year.

Townies everywhere (that's you) are enjoying fun in the sun (unless you live in Phoenix with us, the scorched staff of *Dentaltown Magazine*). We're hiding inside. But we've been working on something for you under the cover of modernized shade. This year is the 12th annual Townie Choice Awards. For those of you new to this, read on. Veterans of the grand affair, feel free to casually skim the next paragraph. You know the moves.

Every year we bring you the top companies and products that you choose to use in your operatories and have on your trays. By the thousands, you vote for your favorites and share professional recommendations with your fellow doctors. In the end, the winning products are crowned champions and named Townie Choice Award winners. This is your chance to

tell the entire dental profession what deserves the distinction of being called best in the field.

Let's talk voting. Is it easy? Easy as spray-on sunscreen. Just head to [www.dentaltown.com/Townie2014](http://www.dentaltown.com/Townie2014) and cast your ballot. You can even do it from your phone with your feet in the water!

What's in it for you other than having a hand in deciding the eternal fate of your favorite products? How about a chance at five prizes with a grand prize of \$1,000 sound like a reason to vote? We thought so. Vote early for more chances to win. That's the drill. Ready. Set. Vote!

## Vote Now!



August 22  
Townie Meeting 2015  
Registration (a \$1,600 value)



September 5  
Photo on the December 2014  
*Dentaltown Magazine* cover  
and \$1,000



## Broadview's OfficeSuite:

The Only Phone System  
Certified to Integrate  
with Dentrix G5

OfficeSuite Dental is the only phone system of its kind because it integrates completely with Dentrix G5, is easy to use and includes everything you need to improve the effectiveness of your front desk.

Since OfficeSuite is in the cloud, your dental practice gets a complete communications solution, including easy-to-use phones, powerful features, system and hardware maintenance, and reliable, unlimited phone service—all for a low monthly fee and none

of the hassles. There is no equipment to buy and no long-term maintenance contracts to sign.

OfficeSuite Dental provides instant access to patient data and call records with every incoming call. When a call comes into the practice, employees logged into Dentrix G5 will immediately be presented with a screen showing patient information, including details about appointments, treatments and prescriptions.



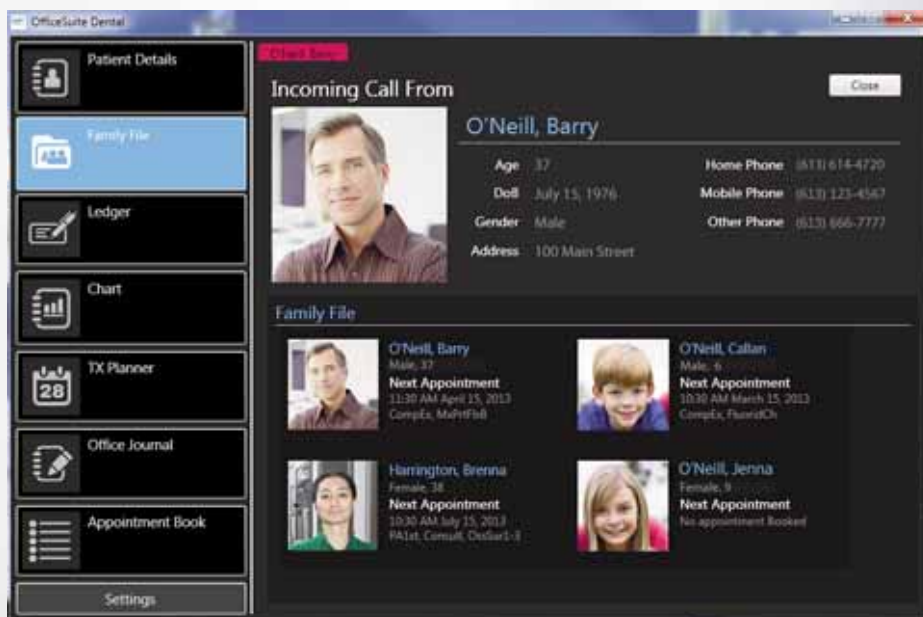
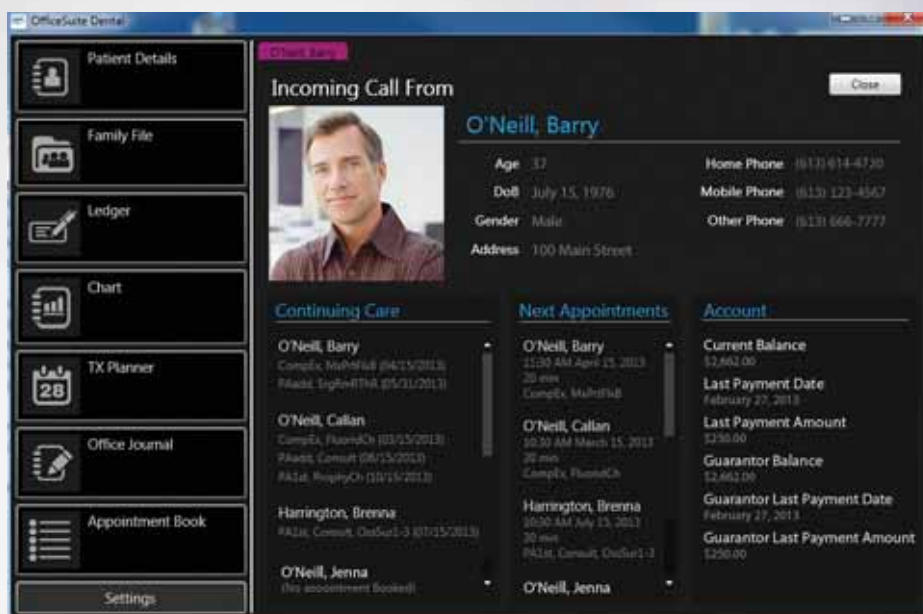
With the integrated solution, you will be able to:

- Automatically see patient information without pushing a button
- Improve patient satisfaction and retention
- Generate more revenue from current patients
- Identify new patients and grow your practice
- Improve your ability to collect balances and settle accounts

With a single click in the pop-up window, you are put into the selected Dentrix function, such as Appointment Book, for the calling patient. And since you see the patient's information the instant your phone rings, you never have to type in their name, saving you data entry. All the notes you type into the Journal from the pop-up window are automatically saved in Dentrix, saving you even more time!

OfficeSuite Dental provides your practice with all the advanced features and functionality of an enterprise-grade phone system for no upfront cost and low monthly payments.

Call 866-775-7420 or email  
ESullivan@BroadViewNet.com  
for more information.





# Intuit Demandforce:

## Townie Choice Award Winning Patient Communications and Marketing Software

Demandforce is a complete marketing and communications platform designed to enhance your patients' experience and grow your practice. Between their latest review syndication partner Microsoft Bing and product enhancements, including mobile optimizing their communications, Demandforce is constantly delivering the most advanced product on the market to help practices thrive.

Demandforce can help boost your online reputation while automating processes such as reactivating lost patients and confirming appointments. Running your own practice doesn't leave you a lot of time to think about marketing growth or retention strategies, so Demandforce takes care of that for you.

Over the past five years, Demandforce has collected 13 Townie Choice Awards in the categories of Dental Marketing, Internet Marketing & Web Services, and Patient Communication Systems. Demandforce equips your practice with effortless and effective tools to communicate with your patients while increasing production, revenue and efficiencies. It automates appointment scheduling and confirmations using email and text messaging, helps enhance your practice's online reputation on sites including Google, Facebook, Bing and Citysearch, and enables patient reactivation with promotions, newsletters and more. Best of all, Demandforce automatically tracks results and revenue generated from each of your marketing and communications efforts to provide you with real-time visibility into the success of your practice.

### How It Works

Getting started with Demandforce is straightforward and simple, taking about 30 minutes to get up and running. It syncs with the data in your existing practice management system and begins communicating with your patients, automatically.

Demandforce enables you to create automated, personalized email messages that are customized for your patient base. Utilize the personalized recall feature to remind those who haven't been into your practice for a while or are overdue for an appointment. You can reach out to your patients based on their individual re-care needs instead of sending patients the same recall message every six months, and even include an added incentive if you so choose. Demandforce will automatically send patients with an upcoming appointment an email or text message confirmation requesting a response, based on their personal communication preference. This will allow the front office to limit their number of phone calls to only those patients who do not confirm, indicating they are at risk to no-show. Demandforce also automates same-day text message reminders and allows

patients to save their appointment in mobile applications like Apple Passbook or Google Now. Demandforce helps free up valuable time and resources, allowing your front office staff to focus on other tasks and the patients themselves.

After a patient's visit is complete, Demandforce automatically sends a thank you email 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 of how your practice is performing, allowing you to keep your patients happy (or proactively address any internal issues). Demandforce then takes these certified reviews and publishes them across the Web on the sites including Google, Facebook, Citysearch and Bing. Reviews on these sites are helping potential patients find you when searching for a dentist online in their city.

If you don't already have your patient's email addresses, Demandforce's unique email finder tool can help. We compare the existing patient list in your management system against permission-based databases. Once we find a match, you can communicate with your patients through email. Plus, you can also use customizable postcards with targeted messaging to bring your patients back to the office. Keep your practice top of mind with your patients, both online and offline.

## Communication, Reputation and Intuit Local

Demandforce drives overwhelming value to its practices by combining an award-winning communication platform to increase retention with its reputational marketing tools and Intuit Local network to attract new patients.

## Effortless Communication Platform

Connecting with your patients outside of their visit is vital, and Demandforce makes this easier than ever by automatically delivering the right communications to the right patient at the right time. Best of all, every email is mobile-optimized to deliver the same

experience for the patient whether they view it on their desktop, tablet or smartphone.

Demandforce communications include:

- Automated email communications, including appointment confirmations, thank yous and past due reminders
- Two-way text messaging for appointment confirmations and same-day reminders
- Targeted, customized postcards to offline patients
- Instant feedback from satisfaction surveys sent to patients following each visit
- Custom email campaign builder to send targeted newsletters and promotions

## Online Reputation Tools

Demandforce helps practices build, maintain and leverage their most valuable asset—a good online reputation. Their 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 to potential patients on the Internet.

Demandforce reputation tools allow your practice to:

- Automatically collect certified reviews from active patients without requiring them to log in to write it
- Publish certified reviews automatically across the Web to sites and search engines including Google, Facebook, Citysearch and Bing

- Build your reputation on sites like Yelp, Twitter and Facebook through targeted email campaigns
- Post reviews, promotions and capture appointment requests through our Facebook applications
- Set up 30 days of social media posts that will automatically post at optimal times for viewing

## Intuit Local

Be found by more than 54 million local consumers through the Intuit Local network. Intuit Local is a directory comprised of Demandforce businesses across industries that will promote your practice to consumers of local, non-competing businesses.

Intuit Local 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 visiting non-competing local businesses
- The capability to attract the right type of new patients already confirming appointments by email and text
- The opportunity to post offers and targeted promotions within the network to drive new appointments
- An online appointment scheduler to accept requests 24/7 and so patients can schedule appointments when it's convenient for them



## Excel Studios: A Commitment to Quality and On-time Service

Excel Studios started as a boutique laboratory in 1996 founded by an AACD Accredited master ceramist. In 2010, James Hartzel, DDS, CDT, and Edwin Farjardo decided to venture together as laboratory owners.

Hartzel, a graduate of the University of Tennessee Dental School, brought the dentist perspective and Edwin, the technical expertise, and together they had a vision of what a doctor-friendly lab should be, offering high-end ceramics, technical guidance with exceptional customer service and a never-say-no attitude—all at a price that the everyday dentist could not only afford but could take their dentistry to a higher level.

The streamlined production through digital and CAD/CAM technology is managed by a group of seasoned technicians with special talents and expertise in their fields. Jimmy Williams, general manager, has more than 35 years of experience in the dental lab business, specializing in high-end dentistry and lean manufacturing processing.

The owners and management transformed an eight-man boutique lab to the 50-man full-service laboratory as it stands today. Excel Studios prides itself as the laboratory that other labs come to for help in expertise on complex cases, or when a doctor's reputation is on the line by fixing other labs failure to deliver on expectations. The heavy investment on technology and education has separated Excel Studios from production labs focused on volume and reduced fees, all this while still maintaining the personal service and quality of that original boutique lab. While the technology has helped in getting the work quicker with more consistency to the ceramic bench, it is our elite core of dental ceramists that have won awards at smile gallery competitions and have been published in prestigious aesthetic journals and dental periodicals.

