



TOWNIE CHOICE AWARDS

PRODUCT SHOWCASE 2015

Summer VOTING Season

townie choice awards

PRODUCT

'15

SHOWCASE

VOTE BY: JULY 12

VOTE BY: JULY 26

VOTE BY: AUGUST 9

VOTE & WIN



And you could win an
**Amazon Fire
HD 7" Tablet**



And you could win a
**\$250 Amazon
Gift Card**



And you could win an
Apple Watch*

*Style shown may differ from
final prize.



Summer, swimsuits, splashing and voting! It's that time of year.

Townies everywhere are taking a dive into the closest swimming pool this summer. Here at Dentaltown, we've been working on something for you under the cover of shade (because seeking shade is what you do all summer when you live in Phoenix)—the 13th annual Townie Choice Awards!

These awards are a great way to make a difference in your profession by letting your voice be heard through voting. Every year the ballot is full of the companies and products that you use in your operatories and on your trays. You vote for your favorites, and we tally those votes. The winning products and services get the title of Townie Choice Award winners and are highlighted in the December issue of *Dentaltown Magazine*.

Voting begins July 6!

And it's as easy as spray-on sunscreen. Just head to www.dentaltown.com/TCA and cast your ballot. You can even do it poolside from your phone or tablet with your feet in the water.

What's in it for you? A chance to win five different prizes, with a grand prize of \$1,000 and your picture on the cover of *Dentaltown Magazine*! Sound like a good reason to vote? We thought so. The winners get the props; you get prizes—really cool prizes. The earlier you vote, the more prizes you're eligible to win.

If you vote by July 12, you'll be eligible to win every prize.

Ready. Set. Vote! Let your peers know what products and services you can't live without!

VOTE BY: AUGUST 23



And you could win tuition to
Townie Meeting 2016
(a \$1,600 value)

VOTE BY: SEPTEMBER 6



And you could be featured on the
cover of the December 2015
issue of *Dentaltown Magazine*
and receive \$1,000





BISCO

Adhesives: What Do Dentists REALLY Want?



All-Bond Universal is the culmination of more than 35 years of research, resulting in outstanding clinical and chemical improvements to adhesives. Launched in February 2012, it was one of the original universal adhesives to lead the market and define the new category of multi-mode or “Universal” adhesives. In addition, when clinicians think of the All-Bond brand, many categorize it as one of the “BIG 3,” when it comes to gold-standard adhesives. Many improvements to the All-Bond brand have taken place, making All-Bond Universal BISCO’s best-selling adhesive.

To better determine what adhesive characteristics matter most, a survey of more than 575 U.S. dental clinicians was conducted. Twenty-two characteristics of an ideal dental adhesive were listed and respondents were asked to rank their top five characteristics in order of importance. Results were analyzed and presented in Figure 1. How well does your current adhesive match up to the results?

High bond strength to dentin and enamel

Not surprisingly, dentists ranked this characteristic as number one. Manufacturers, key opinion leaders, and researchers have pushed bond strength so heavily on dentists that many feel this is the only thing that matters, often times due to a lack of understanding. How much bond strength is enough? Answering this question is difficult, as extraneous factors such as the method used and experience of the researcher will produce a very wide distribution of results. As such, clinicians are cautioned about using this characteristic alone in selecting an adhesive. Fortunately, All-Bond Universal has high initial bond strengths to dentin and enamel and maintains it over time. The selective-etch technique of enamel is recommended for even higher bond strengths.

Eliminates postoperative tooth sensitivity

This characteristic is an expected feature of today’s adhesives. With the advent of self-etching adhesives, most postoperative tooth sensitivity has been eliminated. For those who prefer total-etching, moist and/or wet-bonding can provide reliable results as well. All-Bond Universal provides versatility by allowing the dentist to use whatever etching mode they are comfortable with while eliminating postoperative tooth sensitivity.

Durable, long-lasting bond

With time and education, it is expected this characteristic will become number one. It is important to note that copious amounts of research have revealed the hydrolytic and proteolytic degradation of bonds to dentin. A durable bond that holds up over time is certainly more important than the initial bond strength (as often reported by manufacturers). The All-Bond brand is known for its durable and stable bonds over time, leading to long-term clinical success. All-Bond Universal’s hydrophobic formula results in improved durability of the bond by optimizing the seal.

Bonds to all substrates (e.g. metal, zirconia, ceramics)

The proven monomer MDP (contained in All-Bond Universal) allows bonding to indirect restorations made of metal, zirconia, etc. Adding silane to a universal bonding agent is questionable as the bonds to glass-ceramics using this technique are primarily micro-mechanical in nature. All-Bond Universal’s chemical formulation (without silane) bonds not only to metals, but also to lithium disilicate (e.g. IPS e.max), composite, and other glass ceramics. To maximize the bond to glass ceramics, BISCO recommends using a separate pure silane as the primer. This technique will result in both mechanical and chemical bonds that are more durable.





Fully compatible with self- and dual-cure materials and does not require an extra bottle (activator)

If an adhesive requires an extra bottle to be compatible with self- and dual-cure materials, is it really “Universal”? Many dentists do not even know that their current universal adhesive requires an extra bottle, often at a significant cost. Further, what decrease in performance and bond strength occurs by *not* using this extra bottle? Fortunately, All-Bond Universal has the perfect pH and formula, thus making it compatible with other self and dual-cure materials (cements, core build-up materials, etc.). No additional bottles are required.

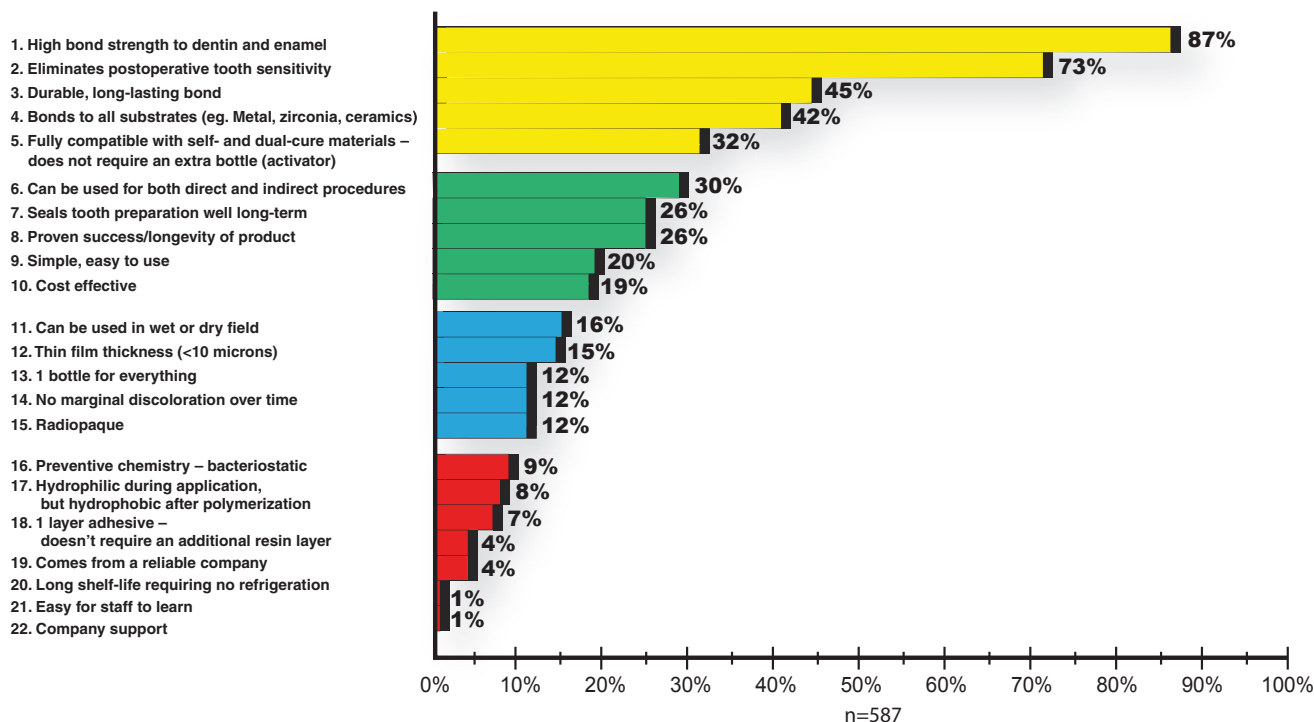
Other noteworthy characteristics

Figure 1 lists all of the ideal characteristics of an adhesive, and I expect future generations will meet these as well as add new characteristics that are presently unavailable. In the interim, All-Bond Universal can be used for both direct and indirect procedures, with one cost effective bottle—simplifying the adhesive technique so any dentist can use it without the worry of going wrong. All-Bond Universal easily meets the expectations of what clinicians are looking for in an adhesive. Improve your bond. Use All-Bond Universal. ■

by Paul L. Child Jr., DMD, CDT

Fig. 1

Percentage of Respondents Who Selected an Adhesive Characteristic as Being Most Important



For more information, call
(800) 247-3368 or visit Bisco.com.

INTUIT DEMANDFORCE

16-time Townie Choice award-winning patient communications and marketing software for your dental practice

Intuit.
Demandforce®

Running your own practice doesn't leave you a lot of time to think about marketing growth or retention strategies. Demandforce takes care of that for you. Demandforce is a complete marketing and communications platform to help enhance your patients' experience and attract new patients to grow your practice. Four out of five dentists recommend Demandforce.* Demandforce can help boost your online reputation and drive new business while automating processes such as reactivating lost patients and confirming appointments.

Demandforce integrates with your existing practice management system so you can send the right message to the right patient at the right time. Over the past six years, Demandforce has collected 16 Townie Choice Awards in the categories of Dental Marketing, Internet Marketing & Web Services, and Patient Communication Systems.

Demandforce equips your practice with the easiest and most effective tools in the industry to communicate with your patients while increasing production, revenue and efficiencies. It automates appointment confirmations using phone calls, 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 the marketing and communications

efforts to provide you with real-time visibility into the success of your practice.

How it works

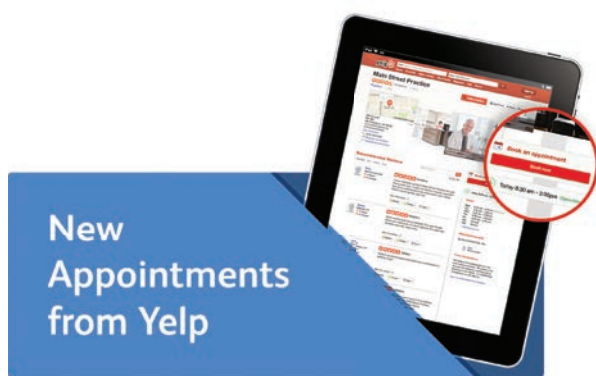
Getting started with Demandforce is straightforward and quick. In 30 minutes your practice can be up and running. It syncs with the data in your existing practice management system and begins communicating with your patients and allows you to collect new appointments automatically.

Demandforce enables you to create automated, personalized emails that work for your patient base. Remind those who haven't been into your practice for a while, or are overdue for their appointment, through the personalized recall feature. 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. For those patients who have an upcoming appointment, based on their personal preferences Demandforce will automatically send them an email or text message, or call them requesting a confirmation. This will help the front office only make phone calls for 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 Apple Passbook or Google Now to help ensure they don't miss their appointments. 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 each patient a "thank you" email in which he or she can write a public Demandforce certified review or submit a private survey. This is a great opportunity to check the temperature on how your practice is performing in real time, allowing you to keep your patients happy (or proactively address any internal issues). Demandforce then takes the certified reviews and publishes them across the Web on sites such as



4 out of 5 dentists
say Demandforce enhanced
their online reputation



Google, Facebook, Citysearch and Bing, to drive new patients to your practice.

In addition to increased visibility and showcasing recent reviews online, Demandforce has created its version of real-time scheduling called Online Booking to drive appointments on Yelp. Without leaving your Yelp page, patients can book an appointment when your practice has an opening, driving new patients and taking out the back-and-forth of finding a time that works for both of you. Best of all, Online Booking is at no additional cost with a Demandforce subscription.

