‘Patient education needs to be woven into the daily activities within a practice’

My Dental Hub, www.mydentalhub.com, is a premier web-based dental health education software. Accessible via computer or mobile device, including the iPad, it provides patients with informative material on major areas in dentistry, including 3-D animations. Patients are then empowered to make educated decisions about the proposed treatment. Dental Tribune spoke to My Dental Hub Director Dr. Reena Gajjar about the idea behind and the benefits of the software.

How did the idea for My Dental Hub evolve?
My Dental Hub started back in 1996, when I joined my husband’s prosthodontic practice. Having a background in computer graphics, I developed printable educational materials using images and simple explanations for our practice. These were used exclusively during patient consultations. It soon became apparent that the treatment plan acceptance rate was increasing dramatically with these materials. My husband, Dr. Ken Hebel, began employing these materials and experienced the same response. Patients asking about treatment options were presented with the printable material to review and take home. We both found that in addition to enhanced case acceptance, this material was a referral driver.

This digital educational tool, facilitation of patient comprehension and acceptance of proposed treatment manifested in a software program, was originally called Click & Print, which contained printable forms and a few animations that demonstrated dental procedures. Click & Print was sold on a disk for several years. Four years ago, we started to notice a shift in the way that companies were doing business, becoming cloud based, and we made the investment to convert our disk-based product to a web-based product. The development took over a year, but the investment proved to be a smart decision because we emerged as My Dental Hub, the first cloud-based patient education and practice-marketing solution.

As a cloud-based company, we have ‘Patient education needs to be woven into the daily activities within a practice’

Dr. Reena Gajjar’s background in computer graphics helped her practice increase treatment plan acceptance.

ADA Foundation hires new executive director

The American Dental Association Foundation (ADAF) Board of Directors recently announced the appointment of Gene R. Wurth, JD, MBA, as the foundation’s new executive director. Wurth, 60, will manage the ADAF, the charitable arm of the American Dental Association, which secures contributions and provides grants for dental research, education, access to oral health care for underserved populations and assistance for dentists and their families in need.

“The ADAF is proud to welcome Mr. Wurth, who brings a tremendous amount of valuable experience in fundraising and public relations,” said ADAF President David A. Whiston, DDS. “His skills will be an asset to the ADAF, which serves as a trusted resource for both those who want to help and for those in need.”
the ability to constantly upgrade and update our product offering and customize our solutions to the needs of our clients. As the dental industry starts moving toward cloud-based solutions, we are well positioned to offer solutions to meet the needs of the individual dental practice, as well as the collaborative needs of dental organizations.

**Convincing patients to invest in dental treatment, e.g., an implant treatment, is a challenging task. How does My Dental Hub help?**

We believe that there are three primary components to case acceptance. Patients will invest in dental treatment if they understand the problem and understand the treatment that is being offered, but more importantly, patients must understand the value of the treatment and how that treatment will improve the quality of their life — whether it is related to improving function or esthetics. The content in My Dental Hub has been specifically developed to address these components of patient education in a language that patients will understand. The 3-D animations are used to visually explain the procedure and the benefit of the treatment, and the printables and “e-mailable” documents serve as reinforcement of the animations and as a resource for patients to review at home.

**What are some of the additional features the software offers?**

One of the key features of the software is the ability to e-mail the animations and documents to patients. This allows the dental practice to extend its consultation from the office into the patient’s home, where patients can share and discuss the recommended treatment with those involved in the decision-making process.

My Dental Hub has several modules within the program. We offer animations, image documents, narrated slide shows, customizable text documents, a document creator, a patient and photo management section allowing the practice to upload and store patient images, as well as a presentation-creation module. Our newest module, Easy Consult, has been extremely popular and is currently our most-used module. Easy Consult allows the busy practice to do a consultation in three simple steps and then e-mail the entire consultation to their patients. It automates the consultation process. It’s very simple and highly effective!

My Dental Hub also offers mobile applications, apps, available on iPad, iPhone and Android tablets, containing all our animations and slide shows. The iPad app is extremely popular in dental practices as an easy way to explain treatment to patients. It provides an exceptional presentation on oral-hygiene instruction, which invariably is a significant driver in any dental practice.

In addition, we offer a product called Web Site Content that allows users to place any of our animations and slideshows on their websites or link to their website. High-quality animations on a website allow patients to see the benefits of the treatment, and images, as well as a presentation-creation module. Our newest module, Easy Consult, has been extremely popular and is currently our most-used module. Easy Consult allows the busy practice to do a consultation in three simple steps and then e-mail the entire consultation to their patients. It automates the consultation process. It’s very simple and highly effective!

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In your opinion, what are the most common mistakes dentists make in patient education and/or marketing their dental practice? There are two types of marketing that dental practices should do, internal and external. Internal marketing includes posters, brochures, newsletters, discussions, etc., delivered within the facility. External marketing includes websites, advertising, mailers, etc., that are done virally through e-mail and regular mail. Many dentists are not trained in marketing and find it inherently difficult to embrace marketing to grow their business. Many do not know how; many just don’t think they need to.