### Porcelain Veneers

Not to take away from the beauty of the pressable ceramics, but the lost art of individually crafted and layered porcelain veneers has been buried with the pressed ceramic trend. Excel Studios still adheres to the old guard that started the aesthetic revolution with feldspathic porcelain veneers. Everyone can do veneers, but not everyone can do them to the same level and with the same expertise as Excel Studios.

The unique approach of layered ceramics allow for full control of opacity, translucency and built in internal color, custom internal effects, fluorescence and life-like optics. Excel Studios veneers have received accolades through multiple smile gallery awards and peer based magazine publications and have graced many celebrity smiles on the small and silver screen.

Published study cases in *The American Journal of Esthetic Dentistry* (winter 2013 issue pg. 264) and *The AACD Journal of Cosmetic Dentistry* (spring 2014 pg. 122).

Call 800-981-9008 or visit [www.weknowsmiles.com](http://www.weknowsmiles.com) for more information.





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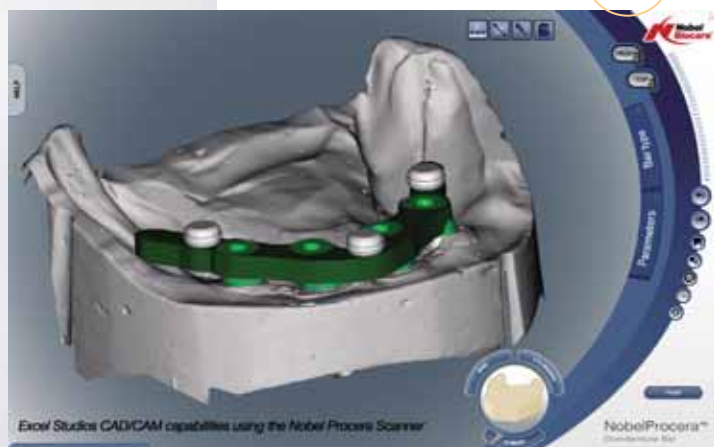
## All-on-4

Excel's implant-supported prosthetic department specializes in not only fixed and overdenture prosthetics but also the care and time required to walk the clinicians who are just starting to delve in this arena. Whether it's your first or hundredth case Excel Studios knows hybrids. From All-on-4 and screw-retained hybrids to bar-supported overdentures, procera implant bridges (PIB) and lingual set screw retained full arches Excel knows the protocol and the steps required for a predictable and successful case. It can assist from pre-diagnostic set ups for the creation of CT Stents to transitional prosthetic surgical and bone reduction guides and, of course, the aforementioned final restorations. Excel knows hybrids and will hand hold your case to a successful outcome.



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B



B

## All-on-4 Testimonial

"Recently, we started offering 'Teeth in a day' or 'All-on-4' restorations and we've worked with numerous labs on various cases. Ultimately, we decided to work exclusively with Excel Studios for all our 'All-on-4' cases, because they were by far the most knowledgeable and skilled. If you're new to this procedure, like we were, they are great at guiding you along. Their removable department works closely with the doctors throughout the entire process.

The knowledge and expertise with 'All on 4' restorations are very extensive. Usually we request chair-side assistance immediately after the placement of the implants which helps with the conversion process. The results are outstanding. We are extremely happy with the service we've received from Excel Studios and working with their removable department has been fantastic."

Andrew Tran, DDS  
Valencia, California

C

## ZenoStar Solid Zirconia

Excel Studios uses Ivoclar Vivadent's Zenostar Zirconia Translucent shades, pure, light, medium and intense which were developed for reproducing the 16 A-D + 4 beach shades. The two zirconia blanks, sun & sun chroma, along with the zirconia blanks light, medium and intense, form the basis for reproducing the 26 3D shades. Due to their warm, reddish nuance, sun & sun chroma are suitable for restorations with individual color characterization and can therefore be used for patients whose own natural dentition deviates from the classical tooth shades. Along with the exclusive 0.3mm bur for high-definition anatomy from a custom library the results are amazing and reproducible time after time. The final result is a restoration that supersedes monolithic zirconia expectations and actually rivals the optical properties of teeth found in nature.

C







## Glidewell: BruxZir Solid Zirconia

BruxZir Solid Zirconia is a monolithic zirconia crown, bridge, screw-retained implant crown, inlay or onlay with no porcelain overlay. It is an ideal choice for patients with bruxism, or for those who have broken natural teeth or previous PFM restorations. BruxZir restorations are also ideal when the patient lacks the preparation space for a PFM.

Designed and milled using CAD/CAM technology, BruxZir Solid Zirconia is sintered at 1,580 degrees celsius to achieve optimum strength. The final BruxZir crown or bridge is then polished on occlusal bearing areas and glazed to a smooth surface. BruxZir Solid Zirconia crowns and bridges are backed by Glidewell Dental Lab's seven-year free replacement warranty giving dentists peace of mind.

BruxZir Solid Zirconia's monolithic nature allows it to be milled to a feather-edge margin, meaning a more natural and hygienic emergence profile can be achieved in the mouth. With no bulk of material, or "speed bump," at the margin, patients will appreciate the natural feel of this chip-resistant restorative material.

Now, thanks to the new BruxZir Shaded 16 formulation, BruxZir restorations exhibit improved translucency and color similar to natural dentition, making them a restorative option in the anterior as well. Complete color penetration all the way through the restorations ensures greater shade consistency and prevents any shade changes after occlusal adjustment.

Due to its impressive strength and continually improving aesthetics, BruxZir Solid Zirconia has become the fastest-growing product in the history of Glidewell Laboratories, with hundreds of dental labs across the U.S. becoming an authorized BruxZir Lab. Adding to the "Best of Class" accolade received



from the Pride Institute, BruxZir Solid Zirconia performed very well in long-term clinical trials from both The Dental Advisor and Clinicians Report.

In June 2014, Clinicians Report said the clinical performance of BruxZir molar crowns was superior to all other tooth-colored materials studied previously by the TRAC research division of Clinicians Report over the course of 39 years. Based on scanning electron microscope (SEM), clinical and laboratory examinations performed three-and-a-half years after placement, BruxZir crowns exhibited 23 percent less wear than the pressed ceramic-over-zirconia control group. Over the course of the study, BruxZir crowns received more wear than they caused, with no reports of microcracks, surface cratering or adverse occlusal system effects.

With more than five million restorations prescribed in five years, BruxZir Solid Zirconia is the number one prescribed brand of full-contour zirconia. BruxZir crown and bridges are competitively priced at \$99 per unit.

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## BruxZir Solid Zirconia Full-Arch Implant Prosthesis

The BruxZir Solid Zirconia Full-Arch Implant Prosthesis offers a fixed, all-zirconia implant solution for edentulous patients desiring a more durable and aesthetic replacement for removable hybrid dentures. Constructed from 100 percent BruxZir Solid Zirconia and attaching to implants via titanium connections, this full-arch restoration dramatically improves speech and chewing function.

BruxZir Solid Zirconia exhibits class-leading durability with up to 1465 MPa of flexural strength and high fracture toughness, making it ideal for enduring the functional stresses that dentures must withstand. Affordably priced at \$2,995, the BruxZir Solid Zirconia Full-Arch Implant Prosthesis includes the final prosthesis, a provisional CAD/CAM implant prosthesis, all labor, model and die work, analogs, setups, bite blocks, try-ins and verification jigs.



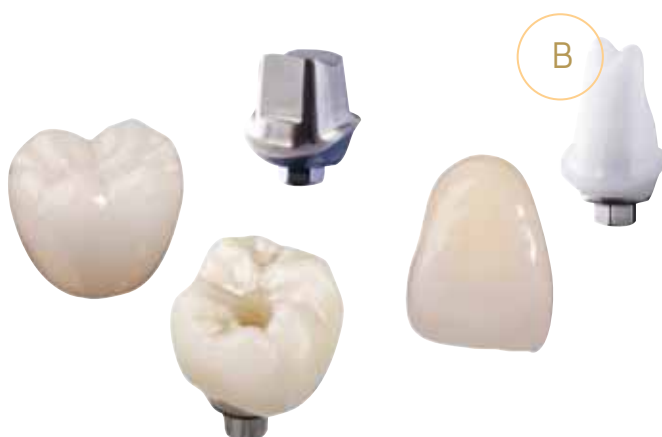
B

## BruxZir Solid Zirconia over Inclusive Custom Implant Abutment

Glidewell Laboratories offers three custom implant abutments under the Inclusive brand name. Inclusive Custom Abutments are available in Titanium, Zirconia with Titanium Base and All-Zirconia to fit patients' individual needs. Precisely milled using CAD/CAM technology to facilitate a natural-looking emergence profile while optimizing soft-tissue contours and crown aesthetics, Inclusive Custom Abutments are priced starting at \$299 per unit and are compatible with up to 11 of the most popular implant systems.

Specially trained technicians at Glidewell Laboratories are experienced in completing the most challenging implant cases from start to finish. Aided by our research & development team, the Implant department focuses on continuously improving the techniques and processes behind fabricating Inclusive Custom Abutments.

BruxZir zirconia is the ideal restorative material for the toughest implant cases and is conveniently priced at just \$114 for a restoration over custom abutment and \$99 for a restoration over abutment in the mouth. As an added bonus, Inclusive Custom Abutments are covered by one of the best warranties in the industry, covering the custom abutment, implant (if needed, an Inclusive Tapered Implant is provided) and final implant crown for 20 years if the abutment fails.



C

## BruxZir Solid Zirconia Screw-Retained Implant Crown

BruxZir Solid Zirconia Screw-Retained Implant Crown from Glidewell Laboratories provide a one-piece alternative to cemented implant restorations. Priced at \$299, these monolithic restorations combine the abutment and crown into a single solid prosthesis. There are several benefits to using BruxZir screw-retained crowns, including: the elimination of the possibility of a crown margin, which in turn removes any concern about excess cement, the ability of easy retrievability in situations where a crown may need to be removed, assistance in the creation of natural tissue contours; and because the restorations are monolithic, there is no possibility of porcelain fracturing off. All of those advantages build upon BruxZir Solid Zirconia's impressive strength and shade-match capabilities. For more information, call 800-854-7256 or visit [www.bruxzir.com](http://www.bruxzir.com).



New patients ARE your future



## NEW PATIENTS, INC.

*The marketing firm exclusively for dentists*  
[www.newpatientsinc.com](http://www.newpatientsinc.com)

### New Patients, Inc.:

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

#### 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, refer-

ral 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."

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?



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.callsource.com](http://www.callsource.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 technology 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."

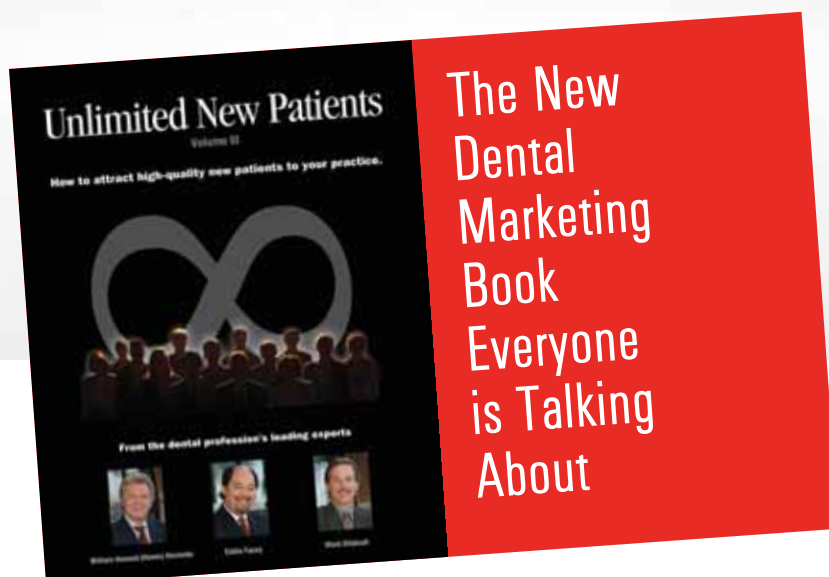
NPI asserts that this dental ignorance, far from being a liability, can actually present an opportunity for

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.

For more information call 866-336-8237 or visit: [www.NewPatientsInc.com](http://www.NewPatientsInc.com).