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. Best of all, every email is mobile-optimized to deliver the same experience for your patients, 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
- Personalized confirmation calls for those who do not want to confirm via email or text
- Targeted, customized postcards to offline patients
- Instant feedback from satisfaction surveys sent to patients following each visit
- Custom email campaign builder and variety of one-click suggested emails.

Online reputation tools

Dentists agree Demandforce helps practices build, maintain and leverage their most valuable asset—a good online reputation. Four out of five dental practices say Demandforce has enhanced their 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 include:

- Automatic collection of certified reviews from active patients without requiring them to log in to write it
- Certified reviews automatically published across the Web to sites and search engines, including Google, Facebook, Citysearch and Bing
- Build your reputation on sites like Yelp, Twitter, Yahoo!, Google and Facebook through targeted email campaigns
- Post reviews and promotions and capture appointment requests through the Facebook applications.

Intuit Local

Get found by 47-plus million local consumers through the Intuit Local network.

Intuit Local consists of:

- A unique business profile page with your practice information, online reviews, and appointment scheduler to accept new appointments 24/7
- The ability to easily be discovered by consumers searching for noncompeting local businesses within your network
- Helps you attract the “right” type of new patients already spending money in your area.

Best-in-class customer service and support

Over the past year, Demandforce has doubled its customer care team in efforts to reduce wait times and focus on ensuring that each customer is getting the most out of its solution to drive the maximum results. The average wait time on our support line is less than three to five minutes, and over online chat, less than two minutes. Additionally, every customer is eligible for a one-on-one personal optimization call in which a Success Manager will walk you through your Demandforce account to ensure that you are getting the most out of the features and answer any questions you or your staff may have. Demandforce is committed to delivering the best product and product experience for its customers. ■

**Among current Demandforce customers surveyed August 2014, Intuit Inc.*

For more information, call (800) 246-9853 or visit Demandforce.com.

EDGE ENDO

The Evolution of the Revolution



EdgeEndo introduces EDGEEVOLVE, the company's newest heat treated NiTi rotary instrument. Our passion is to bring the world of endodontics the most progressive and often disruptive technology. It is the primary driver for our constant pursuit of creating the most efficient and cost effective NiTi rotary files in the industry. Innovation is at the core of EdgeEndo.

We are thrilled with the overwhelming support we have received for the EdgeFile, and after talking with endodontists and dental practices across the county and even the world, we identified a need. It is in that spirit of innovation and customer collaboration that we have developed a new file, the EDGEEVOLVE. It is different from EdgeFile in the way it is designed—yet similar in its unparalleled strength and flexibility.

On August 1, 2015, we will release our evolutionary heat treated NiTi rotary file, the EDGEEVOLVE, featuring our flexible and strong FireWire NiTi blades. Our FireWire heat treating process enhances the material's properties, making the files not only extremely flexible but reduces the shape memory and straightening effect seen in other NiTi files. This "Canal Countering Technology" creates files that are two to eight times more resistant to cyclic fatigue compared to other NiTi files. This substantially reduces the incidence of file separation.

This incredible flexibility gives the file the ability to follow the anatomy of the canal very closely, reducing the risk of ledging, transportation, and perforation. In addition, the file has a very flexible shaft which allows the file to get around high curves and reduces the need for excessive straight line access often needed with other files; allowing the preservation of more tooth structure.

The feel of the EDGEEVOLVE is unique. It features the extremely popular triangular cross-section with open fluting similar to the Sequence and Vortex files, giving it a smooth, non-grabbing, extremely efficient cutting ability. The advantage of the EDGEEVOLVE over these similar files lies in our proprietary FireWire technology which alternates high heat exposure with super-cooling cryogenics to yield a NiTi file with superior flexibility and cyclic fatigue strength that is superior to other files in side by side testing.

EDGEEVOLVE is so flexible and resistant to fracture that we offer the most flexible 04 and 06 taper files in tip sizes 17, 20, 25, 30, 35, 40, in addition to 08 and 10 tapers. The EDGEEVOLVE 08 and 10 tapers are as flexible as many file system's 04 tapers. The product is so flexible that even a size 40 with a 10 taper can negotiate and shape a 90 degree curved canal and hold its apical shape.

See Dr. Goodis' (owner of EdgeEndo and practicing endodontist) case featuring a 40/10 file below.



Since the conservation of dentin is paramount, the maximum flute diameter for all files is 1.0mm. This prevents over-shaping of the coronal third of the canal and allows for excellent apical shaping of the canal for irrigation and obturation.

True to our promise and commitment of "All the Quality, Half the Cost", the EDGEEVOLVE is offered at a low \$25.95/6-pack! We stand firm in our commitment to low pricing because of our belief that premium technology shouldn't have to come with a premium price tag. EdgeEndo sells direct to dental professionals, without the added costs of sales representatives enabling us to pass the savings on.

If you haven't tried EdgeEndo, we invite you to give us a try and save thousands of dollars for your practice. Our products come with the assurance of a 90-day, 100 percent money back guarantee if you are not satisfied with our products.



Directions for use

1. Use the same technique and speed and torque motor settings you are using with your current file system. Use the same way you are using Vortex, ProFile, GT, Sequence, K3, TF or TF Adaptive. Or,
2. Use our step-up technique below.

Glide Path

Use the 17/04 as a rotary glide path file without hand files or use a 10 hand file to form the glide path.

Canal shaping

Start with the 04 taper files until reaching your desired tip size. 17/04 to 20/04 to 25/04, etc.

Increase taper

If you want a taper larger than 04, still start with the 04 taper files and once you have reached your desired tip size with the 04 taper files increase the taper with the same tip size. So if your final 04 tip size was a size 25 to get a

06 Taper:

17/04, 20/04, 25/04, 25/06

08 Taper:

17/04, 20/04, 25/04, 25/06, 25/08

10 Taper:

17/04, 20/04, 25/04, 25/06, 25/08, 25/10, Or

3. Use our crown-down technique below.

Glide path

Use the 17/04 as a rotary glide path file without hand files or use a 10 hand file to form the glide path.

Canal Shaping

Start with the 10 taper of the tip size you normally like to finish. As an example:

20 Tip Size

20/10 to 20/08 to 20/06 to 20/04

Repeat until the tapered file you want is to length.

25 Tip Size


25/10 to 25/08 to 25/06 to 25/04






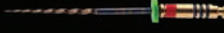
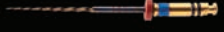

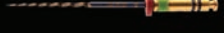
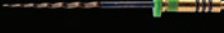
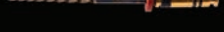
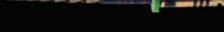






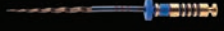

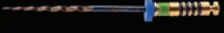



Repeat until the tapered file you want is to length. ■


For more information, call (855) 985-3636 or visit our forum at RootCanalRockStar.com.

EDGE EVOLVE™

FireWire™ NiTi File System



17/04	WHITE		17/06	WHITE	
20/04	YELLOW		20/06	YELLOW	
25/04	RED		25/06	RED	
30/04	BLUE		30/06	BLUE	
35/04	GREEN		35/06	GREEN	
40/04	BLACK		40/06	BLACK	
17/08	WHITE		17/10	WHITE	
20/08	YELLOW		20/10	YELLOW	
25/08	RED		25/10	RED	
30/08	BLUE		30/10	BLUE	
35/08	GREEN		35/10	GREEN	
40/08	BLACK		40/10	BLACK	



EDGEENDO®

All the quality. Half the Cost.

GLIDEWELL

BruxZir Solid Zirconia

May 6, 2011, marked an important day for Glidewell Laboratories. That's the first day that doctors prescribed more BruxZir Solid Zirconia restorations than PFM restorations.

At the time, BruxZir Solid Zirconia was two years old and PFMs were more than 50 years old. The change confirmed a trend the lab had been observing over the two previous years: the days of the PFM being the dentist's everyday restoration were coming to a close. The sales of BruxZir never dipped below those of the PFM again—in fact, the gap continues to widen.

BruxZir Solid Zirconia was originally launched as a durable, more aesthetic alternative to cast gold restorations and posterior metal occlusal PFMs. Most dentists agree that cast gold is the finest indirect restorative material in dentistry. Unfortunately, most patients won't accept the aesthetics.

As the translucency and aesthetics of BruxZir Solid Zirconia continue to improve, the material has transitioned from being solely a posterior option to being an anterior solution as well. Today, BruxZir Solid Zirconia is indicated for crowns, bridges, screw-retained implant crowns, inlays, onlays and full-arch implant prostheses. Made from monolithic zirconia with no porcelain overlay, it is an ideal choice for patients with bruxism, limited occlusal space or those who have broken natural teeth or previous PFM restorations.

Dr. Michael DiTolla, Director of Clinical Education and Research at Glidewell Laboratories, said, "By far the most common comment we get from dentists about BruxZir Restorations is how well they fit compared to what they used in the past and



**GLIDEWELL
LABORATORIES**

that the emergence profile blends with tooth structure and soft tissue better than any material, with the exception of cast gold."

The combination of fit, strength and improved aesthetics has made BruxZir Solid Zirconia the most prescribed restoration in the lab, with more than 7.4 million restorations prescribed in the six years since the material's debut. Designed and milled using CAD/CAM technology, BruxZir Solid Zirconia is sintered at 1,580 degrees Celsius to achieve optimum strength and then polished on occlusal bearing areas and glazed to a smooth surface.

BruxZir Solid Zirconia performed very well in long-term clinical trials performed by both Clinicians Report and The Dental Advisor. A three-year clinical study by the TRAC research division of Clinicians Report found that BruxZir molar crowns were superior to all other tooth-colored materials studied previously over the institute's 39-year history. A three-year study concluded that BruxZir Solid Zirconia performs excellently and awarded the material with an overall clinical rating of 97 percent. Additionally, the study measured the translucency of CAD/CAM ceramics and found that BruxZir measured significantly more translucent than the other three studied products at 0.5mm thickness.

BruxZir crown and bridges are competitively priced at \$99 per unit and are backed by Glidewell Dental Lab's seven-year free replacement warranty. BruxZir Solid Zirconia is available from more than 305 authorized labs across North America. Visit BruxZir.com for a complete list of authorized BruxZir Labs.

BruxZir Anterior Solid Zirconia

The newest member of the BruxZir family is BruxZir Anterior, a highly lifelike restorative material designed specifically to satisfy the aesthetic and functional requirements of the anterior region of the mouth. Developed with the purpose of being a high-strength solution that competes with the proven aesthetics of lithium disilicate restorations, the research and development team at Glidewell Laboratories created the material by increasing the amount of yttria in the zirconia oxide formulation, which substantially increases the light transmission capabilities of the final restoration. With an average flexural strength of 650 MPa and translucency similar to natural dentition, BruxZir Anterior is an ideal solution for anterior cases. BruxZir Anterior is priced at \$99 per unit.

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 1,465 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. The BruxZir implant prosthesis is now available in half-arch indications for \$1,795.

