



Townie Choice Awards Turn 10

It's hard to believe that the Townie Choice Awards – the dental industry's premier award contest – is a decade old. For 10 years now, seasoned Townies have voted to promote their favorite dental services and products, all the while paving an easier path for their peers and new generations of dentists in the process. For the freshly realized Townies out there, we invite you to dive into the fun this year, too!

And while we know you vote to guide fellow dentists to the industry's crème de la crème, to show we appreciate your participation, you will automatically be entered into a drawing to win \$1,000 cash and the option to appear on the cover of *Dentaltown Magazine* once you cast your vote. Fully complete ballots cast by September 4 are eligible. On top of that, if you vote by July 20, you will be entered into a \$500 early bird drawing (all early-bird entrants will still be eligible for the \$1,000 grand prize). Whew – talk about good times ahead!

The results of your votes will be presented in the December issue of *Dentaltown Magazine*. The following pages provide a sneak peak at some of the companies, products and services on the ballot for 2012. Voice your opinions and participate in the dental community by logging on to Dentaltown.com and casting your vote today. ■

Captek Nano by Argen

Captek

Captek restorations, voted best crown and bridge PFM for nine consecutive years by Townies, has many important material updates. These updates are offered in the Captek Nano materials currently available from Captek Certified Laboratories. In addition to offering health benefits, Captek Nano materials are thinner, stronger, more aesthetic and help solve more clinical solutions, including those that include longer span bridgework and implant restorations.

Captek Nano vs. Original (Fig. 1)

Captek Nano substructures have the same patented, internally reinforced gold structure as the original, award-winning Captek. The arrangement of particles within Captek Nano achieves physical properties that blend the benefits of high purity gold, and the strength factors of low or no gold alloys. Through innovations in Nano manufacturing, the internal structure is now reinforced with a 100 percent increased density of hard platinum and palladium particles. The Captek Nano materials are thinner and stiffer which relates to high-fracture toughness, optimal porcelain to metal bond and great aesthetic outcomes.^{1,2,3}

Strong and Aesthetic

The beautiful, warm, dentin-like color of Captek Nano (Fig. 2) provides the ceramist complete shade control, regardless of the underlying preparation color. Dental professionals can achieve patient-pleasing aesthetics with Captek,⁴ even in the gingival third where room is limited and preparations are dark.

Promotes Healthy Teeth and Gums

Captek is clinically proven to significantly reduce harmful bacteria while leaving good bacteria to thrive.^{5,6} Because of significant supporting third-party research, and years of clinical observations, Captek has become cherished by clinicians as a healthy material choice that will protect restored teeth and promote healthy soft tissue over time. Captek is 100 percent corrosion free⁷ and recommended by many dentists for patients with oral and systemic diseases that might compromise oral health.⁸

Fig. 1

Nano Metal Composite Structure

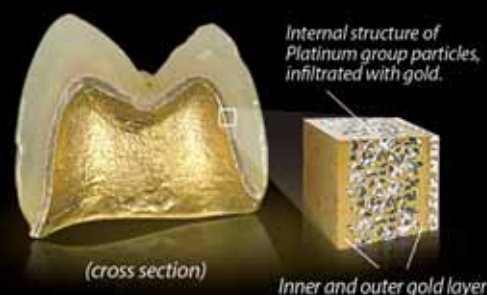


Fig. 2



Captek Nano is a Highly Affordable Gold

Captek is very cost stable for long periods of time regardless of market fluctuations. The Argen Corporation can offer price consistency for this premium gold because the Captek metal composite structure allows for efficient gold utilization vs. traditional alloys and because the higher density of hard internally supportive particles in the Nano materials helps reduce the overall gold content of the final restoration. Doctors and laboratory owners alike appreciate the affordability and predictability Captek Nano restorations offer. This makes managing lab costs and pricing case plans simple regardless of gold prices. ■

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3M ESPE

New Breakthroughs from 3M ESPE Enable Greater Ease of Use, Unparalleled Aesthetics

3M ESPE RelyX Ultimate Adhesive Resin Cement

Townies have long trusted the RelyX name and the confidence it gives them. The newest breakthrough in dental cements is 3M ESPE RelyX Ultimate Adhesive Resin Cement. RelyX Ultimate cement is an innovative dual-cure, adhesive resin cement approved for a wide range of indications, and ideally suited for CAD/CAM and glass ceramic restorations, including those created using 3M ESPE Lava Ultimate CAD/CAM Restorative. The product ensures consistent results, industry-leading bond strength and long-lasting aesthetics.

RelyX Ultimate cement is indicated for a broad spectrum of indirect restorations, including:

- Final cementation of all-ceramic, resin nano ceramic, composite or metal inlays, onlays, crowns and bridges; 2-3-unit Maryland bridges and 3-unit inlay/onlay bridges (although excluded for patients with bruxism or periodontitis)
- Final cementation of all-ceramic or composite veneers
- Final cementation of all-ceramic, composite or metal restorations to implant abutments
- Final cementation of posts and screws

Fewer Components, Ultimate Ease of Use

RelyX Ultimate cement is designed for optimal performance when combined with Scotchbond Universal Adhesive. RelyX Ultimate cement has an integrated dark cure activator for Scotchbond Universal adhesive that eliminates the need for a separate activator and the corresponding additional steps. Scotchbond Universal adhesive is a one-component dental adhesive, designed to cover all techniques and a wide range of indications. It can be used in a self-etch mode, selective-enamel-etch mode or in a total-etch (or “etch and rinse”) mode for both direct and indirect dental restorative procedures.

In addition to serving as the adhesive on tooth substance, Scotchbond Universal adhesive also functions as a metal and zirconia primer as well as a silane. Together, RelyX Ultimate dental cement and Scotchbond Universal adhesive require fewer components and offer dentists easier handling and reduced inventory.

Adaptability and Performance

RelyX Ultimate cement is available in four fluorescent shades that provide lifelike fluorescence as well as good color stability. RelyX Ultimate cement trial kits (available in A1 and translucent shades) include a variety of mixing tips – regular, wide and intra-oral – to ensure precise placement. The dual-bar-

rel syringe contains 8.5 grams of cement paste, enough material for approximately 16 applications.

The product easily adapts to the individual needs of each dentist. It is applicable for total-etch, selective-enamel-etch and self-etch procedures. As the dark cure activator is integrated in the cement, light curing of the Scotchbond Universal adhesive layer optional.

Long-Lasting Aesthetics

Fluorescence: RelyX Ultimate cement takes advantage of an innovative materials technology that ensures the cement is free of aromatic amine initiator components that might lead to discoloration. It enables dual curing, while at the same time improving long-term color stability of the cement. Because of its color stability, the cement is suited for highly aesthetic restorations such as ceramic or composite crowns, inlays and veneers. Additionally, the fluorescence delivers brilliant lifelike aesthetics.

Resistance to Staining: To maintain high aesthetics, a resin cement must be resistant to staining, often caused by food and beverages. In studies comparing it to other leading products, RelyX Ultimate cement shows minimal discoloration after incubation in coffee solution.