*"One of America's fastest growing private companies in the nation helps dentists increase productivity through business consulting, education and marketing."*

# Productive Dentist Academy

Founded in 2004 by Dr. Bruce B. Baird and Vicki McManus, Productive Dentist Academy was born out of frustration. After 25+ years in dentistry, founder Baird had attended his fair share of CE, hired the best consultants in the industry and simply could not find a program that delivered straight forward, real strategies to achieve his goals:

- To produce \$1,250+ per hour, no matter the geographic location of the practice
- To increase his take home salary... while working fewer hours
- To do it all while *raising* the standard of patient care

As the Academy celebrates 10 years in service, PDA believes in being member built and driven. Baird is a working dentist in Granbury, Texas, and CEO Vicki McManus is the co-owner of four dental practices in Wisconsin. Together with the Academy faculty, PDA

has helped more than 1,500 practices increase productivity and profitability through a unique, 360-degree approach:

- Business coaching
- Seminars and education
- Marketing strategy

## Business Coaching

It takes a leap of faith for a dentist to invest in team training. Doctors will often ask:

- How is this different from other "consultants"?
- Can you really help us decrease stress and increase productivity?
- How will I know if this program is a fit for my team?

PDA's business coaching relationship helps doctors and teams increase productivity—*before ever attending an event!*

**Here's how it works:** Risk-free coaching. After initial conversations, if PDA feels it can help you boost revenues a minimum of \$50 per hour (\$78,000 per year) PDA assigns a business development coach to you free for two months. PDA shares the risk as you implement the basics and get to know the company.

Why? You deserve to get to know the people coaching your team prior to making a big commitment.

PDA's coaches are specifically trained to enhance your current systems (not replace them), helping you to quickly eliminate the exhausting roller coaster of highs and lows in productivity.

**Academy Member Perspective:** Dr. Peter L. Thompson, Academy Member since 2008.

Dr. Peter L. Thompson provides care in one of the poorest communities, in the poorest state in the nation—Portales, New Mexico. Despite the odds against him, he has achieved excellence providing comprehensive care and producing five times more than the "average" dentist.

Want to know Thompson's and other Academy dentists' secrets? Watch a video of Thompson and other doctors at:

[www.productivedentist.com/about-us/testimonials/](http://www.productivedentist.com/about-us/testimonials/)

## Seminars and Education: Consistently Produce Three Times the National Average

Check out these statistics and ask yourself, "Are you an average dentist, or a productive dentist?"

- The average dentist works 134 hours per month; the productive dentist works 100

- The average dentist takes two weeks of vacation; the productive dentist takes 10 weeks
- The average dentist produces \$400 per hour; the productive dentist produces \$1,250 per hour

An AGD CERP certified provider of quality CE (21 credit hours for productivity workshop), the Academy's educational CE events break down the productivity barriers for dentists and their teams. In just two-and-a-half days you have the tools to hit the ground running with easy to implement Monday morning strategies. Other educational events include: Annual Blue Sky Reunions, Business Management 101—Driving the Bus, and strategic marketing workshops.

**Productivity Workshop:** Workshops are held January, May and September each year, designed for doctors and teams. It outlines the specific clinical skills, strategies, and technology needed to become a high-producing dentist—one that produces \$1,250 an hour and nets over \$600,000 per year.

**Blue Sky Reunion:** featuring Dr. Paul Homoly, November 6-8, 2014, Seattle, Washington. Come and stretch your skills with dentistry's leading Communication Coach.

Increase influence and increase your practice with Homoly as he presents **"Making it Easy for Patients To Say 'YES' Workshop: Case Acceptance for Everyday**

**Dentistry"** and **"Just Because You're an Expert... Doesn't Make You Interesting."**

**Academy Member Perspective:** Dr. Joseph Kunick, Academy Member since 2010.

"I think one of the best things that PDA has done for me is allowed me to be honest with my patients. Before, I almost had a little bit of a fear of telling people what they really needed. Definitely bring your staff because they truly take ownership of securing treatment plans and help you relax more. In the end, you're helping out your patients by getting the best dentistry in their mouth, so really it's a win-win for everyone."

## Marketing Strategy: Get Results By Design

The Academy's award-winning marketing services group works exclusively with PDA Graduates to bridge the gap between effective design and powerful return on investment (ROI).

**PDA's Marketing Services Group** understands the noise created from the often daily sales calls from various marketing companies. Disjointed marketing using a variety of companies creates brand distortion, and consumer confusion. Add to that the rapidly changing landscape of the web, and it's enough to overwhelm any

business owner! Our ForeverDentalSites program ensures that your web presence automatically upgrades as new technology emerges, and your brand genuinely represents you!

Our full-service agency provides:

- Comprehensive marketing plans and research
- Mobile ready websites (ForeverDentalSites)
- Social media strategies
- Branding
- Word of mouth internal programs
- Direct mail programs
- Community events and PR

**Academy Member Perspective:** Rachel Wall, RDH, BS, Founder of Inspired Hygiene

"For my company, Inspired Hygiene, our website had become stale in the wake of mobile technology and the variety of ways our clients access data. PDA's Marketing Group delivered in spades! They captured the vision, the brand, and organized content in a way that is intuitive to the user. I am absolutely blown away by the transformation. Our click-through rate, customer engagement, time spent on the site are all up 30 percent in just six weeks of launch. Thanks PDA Marketing Group."

For more information visit:  
[www.ProductiveDentist.com](http://www.ProductiveDentist.com) or call 800-757-6077.







## Sesame Communications: End-to-End Digital Marketing and Patient Engagement for Dental Practices

Sesame 24-7 from Sesame Communications is the dental industry's only end-to-end, cloud-based digital marketing and patient engagement system. Sesame 24-7 helps your dental practice accelerate new patient acquisition and build a loyal patient community that keeps appointments, pays bills faster and refers friends and family. Focused exclusively on dentistry, Sesame Communications has a 15-year track record of delivering innovative, research-based solutions that let you harness the power of the Internet to drive practice growth and profitability.

Today's patients live, play and communicate online. Sesame 24-7 builds an effective practice brand online, allowing you to engage with existing and prospective patients on multiple digital channels.

Because your practice is unique, each component of Sesame 24-7 is tailored to support your growth strategy. We couple state-of-the-art technology with experienced digital marketing experts to help you craft and manage a specific online presence and patient engagement plan that best suits your local market and practice goals.

### Sesame 24-7 Overview

Sesame 24-7 provides seven different complementary modules to improve practice growth and profitability.

#### Dental Sesame

Dental practices adopting Dental Sesame experienced a 12.3 percent average decrease in no-shows in the first year, and over a three-year period saw an average of more than \$31,000 in increased production. With Dental Sesame, your practice will benefit from:

- A cloud-based HIPAA compliant patient engagement platform
- Automated appointment reminders via text, email and phone
- Automated financial reminders
- A mobile-optimized and practice-branded online patient portal

- Online bill payment from the patient portal
- Comprehensive practice dashboard with analytics and ROI data
- A HIPAA compliant collaboration portal
- Seamless integration with your practice management system and imaging system

#### Healthgrades Enhanced Profiles

Dental care providers with this service saw an average of 11 additional practice calls per month, three months after launching. With a Healthgrades Enhanced Profile, your practice will benefit from:

- Superior practice visibility on the best dental search portal on the web
- Automatically published post-appointment surveys from Dental Sesame
- Featured provider placement in Healthgrades.com searches
- Comprehensive and branded doctor and practice profile pages
- Exclusivity within your profile, eliminating all competitive content
- Easy to request appointment functionality via e-mail or phone
- Performance tracking on calls and online appointment requests



### Sesame Web Design

Practices with a Sesame Designed Site average more than 240 unique visitors per month. With a Sesame Designed Site, your practice will benefit from:

- Patient Appeal Rated design to optimize conversion of visitors to new patients
- Responsive design that looks stunning on desktops and all mobile devices
- A uniquely designed site that accurately reflects your brand
- Free web hosting and unlimited e-mail accounts
- Professional writing and extensive library of relevant content

### Sesame SEO

Ninety-five percent of practices using Sesame SEO have at least one keyword ranked first overall for their local area. With Sesame SEO your practice will benefit from:

- A unique strategy to position the practice high in local searches on lead portals
- Competitive performance analysis to guide proactive management of your SEO strategy by an experienced dental SEO Specialist
- Review monitoring across major listing properties
- Management of Google+ Local and Bing Business Portal Listings
- Management of website links
- Monthly analysis report to measure performance improvements

### Sesame Social

Practices with Sesame Social average almost 239 Facebook "Likes" and have an average of 165 Facebook engaged users. With Sesame Social, your practice will benefit from:

- Optimized patient engagement on multiple top-ranked social media channels
- Dedicated management and support by a dental experienced social media specialist
- Social media page design that matches your practice brand
- Performance reporting to see actions and activity across your social sites

### Sesame Sweepstakes

After implementing Sesame Sweepstakes, a Sesame member in Sacramento, California, saw a 33 percent increase in new patient calls. With Sesame Sweepstakes your practice will benefit from:

- Full service management of Facebook sweepstakes or contest promotions to optimize patient and community online engagement
- Comprehensive online and in-office promotional campaign design, administration and management
- Performance reporting of all sweepstakes entrants and calls to the practice



### Sesame SEM

Practices with Sesame SEM convert an average of 9.5 percent of campaign clicks into leads. With Sesame SEM your practice will benefit from:

- Launch and execution of online pay per click campaigns
- Customized advertising campaigns on major search engines
- Development of budget and flexible spend management
- Performance reporting to measure and optimize ROI

### Take Your Marketing to the Next Level

New patients are the cornerstone of practice success, and your online presence and website is your new front door. Sesame 24-7 enables you to take a multi-touch approach to both external and internal marketing, and provides 360-degree coverage to patients seeking to find a dental provider in your local community.

For external marketing Sesame 24-7 makes sure your practice gets found on search engines and is highly visible within social media. Sesame 24-7 also helps you market internally to your patients to increase referrals, retention and loyalty. This approach helps ensure maximum benefit from your digital marketing efforts.

### Deepen Relationships with Your Patient Community

Today's patients expect a digital experience that mirrors the outstanding service they receive in your practice. Sesame 24-7 provides an intuitive, mobile-optimized portal that makes interacting with you online easy and engaging. It also provides educational content that lets patients know you are a partner in their ongoing dental care.

### Sustained Practice Success

Sesame 24-7 makes getting your practice online easy with an intuitive setup designed for the non-technical user. Our support staff understands the dental office environment and is there to help whenever you need it. The Sesame online support portal provides instructional videos, content and other learning tools. All of this support ensures your practice gets the maximum return from its investment.

### One Partner. One Solution. One Mission.

As the CEO of your dental practice, your time is valuable. You're responsible for generating production and managing your business. The last thing you need is more vendors to manage. With Sesame, you have one trusted partner whose sole mission is the success of your practice.



## Shofu's EyeSpecial C-II:

Smart Digital Camera, Designed  
Exclusively for Dentistry

Shofu Dental Corporation is proud to announce the latest addition to their extensive product line: The EyeSpecial C-II Digital Dental Camera!

Historically, dental photographic equipment was very expensive and complicated to use. However, in the past 10 years dental photography has undergone a transformation since digital cameras have become more popular and less expensive, therefore creating a wide range of availability of digital cameras. Digital photography in dentistry has revolutionized teaching and lecturing in the field as well as educating patients in the office. With this technology and a more hands-on approach, the doctor can efficiently and effectively treat patients with a clear plan in place.

One of the key advantages of digital photography in dentistry is the fact that the images can be transferred right from the camera to a computer, tablet or smartphone. This enables the practitioner to quickly and easily work with their patients on treatment plans. Enter the EyeSpecial C-II.

Designed exclusively for dentistry, the EyeSpecial C-II is engineered to produce superb image quality. Providing 12 megapixels, eight shooting modes and fast auto focus, zoom and isolate capabilities, this camera offers a high performance 49mm close-up lens, intuitive one-touch operations and an ultra lightweight sleek body design. The large LCD touch-screen allows the user to view and scroll through images effortlessly, even with a gloved hand. It has

exceptional depth of field range and an automatic flash for true color reproduction.

The EyeSpecial C-II's eight shooting modes—Standard, Face, Isolate Shade, Mirror, Surgery, Low-Glare, Whitening and Tele-Macro—make this feature-rich camera easy to use and allow the doctor and staff to capture consistent, high-quality images every time.

The camera has the FlashMatic system built into it with four macro LED lights mounted around the lens, as well as an inside and outside flash located on both sides of the lens. This FlashMatic flash system blocks out the ambient light allowing true color reproduction.