BruxZir Solid Zirconia over Inclusive Custom Implant Abutment

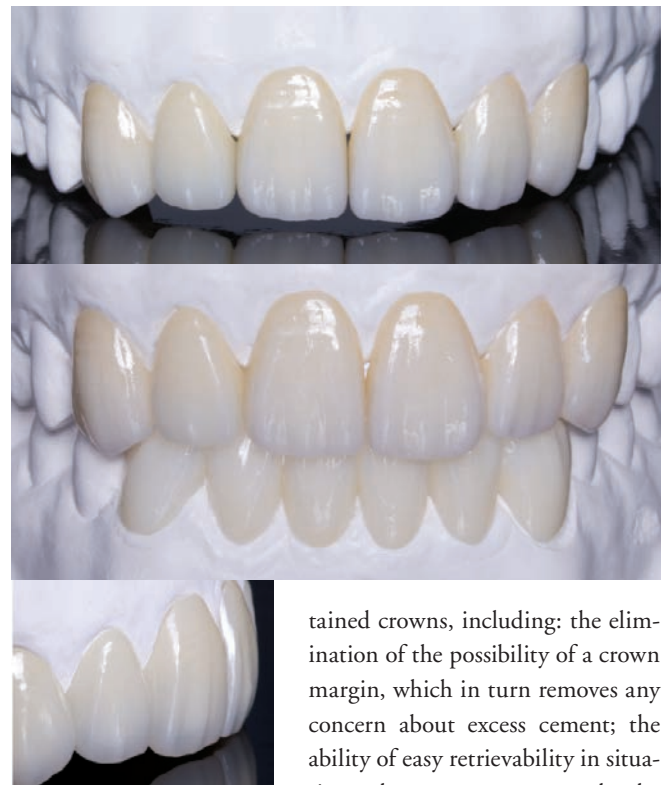
Glidewell Laboratories offers two custom implant abutments under the Inclusive brand name. Inclusive Custom Abutments are available in titanium and zirconia with titanium base to fit patients' individual needs. Precisely milled using CAD/CAM technology to facilitate a natural-looking emergence profile while optimizing soft-tissue contours and crown aesthetics, Inclusive Custom Abutments are priced starting at \$299 per unit, and are compatible with 12 of the most popular implant systems.

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.

Screw-Retained BruxZir Solid Zirconia

BruxZir Solid Zirconia screw-retained crowns 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-re-



tained 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 BruxZir.com.



NEW PATIENTS, INC.

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



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

Evidence-based marketing

Just as dentists demand evidence when it comes to treatments and procedures, why shouldn't they also demand evidence when it comes to the marketing of dentistry and their own practices? The principals of New Patients, Inc. (NPI), Howie Horrocks and Mark Dilatush, think they should. "Putting marketing dollars toward untested ads or media 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, NPI has been engaged in tracking the results of all forms and media it uses for its clients' practices. This includes the results produced by direct mail, internal marketing, referral marketing, radio, TV, websites, Web video, search engine optimization, social media marketing, signs, billboards and any other medium that has an available and reliable statistical record.

With hundreds of clients in every conceivable

demographic, NPI is 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 CEO Horrocks 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 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."





“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.”

~Mark Dilatush

Do your own in-house result tracking

NPI encourages every practice 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 its marketing budget. Using a service like Call Source 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

NPI 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.

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 people simply won’t bother to call. Nearly every smile makeover patient started out years before with a toothache or some other dental problem. He or she 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 on 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 the consumer places a higher value on the convenience of Saturday or evening appointments,” he said.

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.

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

NPI 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. ■

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



ZEST ANCHORS

Providing End-to-End Solutions in the Resilient Implant-Retained Overdenture Market



ZEST Anchors strives for and has a long history of producing high-quality products for overdenture applications. The company continues to make innovation a priority by introducing products and services that provide clinicians with more options for the treatment of edentulous patients. Zest is committed to becoming your resource for end-to-end solutions in the resilient implant-retained overdenture market.

Narrow-diameter implants designed as a permanent solution and backed by a 10-year warranty

The LOCATOR Overdenture Implant (LODI) System

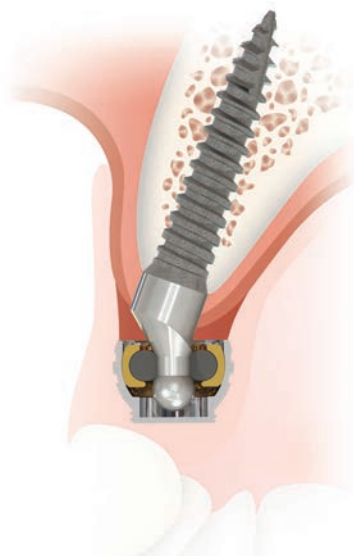
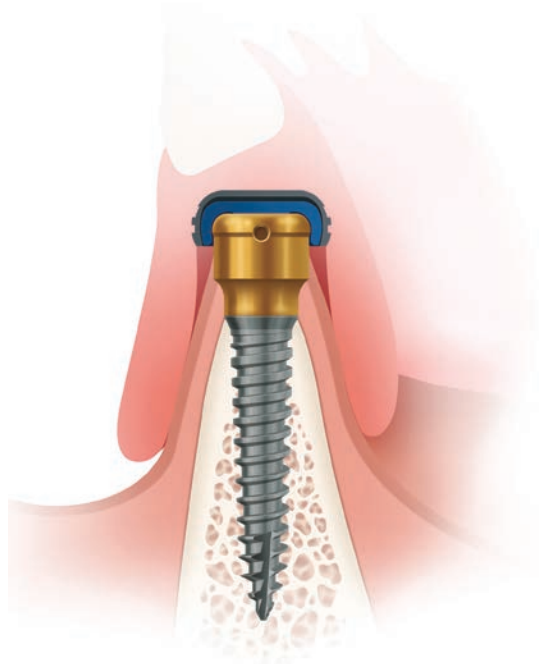
The LODI System has received an overwhelmingly positive response since its commercial release by ZEST Anchors in late 2012. This is in large part because the LODI System represents

an opportunity for clinicians to offer a trusted treatment alternative that addresses the unique scenarios edentulous patients face. These scenarios consist of anatomical limitations, the unwillingness or inability to endure invasive bone-grafting procedures for more complex overdenture solutions, or financial limitations from living on fixed incomes. To these patients, an affordable and trusted solution is attractive.

The LODI System incorporates the industry's gold-standard LOCATOR Abutment with an innovative narrow-diameter implant engineered to be a permanent solution. A restorative solution that clinicians trust, the LODI System can help provide the ideal implant-retained, tissue-supported overdenture treatment to edentulous patients with limited financial means and/or anatomical limitations.

SATURNO Narrow-Diameter Implant System

SATURNO is a narrow-diameter, O-Ball implant designed as a permanent solution for overdenture retention. Engineered with straight and innovative 20° angled O-Ball implant options, SATURNO gives clinicians something new in a narrow-diameter O-Ball implant: flexibility.





The LODI System represents an opportunity for clinicians to offer a trusted treatment alternative that addresses the unique scenarios edentulous patients face. These scenarios consist of anatomical limitations, the unwillingness or inability to endure invasive bone-grafting procedures for more complex overdenture solutions, or financial limitations from living on fixed incomes.

The 20° angled O-Ball implant option allows for placement following the natural slope of the maxillary ridge. This ZEST Anchors innovation diminishes O-Ball facial emergence, a problem that could produce areas of thin denture acrylic and compromise denture strength and/or aesthetics.

Both SATURNO implants feature the patented pivoting O-Ring technology pioneered by ZEST Anchors. This allows for passive denture seating when convergent/divergent implants are present. With passive seating, patients will experience easier prosthesis insertion/removal, and less wear on their O-Rings.

The CHAIRSIDE product portfolio: A series of dental tools and materials for implant-retained overdenture modification and processing.

CHAIRSIDE Attachment Processing Material

A new and unique pick-up material designed for ease of use and predictability when processing attachment components into overdentures, including ZEST's LOCATOR and SATURNO denture caps. Clinician input contributed to a formulation that has sought-after handling characteristics, which requires no primer and is self-curing—all at a reduced cost per case.*

Cost efficient

- No primer required for reduced chair time.
- Shorter mixing tip reduces material waste and cost per case.*

Simple application

- Ideal viscosity for accurate application.
- Bonds to itself for efficient void fill and touch-ups.
- Dual-cure capability provides convenient self or light-cure flexibility.

Patient friendly

- Low curing temperature ensures patient comfort.
- Odorless and tasteless to increase patient acceptance.

*Compared to the leading brands.

CHAIRSIDE Denture Prep and Polish Kit

All the instruments dental professionals need for the efficient and accurate pick-up of denture attachment housings.

- A comprehensive kit consisting of recess, trim, undercut, grind and vent burs, as well as a polisher, all of which are designed to address the most-frequent overdenture preparation requirements.
- A unique to the market CHAIRSIDE Recess Bur, specifically designed by ZEST Anchors, that quickly and easily prepares the exact size recess for the LOCATOR and SATURNO denture attachment housings (denture caps). ■



For more information, call (800) 262-2310 or visit Zestanchors.com.



A-DEC

500 Dental Chair: Recognized for Premium Comfort and Exceptional Access

Sleek lines. Robust engineering. Unmatched access. The A-dec 500 dental chair was designed to help patients rest comfortably, and doctors maintain a healthy working position. An ultra-thin flexing backrest leaves room for the doctor to tuck his or her knees under the chair, while the swivel allows 30° rotation on each side of center to further enhance ergonomic access to the oral cavity.

Fits your dental team

The A-dec 500 chair's expanded height features a low base point and adjustable range from 13.5" (343mm) to 31.5" (800mm), to accommodate the variety of heights on a dental team. A solid cut-away, cast-iron baseplate with six contact points adds stability on uneven floors, and allows closer positioning to the patient.



Envelops patients with comfort

Through the science of pressure mapping, A-dec engineers reduced pressure points and streamlined support across the entire chair, for ultimate comfort. Even with a thickness of less than 1 inch (25mm) in some areas, the cushioning delivers support across the patient's entire body. Plush luxury memory foam covers the back and headrest, adding to the experience.

Since motion is just as critical to patient comfort, A-dec synchronized the movement of the chair with the anatomy and movement of the patient. A virtual pivot, for example, keeps the patient from having to readjust when the chair seat and back are in motion, while an innovative headrest glides with the patient as the chair back is raised or lowered. Combine these with a hydraulic lift system that enables gentle starts and stops, and you have a dental chair that offers one of the smoothest rides ever created in patient seating.

Integrates for the future

The A-dec 500 delivery system easily integrates ancillary devices that once required separate boxes, additional wiring, and cumbersome tubing. You can integrate an intraoral camera, two electric motors, scaler, and curing light at the same time, reducing clutter. The deluxe touchpad expands functionality with one-touch control of the chair, dental light, and cuspidor functions, along with handpieces, integrated accessories, and other electrical devices. The foot control can easily operate handpieces and ancillaries. The delivery system's sophisticated platform not only integrates all the technology you need now, it is also easily upgradable and designed to accommodate future technology. ■

For more information, call (800) 547-1883
or visit a-dec.com.



BURBANK DENTAL

The monolithic zirconia that meets the needs of today's dentistry.



Dentistry has long awaited the arrival of an all-ceramic that is both aesthetic and durable enough to be considered as a legitimate alternative to PFMs. Zir-MAX.M meets the requirements that you have been looking for in a posterior all-ceramic restoration. Due to the five-axis milling fit and marginal accuracy Zir-MAX.M has a repeatable tolerance of 0.003mm.

Strength

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

Favorable wear characteristics

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



Excellent aesthetics

Zir-MAX.M has 25 percent more translucency than other full zirconia & all-ceramic restorations (translucency factor of >34 1-CR% 1.0mm). Zir-MAX.M is internally colored and then external color enhancement completes the esthetic elements.

Simplicity of cementation

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

Indications and requirements

Crowns, bridges, and implants. Zir-MAX may be used in all applications that PFM would be used. Bridges may have a total pontic span of up to 20mm of contiguous pontic width. Single or bridge restorations may be used for all positions in the mouth. Restorations can also be mixed monolithic/full contour zirconia and layered units, in order to accommodate mixed strength and cosmetic needs.

Affordable value pricing

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

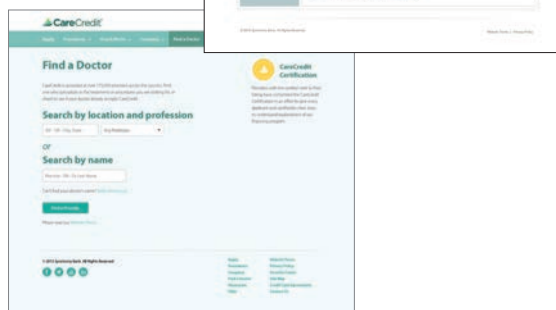
Due to the high level of aesthetics it can also be used near the smile zone when extra strength is required, and may also fit well into clinical needs for lower anterior restoration requirements for minimal reduction, and good wear characteristics. Zir-MAX restorations are the ideal restoration for your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

Now is the time to try Zir-MAX during our \$99/unit introductory offer. For more information, 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 healthcare 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

On average 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 specialty, your practice's web address, financing options* that are available, and more.