Marginal Sealing: A study investigating the marginal integrity of MOD inlay restorations luted with RelyX Ultimate cement examined specimens after chewing simulation and thermo-cycling. The marginal integrity was investigated by dye penetration and topological SEM analysis. The control group using another cement showed higher dye penetration than RelyX Ultimate cement, independently of the luting protocol. RelyX Ultimate exhibits excellent performance in the self-etch and total-etch mode, whether light-cured or self-cured. According to the SEM examination in this study, perfect margins in dentin as well as in enamel were in the range of 95 to 100 percent.

Wear Resistance: RelyX Ultimate cement is optimized for high wear resistance to maintain a good marginal seal over the lifetime of the restoration and prevent marginal discoloration due to marginal grooves and gaps. Also, RelyX Ultimate cement shows very low three-body wear relative to Filtek Z250 composite.





Confidence and Simplicity

Used in combination with Scotchbond Universal Adhesive and an aesthetic restorative material such as Lava Ultimate restorative, RelyX Ultimate cement provides exceptional strength and simplicity.

The Growing Family of 3M ESPE Lava Restoratives*

3M ESPE Lava Ultimate Restorative is a unique new material with long-lasting aesthetics and performance. Based on 3M ESPE's renowned nanotechnology, Lava Ultimate restorative offers a polish that lasts, and backs it up with a 10-year warranty – something no other chair-side block can match. In addition to its availability in a block for in-office CAD/CAM systems, the product is also available through Jensen Dental, which dentists can request from Authorized Lava Manufacturing and Design Centers.

This new class of material builds upon two of 3M's core technology platforms: ceramics and nanotechnology. Lava Ultimate restorative is formulated from a blend of approximately 80-percent nanoceramic particles embedded in a highly cured resin matrix using a 3M proprietary manufacturing process. The result is a unique, patented material that maintains a brilliant, long-lasting polish.

This new class of CAD/CAM material provides a fast, no-firing process that is easy to mill, helping dentists and labs maximize their productivity. The unique restorative offers a functionality that other CAD/CAM blocks cannot: Lava Ultimate is resilient, not brittle, and is incredibly durable and shock absorbent. A few minutes of polishing are all that is necessary to achieve an enamel-like luster. The material also allows dentists to easily make adjustments, as well as build-up and reseat restorations. Lava Ultimate restorative is offered in eight shades, four of which include both high and low translucencies, giving dentists the choices they need to create natural-looking restorations.

Lava Ultimate restorative is available for in-office milling systems including CEREC and E4D and to all dental professionals through their preferred Authorized Lava Milling and Design Centers. It is indicated for a full range of permanent adhesive, single-unit restorations including crowns, onlays, inlays and veneers. Additionally, Lava Ultimate restorative is ideally suited for implant-supported restorations because of its shock absorbing

properties, high flexural strength and low wear. Stress to the implant is reduced, and dentists can adjust the material for occlusion with additive and subtractive techniques.

With enamel-like beauty, ease of use and guaranteed 10-year durability, Lava Ultimate restorative gives dentists and labs an outstanding new way to maximize their CAD/CAM systems while offering patients a beautiful and durable restoration.

Introducing the Latest Lava Innovation

Another new addition to the Lava family of restorative materials is 3M ESPE Lava Plus High Translucency Zirconia. This material is a highly aesthetic alternative to PFM, and offers high strength as well. The product is a new, comprehensive system built around a high translucency zirconia and based on special chemistry and processing. Thanks to a unique shading system, Lava Plus zirconia enables highly aesthetic all-zirconia and fully veneered restorations. With this material, labs can create natural, warm colors that shine from the inside of restorations. The system also provides effect shades for unparalleled individualization that raise all-zirconia restorations to a higher level of beauty.

Early praise for the system is strong. Lava Plus zirconia has been rated as having the best overall aesthetics and the highest all-zirconia crown translucency among leading competitors, without compromising strength. It is also the only system on the market that matches the Vitapan Classical A1-D4, including the bleached shades.

3M ESPE: Innovating for Greater Simplicity and Aesthetics

As demonstrated by the recent introductions of RelyX Ultimate cement, Lava Ultimate restorative and Lava Plus High Translucency Zirconia, 3M ESPE is constantly innovating to bring dentists materials that help them streamline their techniques and provide patients with long-lasting and highly aesthetic restorations. ■



3M ESPE

**Since this article was published, 3M has removed the crown indication for Lava™ Ultimate CAD/CAM Restorative. The product continues to be indicated for inlays, onlays (with an internal retentive design element), and veneer restoratives, per new instructions for use.*

BIOLASE – Total Technology Solutions

From Diagnosis to Treatment Delivery

The All Tissue WaterLase iPlus Breaks the Dental Speed Barrier!

The WaterLase iPlus is a fast, powerful and easy to use dual-wavelength all-tissue laser.

Breaks the Dental Speed Barrier

- Faster than the drill, without the delay of anesthetic
- Up to 100 pulses/second for superior soft-tissue cutting
- Enables multi-quadrant same-day procedures

Enables Painless Biological Dentistry

- Painless – no shot necessary¹
- No micro-fractures or thermal damage
- No cross contamination as with bur

Excellent Return on Investment

- Increases treatment acceptance of day-to-day restorative cases
- Attracts new patients
- Increases productivity and enables new procedures
- FDA cleared for Deep Pocket Therapy with New Attachment and calculus removal
- 99.7 percent root canal bacterial count reduction in the three minutes with Biolase Radial Firing Tips

Easy to Use Intuitive Graphical User Interface

- Touch three screens
- More than 50 procedure presets
- Remembers your custom settings



Why Make Biolase Your Technology Partner

- 25 Years of Experience bringing advanced dental technology to practices
- Premier Technology Portfolio made by us or carefully selected from the world's best
- A Unique Biological Approach that's in sync with today's patient expectations
- Complete Practice Technology Integration – systems, software, training and upgrade paths
- A Single Source to simplify your technology implementation and integration

With the MDX, MD Turbo and iPlus (left to right), there is a WaterLase system for every budget and application.



1. Discomfort is based on individual sensitivity to pain, and other factors, so not all patients can be treated painlessly without anesthetic.

Diode Laser Systems for Surgery, Hygiene, Whitening and Temporary Pain Relief

The unique 940nm diode technology is available in the iLase laser system, the world's first completely wireless dental laser, and our new 10W Epic 10.² The Next Generation Total Diode Solution, the Epic 10 features our exclusive ComfortPulse that reduces pulse duration to as little as 0.00001 seconds to avoid pain-inducing heat build-up at the surgical site, while cutting fast. Epic's graphical touchscreen puts 15 soft-tissues at your fingertips.



New! Epic 10



NewTom
Cone Beam 3D Imaging

Biolase is the exclusive North American dental distributor for NewTom 3D CBCT, including the VGi

Radiation is Top of Mind with Patients Today. Put Their Minds at Ease with Biolase 3D CBCT

Low-dosage 3D CBCT lets you assure patients that they will receive the thorough diagnosis they want, with the least possible radiation. Patients will appreciate your investment in features that protect their health and safety:

- Safe beam senses patient size, reducing radiation up to 40 percent for children
- Pulsed emission for faster scans and less exposure time
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- Adjustable fields of view limit exposure to exact treatment area
- Superb images for accurate diagnosis and treatment planning

Our DaVinci Imaging product line includes the D3D with among the lowest radiation for a large field of view of any 3D CBCT, as well as a variety of other digital imaging systems that improve patient safety and comfort, and increase your productivity.