The EyeSpecial C-II also has a built in magnification range finder and fast auto zoom capabilities. With this tool, the user can quickly set the distance and range they need within each mode, making it easy to capture the image they need the first time.

The camera also comes with SureFile, a proprietary photo management software that allows the user to automatically sort and file images by patient ID number. Each time a patient's ID number is entered into the camera, SureFile will load all of the images for that patient to the same folder, saving time and helping to maintain compliance with HIPAA standards.

Created to be versatile and adaptable, the EyeSpecial C-II was designed for dental and orthodontic photography, case presentations and at the bench in a laboratory. It is extremely user friendly and can be held comfortably with one hand, freeing the other to use a cheek retractor or mirror. Settings and pre-set functions can be customized within the EyeSpecial C-II, but there are no changes or routine modifications needed with this camera—it's ready to use right out of the box!

Included with the EyeSpecial C-II is a 4GB SD HC card, but the camera is also compatible with an Eye-Fi Pro wireless memory card, allowing images to be automatically transferred and uploaded onto a computer, tablet or smartphone. The camera also comes equipped with a draw and edit function which is ideal for in-office patient education and communication. With a durable, rugged exterior, the EyeSpecial C-II is water and chemical resistant. It can easily be cleaned with a surface wipe, which is essential for infection control in the office. It is also scratch and scuff resistant.

With intuitive one-touch operations and an ultra lightweight, sleek body design, Shofu's smart and sophisticated EyeSpecial C-II is designed exclusively for dentistry and adds consistency and efficiency to all your dental photography needs.

Available online at [www.shofu.com](http://www.shofu.com) or contact Shofu Dental Corporation at 1-800-827-4638.




## SHOOTING MODES

		<b>STANDARD MODE</b> For standard intraoral photography
		<b>SURGERY MODE</b> For intraoral photography from a distance
		<b>MIRROR MODE</b> For intraoral photography using a mirror. The image taken can be reversed
		<b>FACE MODE</b> For shooting facial views or half-body portraits
		<b>LOW-GLARE MODE</b> For photographing details of anterior teeth, working models and indirect restorations
		<b>WHITENING MODE</b> For shade comparison between, before and after whitening
		<b>TELE-MACRO MODE</b> For photographing anterior teeth, indirect restorations and working models in higher magnification <small>*Attach provided Close-up lens when taking pictures in this mode</small>
		<b>ISOLATE SHADE MODE</b> You can isolate the shade for optimal shade matching



## ZEST Anchors LOCATOR Overdenture Implant System:

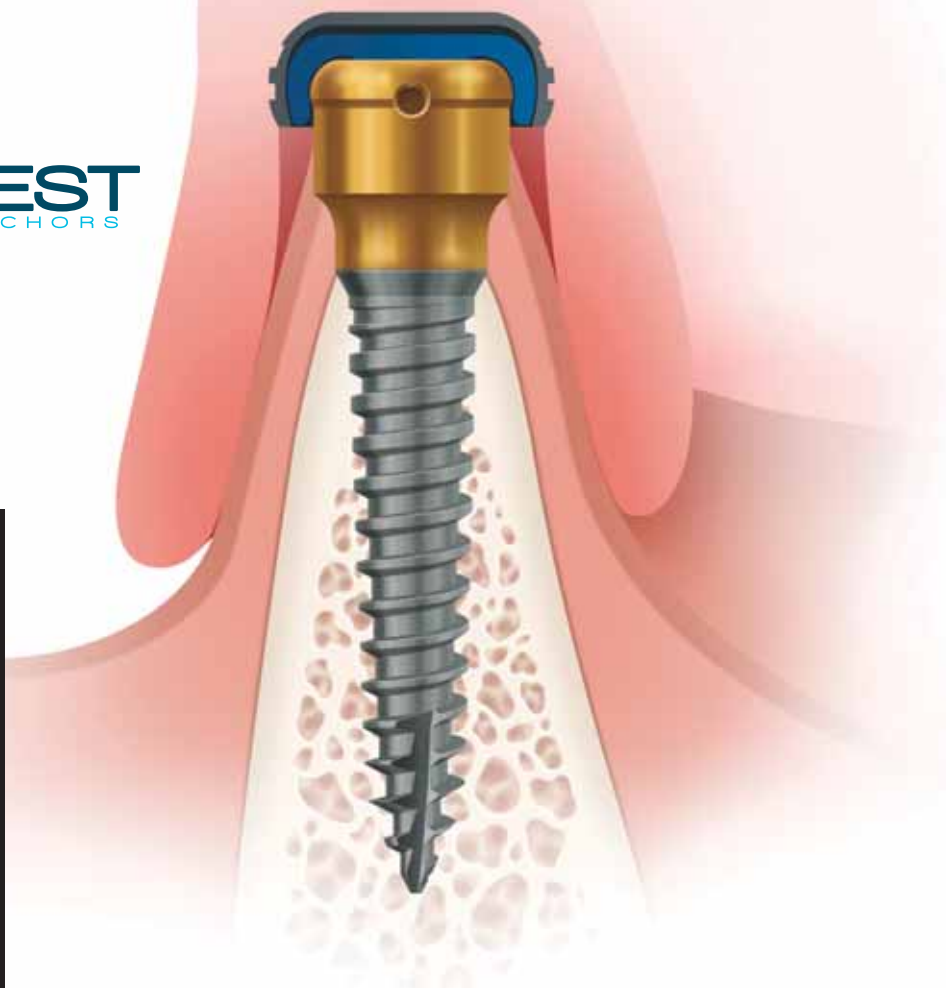
A Predictable,  
Long-term Option for  
Denture Patients

attachment in the dental industry, with interface compatible attachments for more than 350 different implant products.

Understanding that the edentulous patient population is rapidly growing every year, Zest Anchors recognized a gap in the narrow diameter dental implant offering for implant-retained overdentures and introduced the Locator Overdenture Implant (LODI) System—an implant system incorporating narrow diameter implants and the world-renowned Locator Attachment, a technology not found with traditional O-ball mini implants.

### Designed Exclusively for Overdentures

Until now, choosing a narrow diameter implant for those patients with narrow ridges who decline bone grafting often meant a sacrifice in attachment performance and ultimately decreased patient satisfaction. The Locator Overdenture Implant (LODI) System features: intuitive surgical instrumentation designed with safety in mind; narrow diameter implants for denture patients with narrow ridges; and a male processing pack, ideal for customizing retention levels and draw correction.



The LODI System incorporates a unique two-piece coronal design not found with O-ball mini implants; a critical feature optimizing patient satisfaction by providing flexibility for simple attachment interchangeability and replacement, should wear occur throughout time. This allows for easier case planning, implant surgery and restorative technique. In addition, Locator's dramatically reduced vertical height increases patient comfort when the denture is removed and provides increased denture strength due to less acrylic removal.

Featuring convenient, all-inclusive packaging, the system is comprised of 2.4 and 2.9mm narrow diameter implants (available in 10, 12 and 14mm lengths), a detachable Locator Attachment (available in a 2.5 or 4mm cuff heights), as well as a LODI Male Processing Pack. By utilizing the processing pack, unique to Locator, retention levels can be customized and draw correction can be addressed with each patient scenario, improving ease of denture placement and removal. LODI is manufactured with the strongest Titanium Alloy available and a Resorbable Blast Media (RBM) surface treatment on the entire length of the implant. The implant is also self-tapping for ease of implant insertion and its aggressive thread design provides primary stability when immediate loading may be indicated.

The Locator Overdenture Implant (LODI) System is a less invasive, predictable and long-term implant-retained overdenture option for patients requiring an effective, cost-conscious technique for securing their dentures.

For more information please visit [ZESTanchors.com](http://ZESTanchors.com) or call 855-868-LODI (5634).



*"The Locator Overdenture Implant is not a typical small diameter implant. It is a narrow body implant with a thread design like standard implants and it provides all of the attachment benefits I have come to appreciate from using Locator. LODI is now my go-to implant for patients with narrow bone width and limited finances. I am very pleased with the treatment outcomes and so are my patients."*

*— David A. Little, DDS*



## 3M ESPE:

### Helping You Deliver Better, More Consistent Outcomes

3M ESPE is passionate about helping you achieve the outcomes you want for your patients. This is why we are focusing on products designed to work together to provide reliably predictable results. Like no other company is able to do, we apply technology from around all of 3M in a constant effort to raise the bar for performance and ease-of-use.

With commitment to the highest standards from raw materials through final manufacturing, 3M ESPE strives to have its products not only work right the first time, but also the same way every time.

Whether it is tried-and-true technology or something new and leading edge, 3M ESPE is at work trying to improve what exists today and at the same time, inventing new ways that can help you deliver better outcomes for both you and your patient.







## A-dec LED Dental Light:

Recognized for its  
Innovative Design and  
Outstanding Functionality

Bright, white and true. The award-winning A-dec LED dental light gives you outstanding illuminance, maneuverability and low cost of ownership. In addition to three daylight-quality intensity settings and cure-safe mode, it's engineered to reduce eyestrain.

You'll see colors accurately for optimal tissue diagnosis, and gain greater control and positionability with outstanding rotation.

To eliminate harsh shadows in the oral cavity, each of the eight white diodes and four yellow diodes of the light has been precisely placed to create what A-dec calls a stadium effect. In addition, the light is

engineered for a feathered light pattern, meeting ISO-9680 guidelines to reduce eye fatigue.

For ideal illumination, the A-dec LED features three intensity settings (15,000 lux, 25,000 lux and 30,000 lux), a CRI (color-rendering index) rating of 90+ for accurate color representation, a color temperature of 5,000K to provide daylight-simulated illumination.

For range of motion and the ease of positioning, the A-dec LED accommodates a wide range of motion and positioning: a horizontal movement of 540 degrees—a full 90 degrees past the traditional 180 degrees standard position; 120 degrees of vertical movement; and 80 degrees of diagonal movement. With its unique barycentric pivot point design, the sensation is one of perfect balance.

For operating the light, the light can be controlled by A-dec's touchpad or local controls on the light head. A-dec's use of engineering-grade resins and die cast materials, in addition to high performance LEDs and excellent passive thermal management, provide for a robust design. This light is designed to last 20 years, and meets L90 LED specifications—requiring

that a light maintain 90 percent of its luminance throughout a life of 40,000 hours.

Although LEDs do not produce radiant heat, there is heat generated in the circuit board and at the connection points of the diodes. It is critical for the life of the diode and consistency of the luminance that this conductive heat be channeled away from the light. A-dec innovation created a "magnesium heat sink" to move heat away from the circuit board and LEDs with a passive process without the need of a fan or cooling tubes. Fewer moving parts mean fewer opportunities for problems. You cannot imagine how great this light is until you see it and experience all the benefits.

The overall design of the A-dec LED was honored with the international Red Dot Award (Germany), an IDEA Silver from the Industrial Designers Society of America, and voted 2012's Best New Product for Women by the American Association of Women Dentists (AAWD).

Also available to upgrade A-dec halogen dental lights. Visit [www.a-dec.com](http://www.a-dec.com) for more information.



## Aseptic: Comfortable Injection Procedures with the Wand

The Wand STA Computer Controlled Anesthesia System addresses the primary cause of dental anxiety and fear by eliminating traditional syringe injections. Equipped with an onboard microprocessor, the Wand helps clinicians deliver effortless, predictable and comfortable injections by regulating the flow of anesthetic below the patient's pain threshold. The system is programmed with three controllable flow rates: Control Flow, Rapid Flow and Turbo. Control Flow is used to initiate every injection with its regulated flow rate of one drop every two seconds. Once the injection procedure is underway, clinicians may switch to the Rapid and/or Turbo Flow modes, which dispense a full carpule of anesthetic in 50 seconds and 25 seconds, respectively. The instrument accommodates any local anesthetic cartridge and uses an ergonomically designed, single-patient use, sterile disposable handpiece offered in a variety of needle sizes.

The Wand is indicated for all traditional infiltration and block injections in either arch, and because the computer regulates the flow of anesthetic to as low

as one drop every two seconds to begin each procedure, single-tooth intraligamentary injections along with newly developed AMSA and P-ASA palatal injections can be incorporated into your day-to-day treatment planning. Clinicians benefit from increased production when reducing the number of lower block injections and replacing them with single-tooth anesthesia (STA) procedures. STA injections are completed in two minutes and offer an immediate onset of pulpal anesthesia. Palatal injections enable clinicians to anesthetize up to five maxillary teeth with a single injection without collateral numbness of the buccal/labial tissue, allowing for immediate smile line assessments.