**Subject to credit approval. Minimum monthly payments required. See CareCredit.com for details. ■*

For more information call (800) 859-9975,
option 1, then 6.
Not yet enrolled? Call (866) 246-6401



CARESTREAM DENTAL

CS 3500: A truly portable, open-system
intraoral scanner



The award-winning CS 3500 intraoral scanner is changing the way practitioners capture digital impressions. As an open-format system (using standard STL files), impressions captured with the CS 3500 can be sent to the user's lab of choice—without any associated click fees.

Designed with users in mind, the light-weight handpiece requires no trolley and can be plugged via USB into a preferred laptop. The CS 3500 also features a light guidance system that minimizes the need to watch a monitor during image capture, leaving practitioners free to look directly at the patient's mouth.

Sharp, high-quality images

The CS 3500 scans to a depth ranging from -2 to +13 mm to deliver detailed 2D and 3D images with an average precision of 30µm. These images are displayed at a high resolution of 1024 x 768, which enables practitioners to easily identify margin lines, undercuts, contact points and other critical anatomical details. Clinicians are also able to distinguish the differences between natural tooth structures and existing restorations from gingival

tissue. The true-color 2D scans can be saved as JPEG images to improve communication between practitioners and labs, and they also make color matching restorations easier.

Easy to maintain

The CS 3500's slim scanner head features tips that can be autoclaved and are disposable for proper hygiene and infection control. The tips are available in two different sizes—a standard tip for adults and a smaller, tapered tip for children and adults with small mouths.

More than restorations

While initially introduced to meet the needs of practitioners who wanted to design and even mill patient restorations, the CS 3500 has evolved to meet the needs of other specialties. A dedicated implant workflow simplifies the acquisition process for the scanning of abutments or scan bodies by guiding users through each step, while the orthodontic workflow offer virtually automatic bite registration for the fabrication of orthodontic appliances. ■



For more information,
visit Carestreamdental.com.



CONVERGENT DENTAL

Solea



Dental practitioners looking to make an investment for their practice that immediately increases revenue and improves the patient experience should look no further than the Solea dental laser from Convergent Dental. Solea is the world's first-ever computer-aided CO₂ 9.3 micron laser to be cleared by the FDA for both hard and soft tissue ablation. The dental laser's unique wavelength enables it to deliver virtually anesthesia-free and blood free-procedures for patients. Solea dentists report performing more than 95 percent of their hard and soft tissue procedures anesthesia free.

Solea is a first of its kind, CO₂ 9.3 micron laser and computer optimized beam to deliver virtually anesthesia-free and blood-free dentistry. Dentists derive the vast majority of their income from preparing and restoring teeth, so increasing efficiency is the surest way to drive growth. The two most glaring efficiency killers for dentists are anesthesia and bleeding. With traditional

tools, practitioners lose valuable time injecting patients, waiting for numbness and controlling bleeding.

Anesthesia limits dentists to working in one quadrant per visit and patients hate leaving the office with a numb mouth. To make matters worse, patients end up going back for adjustments because they can't feel their bite when they are numb—more time wasted. When it comes to soft tissue procedures, not only is it time-consuming to control bleeding, traditional tools cause a lot of iatrogenic damage which means significant post-operative pain and slow healing. It's simple math: reducing or eliminating anesthesia and bleeding has a dramatic effect on efficiency and patient experience and would have an immediate effect on the bottom line.

Solea's unique wavelength is so highly and efficiently absorbed in both hydroxyapatite and water that dentists can use it for a wide variety of procedures including cavity preps, inlays, onlays, removing amalgams and composites, crown preps, crown lengthenings, troughing, gingivectomies, and every other soft-tissue procedure you can name, the vast majority anesthesia and blood-free.

Speaking of crown preps, how often does a patient come in for a crown and have a filling that needs to be done in another quadrant? With Solea, dentists don't have to numb so they can take care of a cavity while the crown is milling. It only takes a few minutes and saves another appointment slot. If you are a crown and bridge dentist, that can enable several more procedures per day. All of these efficiency gains are why Solea dentists report routinely performing six or more additional procedures per day, creating revenue gains of 25 to 40 percent.

Solea is a truly revolutionary dental instrument that adds tremendous value to any practice. Dentists looking to improve their production and/or patient experience will not be disappointed. ■



For more information, call (844) GO-SOLEA
or visit Convergentdental.com/Solea.



DANI DENTAL STUDIO

Treatment Planning. Exceptional Technical
Support. Guaranteed Quality.



Fixed hybrid denture

For the past seven years, fixed hybrid dentures have been the top choice for fixed removable restorations. Why are doctors and patients so thrilled with this treatment? Because it will:

- Minimize chair time
- Gain trust from patients
- Give long-term, durable and predictable restorations



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 unlimited technical support from Dani Dental Studio, we are there for your dental team every step of the way.

Guaranteed quality, competitive pricing and chair-side assisting make choosing us a unique opportunity. We will help you distinguish if a fixed hybrid denture is the right treatment for your patient. With peace of mind, you can be sure that you are providing outstanding care and the best options in your practice.

Surgical drill guide

Let Dani Dental Studio take your practice to the next level! We can provide a surgical drill guide for you that will help you with a fully guided and planned flawless finish. Our surgical

guides reduce the risk, help you plan for a successful restoration and take the stress out of unknown challenges that can arise on implant cases. Our surgical guide does not require you to purchase or have software and is compatible with most major implant systems.

Let us help you take the next step in the future and success of your practice. All you need to send us to get started is a CBCT scan in DICOM III format and your patient's upper and lower models. Please be sure to acquire the correct surgical guide kit



that corresponds with the implant platform you have chosen.

Dani Dental Studio will design the surgical guide and will send you images for approval or necessary corrections. You are welcome to be part of the designing process via video call at your convenience with one of our technicians. Please allow a five-day turnaround time. Rush orders are always available; please call Dani Dental Studio in advance. ■

For more information, call (480) 449-0909
or visit Danidental.com.



DENTALMARKETING.NET

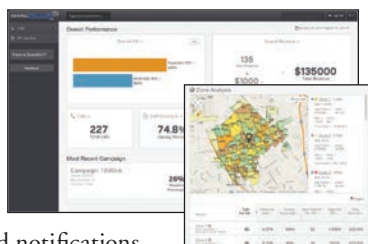
New Patient Guaranteed Results System

DentalMarketing.net is unequalled in how comprehensive its system is to control the variables of effective direct mail marketing. The result is a system that has proven so effective, it even comes with a risk-free guarantee and consistently results in 407 percent ROI.

Results Dashboard

Knowing the results of your direct mail efforts is key to long-term success. Online dashboards allow you to see every detail of your campaign's performance, providing insight to continually enhance results from one campaign to the next.

- New patients by name
- ROI
- Staff call scores
- Staff closing ratios
- Missed call statistics and notifications
- And more



Staff training

Call handling, phone skills training, and personalized coaching are integral components to increase staff closing ratios. The program utilizes a three-pronged approach to ensure calls become scheduled patients.

- Initial training
- Specialized video instruction
- Personalized live coaching



Uncovered and captured opportunities

Each practice has a senior marketing adviser who continually analyzes the data compiled from each campaign. They determine the best ways to increase ROI to the practice—whether it be individualized staff coaching, capturing missed calls, or finding areas of opportunity or areas to avoid in your market based on the data. They provide the doctor with recommendations and then *they implement* the solutions.



Specialization

The system is designed and optimized exclusively for dentists. Before any practice can be approved, a review of their practice market area must be done to determine if availability exists. For more information, visit DentalMarketing.net. ■



(Dentists Only!)

For more information, call (877) 599-7064
or visit DentalMarketing.net.



DENTIMAX

The DentiMax Dream Sensor: A Dream Come True for Dental Digital Radiography

DentiMax

Speaking of tough, the sensor has a new and improved “protective plate” which is composed of a super thin and strong polymer. This acts as a “shock absorber” if it is accidentally dropped or struck against a hard surface. If one of your patients accidentally bites on the sensor face, this will help protect the internal module from damage. The extra tough protection plate is the

newest improvement to the DentiMax Dream Sensor. In addition to providing more protection, the casing is waterproof and can be soaked in solution and even cold sterilized. You will be hard-pressed to find another sensor that allows this level of sterilization that guarantees it is free from pathogens.

The five-year sensor protection plan covers not only manufacturer defects but also accidental damage. If your sensor 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 receive a brand new sensor with a brand new manufacturer's warranty at a greatly reduced price. You won't have to pay full price for a replacement sensor!

There are no required 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. The way other companies do business, it may seem like you are renting the software than actually owning it. With DentiMax software, you own the software license and most future updates are *free*! The first year of support is also included with your DentiMax Digital Imaging system at no additional cost.

The award-winning DentiMax Dream Sensor, combined with our true open-platform software, earns the highest marks in every measurable category. The combination of image quality, affordability, compatibility, and patient comfort is what makes the complete system a “dream come true.” ■

For more information, call (800) 401-0091,
or visit DentiMax.com.



The award-winning DentiMax Dream Sensor has everything you could ever want in a sensor. In terms of clarity and diagnostic quality, when combined with DentiMax's open platform digital imaging software, it produces an X-ray image that is one of the best in the industry. Additionally, it is comfortable, affordable, and arguably has the best product protection plan in the industry.

The DentiMax Dream Sensor uses the newest in CMOS technology to produce its superb image. The image quality is recognized as “Excellent-Good” from Gordon J. Christensen's Clinicians Report. And to maximize patient comfort, the sensor has true rounded and beveled corners. As the thinnest CMOS sensor on the market, the DentiMax Dream Sensor is the most comfortable sensor possible for your patients.

Not only is the Dream Sensor comfortable, it is durable! With a Kevlar reinforcement where the cable meets the sensor housing, the Dream Sensor is the toughest where it counts—the area right where the sensor's cable enters the housing. This is where many other leading sensors actually fail. The strategically placed Kevlar reinforcement of the DentiMax Dream Sensor has proven effective with not a single cable failure at the point where the cable meets the housing. That is a tough cable!



DENTSPLY CAULK

Calibra Universal Cement



Excess cement cleanup is now a snap with Calibra Universal cement

Dentsply Caulk, the makers of Calibra Esthetic Resin Cement with 12 years of clinical case study success, introduces a new self-adhesive resin cement. Calibra Universal cement offers a wide tack-cure window of up to 10 seconds and an extended 45-second gel phase,* providing dentists the ability for a more thorough and effective cleanup.

Dentists can now benefit from the swiftness of tack curing without the stress of over-curing. With a wide tack-cure window and an extended gel phase,* thoroughly removing excess cement for a pristine restoration is now a snap!

Calibra Universal key features

- Calibra Universal cement provides a wide tack-cure window and an extended gel phase for a more thorough and effective cleanup.
- Calibra Universal cement offers industry-leading bonding and mechanical strengths, exceeding ISO standards for physical and mechanical properties.
- Calibra Universal cement is formulated for use across a wide range of indications, with no need for a separate bonding agent.

Optimum restoration depends on complete cleanup

When placing a crown, any excess cement must be thoroughly cleaned away. The smallest bit of residual cement, especially in interproximal spaces, can cause irritation and inflammation that can jeopardize gingiva health. Residual cement can also leave a rough surface that contributes to biofilm accumulation and reduces the longevity of the restoration.

For more information, call (800) 532-2855
or visit Calibracement.com.

DENTSPLY CAULK

Calibra Universal provides wider tack-cure window for confident cleanup*

According to the American Association for Dental Research, up to 85 percent of dentists find that light-curing is a faster way to clean excess cement. Conventional resin cements only allow light-curing for a second or two before they harden to the point where a bur may be required to remove the excess.

Calibra Universal cement provides a tack-curing window up to 10 seconds and then remains in the gel phase for up to 45 seconds.* With a longer window to work in, dentists can completely remove excess cement for pristine restorations—without damaging the new crown.