Biolase's goals are the same as yours – to provide patients with the safest, most comfortable dental experience, to improve clinical outcomes, and to make your practice more productive and prosperous.

For more information on Biolase, call 888-424-6527 or visit www.biolase.com. ■

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2. As of May 31, 2012 not for sale in the US, pending FDA clearance, check Biolase.com for availability.

BISCO's TheraCal LC

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

by Douglas J. Brown, DDS, FAGD

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

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

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

Clinically Proven

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



Calcium and hydroxide release promote:

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

Ease-of-Use and Versatility

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

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

Author's Bio

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Burbank Dental Lab

Smiles By Design

Dentistry is an intimate relationship between patient and dentist, a delicate balance of science and art, business and caregiving. Burbank strives to do things on purpose, with an individual design for each and every case. With this core value firmly in mind Burbank has developed over the past 34 years from a mom and pop operation to a world-class dental company, while still maintaining its commitment to each smile being designed individually.

On The Cutting Edge of New C and B, and Implant Restorations

Over the past two years, Burbank has made monumental investments in both technology and people in order to bring you new state-of-the-art restorations including:

Zir-MAX.M

(Burbank's Monolithic Zirconia Crowns & Bridges)

Zir-MAX.M is 25 percent more translucent than other Zirconia restorations, and delivers 850MPa compressive strength.

Smart1

(Implant Abutments & Bars)

The concept behind Smart1 Implant restorations is grounded in the belief that restoring implants should not be overly complex or prohibitively expensive. The Smart1 system bundles your basic lab needs for implant cases into simple, smart packages, enabling you to easily estimate fees for implant cases during your treatment planning process.



Nano Veneers –

Designer Smiles that Deliver the Wow Factor!

Burbank's signature veneer restorations – Nano Veneers – are truly in a class by themselves. There are smiles all over the world that have been created by the Smiles By Design Team featuring Nano Veneers.

What is so special about Nano Veneers? First, Nano Veneers are not limited to a single brand of porcelain material. Burbank does not restrict Nanos to a one-size-fits-all material choice; rather it uses several different materials and techniques to achieve the goals of different cases. And second, Burbank has searched the world for the best technicians, and are very proud of its Smiles By Design Team (SBD). The SBD Team also receives special advanced training on an ongoing basis from



major institutes and internationally known ceramists such as Mr. Willi Geller, Dr. Ed McLaren, and many others.

Nano Veneers can be as thin as .3mm or designed to be the perfect restoration for “veneer crowns” over discolored teeth. Enlist Burbank's aesthetic experts to develop a pre-treatment work-up for best results. This work-up includes a Smiles By Design Wax-Up, a Prep-Suggestion Model and an evaluation of color and block out elements required using your pre-operative shade photos.

DuraTemps Provisionals –The Best Way to Test Drive Reconstructive and Cosmetic Cases

Complex reconstructive cases and demanding cosmetic cases can be overwhelming at times. But DuraTemps takes much of the anxiety out of your most difficult cases. DuraTemps are designed to be your best transition from point A (Diagnosis) to point B (a successfully completed case). They are durable, aesthetic and can be easily modified to conform to evolving demands of each case. Working with DuraTemps allows you to work through all of the alterations until you have 100 percent acceptance from the patient that you have met his or her goals before proceeding to the final restorations.

ComfortFlex –

Partial Dentures that Patients Love to Wear

Many labs treat flexible partial dentures like a stay-plate. Burbank Dental Laboratory designs ComfortFlex cases in the same manner as our cast metal partials; we survey and design the cases with due consideration to undercut and draw of the partial. This attention to design keeps the ComfortFlex partials fitting in the best-fit range for your patients' comfort. ComfortFlex is your most comfortable solution and simplified fees including classic teeth as one line item. ■



Demandforce

Award Winning Patient Communication and Marketing Software for your Dental Practice

Demandforce was designed to be a complete marketing and communication platform to fit your practice's needs. Whether it's collecting online reviews, reactivating lost patients or getting your practice found on the Web, it can help.

Running your own practice doesn't leave a lot of time to think about growth and retention strategies, so Demandforce takes care of that for you.

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

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

How It Works

Demandforce is simple and easy to set up. In 30 minutes, your practice can be up and running with Demandforce without having to restart or reboot any of your systems. It then syncs with your existing practice management system and begins communicating with your patients, automatically.

For patients who haven't been into your practice for a while, it reactivates them with a simple "We miss you"

e-mail. Often, those patients just need a nudge to come back in, so you can even include a small incentive if you choose. For those patients who have an upcoming appointment,

Demandforce will send them an e-mail and text message reminder and confirmation, so your practice doesn't risk a no-show. And if you want to send them an additional text message on the day of their appointment, Demandforce can do that for you as well, automatically. Demandforce helps free up valuable time and resources, allowing your front office staff to focus on more important items, such as outstanding customer service.

After a patient's visit is complete, Demandforce automatically sends each patient a "Thank you" e-mail where you have the option to write a public Demandforce certified review or submit

a private survey. This is a great opportunity to check the temperature on how your practice is performing in real time, allowing you to keep your patients happy (or be proactive to solve any small glitches). Demandforce then takes the Demandforce-certified reviews and publishes them across the Web on the biggest Internet sites such as Google, Facebook, Bing, Citysearch, Judy's Book and more. Through the automated review syndication, your certified reviews collected by Demandforce reach a total of 200 million monthly unique visitors across the Web, helping local consumers find you when searching for a dentist online.

If you don't have an e-mail address for your patients, don't worry, Demandforce can help! It will help you find your missing patient e-mail addresses using Demandforce Email Finder. We compare your existing patient list against permission-based databases and once we find a match, your patients get to communicate with you the way they want – through e-mail. It's that simple.



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



Demandforce is the three-time Townie Choice winner in Patient Communication Systems, Dental Marketing and Internet Marketing & Web Services

Communication, Reputation and Network

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

Effortless Communication Platform

Connecting to your patients has never been easier. Communicating with your patients is the lifeblood of your patient relationship management. Demandforce combines everything you need in one place, making it easy to manage your marketing campaigns and create a more efficient workplace. Best of all, it automatically syncs with your practice management system for automated marketing bliss.

Our communications include:

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

Online Reputation Tools

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

Our reputation tools include:

- Demandforce certified reviews from real customers, automatically published across the Web to the biggest Web sites and search engines including Google, Facebook, Bing, Citysearch and more



- Build your reputation on sites like Yelp, Twitter, Yahoo!, Google and Facebook through targeted e-mail campaigns
- Post reviews, promotions and capture appointment requests through our Facebook applications
- Set up 30 days of social media posts in just 30 minutes with Timely by Demandforce
- Plus more!