Traditional single tooth PDL injections involve extremely high injection pressures and deliver a low volume of anesthetic, making them an unreliable option for routine procedures. The Wand instrument utilizes a feature known as Dynamic Pressure Sensing (DPS) technology that measures real-time pressure at the needle tip during an injection. DPS takes the guesswork out of anesthetic delivery during an intraligamentary injection. The built-in pressure gauge informs

the clinician when the needle is in the proper injection site, if the needle has left the site, or if the clinician is applying excessive pressure on the needle. The microprocessor meters the consistent and precise flow of anesthetic and meets and overcomes resistance in the palate and in the periodontal ligament.

The incorporation of comfortable, single tooth and palatal injections into your treatment planning allows for virtually unlimited practice growth potential. Patients needing a routine procedure such as crown preps, fillings, root canals, etc., can now receive a painless, single-tooth injection with pulpal anesthesia lasting 45-55 minutes without any collateral numbness of the lips, cheek or tongue. A full arch of veneers no longer requires multiple infiltration injections and the subsequent collateral numbness and unnatural smile line. These are critical marketing points in today's social-media-driven world.

Word travels fast about a dental practice that abandons painful syringe injections in favor of comfortable injection procedures that don't require four hours of anesthesia recovery time. The Wand generates internal marketing with every procedure, making it a practice builder in dentistry.

Visit [www.aseptico.com](http://www.aseptico.com) for more information.





## Bayshore Dental Studio:

Your One-Stop,  
Full-Service Dental Lab

### Bayflex Partial 93 Percent Recommended

Patients appreciate light, easy-to-care-for, comfortable partials, which is why Bayshore Dental Studio's Bayflex partials have quickly become a clinically proven industry leader—now recommended by 93 percent of Dr. Gordon J. Christensen's Clinicians Report (CR) evaluators.

CR evaluators were impressed by the fit, durability and translucency of the Bayflex partial, which uses a unique thermoplastic base and is precision-molded for optimum retention. The CR evaluators also stated they would incorporate Bayflex into their practice, rating it excellent or good, and worthy of trial by colleagues.

CR releases its annual buying guide each December, providing dental clinicians with objective information about the year's top-rated dental products. Bayflex is the only flexible partial featured in the latest CR guide (full report available).

(A) An ideal healing appliance for implant patients, Bayflex Partial 93 percent recommended!

(B) Bayshore Dental Studio is a full-service lab. Save time and money when you bundle Bayflex + SIMPLiCITY implants + IPS e.max crowns!

### Bayflex Benefits You and Your Patients

Bayflex partials are discrete, and the natural tissue design and high translucency blends easily with patients' natural tissue tone. Bayflex benefits also include:

- Custom, thin-clasp design follows the pattern of natural gingival contours and pigmentation.
- Allows natural sensation and taste.
- Absorbs shock from occlusal and masticatory forces through its unique flexibility.
- Monomer-free, biocompatible and hypo-allergenic, making it a great option for patients who are sensitive to acrylic.
- Easy to adjust, but difficult to break, with durability matching conventional metal partials. Any fine-tuning can be done in minutes.
- Suitable for any treatment plan: Bayflex Hybrids are 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, providing all the retention, aesthetics and comfort of a semi-permanent restoration for the price of a provisional.

### Bayflex: An Ideal Healing Appliance

Doctors everywhere are seeing how easy Bayflex partials are to seat—and how much their patients love the comfort and fit. It's why many doctors are

now prescribing Bayflex as a preferred healing appliance for their implant patients. Loose-fitting, flimsy acrylic flippers belong in the past!

"Bayflex partials rarely need chair-side adjustment, and patients find them easy to care for and wear," said Dr. Gary L. Evans, DDS, a Bayshore client based in Ft. Collins, Colorado, who incorporated the partial into his practice in 2013. "I'm using Bayflex for anterior implants, and find the aesthetics and comfort are superior to 'flipper' or temporary implant crowns. I really like Bayflex. The cosmetics are so good."

### Bayshore: Your One-Stop, Full-Service Dental Lab

Bayshore Dental Studio is a full-service, Tampa-based dental laboratory producing and distributing dental prosthetics since 1992. The lab has been ranked among the top 7 percent of dental laboratories in the United States. In addition to its Bayflex flexible partials, Bayshore's family of products includes: conventional full and partial dentures, IPA e.max porcelain crowns, Z Crown zirconia crowns, PFM crowns, milled PMMA provisionals, Champion mouthguards, and a full line of SIMPLiCITY implant solutions including custom abutments, overdenture bars, all-on-four bars and implant-supported zirconia bridges. More information can be found at BayshoreDentalStudio.com or by calling 877-954-6343.

# Bisco's Duo-Link Universal:

## Cutting-edge Cementation: The best cement just got better!

Easy clean-up and excellent handling properties while maintaining high bond strengths has been what clinicians most often seek in an adhesive cementation system. Some clinicians avoid an adhesive cementation system due to challenging and difficult clean-up if the cement is over-cured or has a snap-set. Now you can rely upon a cementation system that provides the ideal characteristics required to achieve the perfect restoration and a sensitive-free, sealed tooth.

BISCO has continually developed "cutting edge" products to meet your needs. To accomplish this, we rely on the expertise and insight from our customers to guide us in the development of the most efficient and effective dental products in the market. Together, with your feedback and over 18 years of proven success with Duo-Link, we created Duo-Link Universal.

BISCO's new Duo-Link Universal provides reliable, high-strength cementation with the clean-up you've been looking for! Its extremely high, consistent degree of conversion in both self-cured and light-cured modes is required for today's stronger restorations. In addition, Duo-Link Universal has low film

thickness to assist in effective seating, is very easy to clean-up, and offers diagnostic radiopacity for that perfect margin. Unique to Duo-Link Universal is its two aesthetic shades, Universal and Milky White. Universal shade can be used for most restorations while the milky white shade can be used to mask darker tooth preparations. Duo-Link Universal has been maximized to reduce its sensitivity to operator and curing lights, resulting in a longer gel phase and ease of use to cement all restorative options.

Duo-Link Universal is compatible with virtually all dental materials, and when coupled with BISCO's All-Bond Universal light-cured adhesive, Z-Prime Plus or Porcelain Primer, it is the only product combination for all indirect restorations. This combination of award-winning, innovative products provides high retention and durability of indirect substrates in a simple, universal and easy-to-use kit. As always, BISCO takes pride in delivering proven products at practical pricing.

Duo-Link is a top-rated cement that offers:

- High radiopacity for easy identification on a radiograph
- Excellent handling and easy clean-up
- Less light sensitive to operator or curing light (longer gel phase)
- New shades: Universal and Milky White



*Duo-Link Universal (Universal shade) is placed inside the restorations and seated in place. A two to three second "flash cure" is done and the material is peeled off in a rubbery-like state, making clean-up very simple.*

*Courtesy of Dr. Jack Griffin, Jr.*

- Universal shade is ideal for most restorations
- Milky White shade can be used to mask darker tooth preparations
- Excellent physical properties with high bond strengths to the substrates
- Low film thickness allows for complete seating of the restoration
- Auto-mix, dual-syringe provides a consistent mix for immediate delivery
- Sufficient working time to complete multiple restorations



# Burbank's Smart1:

## The Smart Choice In Lab Fabricated Implant Restorations

Smart1 Implant Restorations by Burbank Dental Laboratory Inc. (BDL), is one of the emerging leaders in implant restorations. Burbank's Smart1 restorations include a complete array of Custom Implant abutments, bars and hybrid options; fabricated from titanium, zirconia and Cr/Co. Smart1 offers one of the industries largest selection of supported implant platforms; currently compatible with over 18 manufacture's implants and adding more on an ongoing basis.

BDL has developed Smart1 Implant Restorations to solve many implant related challenges that clinicians have expressed. Burbank's Smart1 approach is built upon two key core values: 1. Increased quality and design control, while shortening turn-around time. These attributes are facilitated by BDL's investment into technology, enabling us to control the whole process in house. 2. Simplified and predictable lab fees for our clients. The Smart1 pricing

strategy allows doctors to easily and effectively predict the final lab bill for all treatment modalities with inclusive package fees. If you'd prefer, you are welcome to leverage your customer service concierge, on your personal Burbank team, to calculate an exact estimate for each of your cases at no additional cost to you.

### Smart1 Key Benefits

- 1. Design Control**—We can give you optimal control over design factors. Burbank is a family owned dental laboratory that has made a multi-million dollar investment into design, milling equipment and intellectual properties.
- 2. Better Value Based Fees**—This investment also enables us the ability to pass on savings to our clients.
- 3. Simplified Implant Planning and Fee Calculation**—The Smart1 lab fee planning process is simple and concise. The Smart1 package fee approach allows you to estimate lab implant fees easily while you treatment plan for your patients.

**Special Offer:** free laminated implant success guide and introductory offers saving you up to \$800 on initial cases. Offer expires September 30, 2014. Code: SmartTown 7-14. Call for more information and smart offers at 800-336-3053



### Smart1 Cr/Co Screw-Retained Restorations

Many clients are migrating to screw-retained restorations for many of their cases. Smart 1 supports this trend with chrome cobalt (Cr/Co) restorations that are excellent options for screw-retained PFM implant crowns. This class of restoration is extremely durable and can be used from single crown to full arch "hybrid" style screw-retained ceramo-metal prosthesis applications.



### Not Your Father's "Hybrid" —Zir-MAX.MTM Hybrid Prosthesis

Some call zirconia ceramics "Ceramic Steel"; Zir-MAX.M, (Burbank's proprietary monolithic Zirconia) takes zirconia technology to an all-new high. Zir-MAX Smart1 restorations are strong as steel and as beautiful as polished gem-stones. Perfect for patients who have two fixed or rigid implant supported restorations. The attributes of monolithic zirconia solves the problem of denture teeth popping out of acrylic or metal hybrids when opposing another rigid implant supported restoration.

For more information, visit [Burbankdental.com](http://Burbankdental.com) or call 800-336-3053.



# CareCredit: Help More Patients Access Needed Care

## Display Materials

Help patients focus on the benefits of dentistry by letting them know you offer the convenience of accepting the CareCredit health-care credit card, even before the fee discussion, with these high-quality display materials. Place CareCredit Patient Brochures in your reception area, consultation rooms and New Patient Welcome Kits. The brochure details the benefits of CareCredit.

## Advertising Toolkit

Let patients know you accept the CareCredit credit card with ideas from our easy-to-use Advertising Toolkit, which includes CareCredit logos, free downloadable banners, buttons, a ready-to-use landing page and Payment Calculator you can add to your website.

## Attract More New Patients

Up to 560,000 searches each month are made by patients on the Online Provider Locator to find a practice in their community that accepts the CareCredit credit card. Your listing is free as long as you accept CareCredit. Optimize your listing by adding your practice's web address, specialty, financing options that are available and more.





## Concert Dental Labs:

High-quality Restorations  
that Really are the Best  
Seats in the House...  
Every Day

*"My office and I always feel like we're in good hands with Concert Dental Labs. They've proven to be the most consistent dental lab I've worked with and their work always looks great, from my routine to my most complex cases. Concert Dental is absolutely worth a try!"*

— Dr. Andy Chang, Prosthodontist, Elite Dental Associates, Dallas, Texas

Why do dentists who use Concert Dental Labs look like rockstars to their patients? The answer is simple: Concert Dental Labs ensures your practice always receives high-quality restorations that fit, look great and are delivered on time—whether it's your first case with us, your hundredth, or beyond. Match that performance with a highly experienced aesthetics, implant and customer service team and you'll see why dental restorations by Concert Dental Labs really are the best seats in the house.

### Award-winning Performance, Every Time

With over 100 years of combined experience, Concert Dental Labs experts consistently deliver the high levels of craftsmanship and value:

- Expert CDT technicians, customer service, operational and management professionals dedicated to your success

- All the restorations and implants you want including BruxZir, eMax, Lava, PFM, PFZ, Procera and more
- Free 360-degree butt margins on all layered cases
- Online case entry and case calendar that makes working with Concert easy for your entire office
- Peace-of-mind knowing all restorations are made in the USA at Concert Dental Labs' FDA GMP compliant, ISO 9001:2008 certified facility

### Best Seats in the House

Concert Dental Labs wants every restoration to look great. That's why all of our final ceramic shading are done in light-controlled environments. Plus our layered restorations include free 360-degree butt margins. The innovative digital process, and commitment to superior craftsmanship, creates consistent and ultraprecise fits, both at the margin and over large spans. This helps you reduce chairtime with

dental restorations that are consistently attractive and functional for the patient, and seat more quickly and easily.