Stronger cement means a stronger, longer-lasting restoration

Restorations are subjected to the same forces as natural teeth, day after day. Calibra Universal cement keeps restorations in place with industry-leading bond strengths. Calibra Universal cement far exceeds ISO standards for physical and mechanical properties across every category.

One cement for practically any restoration

The name says it all. Dentsply Caulk has formulated its new self-adhesive resin for use across a wide range of indications, from metal crowns and PFMs to all-zirconia and all-ceramic. With a choice of five shades featuring shade-stable technology to virtually eliminate shade shifting over time, it assures a beautiful restoration that will last.

The speed of tack curing without the stress of over-curing

Predictable cleanup, exceptional strength, beautiful aesthetics—experience the advantages of Calibra Universal cement. It's a snap! ■

**10-second tack cure equals five-second wave cure per surface (buccal, lingual). For excess cement cleanup, monowave output LED lights with a single peak output around 470nm are recommended.*

High-power, dual- or broad-spectrum lights may cause premature hardening of excess cement. Check curing light effect on mixed cement in the laboratory prior to clinical use.



DESIGNS FOR VISION

See the visible difference with Designs for Vision.

Since 1961, Designs for Vision has been designing and manufacturing custom optical devices. Company founder Dr. William Feinbloom created the first thru-the-lens design to move the telescopes closer to the user's eyes providing a clearer unobstructed side-to-side image and wider field of view to the clinician. Designs for Vision telescopes currently are used by clinicians around the world.

Designs for Vision continues Dr. Feinbloom's legacy today by innovating and pushing the physical boundaries of head borne optics. Listening to our customers, Designs for Vision has pursued new optical designs that offer smaller and lighter optical systems that do not sacrifice image quality or image enhancement. Our UltraMini 2.5x telescopes weigh as little as 1.2oz without sacrificing resolution or magnification. The UltraMini 2.5x magnifies the whole oral cavity and is completely customized to each user including focal length.

Combining the UltraMini Telescopes with either the LED DayLite UltraMini or NanoLite headlights provides contrast and further enhances visibility. The UltraMini combo is a fraction of the weight of some light/loupe combo systems on the market.

Most recently, Designs for Vision released the Micro 3.5EF



Scopes. The Micro 3.5EF Scopes utilize a revolutionary optical design that reduces the size of the prismatic telescope by 50 percent and reduces the weight by 40 percent while providing an expanded oral cavity view at 3.5x magnification. These telescopes were designed for the clinician who wants the field of view of an expanded field 3.5x telescope, but were concerned about the size and weight of available systems. The Micro 3.5EF Scopes are built for all day use and provide precise and accurate magnification with high resolution and edge to edge clarity.

Adding the LED DayLite NanoLite to the Micro 3.5EF Scopes improves upon the visual enhancement. The lighting increases the depth of field, adds contrast, and provides illumination coaxial with your line of sight, eliminating shadows. The NanoLite Micro 3.5EF Scopes combo is a fraction of the weight of some light/loupe combo systems on the market.

See the visible difference by taking our 45 day challenge and compare any Designs for Vision product for 45 days risk free. ■

For more information, call (800) 345-4009 or email info@DesignsForVision.com



DRYSHIELD

Dental Isolation System



Great dentistry starts with excellent dental isolation. This is easier said than done . . . until now.

The oral cavity presents many challenges to dentists, hygienists and dental assistants. First is the battle with the fighting tongue, tissues from the floor of the mouth, and the cheek. Next is the challenge of saliva from all its active glands and water from the instruments. Finally, there is the task of providing a perfect patient experience throughout all of this.

These never-ending battles are currently solved by simultaneously holding the high-suction tip and hanging the saliva ejector, in addition to unlimited use of cotton rolls, dry angles, gauzes, bite block and mouth mirror. Meanwhile, this is done with a complex flurry of motions. There is also the rubber-dam method, but that can be uncomfortable for patients with all of its additional steps and materials.

Introducing DryShield, an easy-to-use, all-in-one dental isolation system that will forever change how you practice dentistry. DryShield offers a unique, triple-threat combination of controlled isolation, retraction and aspiration of the oral environment, so you can focus on what you do best: providing high-quality dentistry and patient satisfaction. DryShield puts you back in control, allows you to run your schedule more efficiently, and makes dentistry fun again.

DryShield was designed by a practicing dentist who understands the challenges that patients and dentists face. This real-world understanding has led to a product that solves current dental isolation challenges.

DryShield features a U.S.-patented, *autoclavable* mouthpiece. It's made of a soft, flexible silicone material that contours comfortably to a patient's mouth. With simplicity in mind, it is available in four sizes to accommodate every patient, including children.

The DryShield mouthpiece is designed to hold the tongue back while retracting the cheek to improve visibility and provide protection from trauma. The sides of the mouthpiece create a safety seal with the palate and floor of the mouth to protect the airway from particles and debris. DryShield bite blocks are interchangeable, giving the patient a way to rest while providing the dentist the ability to customize all mouth sizes as needed.

The soft, pliable mouthpiece makes it easy to fold, insert and place comfortably for each patient. The DryShield system efficiently removes water, saliva and debris from the mouth to keep it dry, allowing you to do two-quadrant dentistry.

Installing the DryShield is quick and easy. Transport your dental office into the future in seconds. Whether you are an owner of a practice, or an associate who works in multiple offices, DryShield can be permanently installed or used as a portable system.

Stop stressing at the thought of dental isolation. Whether it's cleanings, sealants, fillings, crowns, bridges, implants, or extractions, DryShield isolation will make doing great dentistry a breeze. Whether your patient is a child or an adult, DryShield is easy to use and comfortable for everyone. ■



DryShield®



For more information and to read testimonials, call (888) 379-0300 or visit Dryshield.com.



HENRY SCHEIN— DENTRIX

Proven platform for practice success

With more than 34,000 dental practices relying on Dentrix today, it is more than just software. It is a proven platform for success that includes clinical and business management tools and services, technical training and support, marketing and communication resources, and access to the world's largest community of dental professionals. Dentists who choose Dentrix are committed to ensuring their practice runs smoothly so they can focus on providing high-quality dental care.

Productivity tools

Dentrix charting, digital-imaging integration, treatment planning, billing and reporting tools are best-in-class to enable your office to be completely paperless. And, our integrated eServices solutions provide critical front-office assistance to ensure your chairs are full, payments are made on time, and more.

The award-winning Dentrix patient and perio charts are the gold standard in usability and feature-rich design. In addition, Dentrix makes it easy to capture information in clinical notes to reduce data-entry time for your team. It simplifies office management, allowing you to submit lab work directly from Dentrix.

Profitability tools

Dentrix leads the market in proprietary business tools and services. Our unique financial analytics, accounting and billing tools, insurance claim tracking, marketing and communication tools, training seminars, user conferences, and personalized profitability

DENTRIX

coaching help you understand the business side of your practice.

Our real-time business reports, including the Dentrix Practice Advisor and Daily Huddle, allow you to check your practice's financial health any time to see where you need to improve and focus your team.

Plus, you can access key practice data at all times with

Dentrix Mobile, allowing you to manage your practice from any location with your smartphone or mobile device.

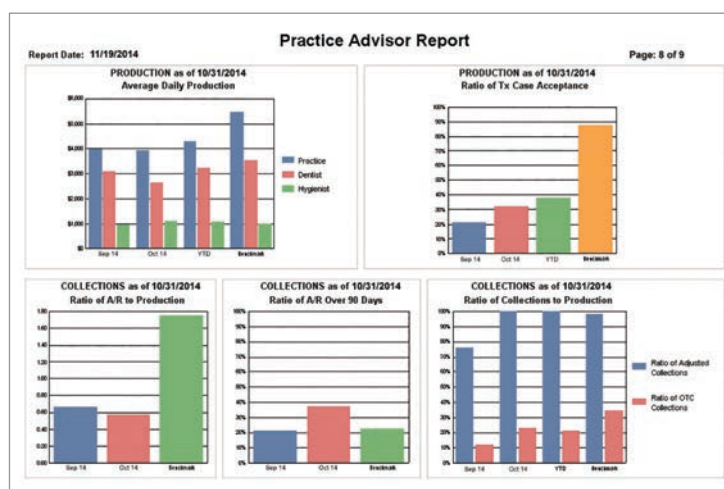
Growth and innovation

Dentrix continues to be on the cutting edge of software innovation with solutions that improve your practice. The Dentrix team constantly gathers enhancement requests from customers via social-media polls, industry conferences

and an online suggestion box. Many innovations released in each new update are a direct result of customer feedback.

In addition, Dentrix facilitates the use of third-party products with our Dentrix Connected partners who offer the latest in dental products and services—all tested and certified to run smoothly on the Dentrix platform. Only Dentrix offers hundreds of compatible solutions from our dental technology partners.

Brought to you by Henry Schein Inc., the largest provider of healthcare products and services to office-based practitioners, Dentrix has been helping dentists improve patient care, increase team productivity and grow their practices for 25 years. ■



Find out what Dentrix can do for you by calling
(800) 336-8749, or visiting Dentrix.com.



ISOLITE

Dental isolation technology

When asked what the biggest challenge of any dental procedure is, there is one resounding answer upon which many clinicians agree—the tongue. It pushes against your instruments, compromises the prepared area by pushing in saliva and debris, and invades your workspace at the most critical of times. Cotton rolls and rubber dams can't contain it and assistants can't control it. The tongue is an interference that makes dentistry simply harder.

Isolite Systems is here to help you take back the oral environment from the tongue. Our dental isolation technology delivers an isolated working field as dry as the rubber dam, but with better visibility, dual-quadrant access, and superior patient safety and comfort—all while retracting the tongue, keeping it securely out of your way and out of the working area. How? The secret is in the mouthpieces.

Isolite mouthpieces have been designed to give clinicians full access to the workspace and give patients comfort and safety during any dental procedure. Made from semitransparent material which is softer than gingival tissue, hypoallergenic, BPA and phthalate free, the economical, single-use mouthpieces ensure no cross-contamination. This gives your patients peace of mind knowing what is being used on them is just for them.



The integrated bite block provides relief from jaw strain, gently holding the mouth open which allows your patients to remain relaxed and cooperative throughout a procedure. Clinicians experience less stress knowing the tongue is tucked behind the tongue guard and patients experience enhanced safety knowing their throat and airway are protected. Available in multiple sizes to fit every patient, Isolite mouthpieces eliminate the constant fighting of the tongue and gives you the access you want and need all while providing a more enjoyable dental experience.

isolite[®]SYSTEMS

Better Isolation = Better Dentistry[®]



This year, from growing demand for consistent clinical results for every dental procedure, Isolite Systems recently introduced Isolite Sterile Mouthpieces. You can now enjoy all the benefits and functionality for implants, bone grafting and other surgical procedures where a sterile field is required.

To get started, Isolite Systems offers three options for adding oral control into your operatories:

- Isolite, illuminated dental isolation system
- Isodry, non-illuminated dental isolation system
- Isovac, dental isolation adapter

Designed to be fully compatible, the Isolite mouthpieces quickly and easily attach to the Isolite, Isodry or Isovac, providing continuous hands-free suction for control of oral humidity, moisture and debris. You can control how much or how little suction is administered with the dual ergonomic control levers giving you precisely the suction you need in both the upper and lower quadrants. Our isolation systems create a positive experience where your patient no longer has the sensation of drowning in saliva or water during a procedure all while you reduce airborne aerosols and spatter.

Honored with 10 consecutive Townie Choice Awards, Isolite Systems is the most trusted dental isolation system used by Townies. Isolite continues to make advancements in its products and technologies in an effort to make dentistry easier and more enjoyable while helping you fight the tongue and take back the oral environment. ■

For more information, visit Isolitesystem.com.



IVOCAR VIVADENT

Variolink Esthetic: Adhesive
Cementation System



Esthetic cementation made simple

Variolink Esthetic is a light- and dual-curing luting composite for the esthetic and permanent cementation of ceramic and composite resin restorations. This material represents the next generation of the well-established, esthetic cements Variolink II and Variolink Veneer.