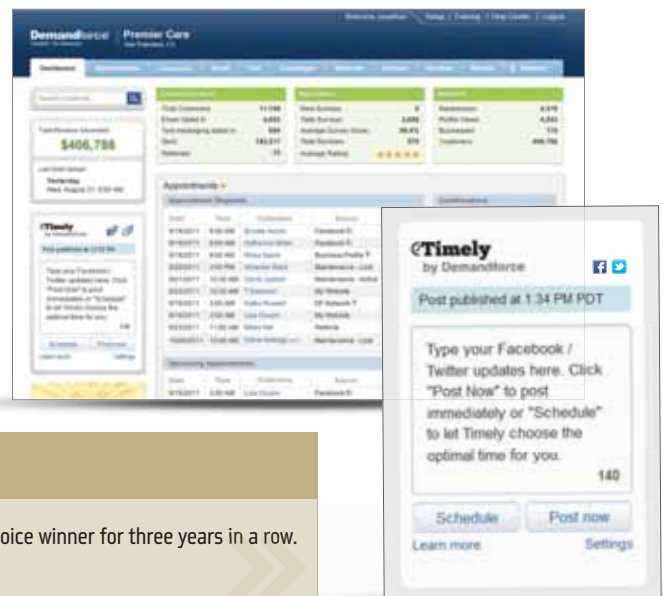
Demandforce Network

Get found by 30-plus million local consumers through the Demandforce Network.

The Demandforce Network consists of:

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

Demandforce®



Company Contact

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

DentiMax

The True Cost of Digital Sensors

by Jim Ramey

When shopping for a digital sensor, there are many costs associated with your purchase other than the cost of the sensor itself. The following are several cost factors that can be taken into consideration when calculating the true, or complete, cost of your sensor purchase.

Monthly Fees: Monthly fees add up fast! You will pay monthly fees as long as you own your sensor/software combination. Make sure that you find out up front what these fees are called and how much they cost. They can show up as “software support agreements,” “warranty” or “maintenance fees.” Monthly fees can run from one to several hundred dollars a month. Some companies waive the first year of fees. To get an accurate estimate of the extended cost of mandatory monthly fees, multiply the monthly cost by the number of years you plan to keep your practice. Add that figure to the money you are paying initially to “purchase” the sensor, and you will be closer to the real cost of that sensor.

Warranties: Warranties vary greatly as to what they cover, how long they last and how much they cost. The terms and costs as well as the conditions of warranties vary widely. Not only do you need to include the total warranty cost in the total price of the sensor (some warranties are paid monthly for the life of your practice), but you need to be aware of the terms and conditions so you know how and when you can get a replacement or loaner sensor while yours is being repaired (that is, if it can be repaired).

Updates to the Software: Many companies charge fees to get upgrades and bug fixes for the imaging software that comes with your sensor. Make sure you ask about software update fees and the frequencies of these updates when looking into purchasing a sensor. Add any required fees to your total cost estimate.

Practice Management Compatibility: Most imaging programs can link, bridge or integrate into your practice management software. Many times the price for this compatibility is additional, and it is often hidden in your purchase quote. Get



this cost up front. How you bridge from your practice management software to the imaging software depends greatly on the combination of the two software packages. For some systems, the bridge will come from the imaging software; for others it will come from the practice management software. Be sure to add the cost of the bridge to your total sensor price, and know whose responsibility it is to make the bridge work. You might also find there is an additional fee for software support of the bridge.

Hardware Compatibility: The most significant cost factor of all does not affect you until you need to replace a sensor or purchase an additional one, and then it can have a huge effect. Most imaging programs available today work *only* with the sensor that came with the software. What about if your sensor breaks or you want to purchase more sensors as your practice grows? Don't let yourself be trapped within one program. Find a sensor with software that is compatible with the largest number of digital sensors out there, such as the DentiMax Digital Imaging system.

Knowing the true cost of your sensor system will help you make the best, informed purchase possible. ■

Author's Bio

James W. Ramey has a Bachelor of Science degree in management information systems from the University of Akron. You can reach Mr. Ramey at jimramey70@gmail.com.



Glidewell Laboratories

Premium Products — Outstanding Value

Inclusive Mini Implant Overdenture

The Inclusive Mini Implant Overdenture from Glidewell Laboratories is a complete “case-in-a-box” solution for full-arch edentulous patients. This removable prosthesis includes four Inclusive Mini Implants, surgical drill, impression copings, O-ring housings, analogs and model work – all for just \$589. There are no extra material costs or hidden lab fees. An O-ring retention system anchors the overdenture to the O-ball heads of the Inclusive Mini Implants. These high-quality, self-tapping threaded titanium screws (available separately for \$49 each) are indicated for provisional and long-term applications. They allow for the immediate loading and long-term stabilization of dentures in the presence of primary stability and appropriate occlusal loading. For more information, call 800-854-7256 or visit www.inclusivedental.com.

Inclusive Tooth Replacement Solution

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



BruxZir Solid Zirconia Crowns & Bridges

Glidewell Laboratories first launched BruxZir Solid Zirconia crowns & bridges in 2009 to provide a monolithic zirconia restoration indicated for bruxers as an esthetic alternative to posterior metal occlusal PFMs and cast gold restorations. The result was a material we said was “more brawn than beauty.” With no porcelain overlay, BruxZir Solid Zirconia provides durability, strength and precision fit, and because BruxZir restorations are made of one homogeneous material, the possibility of chipping is nearly eliminated. Thanks to the continued efforts of our R&D team to improve the translucency and color of the material, BruxZir restorations are now also being used in the anterior, making BruxZir Solid Zirconia the most prescribed brand of full-contour zirconia. For more information, call 800-854-7256 or visit www.bruxzir.com.



Comfort H/S Hard Soft Bite Splint

The Comfort H/S Bite Splint is a clear splint designed to alleviate the pain and damage caused by bruxing or clenching of the teeth. The most widely prescribed bite splint due to its comfort and fit, the Comfort H/S Bite Splint is made up of two layers: a 1mm soft polyurethane inner layer that rests comfortably against the teeth and gums, and a 3mm hard co-polyester outer layer that provides durability

and bonds with acrylic for easy modification. Each Comfort H/S Bite Splint is constructed to your occlusal plane specifications on the upper or lower arch, and is fabricated from ISO-certified ERKODENT discs, which are BPA-free and non-allergenic. Call 800-854-7256 or visit www.comfortsplints.com to learn more. ■

DEXIS

Digital Radiography on the Platinum Level

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

Direct USB Connectivity

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

TrueComfort Design

To maximize both patient comfort and ease of use, the DEXIS Platinum Sensor features a slim profile, four beveled corners and a smooth, rounded casing. This ensures there are no sharp edges against the palate or soft tissue. The angled dome and patented WiseAngle cable exit on the back of the sensor not only helps patients better tolerate the procedure, but also provides cable flexibility for increased reliability and easier positioning, including precise placement in posterior regions.

PureImage Technology

Since well-defined subtleties in X-ray images are vital to diagnosis, DEXIS has developed its PureImage Technology – a



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

Simple to Use Software

Easy to learn and simple to use, its “1-Click Full-Mouth Series” makes it possible to reduce a 25-minute FMX procedure to five minutes from start to finish. DEXIS imaging software serves as a highly effective aid throughout the diagnosis, treatment and treatment planning process. Patients respond favorably to digital X-ray images because the larger, more detailed picture allows a better understanding of recommendations.



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

Isolite Systems

Dental Isolation Technology

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

Leading dental isolation methods have long been the rubber dam, or manual suction and retraction with the aid of cotton rolls and dry angles. Both these methods are time and labor intensive – and not particularly pleasant for the patient. Enter Isolite Systems. Its dental isolation technology delivers an isolated working field as dry as the rubber dam, but with significant advantages: better visibility, greater access, improved patient safety, greater patient comfort – and it can do it all two quadrants at a time.