Your staff can use traditional paper prescriptions or innovative online prescriptions through Concert Dental Lab's website. Online prescriptions ensure the most accurate case entry while dramatically reducing errors and omissions, and overall reducing staff time.

### Try a Live Performance

Concert Dental Labs is committed to being a valuable member of your team and making you a rockstar to your patients. For a limited time doctors can receive a complimentary trial. Call 800-449-3514 for more information.





New patients are the lifeblood of any dental practice. But attracting new patients is only half the battle. In fact, nearly 50 percent of potential patients generated through marketing 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 by DentalMarketing.net.

Here's why:

- 95.7 percent of its dentists return at least a 2X ROI every month
- In 2013, clients averaged a 407 percent ROI
- Results are backed by their "double-your-money" guarantee

123 Postcards' 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. They partner with you in creating, deploying, tracking and monitoring direct mailing campaigns that will accelerate the growth of your practice. They also work with you to continually refine your campaigns to get you the best results.

## 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**—Data-driven designs tailored to your specific practice and proven to maximize response.
- **Targeted Demographics**—Postcards sent to the type of patients you want to see and in the mailing areas likely to provide the best returns.
- **Exclusivity**—Once your core area is reserved 123 Postcards won't mail for another practice within that area.

### 100 Percent Incoming Call Tracking, Recording and Scoring

- **Call Scoring**—This is where they are unlike any other! Every new-prospect call is "scored"

## 123 Postcards/ Dentalmarketing.net: Create, Deploy, Track and Monitor Direct Mail Campaigns

based upon 16 Key Performance Indicators (KPIs). This way you know how your staff performs and how they can improve.

- **Call Tracking**—Know how many calls each campaign produced. Every mailing includes a unique, local call-tracking number that records and captures each incoming call.
- **Missed Call Alerts**—Never miss another call. Statistically, the average practice misses one-third of its calls. 123 Postcards instantly sends missed call alerts to notify the practice so no potential patient falls through the cracks.

### 24/7 Access to Mailing Performance Dashboards

- **Performance Monitoring**—The cloud-based reporting lets you view ROI, new patients, revenue and overall campaign results.
- **Campaign Analysis and Refinement**—The dashboard allows you to listen to calls, compare campaign performance and view detailed insight into individual staff performance. It also includes a library of online staff training videos.

### 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.
- **Ongoing Coaching**—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 DentalMarketing.net to reserve your mailing area today. Call 844-325-9123, email [info@dentalmarketing.net](mailto:info@dentalmarketing.net) or visit [www.dentalmarketing.net](http://www.dentalmarketing.net).





## The DentiMax Dream Sensor: The Diamond Standard in Dental Digital Radiography

The award-winning DentiMax Dream Sensor has everything you could ever want in a sensor. It produces a superb, award-winning image that can be 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 the best scintillator, combined with the 19 micron pixel size and >20 Actual LPM (>26 Plus Theoretical LPM), the Dream Sensor has one of the highest resolutions 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 cleanli-

ness. 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! The DentiMax Dream Sensor has arguably the best warranty in the industry. 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! Other 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. When other companies sell you a sensor system, they often include free imaging software but require monthly fees to maintain that software and get support for it. Not with



DentiMax! 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 with DentiMax! Support is included with your DentiMax Digital Imaging system at no additional cost.



The award-winning DentiMax Dream Sensor, combined with the DentiMax Digital Imaging software, gets the highest marks in every measurable category. This truly makes it the "diamond standard" in dental digital X-ray systems.

## Tried-and-True Platinum Technology

The award-winning DEXIS Platinum sensor incorporates PureImage technology for remarkable image clarity; TrueComfort design with beveled corners and smooth edges for precise and fast positioning; and highly portable, direct USB functionality without adapters or controllers.

The easy-to-use DEXIS software offers seamless integration with practice management, DEXcam 3 and other intra-oral and still cameras, digital pans and select 3D systems to become the clinician's complete imaging hub. The software also allows the use of popular devices such as iPad and iPhone for use with the award-winning DEXIS go and the DEXIS photo apps.

# DEXIS:

## Innovative Imaging Suite of Products

Together, the sensor and software provide dentists with great image quality, great results at the lowest dose, a comfortable sensor and a fast workflow.\*

## Exciting New Caries Detection Technology

The new DEXIS CariVu, a compact, portable caries detection device, uses unique, patented transillumination technology to provide the ability to easily detect a range of carious lesions (occlusal, interproximal, recurrent) and cracks, and yields an easy-to-interpret image that is stored with the patient's other images in the DEXIS software.

This new system employs near-infrared light which, in images, turns the natural tooth transparent and the caries dark similar to radiographs, and thus, in a view that is familiar to clinicians. Unlike fluorescence-based units that offer colors or numeric values, CariVu's transillumination technology yields a view of the lesions on the images that correlate well with their actual physical conditions. Thus, with CariVu, the dentist gains a more accurate view of the actual carious lesion's shape and size,\* not just an indication of the presence of decay.

## Awards and Accolades for DEXIS Technology

Due to their innovative designs, the DEXIS Platinum System and CariVu have received rave reviews and prestigious awards from the most respected technology writers, independent researchers and the Dentaltown community. For more information on DEXIS products, including videos, visit [www.dexis.com](http://www.dexis.com).

\* data on file





## Gendex: Always by Your Side

Gendex continues to drive innovation in dental imaging, with its award-winning portfolio of intra-oral and extra-oral solutions. Here are Gendex's flagship digital imaging products:

### 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.

### GXS-700—The Vision to Advance Quality of Care

The GXS-700 digital sensors make migrating from film, or upgrading a digital system, easier than ever. The two ergonomically shaped sensors with rounded casing comfortably fit all patients' sizes: from adults to children. The GXS-700 sensors provide a comfortable experience and allow for accurate positioning delivering consistent, high-quality image captures. Furthermore, the custom-designed positioning devices preserve patient comfort while making sensor positioning repeatable and extremely fast. GXS-700 also offers a wide variety of software integration solutions, and the direct and high speed USB streamlines workflow making these systems highly portable and sharable across multiple operatories.



A comprehensive 3D solution for the entire maxillofacial region.



## Instrumentarium Dental: Introducing the NEW OP300 Maxio

Instrumentarium Dental has pioneered panoramic technology for more than 50 years. We are proud to introduce the newest member of our legendary Orthopantomograph product family, OP300 Maxio. These are the features that make OP300 Maxio our most advanced imaging system ever:

### Superb Panoramic Images with Automatic Dose Control

Consistent, repeatable image quality gives you the power to diagnose quickly and efficiently. User-selectable automated dose control (ADC) is a stress-free, patented technology that adaptively regulates panoramic exposure levels to each individual patient, during every acquisition. ADC together with panoramic multilayer feature minimizes the need for retakes.

### Low-dose Technology Delivering 3D Scans at a Dose Up To Five Times Lower than a 2D Panoramic

For Instrumentarium Dental, patient care is of the utmost importance. Obtaining the highest image quality at the lowest dose is the cornerstone of patient safety and excellence in diagnostics. OP300 Maxio provides quality-optimized 3D scans at a radiation dose up to five times lower than a typical 2D panoramic image.\* All fields-of-view have multiple resolutions as well as the low dose technology option available

### Freedom to Select and Position Flexible Field-of-Views (FOV)

Capturing the right image is paramount to successful diagnostics. Our FOV technology offers the ability to choose the region of interest with complete freedom in positioning. OP300 Maxio offers a comprehensive 3D solution for the entire maxillofacial region.

OP300 Maxio offers the FOV selection to support a wide range of clinical applications: from implant planning to endodontics, from TMJ analysis to the assessment of the airway for sleep apnea.



### Award-Winning 3D Software for Simple, Yet Accurate Planning

Accurate treatment planning leads to predictable outcomes. The new Invivo 5.3 delivers a state-of-the-art end-user software experience capable of combining digital impressions and CBCT scans for improved accuracy in treatment planning. Its easy-to-use implant planning tool provides higher flexibility and a seamless implant selection and placement process to speed workflows. The restorative driven implant-planning process allows user to prepare and plan for implant placement keeping always in mind the final aesthetic result. In addition, Invivo makes high-quality surgical guides ordering easy and fast—all at a single flat fee independent on the complexity of the case.

For more information about OP300 Maxio, visit [www.InstrumentariumDental.com](http://www.InstrumentariumDental.com) or call 1-800-558-6120 to schedule a convenient in-office consultation.

\*OP300 Maxio Dosimetry Report, Prof. John B. Ludlow, April, 2014. Based on a 5x5 cm 3D scan with LDT.





i-CAT®

## i-CAT FLX: Award-Winning i-CAT Technology—A Powerful Family of Products

i-CAT 3D imaging products offer a higher level of diagnosis and planning for general dentists and a wide range of specialists. The technology in these products provides customizable scans based on patients' unique case needs. i-CAT cone beam 3D imaging allows complex procedures to be performed quickly, and with greater confidence and accuracy. Included with the i-CAT is an exclusive software suite, which is the only one of its kind to be bundled with a cone beam 3D system that does everything from diagnostics to implant, restoration, surgical and orthodontic planning.

### Balance Between Image Quality and Dose

With i-CAT's high level of control over radiation dose and size of scan, clinicians can select the exact radiograph that best suits each patient's needs. And now, the i-CAT FLX delivers its clearest 2D and 3D images yet. Using the system's low-dose setting (QuickScan+), the clinician can take a full-dentition 3D scan with a dose comparable to 2D panoramic X-ray.<sup>1</sup>

### Plan For Success

For implants, clinicians can determine precise tooth position to visualize impaction within the alveolar bone, location relative to adjacent teeth and proximity to vital structures, such as the nerve canal, sinus walls and cortical borders. Built-in tools measure available bone and find hidden pathology. i-CAT scans can also be used for other surgical, airway, sleep study, TMJ and orthodontic planning, thus expanding treatment offerings for the practice.

### Powerful Treatment Tools

Tx STUDIO 5.3 delivers powerful treatment tools for dentists and specialists working with implants, airway, TMD, orthodontics and surgical procedures, and offers a host of new tools to precisely plan an entire implant treatment—from surgical placement of the implant and abutment to final restoration. The software allows clinicians to combine their 3D images with intra-oral scans for a more complete representation of the anatomy, hard and soft tissues, to increase predictability and accuracy of implant placement and restoration design. In addition, clinicians can import STL files from either digital models or their intra-oral scanner and easily register them with their i-CAT 3D scan in Tx STUDIO software, and the STL files can be easily shared with the lab for custom abutments and crowns.

### Fast 3D Workflow

With the ability to capture diagnostic images in as little as 4.8 seconds and complete treatment planning within minutes, the process can be completed with greater accuracy and efficiency. With the addition of SmartScan STUDIO, clinicians use a touchscreen that offers easy-to-select visuals to rapidly select the appropriate scan for each patient.

### Comprehensive 3D Solution from Trusted Brand

Widely regarded as the industry standard in cone beam technology, i-CAT solutions have been installed in more than 3,000 sites around the world. To help you make the most of i-CAT, we offer highly specialized service and support through the i-CAT Network and continuing education through the 3D Imaging Institute, the only entity of its kind dedicated to helping dentists and specialists use the latest in cone beam technology.

For more information on the benefits of the i-CAT award-winning systems and educational opportunities, visit [www.i-cat.com](http://www.i-cat.com).

1. Ludlow JB, Walker C. Assessment of phantom dosimetry and image quality of i-CAT FLX cone-beam computed tomography. *Am J Orthod Dentofacial Orthop*. 2013;144(6):802-817.



5 Sizes



**isolite** SYSTEMS  
Better Isolation = Better Dentistry®



## Isolite Systems: Dental Isolation Technology

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

Common dental isolation methods, such as the rubber dam or manual suction and retraction with the aid of cotton rolls and dry angles, are time- and labor-intensive—not to mention, unpleasant for the patient. Enter Isolite Systems. This dental isolation technology delivers an isolated, humidity- and moisture-free working field as dry as the rubber dam, but with significant advantages: better visibility, greater access, improved patient safety, a leap forward in safety and comfort for both you and your patient—and it does it all two quadrants at a time.

The foundation of our technology is the Isolation Mouthpieces. Compatible with a full line of products, the mouthpiece is the heart of the Isolite systems; specifically designed and engineered around the anatomy and morphology of the mouth to accommodate every patient, from children to the elderly.