SIMPLICITY

Easy clean-up

Variolink Esthetic sets a new standard for easy removal of excess material making esthetic cementation simple. A more technique tolerant clean-up process has been achieved with the smart combination of Ivocerin, the light initiator and a light sensitivity filter. This allows the dental professional to easily remove excess material after successful pre-polymerization with the light. Ivocerin ensures fast and reliable curing of the material.

Controlled viscosity

Spherical filler particles result in the material's good flowing behavior and stability. The cement is easy to extrude from the syringe and restorations are seated without resistance. Excess material flows smoothly from the cement gap, but remains stable at the cementation joint so that it can be easily removed.

Excellent shade stability

Variolink Esthetic is amine free in both the light-cure and dual-cure forms. This is possible due to Ivocerin, the light initiator in the light-cure cement and a new initiator system in the dual-cure cement. Variolink Esthetic forms the basis for long-lasting and reliable esthetic results even if exposed to intense

light or a humid environment. Variolink Esthetic does not experience visible shade changes for the life of the restoration.

Impressive radiopacity

All of Variolink Esthetic's dual- and light-cure shades contain high levels of radiopacity making it easier to detect excess cement and secondary caries to ensure proper clean-up and treatment.

Optimal bonding

Adhese Universal in the revolutionary VivaPen ideally complements Variolink Esthetic in the cementation of esthetic restorations. It is compatible with all etching techniques providing the clinician with options based on the clinical situation at hand.

Proven bond to restorations

When used with Monobond Plus, Variolink Esthetic demonstrates excellent bond strength on restorations made of glass-ceramic materials such as IPS e.max and IPS Empress.

About

Ivoclar Vivadent is a global leader in innovative materials and processes for quality, aesthetic dentistry. The company employs over 3,000 people and operates in over 120 countries throughout the world. Ivoclar Vivadent is headquartered in Schaan, Liechtenstein. Its North American headquarters is based in Amherst, New York. ■

For more information, call (800) 533-6825 or
visit Ivoclarvivadent.com





KEATING DENTAL ARTS

A Townie Favorite

Why is Keating Dental Arts (KDA) continually voted one of the best full-service laboratories in the Townie Choice Awards? Because the Keatings built their family-owned business on delivering value through outstanding products and service to all of their Townie clients.

“We know your chair time is valuable,” said Shaun Keating, KDA president and certified dental technician. “Our clients know we’ll provide them with five-star service, and consistently deliver appointments with minimal adjustments on their crowns and bridge cases.”

In keeping with our commitment, KDA has taken a new step into the arena of education and digital communication.

Industry leaders unite—you flourish

KDA has aligned with Dr. David Hornbrook to provide the latest educational information through video vignettes, podcasts and blogs for the dental industry. Our new Media Hub is now the place to experience insights for your practice that will save you time and money.

Keating is the driving force behind this new concept. As a part of KDA’s commitment to provide our clients with the best resources, Keating has incorporated a “one-stop” media source, championed by Hornbrook, covering topics like chairside products, services and restorative materials.

The company’s Dental Up weekly podcast features a no-holds-barred format that promises to entertain and enlighten everyone who is associated with dentistry. New guests will join



Keating
Dental Arts
Creating smiles every day®

Hornbrook weekly in this lively media sensation. Experience it all now at Keatingdentalarts.com.

Signature service

Aligned with this new format, Hornbrook is now available to offer guidance on your next case with a focus on signature service and making every restoration a masterpiece. Choose from our full line of aesthetic materials: the KDZ Family of Full-Contour Zirconia, which now includes KDZ-HT (high translucency) units, to IPS e.max.

Experience more

Keeping the laboratory’s focus on education, Keating and Hornbrook offer a new unique learning opportunity for dentists, with Hornbrook’s “Over-the-Shoulder Patient Treatment Course” now available at KDA. Watch as Hornbrook demonstrates the latest techniques in aesthetic dentistry that will help you take your restorative performance to its highest level.

Join Hornbrook in southern California for this intimate seminar. Classes are limited in size to allow you the full, intimate educational experience.

Partner with KDA

Today’s clinician needs support, service and great products that deliver. KDA has built a reputation delivering on that commitment time and time again. We offer:

- A signature approach—seven-step quality assurance protocol
- Proactive communication
- Five-day or less fabrication time on crowns and bridges cases
- No outsourcing or off-shoring; all cases are fabricated at KDA in Irvine, California.

As we enter this new venue of digital education, KDA stands ready to help you meet the restorative needs for your practice at a competitive price position. We invite you to experience the difference, and look forward to working with you on your next case. ■

For more information, call (800) 433-9833.
To learn about Dr. Hornbrook’s seminar, visit
Keatingdentalarts.com/hornbrook/over-the-shoulder.php.



OPERADDs

Pager, Send and Chorus



Send builds patient confidence in your practice by showing how much you care about protecting their personal information. Confident patients equal more case acceptance, more referrals and more pleasurable interactions. Best of all, you're not only protecting your patients, you're also protecting your practice by staying fully HIPAA compliant.

OperaDDS allows you to communicate simply and securely with your staff, your patients and your colleagues. Easier communication means less stress, happier patients and more production.

Pager

Communicate with your staff anywhere you have an internet connection. No more yelling down the hall, no more discussing patient care through cryptic light box messages, and no more headsets making patients feel your focus is somewhere else. With Pager, you can communicate using our custom checklists for simple, one-touch communication or create personalized messages to get your entire staff up to speed. Your staff can receive these messages in real time from their desktop, laptop, tablet, smart phone or smartwatch. By creating teams, you can decide who gets what message, making sure you're communicating with the right people.

With Pager, be privately informed about what has already been discussed so you can stay one step ahead of the treatment plan. Notify your staff to pull treatment benefits or stay alert in case you need to set up an operatory for same-day service, all before you even see your patient.

Send

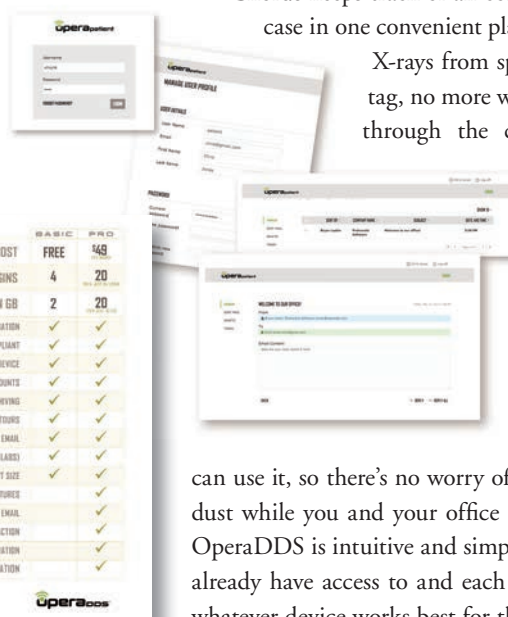
Like a traditional email host, Send is easy to navigate and use. But unlike many email hosts in dental offices across the country, Send is HIPAA-compliant and secure. Our system allows you to easily correspond with your patients by sending their medical history, X-rays, scans and any other personal information directly through the Send Patient Portal. Your patients can easily login from their own devices and respond with any questions they may have.

Chorus

Sharing cases with your lab, your specialists and your staff has never been easier—or safer—than with Chorus. Online collaboration in Chorus gives you thorough HIPAA-secure interaction with digital prescription forms, attachments of photos, video or CT scans as well as time and date-stamped comments. You receive updates on case status so you always know the progress of each case. Because OperaDDS allows labs and specialists to register for free, there's no reason you can't securely collaborate online.

Chorus keeps track of all communication regarding a case in one convenient place. No "losing" letters or X-rays from specialists, no more phone tag, no more wondering if a case slipped through the cracks or is progressing on time. Chorus increases your practice efficiency by keeping your collaboration organized and orderly.

OperaDDS requires no new technology to purchase before you can use it, so there's no worry of your purchase collecting dust while you and your office are too busy to set it up. OperaDDS is intuitive and simple to learn on devices you already have access to and each staff member can utilize whatever device works best for them whether it be a static machine for those in a consistent workspace or a mobile device for those constantly switching operatories or moving within the office. ■



To learn more about how simple communication can benefit your practice, visit OperaDDS.com or email us at care@operadds.com.



ORAL ARTS

Quality. Service. Technology.

Oral Arts Dental Laboratories, headquartered in Huntsville, Alabama, was founded in 1970 by Thomas Winstead. Forty-five years later, Oral Arts continues to operate as a family-owned business and is positioned as a leader in the dental lab industry by providing high-quality products, fast turnaround, and an expert level of customer service.

Why is Oral Arts the lab of choice for so many dentists? The answer is simple: quality, service and technology.

Quality

All restorations and appliances from Oral Arts are made in the United States, using only FDA-approved materials. Our 255 employees embody experience, artistry and a passion for the dental industry, which is evident in the high quality and consistent work produced. As a full-service and certified dental laboratory as stated by the National Board for Certification, Oral Arts specializes in CAD/CAM restorations, implants, orthodontics, and removable and fixed prosthodontics, with each product going through a stringent quality-control process before being shipped.

Service

Oral Arts offers *free* shipping *both* ways, has several pickup and delivery routes across the country, and boasts a four- to five-day turnaround on the majority of products. In addition, our customers enjoy the convenience of online case tracking and bill pay, continuing education courses and patient education options, and technical guidance. Our product specialists are happy to provide continuing support by phone, email, or a visit to your area.

Technology

With the adoption of CAD/CAM technology, Oral Arts is positioned as one of the most innovative dental labs in the country and is continually investing in the newest technologies available. How are we using this technology?



- 100-percent digital fabrication for all fixed restorations
- Designing and milling temporaries and diagnostic wax-ups for easy retrieval and use for mock-up on final restorations
- Using 3D printers and CAD/CAM technology on restorations like PFMs and full-gold crowns
- CAD/CAM milled titanium bars for hybrids and overdentures, rather than the traditional wax and cast bar
- Optional IvoBase computerized-injection processing on dentures and bite splints, creating a denser, precise-fitting product
- Milling abutments on our five-axis milling machine
- Accepting digital scan files from a wide variety of intraoral scanners and offering a \$20 discount when choosing the model-less option

BruxZir Screw-Retained Hybrid Bridge

BruxZir is the top-prescribed full-contour zirconia, and Oral Arts offers this material in a full-arch implant prosthesis. If your patient desires a durable and aesthetic option over traditional dentures, the BruxZir Screw-Retained Hybrid Bridge is the implant solution for them. Doctors are increasingly prescribing this prosthesis time and again for a variety of reasons such as:

- a high-strength, solid-zirconia bridge with pink-porcelain gingival anatomy—the ultimate in aesthetics and longevity;
- an excellent alternative to titanium bar hybrid dentures, eliminating stained acrylic or broken denture teeth;
- predictable lab fees with a seven-year replacement warranty;
- includes a free comfort HS bite splint for added protection of the appliance. ■



Contact Oral Arts at (866) 590-6586 or for more information and visit us online at Oralartsdental.com.



THE SCHEDULING INSTITUTE

Customized Training to Leverage
New-Patient Growth

JAY GEIER'S
**SCHEDULING
INSTITUTE**



Would you like to work less, make more money, and have more fun practicing dentistry 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—just ask one of the thousands of doctors working with Jay Geier and the Scheduling Institute.

Over the last 25 years, Jay Geier, founder and president of the Scheduling Institute, has been revolutionizing practices worldwide with a simple money-back guarantee: We'll show you how to increase your new patients by 10 percent to 60 percent in less than 90 days. How? By implementing the New Patient Generation and Practice Expansion Program that Jay Geier created more than 30 years ago—the first and only program of its kind.

While working for an Atlanta-based practice, Geier discovered the one area that was completely overlooked in the new-patient attraction process. His innovative patient program provided the solution to this problem, and to this day it is the most widely recommended and highest performing new-patient-generation program in the industry.

Today there are plenty of copycat companies that have tried—and failed—to replicate Geier's program, but none of them come close to producing the extraordinary results of dentistry's original New Patient Generation program. Jay Geier and the Scheduling Institute protect their formula for attracting new patients, which involves leveraging dentists' teams to achieve new-patient growth

that ultimately catapults a practice to record-breaking highs in every area—far beyond just new patients. This is why Dentaltown and Orthotown Townies from around the world have awarded the Scheduling Institute seven Townie Choice Awards in the last five years!