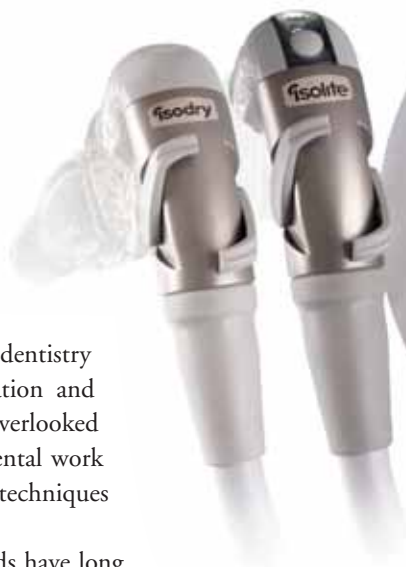
The advancement that Isolite Systems dental isolation brings to dentistry is why the company's products have received numerous industry awards and accolades, including being named one of the *The 50 Greatest Game-changers in Dentistry* by *Dentaltown Magazine* (January 2011).

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

- The Isolite dryfield illuminator, with five levels of brilliant intra-oral LED illumination (\$1,695).
- The Isodry, a non-illuminated dental isolation system for practitioners who choose to work with external light only (\$795).

Both dental isolation systems comfortably isolate upper and lower quadrants simultaneously and maintain a dry field for the duration of the procedure. The super-soft Isolite mouthpieces used with the systems make for a more comfortable experience for the patient and allow dental professionals to complete procedures on average 30 percent faster.

Single-use Isolite mouthpieces are available in six sizes and position in seconds to provide complete, comfortable tongue and cheek retraction while also shielding the airway to prevent inadvertent foreign body aspiration.



isolite™

Better Isolation = Better Dentistry™

The continuous hands-free suction via Isolite means the patient no longer has to experience the feeling of drowning in saliva/water during a procedure and the practitioner can precisely control the amount of suction/humidity in the patient's mouth.

Isolite Systems dental isolation has been favorably reviewed by leading independent evaluators and is recommended for procedures where isolation is critical to quality dental outcomes.

Isolite Dental Isolation Technology:

- Delivers an isolated working field as dry as the rubber dam, but with significant advantages
- Isolates upper and lower quadrants simultaneously
- Retracts and protects the patient's tongue and cheek
- Helps complete procedures 30 percent faster
- Shields airway to prevent inadvertent foreign body aspiration
- Helps assure adhesive success ■



Company Contact

For more information, call 800-560-6066
or visit www.isolitesystems.com.

Gendex

Driving Innovation Across the Nation

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

GXDP-300 – A Clear Focus

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

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

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

GENDEX®
Imaging Excellence Since 1893

Ivoclar Vivadent

New Innovations Offer Fast, High Quality Direct Posterior Restorations

Two recently introduced innovations from Ivoclar Vivadent combine to provide dental professionals with the convenience, comfort and confidence needed to efficiently place predictable posterior restorations. The Bluephase Style delivers all of the features, power and efficiency that dentists and their staff need and want from LED curing lights. To bulk and sculpt direct restorations using a single material, Tetric EvoCeram Bulk Fill is an easily adaptable, completely curable and low-shrinkage composite for enhanced productivity, performance and aesthetics.

The Bluephase Style

The Bluephase Style is an ergonomic, battery-operated LED curing light with a new slim, light-weight and balanced design. It reduces the strain exerted on the hand and arm while curing. A newly designed and shortened light probe tip allows for access in hard-to-reach posterior areas.

Such innovation includes the polywave LED technology – also developed by Ivoclar Vivadent – that is incorporated into the Bluephase Style. It provides a broadband spectrum of 385-515 nanometers. Therefore, it can cure all dental materials known to date. As a result, direct posterior restorations placed and cured with the Bluephase Style can be completed faster, easier and more efficiently.

To further ensure the integrity of cured bulk-filled restorations, the easy-to-program Bluephase Style features a two-button operation. Users can choose from among 10, 15, 20 and 30-second cure times.

Bluephase Style's inductive charging system makes worrying about battery contacts a thing of the past. The Click & Cure function, which allows a convenient change from cordless to corded operation, ensures continuous operation even in the unlikely event that the battery becomes depleted.



Tetric EvoCeram Bulk Fill

Restorative materials have traditionally been at the heart of Ivoclar Vivadent's research and development, and the introduction of Tetric EvoCeram Bulk Fill is another example of the company's commitment to innovative solutions. Tetric EvoCeram features an innovative light-sensitivity inhibitor, the material remains soft and sculptable until cured, providing more working time in difficult areas compared to other bulk-fill materials.

The patented "Polymerization Booster" in Tetric EvoCeram enables 4-mm thick layers to be cured in only 10 seconds using the Bluephase Style. This feature is in direct response to requests from dentists and patients asking for treatments that incorporate financial and clinical benefits.

Adding to the efficiency of direct posterior restorative procedures is the ability to fill a cavity with Tetric EvoCeram in one increment, without the need for additional expensive equipment or additional material layers. The composite features a smooth consistency for excellent adaptation to cavity walls and can be bulk-filled and contoured immediately.

Tetric EvoCeram restorations are quickly, conveniently and easily polished due to the material's well-balanced filler composition. The three universal shades (IVA for slightly reddish teeth; IVB for slightly yellowish teeth; and IVW for deciduous or light-colored teeth) demonstrate an enamel-like translucency, so restorations blend seamlessly with natural dentition for uncompromised aesthetics.

Combined, the availability of the Bluephase Style and Tetric EvoCeram Bulk Fill from Ivoclar Vivadent represent innovative solutions for today's dentistry.

The research and development of these two products reflect its customer-focused nature, one defined according to the final value delivered to the market. ■



**ivoclar
vivadent:**
passion vision innovation

Keating Dental Arts

"Creating Smiles Every Day"

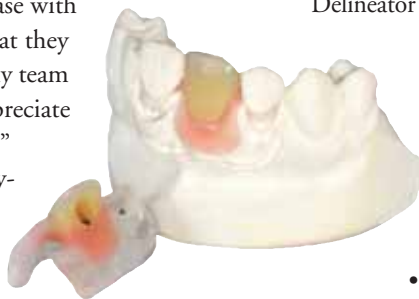
Why is Keating Dental Arts (KDA) perennially voted one of the *Best Crown & Bridge and Removable Laboratories* in the Townie Choice Awards? "The best people, with the best technology and training. That's been the key to Keating Dental Arts' 10 years of customer satisfaction success and growth," states Shaun Keating, CDT.

"My technical team has well over 1,000 years of diverse experience in restorative dentistry. This experience covers both the technical and clinical aspects of our field," Keating continues. "Although this isn't always obvious to our clients (they just see that their cases turn out *great* and require minimal adjustment); our expertise becomes clear when they have the opportunity to discuss a case with one of our managers. Doctors tell me that they really feel the depth of knowledge that my team brings to their practice. They really appreciate our high level of capability and support!"

KDA is a full service, technology-savvy laboratory that provides five-star customer service. This customer intimacy is evident in the new products that KDA offers. The Delineator, a 4-in-1 implant tool, was developed with the close consultation of Dr. Paul Hertz, an ingenious clinician and longtime Keating client. The unique Keating Dental Zirconia (KDZ) family of crowns and bridges were created with the close collaboration of KDA clients as well.

KDZ Bruxer – Beauty So Strong, It Will Change Your Practice!