Many dentists do not take the time to educate their patients or understand the value of patient education. Many feel that patients will accept treatment on the sole basis that the dentist told them they need it. That may have been the way it was, but now we live in an information-based society, and if patients do not receive adequate information from their dentist, they will seek it elsewhere. Hopefully, that won’t be the competitor down the street!

We did a survey of our My Dental Hub clients to determine how effective patient education was in their practices. Our end users told us that they had experienced an increased case acceptance of 55 percent. This number indicates the importance of educating patients and the impact it has is apparent in any business, including the business of dentistry.

The process of patient education needs to be woven into the daily activities within a practice. This requires enhanced staff training and implementation. Many dentists do not invest the time to integrate the process into their practice procedures. Acceptance of a practice philosophy mandates that training for implementation is as important as training in the procedure.

In your opinion, how will digital tools change the dental practice and the way in which doctors communicate with their patients? The entire world is digital; it’s not “becoming” digital. Dentists must embrace this new means of doing business simply because it is now a component of everything, from paying a bill in a restaurant to traveling, shopping and doing something as basic as reading.

In terms of communication, digital tools enable a dental practice to communicate quickly, easily and effectively with patients or referrals. No more printing, no more mailing, diminished expense and waste.

Society is changing. People are more aware of their environment and doing their part to go “green.” With simple tools, a dental practice can deliver high-quality education directly and exemplify “environmental friendliness” as well. Ten years ago, if you had told people you could e-mail animations to patients to show them a dental procedure, no one would have believed it possible. Today, this is the way of the world and the way business is being done.

I believe that with the incorporation of digital tools into a dental practice, “elegant simplicity and seamless connectivity” with patients and colleagues will become the standard. Those who embrace today’s technology will be tomorrow’s industry leaders.
The American Dental Implant Association is an organization that encourages collaboration and communication among dental implant professionals. It supports education and research to improve implant techniques and products as well as increase public awareness concerning the benefits of implant dentistry. This symposium will allow you the opportunity to hear from numerous experienced lecturers on the advancements and cutting edge techniques in implant dentistry of today and the chance to network, exchange information and socialize with colleagues and friends from around the country and the world.

SEPTEMBER 9–10, 2011
HYATT REGENCY MIAMI

This event fills up fast, so be sure to reserve your spot soon!

305–944–9636
Get ready for the 145th Ohio Dental Association Annual Session

The 145th Ohio Dental Association (ODA) Annual Session will take place Sept. 15–18 (Thursday through Sunday) at the Greater Columbus Convention Center (GCCC) complex in downtown Columbus, Ohio. The event will feature more than 60 continuing education courses, networking opportunities, unique social events and an expansive exhibit hall.

According to meeting organizers, the entire dental team can find valuable opportunities for learning, growth and fun.

All annual session events and courses will be held in the GCCC or the Hyatt Regency, which is connected to the GCCC. Continuing education courses and events are scheduled Thursday through Sunday. The exhibit hall will be located in the GCCC and will be open Thursday, Friday and Saturday.

Continuing education
A wide range of continuing education opportunities is available to the entire dental team, featuring such speakers as:

- Dr. Ellen Byrne
- Dr. John Cranham
- Dr. Howard Glazer
- Dr. Lou Graham
- Dr. Robert Lowe
- Dr. Michael Miyasaki
- Dr. Udell Webb
- Karen Davis, RDH
- Kristy Menage Bernie, RDH
- Anne Guignon, RDH
- Lois Banta

In addition to nationally known speakers, the ODA Annual Session features unique educational formats to enhance your learning experience, including several hands-on courses, dynamic lectures, panels and luncheons. Free courses are also available each day.

Course handouts will be available online only, in late August, at www.oda.org. Hard copies of handouts will not be available at the meeting. (Remember that not all speakers provide handouts.)

The exhibit hall is not only an exceptional shopping experience, but a learning opportunity as well. Attendees are invited to take advantage of the many different companies and products assembled under one roof to learn about new technologies, comparison shop and take advantage of show specials.

Bring your dancing shoes, or even just your comfortable ones, to the special events planned this year. They include a “Lunch with the Chef” cooking adventure, a culinary tour of the Short North area, a tour of downtown Grandview Heights, a “Women DDS” luncheon, the Callahan Celebration of Excellence, The BASH and more.

Planning to attend a meeting, reception or luncheon event sponsored by a dental organization during the ODA Annual Session? Visit www.oda.org for more information.

Wurth most recently served as president and CEO of the Orthopaedic Research and Education Foundation (OREF), which raised more than $150 million for research and education during his 11-year tenure. Prior to joining the OREF, Wurth served as assistant dean for development of alumni programs at the University of Illinois College of Law, and he served as president and CEO of Provena Covenant Medical Center Foundation in Urbana, Ill.

Wurth earned a bachelor’s degree in English, a law degree and a master’s degree in business administration from the University of Illinois at Urbana-Champaign. Wurth and his wife of 38 years, Mary, have a son, Stephen, who works as an attorney in Chicago, and a daughter, Melissa, who works as an educator in North Carolina.