The single-use Isolation Mouthpieces eliminate patient cross-contamination, and position in seconds to provide complete, comfortable tongue and cheek retraction while also shielding the airway to prevent inadvertent foreign body aspiration. Constructed out of a hypoallergenic material that is softer than gingival tissue, the mouthpieces provide a more comfortable experience for your patient. The built-in bite block allows their mouths to remain open during the entire procedure with their jaw in a resting position.

Whether you use Isolite, Isodry or our new Isovac, the mouthpieces keep the working field as dry as a rubber dam, but are easier, faster, safer and more comfortable for the patient. The safety advantages and ease of use will boost your practice's efficiency, results and patient satisfaction.

Isolite Systems provides three state-of-the-art product solutions:

- The **Isolite**, illuminated dental isolation system
- The **Isodry**, non-illuminated dental isolation system
- The new **Isovac**, dental isolation adapter

All three dental isolation products comfortably isolate upper and lower quadrants while simultaneously providing continuous hands-free suction. Precisely control how much or little suction is administered. Dual OSHA-compliant ergonomic controls allow you to focus suction in either upper or lower quadrant. Fine-tune suction to better control oral humidity, reducing operator airborne aerosols and spatter while promoting a positive experience where your patient no longer has the sensation of drowning in saliva or water during a procedure.

Isolite Systems dental isolation is recommended for the majority of dental procedures where oral control and dental isolation in the working field is desired. It has been favorably reviewed by leading independent evaluators and is recommended for procedures where good isolation is critical to quality dental outcomes. Please visit [www.isolitesystem.com](http://www.isolitesystem.com) for more information.



## 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 posterior 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 powerful 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  $>1,000\text{mW/cm}^2$ ).

**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, white lines at the margin and potential failure of the composite restoration.

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

Ivoclar  
Vivadent



## Adhese Universal

Adhese Universal is a new single-component, light-cured universal adhesive for direct and indirect bonding procedures. Adhese Universal is compatible with all etching techniques: self-etch, selective enamel-etch and total-etch. What sets this universal adhesive apart from others is that it is the only universal adhesive available in the revolutionary VivaPen delivery form, as well as in the traditional bottle delivery form.

The ergonomically-designed VivaPen enables the adhesive to be delivered directly to the preparation in a fast and convenient manner with virtually no waste. Adhese Universal VivaPen delivers up to 190 single-tooth applications, significantly more than a traditional adhesive bottle. This drastically decreases cost per application and contributes to more cost-effective treatments.

Studies have shown that the bond strength of adhesive materials decreases over time as the solvent evaporates from the bottle. The VivaPen, on the other hand, delivers consistently high bond strength over time because it "locks in" the material to ensure fresh material every time.



## Keating Dental Arts: A Yearly Townie Favorite

**"Our clients know we'll provide them with five-star service and consistent delivery appointments with minimal adjustments on their crown and bridge cases."**

**—Shaun Keating, CDT, Owner**



### A Townie Favorite

Why is Keating Dental Arts (KDA) perennially voted one of the Best Crown and Bridge and Removable Laboratories in the Townie Choice Awards? Because Shaun and Shannon Keating have created a family-owned business that Townies value and which continually delivers outstanding products and services to its Townie clients.

"We know your chairtime is valuable," says Shaun. "Our clients know we'll provide them with five-star service and consistent delivery appointments with minimal adjustments on their crown and bridge cases."

How does KDA ensure minimal chairside adjustments?

- Assigned technical teams for consistency
- Seven-step quality assurance protocol
- Proactive communication

- Five day or less fabrication times on crown and bridge cases
- No outsourcing or off shoring. All cases fabricated at KDA in Irvine, California.

### Keating Dental Zirconia—KDZ Bruxer, KDZ Ultra, KDZ Max

The KDZ family of crowns and bridges provide uncompromising aesthetics, 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 aesthetics and profitability.

### IPS e.max

These ultra aesthetic crowns, veneers, inlays and onlays are pressed for the maximum of 400MPa of

flexural strength and fabricated by master technicians with advanced training.

### The Delineator

Inspired by the word "delineate," Latin for map, Keating Dental Arts' exclusive 4-in-1 implant tool eliminates any guesswork between the surgeon, restoring doctor, technician and patient.

Functions include:

- Radiographic guide
- Surgical stent
- Provisional restoration
- Implant locator

Contact Keating Dental Arts at 800-433-9833 or [www.keatingdentalarts.com](http://www.keatingdentalarts.com) to schedule a pick up, receive more information or speak with a knowledgeable KDA team member.





## The VELscope Vx System from LED Dental, Inc.

The discussion on oral disease and oral cancer is changing in response to the emerging data regarding occurrence, diagnosis and treatment. A number of health reports are indicating an alarming increase in oral disease and oral cancer, making oral health screening a growing topic of interest for dental practitioners and adjunctive health professionals. Oral cancer screening can be introduced into a routine oral health exam with ease simply by implementing the VELscope Vx system into your practice. The VELscope Vx system is easy to use, portable and provides bright, clear mucosal visualization. The system is used to conduct more oral tissue examinations than any other adjunctive device.

There are a number of reasons why you should incorporate an adjunctive oral examination device in your practice. An adjunctive device that utilizes tissue fluorescence visualization picks up where the conventional clinical exam leaves off because it can help to detect far more than the unassisted eye. Adding an adjunctive device to your normal head and

neck examination protocol will also help to differentiate your practice, and attract and retain patients. The added benefit of seeing what your unaided eyes cannot means that your exams are more thorough and any suspicions can be quickly investigated for confirmation of disease. Striking that balance between patient needs with the ease of implementation is made seamless with the VELscope Vx.

According to the Oral Cancer Foundation, the high death rate associated with oral cancer (which is 52 percent mortality within five years) is due to cancer being routinely discovered late in its development. This can be at a point when the cancer has already metastasized to other parts of the body. Based on this data alone, performing an intra and extra oral head and neck exam augmented by adjunctive examination devices like the VELscope Vx should be a part of every dental hygiene appointment. Adjunctive devices help to support the current initiatives to impact the mortality rates associated with oral cancer and provide patients with increased confidence in their dental health care providers.

The goal with oral cancer screening is early detection. Building patient history through comprehensive documentation can be the basis for the detection process. It can also be the basis through which a dentist can confidently deliver good news to healthy patients with each check-up as the patient record continues to keep track of the patient's good health. Being able to deliver a steady flow of good news

chair-side after performing a COE is great for patient confidence. The VELscope Vx system incorporates a streamlined documentation process with the camera attachment, allowing for easy sharing with other practitioners and specialists. Building the patient history chart can now include digital images taken with the VELscope camera attachment.

VELscope Vx system supports the early detection of:

- Viral, fungal and bacterial infections
- Inflammation from a variety of causes
- Cancer and pre-cancer
- Various other oral conditions



# NOMAD Pro 2:

## The Evolution of Intra-oral X-rays

Nomad Pro 2 is a portable and handheld intra-oral X-ray that can be easily carried from one operator to another, eliminating the need for wall-mounted units. Its lightweight design allows the operator to stay chairside with the patient, making it ideal for wiggly children, anxious or special needs patients.

Because of its flexibility, Nomad is able to provide dental practices with a fast workflow. Most users find they can go through the X-rays acquisition process in less time and with fewer retakes. This allows them to get diagnostic information faster, so they can spend more time with their patients.

The latest Nomad Pro 2 comes in two color configurations: white or black. The Nomad Pro 2 will also stand up to repetitive antiseptic and cross-contamination control. In a digital world, the Nomad Pro 2 is specifically designed for digital sensors, although it works just as well with phosphor plates and traditional film as well. The dental team will appreciate how quickly and easily settings can be changed for different types of shots.

Unlike the conventional wall-mount and portable X-ray systems, the Nomad is lightweight, rechargeable (battery-powered) and can go anywhere. Many dental professionals around the world have chosen the Nomad as their preferred X-ray device, both in and out of the office, with almost 14,000 Nomads now in use.



## NSK's Ti-Max Z Series Air-Driven Handpieces: Raising the Bar on Power



NSK recently launched one of the dental industry's most powerful air-driven handpieces ever, the Ti-Max Z series. The standard head Ti-Max Z900L gives 26-watts of power, while the miniature head Ti-Max Z800L packs 23-watts of power. This power has improved by 20 percent or more over NSK's previous air-driven as well as competitive air-driven offerings. When comparing the handpieces available today, the Ti-Max Z800L miniature head exceeds the power delivered by nearly all standard head handpieces on the market today! This provides benefits for both the clinician and patient. Treatment time is reduced, and remarkably smooth handling is provided due to the high power output and a unique new turbine design.

The secret to this power increase is a proprietary turbine that was designed using CAD technology over more than three years. This trial-and-error method produced many different designs, which were tested for efficacy. The resulting three-dimensional, curved rotor design was determined to be the one that dramatically increased power. To increase productivity and minimize handpiece down time, the cartridge was designed to be replaced in-office. This replacement can be made quickly with the included head cap wrench, taking just a few minutes.

In addition to the increased power, Ti-Max Z900L and Z800L are very durable with newly designed, longer-lasting bearings. In internal tests, the new bearings exhibited increased durability by a factor of up to 200 percent. As with NSK's other air-driven and electric handpieces, 100 percent of the Ti-Max Z900L and Z800L series' components are engineered, manufactured and assembled in-house in order to ensure unsurpassed quality and reliability.

The handpiece series features ergonomic, solid titanium bodies and NSK's newly-designed DURAGRIP coating. This coating is made of metal and is embedded into the surface of the handpiece. It will last much longer than plasma or resin coatings because these are made of plastic and applied to the surface of the handpiece, which can be lost after repeated autoclaving. For the clinician, DURAGRIP makes grasping and maneuvering the handpiece easier, even when wet.

As with NSK's other more recent air-driven and electric handpieces launches, visibility and accessibility were key features considered during the design process. The neck is slimmer and the handpiece features a 94-degree angle, instead of the more commonly used 90-degree angle, which makes posterior access even easier. The miniature head Z800L provides this improved access without requiring the use of short shank burs.

A Quattro (four port) water spray, water filter and NSK's patented clean head system—a special mechanism designed to automatically prevent the entry of oral fluids and other contaminants into the handpiece head—complete the offering. Multiple back-end types are available to fit most competitive couplers, including KaVo, W&H, Midwest and Star. Finally, NSK is backing Z900L and Z800L with a two-and-a-half year (30 month) warranty, currently the industry's longest on air-driven handpieces.

Additional information can be found at [www.nskdental.us](http://www.nskdental.us) or by calling 888-675-1675.



# TCS:

## For Happier Patients Replace Missing Teeth with TCS Flexible Partial



Partials fabricated with TCS Unbreakable  
by Elvis Rosado

TCS continues to meet patients' satisfaction. Our popular products, passionate team, educational programs and strong partnerships with laboratories have set us apart for over 15 years.

TCS manufactures raw materials and equipment for the fabrication of removable flexible partial dentures. Since TCS was launched in 2000, millions of successful TCS partials have been prescribed worldwide. The fast and continuous growth of TCS can only mean one thing: it offers outstanding products that patients love!

### TCS Unbreakable Flexible Partial

TCS Unbreakable Flexible Partial are fabricated from a biocompatible material that is non-toxic and contains no BPAs. TCS partials can be fabricated using TCS material alone for a metal-free appliance, or combined with a metal framework base if additional stability is needed. When prescribing a removable prosthesis as a permanent solution, TCS is ideal. It is also popular as an interim appliance during the healing period for implant patients.

#### Features of TCS Unbreakable (TCS):

- Comfort:
  - Partial adjust and flex with the natural contours of the mouth
  - Lightweight and very durable
  - Non-invasive treatment
- Reliable:
  - Ideal for patients with allergy to nickel, monomer, acrylic
  - Fabricated using high pressure injection for precise fit
  - Lifetime warranty against breakage
- Natural looking:
  - Natural hue allows the appliance to blend with natural dentition
  - Designed thin to avoid the awkward bulkiness of conventional partial dentures
  - Metal-free

#### Indications:

- Patients with high aesthetic demand on a budget
- Patients with concerns over metal restorations
- Gingival veneers to mask exposed root surfaces
- Patients with allergies to monomer
- Ideal transitional restoration during the healing period for implants
- Presence of tori
- Oral cancer
- Cleft palate

Don't feel limited to the previous indications. Throughout relationships with dental technicians TCS has learned that sometimes even the most "impossible" case can be successfully fabricated. Doctor-technician communication can go a long way.