- Perfect for patients who grind, clench and lack vertical dimension for porcelain
- Five-day in-house fabrication time
- Finessed and finished by an expert ceramist



- 1,250 MPa flexural strength
- Precision milled from medical grade monolithic Tosoh zirconia
- The finest quality monolithic zirconia restorations are exclusive to KDZ Bruxer and Keating Dental Arts
- Delineator – Derived from the word "Delineate," Latin for map
 - Exclusive 4-in-1 implant tool
 - Radiographic guide
 - Surgical stent
 - Implant locator
 - Provisional restoration
 - Eliminate any guesswork within the restorative team
 - Exclusively from Keating Dental Arts

Other unique benefits of working with KDA are assigned technical teams, with all fabrication processes completed in-house. This consistency results in KDA clients routinely seeing five minute or less adjustment times on their crown and bridge cases! ■

Company Contact

Keating Dental Arts is into restorative dentistry! Are you? Call 800-433-9833 to schedule a pick up or speak with a knowledgeable KDA team member.



Lighthouse 360

We Know Dentistry. We Know You.

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



Social Media and Reviews

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

Local Search SEO

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

AutoConfirm

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

Family Messages

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

Perfect Recall

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

TrueTime Data

Because your appointment book changes constantly, Lighthouse 360 updates its data more than 50 times every day. Because our data is always current, our messages are always accurate.

Online Scheduling

Patients and prospective patients can request an appointment online, and with our exclusive "Save the Date" messages, patients are automatically notified when the appointment is made, and can confirm it immediately – all without a single phone call.

Reactivation System

A "chart audit" is performed every day, identifying patients who have crossed your "inactive threshold." Lighthouse 360 can send a reactivation letter, then report to you if the patient does not respond to the letter, so you can follow up with a personal phone call.

No Contract

Lighthouse 360 requires no contract – you must be satisfied with your results every month, or you are free to cancel for any reason. If you're already locked into a contract with a competitor, a contract bailout is available – with some restrictions, of course.

Lighthouse 360 is a 2012 winner of the Pride Institute's "Best of Class" Technology Award, and an AGD Benefits Plus Provider. ■



NSK

Ti-Max Z Series

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

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

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

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

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

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



ProSites

Web site Design and Internet Marketing

ProSites makes it easy and affordable for doctors to grow their practice through a comprehensive suite of tailored online marketing solutions. They create professional, high-quality Web sites that integrate countless features to help you engage prospective patients and generate more referrals and new patient appointments.



PROSITES
Website Design and Internet Marketing

The Ultimate Web Site Solution

From pre-design to fully custom designs, a ProSites designed Web site immediately captures the attention of current and prospective patients and helps you convey a strong first impression online. Designed to help you streamline patient communications and attract new patients, the Web sites are comprised of unique features such as:

- Customizable, patient-focused content
- Online appointment requests
- Educational videos
- Ability to add unlimited pages
- Interactive page options
- Unlimited customer support
- Smile analysis patient survey
- Free upgrades
- Search engine optimization techniques
- ...and more!

Using the easiest “point-and-click” editor available, you can edit text, add unlimited pages, upload new photos and videos, or even change your entire Web site design in seconds.

Your Web site will never become outdated, because ProSites frequently rolls out new features and enhancements free of charge (thus eliminating hidden fees to keep your Web site up-to-date). You access the latest designs, features and technology to ensure your Web site always delivers optimum performance.

Reach New On-the-Go Patients

In the past year, Web searches performed on mobile devices have grown 400 percent. Searching for local information is the most common smartphone activity and 88 percent of local information seekers take action within one day (such as scheduling an appointment).



ProSites helps you reach the thriving mobile market and can create your mobile site to match the look of your desktop Web site. Your mobile site also includes advanced click-to-call and click-to-map features, making it easy for patients to find and contact your practice – immediately.

Achieve Maximum Exposure Online

Through advanced search engine optimization (SEO) services, ProSites helps improve your organic search rankings so you can ultimately be found by more prospective patients searching for a dental professional online.

They combine leading on-site and off-site techniques to ensure your SEO has a long-term, lasting effect. From competition analysis and keyword strategy to sitemaps integration and landing page development, ProSites customizes your SEO campaign to help you achieve maximum results.

Target Your Local Market

According to Google, 20 percent of searches made each month (33.6 billion searches made annually) reference location, which highlights the growing importance of marketing your practice to a local audience.

The ProSites local business listing package optimizes your practice profile on the most prominent sources for local listings to help you increase awareness among prospective patients in your area. These include: Google Places, Yahoo Local, Bing Local, Yelp.com, and CitySearch.com.

Connect with Patients 24/7

ProSites customizes your Facebook and Twitter pages to match the look of your Web site, helping you additionally build brand awareness within the online community. They also place social media icons on your Web site that link to your social media pages to help increase your network and visibility to prospective patients.

Start Growing Your Practice Today

ProSites has helped thousands of doctors generate new referrals and new patient appointments through leading Web site design and Internet marketing services. To learn more about how ProSites helps you reach new patients online, visit www.prosites.com/dt or call 888-332-2114 today. ■

Sesame Communications

Retain. Acquire. Grow. Optimize.

From patient acquisition and engagement to increased practice efficiency, Sesame has you covered. Designed exclusively for dentistry, Sesame 24-7 is a comprehensive suite of online patient communication and engagement tools to help you retain, acquire, grow and optimize your practice.

Market your practice with a Patient Appeal Rated Web site so prospective patients choose you. Work with experienced Web professionals dedicated to dentistry. Sesame's design process is, in a word, efficient. In as little as four weeks, Sesame Web producers easily guide you through each step of the design process, helping you organize your online Web strategy, and materials into a cohesive and compelling online presence. Our professional designers leverage your brand and image to showcase the unique personality of your practice.

Help patients and prospects quickly and easily find you while they are on the go with a mobile Web site from Sesame. Having a strong mobile presence helps you get in front of prospective patients in the moment they are looking for your business. If your mobile site doesn't look good on a smartphone users will move on to one that does. An optimized mobile site ensures that you – not your competitors – capture visitor attention while you have it.

Sesame Mobile contains the most important information needed for your patients to quickly and easily reach you while they are on the go. Integrated maps and click-to-call features make finding and contacting your office trouble-free.

Leverage Sesame solutions to keep your practice prominent online with search engine optimization, effective social networking management and pay-per-click campaigns.

Premium search engine marketing effectively targets the patients you want coming through your front door. Customized advertising campaigns on major search engines like Google, Bing and Yahoo! keep you at the top of the search engine results page.

Performance search engine optimization evaluates your Web site performance in search engines, monitors the keywords used to find your site, and optimizes your ranking on key search terms.

Sesame Social helps you establish meaningful, lasting relationships with your patient community through a custom blog added to your Web site, as well as your branded practice presence on social network channels such as Facebook, Pinterest, YouTube and Twitter.

Sesame Sweepstakes and contests will help you grow your social media base through word of mouth referrals, and engage your patients to help keep your practice top of mind. Better engagement translates into improved patient treatment compliance, and a strong social media presence extends your reach to your patients' social media circles, to help your practice connect with new prospective patients.

Sesame is the only technology company within dentistry to offer comprehensive integration between patient data and contest platforms. Sweepstakes features the Facebook recommendation plugin, allowing practices to collect and group recommendations in one powerful location online.