The Scheduling Institute employs a fleet of 52 dedicated certified training specialists who are experts in practice growth. These trainers travel around the world transforming practices all across North America, and as far away as Latvia and New Zealand! In May, the Scheduling Institute celebrated its 10,000th in-office training

since 2008. We now train an average of 301 offices every single month.

The training specialists play a vital role in the success of the program. They are experts at educating, engaging, and focusing your team on the value of new patients and how to produce bigger and better results. This takes the work off the doctor and puts it on the staff to execute, with an expert guiding them every step of the way. It's a true done-for-you solution that's already been tested and proven to be successful by more than 10,000 other offices.

Join the thousands of dentists who have already doubled, tripled or quadrupled their new patients using the Scheduling Institute's New Patient Generation Program. ■

You can find out more about this revolutionary program and request a free CD revealing Jay Geier's New Patient Generation strategy by calling (855) 314-1344 or visiting SchedulingInstitute.com/Dentaltown today.





SIRONA DENTAL

CEREC



Exceed expectations with CEREC by your side

Traditional dental procedures (such as physical impressions and temporary bridges) leave a lot to be desired, especially in the eyes of the patient. Today's patients want more from their dental experience. They expect technology to play a central role in their care, and they want the fewest visits they can manage.

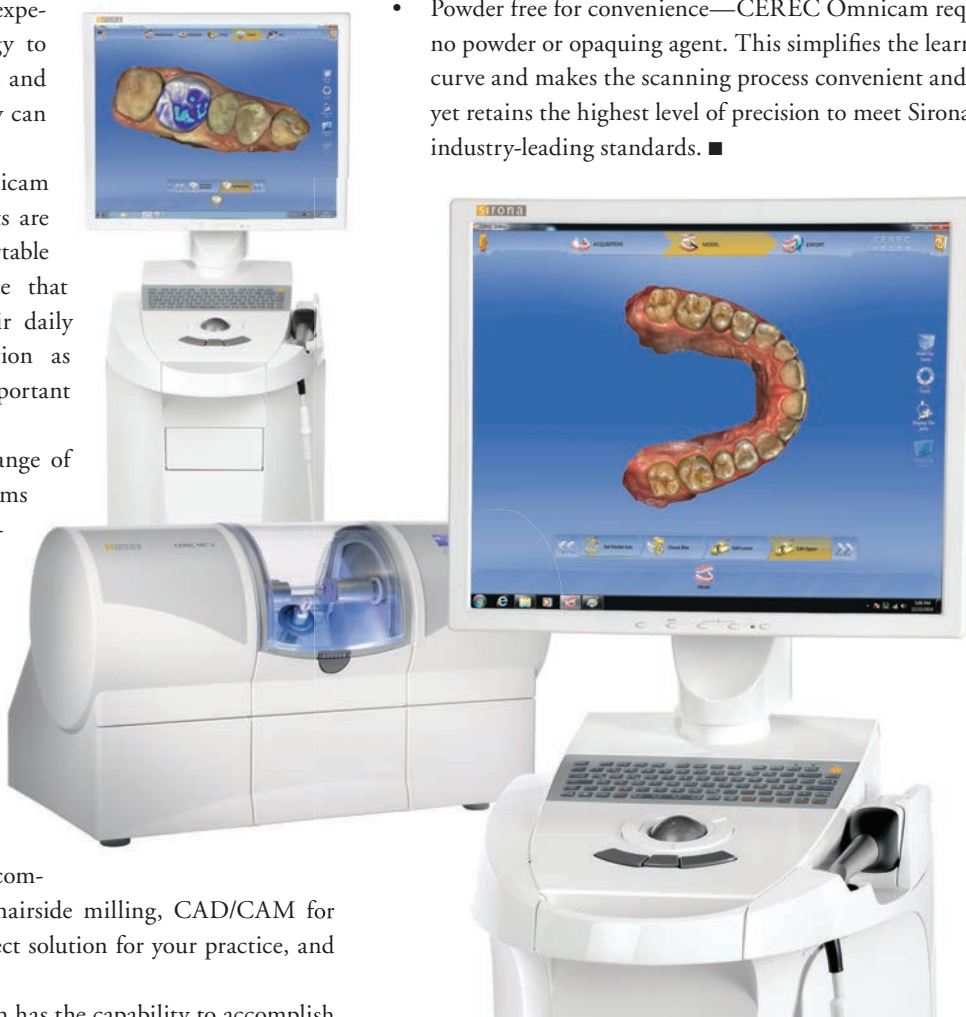
CEREC AC with Omnicam enables the very things patients are looking for: a more comfortable treatment experience and one that allows them to go about their daily lives with as little interruption as possible. It comes down to important factors: comfort and time.

Sirona offers a complete range of both digital-impression systems and single-visit chairside restoration systems, each available in a wide range of configurations and price points to fit the framework of any practice and any budget.

Whether replacing physical impressions with digital impressions, or giving patients the opportunity to have their restorative work completed in a single visit with chairside milling, CAD/CAM for everyone means there is a perfect solution for your practice, and your patients.

CEREC AC with Omnicam has the capability to accomplish virtually any clinical situation you may encounter with speed and simplicity. Whether you're restoring a single tooth, or confronted with the complexity of a full-smile rehabilitation, CEREC AC with Omnicam does it all.

- Designed for access—Rounded camera tube allows easy rotation of the camera and increases operator comfort. The tiny camera tip guarantees the best intraoral access.
- Colorstreaming for confidence—Scanning with CEREC Omnicam is very intuitive and easy to learn. The result is in full color, bringing a whole new dimension to realism and clinical confidence.
- Powder free for convenience—CEREC Omnicam requires no powder or opaquin agent. This simplifies the learning curve and makes the scanning process convenient and fast, yet retains the highest level of precision to meet Sirona's industry-leading standards. ■



For more information, call (800) 873-7683
or visit CERECOnline.com.



SIRONA DENTAL

Schick 33

schick
by **sirona**

Modularity

Schick 33 is built on a modular platform with choices of sensor size, cable lengths, connectivity options and positioning systems. All of the Schick 33's platform components are designed for compatibility and easy integration with industry-standard technologies, including DICOM 5, SIDEXIS and EagleSoft. This enables you to keep up with changing requirements as they arise without having to change your entire system, protecting your investment for years to come.

Service and support

Product reliability is critical to keeping a dental practice running at top efficiency. Sirona Dental's Research & Development teams have worked tirelessly to deliver digital sensor technology that provides proven performance and usability.

Through Sirona's exclusive partnership with Patterson Dental, Schick 33 users have access to Patterson's advanced technical support infrastructure. Starting with installation, Patterson experts are available through the training process and long after a system is

Sirona Dental's Schick 33 is redefining digital dental diagnostics by combining the industry's highest theoretical resolution (33 line pairs/mm) and powerful enhancement software in one easy-to-use system.

For practices contemplating the switch to digital intraoral radiography or those already experiencing the benefits, here are some of the biggest advantages of using a Schick digital system.

Improved diagnostics

Schick 33's unsurpassed image quality and controls make diagnosing and explaining problematic areas to patients a much simpler task so they feel more confident about making the right treatment decisions. This intraoral sensor brings an unprecedented level of clarity, sharpness and detail to digital radiography.

Paired with a powerful image-enhancement system, Schick 33 can help take diagnostics to an unprecedented level of personalization and control. You can view images from a variety of specific clinical perspectives: general dentistry, endodontics, periodontics and restorative dentistry.

A dynamic image enhancer lets you quickly and easily adjust image contrast and sharpness with simple preset buttons, based on specific diagnostic needs and personal preference.

Schick 33's image quality features bold bone trabeculation, crisp lamina dura, and a clear, clean DEJ.

Enhanced practice lifestyle

Schick 33's image enhancement system allows users to create, edit and save personal settings to ensure that clinicians and practices have instant access to the appropriate settings. With options to save and view, store and share high-quality images as JPEGs, ZIP files or postcards, clinicians can provide information to colleagues and insurers in whatever format is preferred.



up and running. With 75 local U.S. branches, staffed by highly-trained, knowledgeable technicians, support is never far away.

Schick also offers a comprehensive warranty program and highly customized in-office training from local, certified technology advisors across the United States. ■

For more information,
visit <http://godigital.schickbysirona.com>.



SMARTFINANCE

The Best Second-Chance Finance Company



How adding SmartFinance to your practice will obliterate patient objections to getting immediate treatment

SmartFinance is a top-notch financial service for dental providers looking for better ways to increase case acceptance and patient satisfaction. SmartFinance provides easy-qualify credit lines and payment plans for patients seeking dental treatment. They have the highest approval rates in the industry, but unlike those so-called “everyone approved” plans, SmartFinance pays you up front, has no waiting period, and has instant approvals through an easy-to-use online system. SmartFinance is non-recourse too.

SmartFinance was designed in a dental practice. This is one financial institution that *knows* the opportunities and challenges you face every day, and built the program to best help you overcome them. Working with them is fast and easy so your staff does not have to stress about learning a complicated system during their already busy schedules.

SmartFinance will approve more of your patients than any other lender, and is willing to prove it, right now. Seriously, the next time you have a patient declined by another lender, simply pick up the phone and call it in to SmartFinance. SmartFinance

representatives will take the patient’s application over the phone, and give you an instant credit decision. Neither the practice, nor the patients are under any obligation to act on the approval. Once you and the patient decide to move forward, SmartFinance will send you a provider enrollment packet to set up the provider relationship and your direct deposit. It’s that easy.

SmartFinance will dramatically increase patient treatment acceptance. The top reason patients say no to treatment is money. The average American would be hard-pressed paying \$1,000 out of pocket for an unplanned dental procedure, no matter how badly they need it. In a perfect world, we would be able to provide dental care at little or no cost, but the reality is that providing a service to patients is very expensive for the practice.

As providers, we should recognize challenges that patients face when seeking care, and then do our best to eliminate them. SmartFinance will help you eliminate the largest challenge American patients currently face. After all, it’s much easier for a patient to say “yes” to \$83 next month, than it is to \$1,000 today, isn’t it?

The business 7 to 7 Dental & Orthodontics in San Antonio, Texas, gets it. They are one of the fastest growing practices in the United States, and you can track their treatment acceptance down to the penny with Treatment24/7.com treatment planning software. Just 30 days after adding SmartFinance into their practice, their treatment acceptance doubled, and monthly production increased from \$352,000 to \$504,000.

Add SmartFinance to your practice today. Every day you wait, another potential patient walks out the door forever. ■

LOW MERCHANT FEES	HIGHEST APPROVAL RATES	NO WAITING PERIODS	NON-RECOURSE FUNDING
We know that merchant fees can add up fast. SmartFinance can save you up to 40% compared to your current patient finance provider. Our program is designed to help make you money, not cost you more.	New Patients are expensive and hard-earned. Nothing hurts more than watching one walk out the door without needed care due to lack of approvals. SmartFinance has the highest approval rates in the industry.	Your patients are in the office ready to receive care & you are ready to care for them. Work with a finance partner that's on the same page. Your patients will receive instant approvals with the ability to use funds today.	Unlike most so-called "patient finance" companies claiming high approvals, SmartFinance is not a payment processor. You did the dentistry today. Get paid in full tomorrow, and let us handle the rest.

For more information, call (888) 940-7827 or visit SmartFinancePro.com/Provelt.



SOLUTIONREACH

Redefine productivity (and success) for your dental practice



SOLUTIONREACH™
PATIENT RELATIONSHIP MANAGEMENT



ACTIONLIST

An efficient front office is imperative for a successful practice, but with so much to accomplish every day, staying on top of your to-do list can be hard. Helping your practice run smoothly is a key part of the Solutionreach mission. That's why we created Action List, an easy-to-use tool that automatically collects all of your daily tasks and intuitively creates an interactive to-do list that doesn't leave anything out.