Patients become quickly comfortable with TCS partials because they are so lightweight and thin. Once a patient wears a TCS partial, he or she certainly does not want to have it replaced. Fortunately, as natural changes occur in the mouth, TCS partials can be modified (repaired or relined) rather than replaced.

TCS is available in four pink translucent shades, including two ethnic shades. Request your free shade guide today!

TCS has two videos that are ideal to use chairside or in your waiting area to familiarize patients with the benefits of flexible partials:

1. A one-and-a-half minute animation video that demonstrates how a typical TCS partial denture compares to a conventional metal and acrylic partial.
2. TCS was recently featured and broadcast nationally in Health Briefs with Terry Bradshaw. A five-minute production on topics related to "Improving Lives through Effective Dental Solutions."

If you want to prescribe a TCS prosthesis for your next removable partial patient, be sure to specify TCS on your lab slip.

When you receive your TCS partial from your lab, you will receive patient care instructions, a one-week supply sample of TCS Dental Appliance Cleaner,\* and a TCS Cool Mint Wipe.\*

*\*for TCS partials fabricated in the USA.*

So next time you prescribe a flexible partial, stop and think what you are really looking for. Are you just looking for any flexible partial? Or are you looking for more than a flexible partial? Request TCS and get more:

- Superior products
  - Patient support
  - TCS Fresh line: professional strength cleaners and accessories for patient maintenance
  - Constant support to your lab: hands-on workshops taught with real life cases, and case design suggestion for challenging cases
  - Free promotional material for your waiting room and for patient education
  - Free TCS Fresh samples with every TCS partial
- [www.tcsdentalinc.com](http://www.tcsdentalinc.com) / 866-426-2970

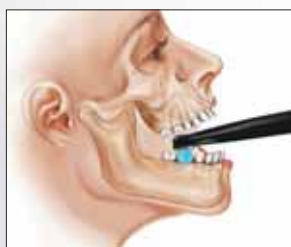
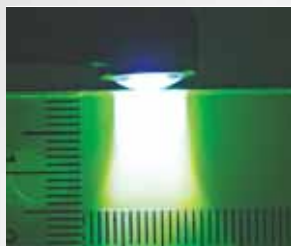
### Tiffany—Before and After



*"TCS has helped me regain my confidence as well as brought my smile back."*

– Tiffany M., 32





## Ultradent: VALO, the Advanced Curing Light

All clinicians, including Dr. Dan Fischer, president and CEO of Ultradent Products, Inc., can attest to the importance a curing light plays in all aspects of the restorative process—from efficiency to ease of use to, most importantly, the role the cure plays in the overall quality and strength of the restoration over time. This largely depends on power output and the energy the curing light is able to deliver to the resin. With these standards in mind, Ultradent created the most advanced curing light in the industry: VALO.

VALO comes in both corded and cordless models, with VALO Cordless operating on inexpensive, rechargeable CR123a batteries. VALO features three powerful curing modes: standard mode, with a 10-second cure per layer ( $1,000 \text{ mW/cm}^2$ ); high power mode, ideal for tacking veneers in one to two seconds ( $1,400 \text{ mW/cm}^2$ ); and Xtra power mode, which yields an extremely powerful three-second cure per layer ( $3,200 \text{ mW/cm}^2$ ). The clinician operates the various power modes VALO offers with two simple buttons on the handpiece, epitomizing "ease of use." Ultradent just recently introduced VALO Cordless in four new and bold color varieties: graphite, gold, fuchsia and teal.



*"The quality of a restoration is totally dependent on how adequately that restoration and its bonding agent are polymerized."*

—Dan Fischer, DDS, Ultradent Products, Inc.

VALO's sleek unibody construction and sapphire-like Teflon coating are responsible for its unsurpassed durability and easy-to-clean surface. Every VALO begins as a single bar of aerospace-grade aluminum, which undergoes a CNC milling process that, from start to finish, embodies the durability and quality construction of VALO. Dr. Fischer functions as the CEO of Ultradent, but he is also a clinician, having worked in a busy dental office for more than 40 years. His experience, combined with the sophistication and high-tech engineering of Ultradent's R&D team, has resulted in the only curing light that is often demonstrated by a bang on a table or a drop on a floor, showcasing VALO's promise of lasting performance.

In addition to VALO's extreme durability, clinicians continually rave about the accessibility that VALO's sleek design provides. "Even with a wisdom tooth, most curing lights won't reach, but the VALO can always get back there," says Dr. Michael Bronson of Clinton, Utah. When compared to the traditional contra-angle of most curing lights, VALO's sleek head easily accesses all areas of the mouth—providing high energy that reaches all aspects of the preparation, predictably producing quality restorations every time.

Finally, VALO accomplishes the high-quality curing of a halogen or quartz light in a fraction of the time. Thanks to its broad-spectrum, custom-LED pack,

VALO is equipped with four LEDs capable of polymerizing all light-cured dental materials in the wavelength range of 395–480nm. VALO's lens system and rhodium-plated reflective surface provide a unique, intensely collimated beam with a beam profile that provides more even, consistent energy to light-cured materials, giving the light incredible focus and energy, even at a distance.

VALO's durability, ease of use, powerful curing ability and low-profile design combine to provide all the aspects of an ideal curing light in one superior unit. Producing a consistent, uniform cure, VALO also maximizes the clinician's time efficiency and return on investment, while never compromising the quality of the restoration.

For more information on VALO, please visit [www.valo-led.com](http://www.valo-led.com).





## VOCO'S Futurabond U: Dual-cure Universal Adhesive

### The world's first and only truly universal adhesive in a unit dose delivery system

VOCO's Futurabond U is the world's first and only true universal adhesive in a unit dose delivery system. Futurabond U's two main advantages as identified by VOCO are, first, its universal indications for all adhesive procedures without the need of any additional activators or primers, and second, Futurabond U's ability to prevent solvent evaporation—a well-documented challenge for adhesives dispensed in a bottle.

Futurabond U's versatility allows it to be used in self-, selective- or total-etch modes without any additional primers or activators on virtually all substrates. Futurabond U achieves total-etch bond strength levels with all light-, self- and dual-cure resin based composites, cements and core build-

up materials. As a dual-cure adhesive Futurabond U will self-cure without any light activation, which offers a big advantage for endodontic applications such as post cementation where it avoids the pooling effect, a problem with light-cured adhesives. Futurabond U also adheres well to metal, zirconia and ceramic making extra primers unnecessary.

Futurabond U comes in a patented *SingleDose* delivery system that prevents the solvent from evaporating. This ensures reliable and predictable results with each application. Thus the first bond will be as good as the last bond out of the box. VOCO states Futurabond U's unit dose is priced the same as or less than the bottle systems of other brands.

Futurabond U needs only one coat and takes 35 seconds from start to finish. Its low film thickness of only 9 microns makes bonding margins invis-

ble (i.e., no "halo" effect) and prevents pooling problems. Additionally, the material does not need to be refrigerated.

Further Futurabond U benefits include its indication as a desensitizer for use under amalgam restorations or on hypersensitive tooth necks, as a protective varnish for glass ionomers as well as an intra-oral repair of ceramic restorations.

Futurabond U is available as a trial kit, in 50 packs and 200 packs. Visit [www.vocoamerica.com](http://www.vocoamerica.com) for more information.

**VOCO**  
THE DENTALISTS



## Fixed Hybrid Denture:

For the past six years, Fixed hybrid dentures have been the number one option for edentulous patients. Why are doctors and patients so thrilled with this treatment? Because it will:

- Minimize chairtime
- Gain trust from patients
- Give long-term, durable and predictable restoration

A qualified patient for Fixed Hybrid Dentures is already visiting your practice. Now, you can offer this desirable option, using one of the most experienced dental labs in the country. With the unlimited technical support from Dani Dental Studio, it is there for your dental team every step of the way. Guaranteed quality, competitive pricing and chair-side assisting, makes this a unique opportunity.



## Sleep Apnea Appliance:

Dani Dental Studio is proud to announce the addition of the TAP Sleep Apnea and Snoring Device to our product list. The TAP is an FDA approved medical device to help cure or prevent sleep apnea. The appliance holds the lower jaw forward when you are asleep, to prevent the airway from closing. With doctor's choice/preferences of:

- TAP 1 • TAP 3 • TAP 3 Elite

## Dani Dental Studio, Inc.:

Treatment Planning.  
Exceptional Technical  
Support. Guaranteed Quality.

*"You will put patients trust and your business in good hands."*

Please mention this article to receive an introductory discount of 25 percent off your first Tap Appliance. Call 480-449-0909 or visit [www.danidental.com](http://www.danidental.com).

## Premier: Enamel Pro—Revitalizing Your Polishing Procedure

Enamel Pro prophylaxis paste with ACP formula utilizes one type of remineralization technology designed to reverse the demineralization process. It involves the strategy of introducing amorphous calcium phosphate (ACP) to the tooth surface. The ACP reacts with saliva or water to release calcium and phosphate ions, filling in enamel surface defects. During this chemical reaction, ACP is converted into apatite, the building blocks of tooth enamel. ACP compounds have the highest rates of solubility among calcium phosphates.

In addition to preventing enamel loss, the ACP-forming ingredients in Enamel Pro also strengthen teeth by acting as an enhanced fluoride delivery system. The process acts to optimize the tooth surface for the uptake of available fluoride ions. An independent study

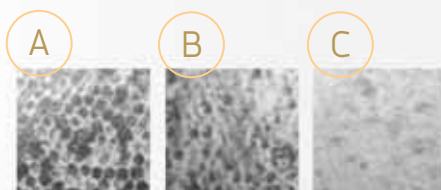
has shown that fluoride uptake is increased by 31 percent with Enamel Pro compared to traditional prophylaxis pastes. This is due, in part, to the presence of the released calcium and phosphate ions on the tooth surface. Fluoride is well recognized within the dental community for its ability to help prevent caries and fortify tooth enamel. With Enamel Pro, smiles are actually strengthened during the polishing procedure.

Premier's Enamel Pro is the only prophylaxis paste formulated to deliver ACP. There are other calcium and phosphate products on the market. Some are based on calcium phosphate or casein phosphopeptide formulas, while others use compounds that have silica or glass as their base material. Enamel Pro with ACP's innovative technology delivers the amorphous calcium phosphate directly and immediately to the tooth surface to strengthen and protect while it polishes.

Dental professionals benefit from its popularity and great functionality. Enamel Pro cleans quickly, creates less splatter and is easy to rinse. With Enamel Pro, today's patients can receive the polishing they expect and dental professionals can deliver a benefit that they seek. It is a win-win solution to a professional concern.



## Zygo non-contact profilometry intensity map profiles



- (A) Enamel surface before prophylaxis polishing  
(B) After prophylaxis polishing with leading prophylaxis paste  
(C) After prophylaxis polishing with Enamel Pro

Zygo is not a registered trademark of Premier Dental Products Company. ARM & HAMMER is a registered trademark of Church & Dwight Company.

1. Data on file



## The Scheduling Institute:

Customized Training to Leverage  
New-Patient Growth

Would you like to work less, make more money and have more fun practicing than ever before? It might sound far-fetched, but with a steady stream of new patients coming into your practice, these results are actually well within reach.

Over the last 25 years, Jay Geier has been revolutionizing practices nationwide by increasing their new patients from 10 to 100 percent in just 30-90 days, (although it is not unusual to see increases up to 300 percent!). His program, The Scheduling Institute, uses customized training and coaching groups to leverage dentists' new-patient growth—increasing production and net income, all while working less and enjoying an exceptional lifestyle.

Jay Geier and his team of more than 40 certified training specialists are the experts on getting your staff engaged, excited and results-focused. These trainers travel both nationwide and abroad 24/7 to

assure that every practice has the opportunity to learn Jay's proven strategies and achieve extraordinary results. Last year alone, Jay's certified trainers serviced 2,964 practices around the world, and averaged an incredible 247 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. Join thousands of others who got on the fast track to increasing new patients and opened the door to a bigger future! Make an investment in your human capital, and call the Scheduling Institute at 877-215-8225 to have one of Jay's certified training specialists come out and train your team for you. Training dates are limited and are scheduled on a first-come, first-served basis, so don't wait—call today! You can't afford not to!

JAY GEIER'S  
**SCHEDULING  
INSTITUTE** 

End of TCA Advertorial Section