Sesame takes care of all of the finite details of your campaign including compliance with Facebook guidelines, local and state regulations, promotional e-mail blasts and newsletters to existing patients, campaign designed landing pages, capturing of entrant contact details, and more.

Streamline patient communications, reduce no-shows, automate bill pay, and more, by providing patients 24-7 access to their account information from the security of a patient portal. Sesame Patient Login allows your patients to safely access their account records, review treatment information, confirm appointments, pay bills online, and more, from a HIPAA compliant portal accessible from your practice Web site.





Reduce time-consuming tasks by streamlining administrative work which leads to greater practice efficiency, lower in-office wait times, reduced no-shows, improved self-pay collections, and boost in schedule density.

Sesame leverages advanced cloud-based technology to create a single point of access to all of your information at anytime from anywhere. From any Web browser, you can manage daily practice operations, launch marketing initiatives, monitor campaign effectiveness, assess ROI and analyze key performance indicators. It's everything you need to manage your practice effectively and thrive in the digital age.

Solution Portfolio

Web Design

Market your practice with an effective, research based, Patient Appeal Rated Web site so prospective patients will choose your practice.

Mobile Site Design

Reach existing and prospective on-the-go patients with a mobile site optimized to provide easy access to needed information for tech-savvy patients.

Search and Social

Get found by prospective patients and keep your practice prominent online with a professionally managed social media presence, Web site search engine optimization and pay-per-click advertising.

Sweepstakes and Contests

Grow your social media base through word of mouth referrals, engage your patients and keep your practice top of mind, and tap into your patients' social media circles and networks to gain new prospective patients.

Patient Login

Streamline patient communications, reduce no-shows, automate bill pay and more by providing patients 24-7 access to their account information from the security of a patient portal.

Reminders

Reduce no-shows, strengthen patient commitment to appointments, and improve administrative effectiveness. Customize communications per patient with e-mail, text or voice automated appointment reminder options.

Analytics

The Sesame 24-7 dashboard delivers you 360-degree visibility into your practice operations, online marketing effectiveness and patient satisfaction levels. It helps you understand and measure practice performance, and features robust analytics so you can evaluate patient activity and practice effectiveness.

More than six million people use Sesame to communicate with their dental providers. ■

Company Contact

Contact Sesame today at 866-530-7295 or online at sesamecommunications.com.

Six Month Smiles

Lucid-Lok Brackets

Six Month Smiles Lucid-Lok brackets are revolutionizing short-term ortho for GPs. These unique clear brackets are specifically designed with the Swain prescription and allow dentists to obtain short-term orthodontic treatment goals with precision and efficiency. The angulations, in-out dimensions and off-sets are specific for cosmetically focused cases. Also, their uniquely clear translucency blends seamlessly with surrounding tooth structure... and patients love that!

Lucid-Lok Wires

Six Month Smiles Lucid-Lok wires are tooth-colored shape memory wires that are highly active and provide consistent force levels to gently straighten and align teeth. The unique archform of Lucid-Lok wires provides for broad but appropriate arches and minimizes the need for IPR in short-term orthodontic cases.

Six Month Smiles Two Day Hands-On Course

The Six Month Smiles two day hands-on course provides general dentists with the knowledge and confidence needed to start using the Six Month Smiles System to improve the lives of their patients while simultaneously growing their practice and services. Combining research, thousands of cases treated and practical hands-on instruction, the course allows GPs to successfully implement the Six Month Smiles System in their practice. The ongoing support from Six Month Smiles, Inc., gives dentists peace of mind as they help their patients smile with confidence. With this turnkey solution, GPs can begin treating patients with crooked teeth right away. ■



SIX MONTH SMILES®

Short Term Ortho System



Triodent – Ultradent

Class II Matrices – The Contact Comes First

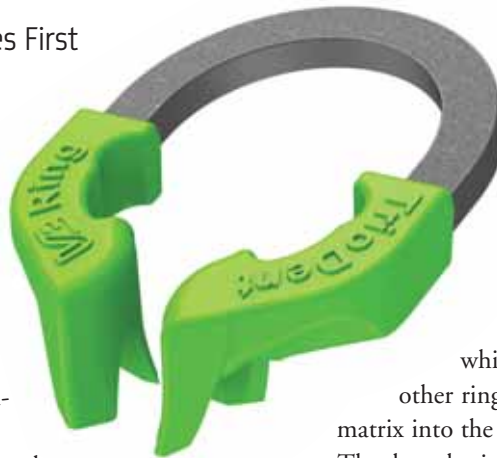
by Peter Watt

Ask a dentist what he or she seeks most in a Class II restoration and the answer is likely to be a tight contact. So it's ironic that the advent of posterior composites – a game-changer in so many ways – made achieving tight contacts more difficult than it had been before with amalgam and Tofflemire-type matrices.

Happily, the development of sectional matrix systems means those days are largely gone. There are now a number of sectional systems, all specifically designed for use with composites, that achieve tight contacts consistently, thus pushing circumferential systems to the back of the drawer.

However, not all sectional matrix systems are equal. Some are not as good as others at achieving a tight contact, some produce poor anatomy that require too much time finishing, and some are not able to be used on large Class IIs.

One system that has stood out since its launch a few years ago is Triodent's multi award-winning V3. The V3 produces predictably tight contacts because of the powerful separation force of the V3 Ring's nickel-titanium (NiTi) spring, which will compensate for the thickness of the matrix, whatever posterior embrasure



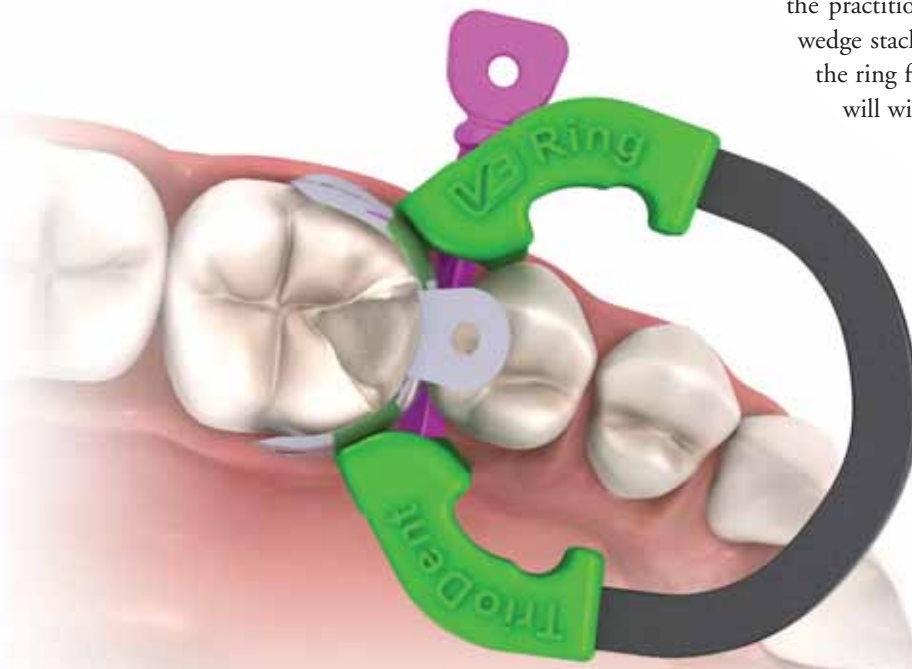
is involved. Triodent has developed two versions of the V3 Ring – Universal for molars and Narrow for premolars and primary teeth. Further enhancing the already wide indications for use is the unique shape of the ring's tines, which will grip on a wide cavity where other rings tend to collapse inwards, forcing the matrix into the proximal box.