Now, each morning, our auto-generated to-do list provides you with an at-a-glance view of all the items that need attention that day. Action List makes it simple for you to plow through the items on your list by completing and checking them off without even switching screens. It's never been easier to optimize your daily workflows so you have more time for your patients.

Here are some of the things you can do with Action List:

- Quickly view and schedule appointment requests received from all sources (website, Facebook, emails, etc.)
- Conveniently view today's schedule and quickly collect and update missing or outdated patient information
- Easily view, access and listen to voicemails left by patients in response to Solutionreach recare or reminder calls
- Instantly be notified about highlighted or new features included with the platform that benefit your practice ... and much more!

This innovative tool allows you to do more in less time, so you can focus on what matters most—patient care. Action List was created to complement all of the great things the Solutionreach platform offers to support your goals for your practice.



Haven't heard of Solutionreach?

More than a decade ago, Solutionreach pioneered patient-engagement technology, revolutionizing doctor/patient relationships and practice efficiency. By introducing providers and patients to the world of text and email appointment reminders, our service completely changed the ability for providers to connect more meaningfully and effectively with their patients. Providers have long praised the impact Solutionreach has had on their practices: increased productivity, decreased cost, and enhanced patient satisfaction.

In addition to improving patient communication, the Solutionreach platform includes strategic marketing tools for practices through social media integration, targeted email and newsletter campaigns, and online review monitoring. To offer the most competitive and innovative platform in the industry, Solutionreach has integrated technology with other services like CareCredit and Dentrix.

As the platform has grown into a robust suite of patient-relationship management tools, new services are continually added that are aimed at helping practices easily connect more meaningfully with their patients and simplifying the mundane tasks that eat up valuable time in the day.

As with all Solutionreach services, Action List is included for no additional cost. You can request a quick demo of

Solutionreach to see Action List and the other tools of the platform in action at: Solutionreach.com/COMPANY/Request-SR-Demo-Form. ■

For more information, call (866) 605-6867 or visit Solutionreach.com.



ULTRADENT PRODUCTS

VALO and Opalescence Go

“The quality of a restoration is totally dependent on how adequately that restoration and its bonding agent are polymerized.”
– Dan Fischer DDS, Ultradent Products

The most advanced curing light in the industry

All clinicians, including Dr. Dan Fischer, president and CEO of Ultradent Products, can attest to the importance a curing light plays in all aspects of the restorative process—from efficiency to ease of use, and 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.

Ultradent created VALO in 2009 to address the many problems left unsolved by other curing lights on the market. Since its introduction, VALO has proven to be the most powerful light on the market, thanks to its multi-wavelength light-emitting diode (LED) and optimally collimated beam capable of polymerizing any dental material, including porcelain and underlying resins.

The ergonomic design of VALO’s wand-style body and the large footprint of the curing head provide unprecedented access to the oral cavity where other curing lights simply cannot reach. Precision milled from a solid bar of high-grade, aircraft aluminum, VALO’s unique unibody construction ensures unsurpassed durability. The award-winning line of VALO curing lights now includes the original VALO, VALO Cordless, and VALO Colors, now available in four new and bold colors: graphite, gold, fuchsia, and teal.



ULTRADENT PRODUCTS, INC.



The newest, most convenient, effective way to whiten

“Opalescence Go offers a delivery tray that is unsurpassed and unique. It sets a new paradigm that takes the non-custom tray to a new level. It brings a fit and adaptation that upon wearing it in the mouth for just a few minutes, the sensation of the tray virtually disappears. It is the ultimate in comfort.” – Dan Fischer DDS, Ultradent Products

Convenience has proven a huge factor in the success of most whitening treatments, as achieving long-lasting results requires consistency and follow-through with any regimen. With these factors in mind, Ultradent created Opalescence Go—a system six years in the making, designed to be worn anywhere, anytime, including the office, in the shower, at the gym, or just relaxing at home. The system’s easy-to-use, pre-filled, disposable UltraFit trays mold instantly and comfortably to the teeth, giving the patient a custom-like fit and feel, and molar-to-molar coverage with professional results.

The Opalescence Go 10 percent hydrogen peroxide gel allows for a 30 to 60-minute wear time with the delicious choices of mint, melon, or peach flavors. The 15 percent hydrogen peroxide gel is available in mint and allows for a 15 to 20-minute wear time. Additionally, Opalescence Go contains PF (potassium nitrate and fluoride). Potassium nitrate has been shown to help reduce sensitivity while fluoride has been shown to help reduce caries and strengthen enamel. Together they help to improve the overall health of the teeth.¹⁻⁵ ■

References

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2. Al-Qunaiyan TA. The effect of whitening agents on caries susceptibility of human enamel. *Oper Dent.* 2005;30(2):265-70.
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For more information, call (800) 552-5512, or visit Ultradent.com.



VOCO

Remin Pro

VOCO, a German-based global leader in the manufacturing of restorative and preventive dental products, introduces Remin Pro, a dental paste that offers triple protection in the form of hydroxyapatite, fluoride and xylitol.

Together these three powerhouse components protect against demineralization and erosion while offering individual benefits, as well.

The calcium and phosphate that make up hydroxyapatite are elements found in natural tooth structure and help fill superficial enamel lesions, impair bacterial plaque adhesion and restore the mineral balance. The fluoride contained in Remin Pro seals the open dentin tubules and resists naturally occurring acid attacks, while xylitol has cario-static properties and cannot be converted into harmful lactic acid. Additionally, Remin Pro does not contain milk proteins, unlike other pastes, which alleviate common milk-protein allergy concerns.

VOCO

THE DENTALISTS



Remin Pro contains 1,450ppm of sodium fluoride, which is 61 percent more than the leading brand, and is available in three great-tasting flavors: melon, mint and strawberry. Beyond the flavor and taste, it is the overall silky and smooth feel that many users find enjoyable after placing Remin Pro on their teeth.

Remin Pro is a great solution for individuals who suffer from cervical sensitivity, whether that sensitivity is derived from a poor diet, overbrushing, braces (clear aligners), in-office or at-home tooth whitening, or pharmaceuticals. Overall, it is an optimal addition for your office and patient's oral health-care regimen.

Remin Pro can be purchased in a mixed pack of all three flavors, a 12-pack of individual flavors, or as a mixed 12-pack. Remin Pro can be used in the office or at home, and can be applied with the finger or a soft toothbrush. ■

For more information, call (888) 658-2584
or visit VocoAmerica.com.



ADENNA

PRECISION and MIRACLE Nitrile Exam Gloves

Adenna manufactures the highest-quality disposable gloves and infection-control products for dental professionals worldwide. The gloves of choice are the PRECISION and MIRACLE nitrile exam gloves.

The PRECISION gloves are powder-free and formulated to offer extra softness and superior stretch to maximize comfort and minimize hand fatigue. The gloves were evaluated by The Dental Advisor (TDA) consultants in 1,662 use cases, resulting in a “4 ½ +” out of a possible “5” approval rating. The group liked the PRECISION glove for its deep violet color and elasticity for easy donning, and because the gloves are neatly packaged in layers, they could be dispensed easily without waste.

Adenna's MIRACLE glove is also a dental-office favorite. It recently has been awarded one of the best products of 2014 by the oldest, independent non-profit dental education and product testing foundation. After rigorous testing, 91 percent of their science team



and evaluators [said they] would recommend the MIRACLE glove.

The TDA consultants also gave the MIRACLE glove a “4+” approval rating and were favorable of the aqua blue color, the thinner gauge with incredible strength while maintaining a very comfortable fit. These gloves are packaged 200 pieces per box (180 for XL) to save cost and time from frequent refilling.

Adenna supplies a wide variety of disposable gloves, earloop facemasks, dual-indicator sterilization pouches, bibs and saliva ejectors. ■



For free samples and more information, call (888) 323-3662 or email info@adenna.com.

PREMIER DENTAL

Enamelon Preventive Treatment Gel—The New Standard of Caring

Premier Dental's Enamelon Preventive Treatment Gel is a one-step solution that helps prevent caries and gingivitis, and treats sensitivity.

Enamelon is a safe and effective alternative to popular prescription-strength fluoride and remineralizing products. Recent in-vitro data^{1,2} shows that Enamelon provides three times greater reduction of enamel solubility and two times greater fluoride uptake than 5,000ppm fluoride toothpastes.

Enamelon not only helps to reduce caries with only 970ppm fluoride, but it is also an effective home-use treatment plan for gingivitis and sensitivity relief. The gentle, non-abrasive formula can be used daily as part of a patient's oral-hygiene care routine and provides maximum protection to teeth and dentin—especially helpful for patients with sensitivity, erosion and thin enamel. Patients can enjoy efficacy, versatility and safety in one treatment gel.



Enamelon treats sensitivity by blocking exposed tubules with a combination of stan-nous ions, along with fluoride, calcium and phosphate salts. A physical barrier is created that covers open dentinal tubules to prevent external stimuli from causing pain or discomfort.

Patients who experience tooth staining due to diet or behavior may occasionally require more frequent professional cleanings, tooth whitening, or the use of a more abrasive toothpaste. Enamelon Gel, used once a day after brushing with toothpaste, will help strengthen teeth against enamel wear. Formulated with Ultramulsion, a patented saliva-soluble coating, Enamelon moisturizes and soothes oral soft tissues. The product is available in a refreshing mint flavor, with no sodium lauryl sulfate, gluten or dyes. ■

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2. Schemehorn BR, DiMarino JC, Movahed N. Comparison of the Incipient Lesion Enamel Fluoride Uptake from Various Prescription and OTC Fluoride Toothpastes and Gels. *Journal of Clinical Dentistry*, 2014; 25:57-60.

For more information, call (888) 670-6100 or visit Premusa.com.



TCS

Flexible Partial

TCS, an ISO 13485:2003 certified company established in the U.S. in 2000, is now one of the leading manufacturers of flexible partial material and equipment. Since its launch, millions of successful TCS partials have been prescribed worldwide.

Our products, tcs Unbreakable (nylon) and iFlex (polyolefin) are extremely resilient high-performance materials used for the fabrication of flexible partial dentures. They both offer uncompromising aesthetics and functionality.

These materials are lightweight and durable, can be repaired and rebased, and are BPA-free. The tcs Unbreakable is guaranteed unbreakable, has very low water absorption and a proven history of success. iFlex is clinically unbreakable, stain-free, has virtually no water absorption, offers



easy chairside adjustment with conventional acrylic burs, and is slightly more translucent than tcs Unbreakable.

TCS flexible 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. Our products are also popular as an interim appliance during the healing period for implant patients.

When you receive a genuine TCS partial from your lab, you will receive patient care instructions and a one-week supply sample of TCS dental appliance cleaner (for TCS partials fabricated in the U.S.) for your patient.

The fast and continuous growth of TCS can only mean one thing: it offers outstanding products that patients love!

Specify TCS or iFlex on your next prescription form. ■

For more information, call (866) 426-2970 or visit Tcsdentalinc.com to request your free shade guide and patient-education brochures.

UMBIE DENTALCARE

Cloud-Based Practice Management Software Above the Rest

Umbie DentalCare is a complete practice management platform that's designed to enhance your experience and grow your practice. Advanced features include scheduling, patient notifications, treatment planning, cloud-based X-rays, and third-party API access. Umbie DentalCare is constantly adapting to remain the most advanced software on the market.

Through Umbie DentalCare, you can manage multiple



locations from one desktop, iPhone, iPad or any other mobile device. Umbie DentalCare's cloud-based software provides comprehensive practice management for the dental office for a flat monthly fee. And, as a result, it enables a dental office to eliminate on-site servers that require costly ongoing maintenance, upkeep and updates. The solution optimizes office workflow, increases productivity and structures communication. It also provides complete practice oversight that measures, monitors and protects the practice, all with remote access from any device with an Internet connection.

Umbie includes patient charting, billing, scheduling, imaging, patient data and communication—all in one system. The unique Huddle component provides a direct connection between office staff and their daily responsibilities, but closes the loop with practice performance and patient engagement. And the customized and secure remote-access modules and role-based user privileges provide unique visibility for dentists, office managers, and patients alike. ■

For more information, call (855) 835-5424 or visit Umbiedentalcare.com.