The long-lasting V3 Ring ensures optimal force in clinically relevant ranges because of the unusual performance characteristics of the super-elastic NiTi spring. Unlike stainless steel, NiTi does not follow Hooke's law, which states that the force applied by a spring increases proportionally as it is expanded. With NiTi, the force levels off, so in the case of the V3 Ring the ideal force required to separate posterior teeth to achieve a tight contact is produced consistently over a wide range of opening widths. NiTi's "memory" also ensures that the V3 Ring constantly returns to its original position after being stretched open.

Because of their V-shape, the V3 tines accommodate the wedge rather than compete with it for room in the interproximal space. This compatibility and the fact that Triodent wedges are hollow underneath with a V-shaped cross-section also means the practitioner can wedge from both sides at once, with one wedge stacked on top of the other, without having to remove the ring first. In fact wedges can be removed and replaced at will without disturbing the ring.

The ring tines are designed to match the buccal and lingual surfaces of posterior teeth, so they don't slip off when placed correctly. They also create an ideal cavity form, which minimizes flash and saves time spent on finishing. The V3 Ring has an in-built angle too, allowing rings to be stacked for multiple restorations.

The Wave-Wedge, V3 Tab-Matrix, special cross-over action pin-tweezers and ring forceps are also integral parts of the V3 system. ■



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VOCO

One bond for all procedures is not a dream. It's now a reality.

Self-etch adhesive systems are growing in popularity and represent the fastest growing segment of the U.S. dental adhesive market. But not all self-etch adhesive systems are the same. The ideal self-etch adhesive system is one that offers high bond strength, versatility, ease of use, speed and virtually no post-operative sensitivity. Futurabond DC, a nano-reinforced, dual-cured, one-step, self-etch adhesive that comes in a patented single-dose delivery system meets the demands of today's clinician.

Indicated for all direct and indirect restorations with light-, self- and dual-cured composite materials, Futurabond DC is quick and easy to apply. The material requires only one coat to achieve full bond strength, and delivers more than 30MPa bond strength to both dentin and enamel. The patented single-dose delivery system prevents solvent evaporation to ensure reliable bond strength with each use, and the one-step activation blister does not require any additional devices to mix or apply. Futurabond DC does not need to be refrigerated or shaken before use.

Futurabond DC's advanced nano-particle formula enables it to bond equally well to both dentin and enamel. On fresh-cut enamel, the adhesive infiltrates the enamel during the etching process so that there is no risk of contamination or destruction of the etching pattern. On dentin, Futurabond DC dissolves the smear layer with special hydrophilic and acidic components. This demineralizes and infiltrates the collagen net and dentin tubules, enabling the adhesive to achieve micro tensile bond strength of 35.6MPa. Futurabond DC delivers the same high bond strength as leading total-etch systems, yet is faster and less technique sensitive.

How does Futurabond DC achieve such consistently high bond strengths? Through its highly functionalized SiO₂ nanoparticles, which facilitate a crosslink of the resin components and enhance its film building properties. This crosslink enables the adhesive to optimally wet the exposed collagen fibers and micro-retentive etching pattern on the enamel, creating a combined stress-breaking area and hybrid layer of nine microns. This layer reinforces the adhesive for long-lasting high bond strength and produces superior marginal integrity for protection against sensitivities. In addition, Futurabond DC's "stick imme-



diately effect" ensures the bond will not be blown out of the cavity during air-drying.

Designed to work in dry, moist and wet environments, Futurabond DC can be used in the light-cured mode for all direct restorations. In addition, it is also compatible with indirect restorations such as the bonding of self- or dual-cured core build-up materials, as well as resin cements. In the root canal for the cementing of posts Futurabond DC sets in the self-cured mode without prior light curing of the adhesive layer. This provides a distinct advantage over other light-cured only bonding agents because it prohibits the pooling effect (accidentally closing of the canal with bonding agent) and allows the bonding agent to set completely in areas that are hard to reach with light. Futurabond

DC cures with all common light sources, including halogen, LED and plasma, and its self-etch capabilities eliminate the risk of over-drying or over-etching the dentin.

Futurabond DC's patented single-dose system requires fewer steps than other bonding systems, and takes only 35 seconds from start to finish, making it one of the quickest bonding agents on the market. Fewer steps means Futurabond DC is less technique-sensitive than other bonding systems, reducing chair-side time. The patented single-dose delivery system reduces the risk of cross-contamination and prevents solvent evaporation, ensuring reliable bond strength with each and every use.

Applying Futurabond DC with the single-dose blister pack is as simple as squeeze, apply and dry. Each single-dose pack provides enough material for multiple restorations. Futurabond DC is also available in 4ml easy drop bottles. ■

VOCO
THE DENTALISTS

Microflex

XCEED Powder-free Nitrile Examination Gloves

XCEED nitrile disposable gloves are the first exam gloves to receive an ergonomic certification. In a comprehensive study completed by U.S. Ergonomics, the leader in ergonomic testing and certifications, XCEED gloves markedly reduced muscle effort when performing test manipulations as compared to a leading competitive glove.

Reducing muscle exertion can have a positive impact for disposable examination glove wearers. Prolonged muscle effort can cause hand fatigue, which has been associated with carpal tunnel syndrome as well as other hand injuries. These conditions are painful, reduce productivity and can shorten working careers especially in the dental profession. The number of people impacted by hand fatigue is staggering. It is estimated that more than 50 percent of dental professionals have reported experiencing hand fatigue.¹

XCEED is exclusively made with Avantex, a proprietary formulation developed by Microflex, which delivers outstanding strength with comfort rivaling natural latex. The combination of Avantex polymer technology and state of the art manufacturing



techniques delivers exceptionally consistent gloves with the lowest pinhole rates in the industry. XCEED gloves have set the standard with pinhole rates that are nearly 75 percent below the already stringent level set by the FDA for examination gloves, and more than 50 percent lower than the FDA allowable levels set for surgical gloves.

XCEED combines comfort, barrier protection and strength. For samples or information about XCEED, call 866-876-6632 or visit www.microflex.com/xceed. ■

1. Guignon, Anne Nugent RDH, MPH. What's happening to your hands? Accessed September 14, 2011.

Jay Geier's Scheduling Institute

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

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

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Scheduling Institute program. It doesn't stop there. Through other training programs and coaching groups, Jay leverages a dentist's new patient growth to then increase their production and net income all while working less and enjoying an exceptional lifestyle.

Jay Geier and his team of trainers are the experts at getting your staff engaged, excited and focused on producing results. His training specialists are everywhere! They travel both nationwide and abroad 24-7 teaching Jay's strategies and helping dentists just like you achieve amazing results. Last year they were in more than 800 dental offices and are on track to be in 1,500 this year. Your staff is one of your biggest expenses, but if trained and leveraged properly they can be your greatest asset.

Call the Scheduling Institute today at 877-215-8225 to get on the fast track to increasing your new patients and opening the door to your bigger future! ■