(Source: ADA)
What to see in Columbus

There is plenty to see and do in Columbus, Ohio. Here are some possibilities for those who are attending the upcoming ODA meeting.

Short North Arts District
What has 27 galleries, 50 restaurants, 60 specialty shops and 25 pubs? If you guessed the Short North Arts District, then you are correct. Located only one block north of the convention center, this unique neighborhood is a must-see during your stay in Columbus. Relax after a day of continuing education courses at R.J. Snappers, voted the best seafood restaurant by Columbus Monthly, or go see contemporary paintings at the trendy Gallery V.

Columbus Zoo & Aquarium
Celebrate the 75th anniversary of the Columbus Zoo & Aquarium with an enjoyable visit to the largest municipally owned zoo in the United States! Attractions include the African forest region, where you can hear the roar of a leopard or see the largest primate in the world, the western lowland gorilla. The entire family is sure to have fun with more than 600 species and 7,000 specimens of animals.

Cameron Mitchell restaurants
A visit to an upscale Cameron Mitchell restaurant is a must during your education vacation in Columbus. From seafood to Italian cuisine, Cameron Mitchell’s 14 area restaurants are sure to satisfy any taste buds. Martini Italian Bistro, a Top Ten Italian eatery, is located right across from the convention center, and Mitchell’s Steakhouse is just minutes away in downtown.

Center of Science and Industry
The Center of Science and Industry (COSI) is a great educational adventure for the whole family during your stay in Columbus. Located just minutes from the Convention Center, it offers 10 themed exhibits, three theaters and the world’s only high-wire unicycle. Gadgets, one of the most popular exhibits, is an interactive display of pulleys, gears, lasers and electrical circuits. While there, you can become an engineer for a day and build your own bridge or split laser beams.

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North Market
Calling all foodies! The North Market, located west of the Greater Columbus Convention Center (at Vine and Spruce streets), features a wide variety of specialty markets, ethnic food vendors, fresh produce, coffee shops, sweets, spirits and more to satisfy even the most particular palate.

The related events page at www.oda.org for a schedule and contact information.
The Dental Assisting National Board (DANB) will offer a special administration of the Certified Dental Assistant (CDA) examination on Saturday in conjunction with the ODA Annual Meeting.

About the ODA
The Ohio Dental Association advances and supports members and the dental profession in the delivery of quality oral health care. The association is guided by an executive committee, whose members are elected each year at the annual session. A full roster of the current executive committee, council chairs and priority projects can be found in the ODA Governance Structure section of the ODA website.

A benefit of membership is members-only access to specialized information and services of the ODA. This includes access to the online version of ODA Today, the association’s monthly news publication. Other members-only access areas on the website include Practice Resources, Member Forum, ODA Governance Structure, Member Directory, Continuing Education and Call to Action.

There are numerous tangible benefits to membership in the ODA — professional and practice-related — that are available only to members.

(Source: Greater Columbus Convention & Visitors Bureau)

Jack Nicklaus Museum
For the true golf fan, no stop to Columbus would be complete without visiting the Jack Nicklaus Museum, located on the Ohio State University campus. Since its opening in May 2002, attendees have enjoyed thousands of artifacts and memorabilia that chronicle the Golden Bear’s accomplishments.

Columbus Crew
Visit the country’s first major league stadium built specifically for soccer! The Columbus Crew website (www.thecrew.com) has more information about the Crew and how to purchase tickets.

Ohio Meeting
5A
Looking forward: the dental implantology of tomorrow

By Arun Garg, DMD

Technology promises to be the driver of medical and dental advances in the years to come. New imaging modalities, better diagnostic and therapeutic strategies and even improvements in data storage and the implementation of electronic medical records are all changing health-care delivery as we know it.

Beyond novel ultrasonic scaling devices and cone-beam computed tomography, however, lies the next phase of this technology, pioneered by scientists in a lab working on what once might have been described as science fiction. Their use in modern implant dentistry is not too far off. Here’s what lies ahead...

New drug slows alveolar bone loss in the jaw

A 2010 New England Journal of Medicine article highlighted a novel approach to alveolar bone loss seen in patients with chronic, severe periodontitis.1 Teriparatide—a parathyroid hormone (PTH) analog and a drug more commonly used in the treatment of osteoporosis—used daily for six weeks was shown to increase alveolar bone volume, strength and density. The drug works by recruiting osteoblasts that will elicit an osteoelastic differentiation leading to further bone turnover and remodeling with an end result of increased bone mineral density and bone mass. The drug had already been shown to decrease fractures in postmenopausal women with osteoporosis.

The impact of this type of discovery on the world of dental implants is not small: that it might be used to enhance osseointegration and reduce failure rates or reduce recovery time or even, perhaps, make implants available to those who might otherwise not be thought of as good potential candidates for the therapy are all concepts for further study.

Nanodentistry

Nanotechnology is the science of small: the study of matter and its application on scales of one billionth of a meter. It is what has allowed, for development and use of smaller and smaller cellular phones and computer processors; items that were once the size of a room now discretely fit into a shirt pocket. Nanodentistry has its promises as well.

On the nanoscale, drug delivery is a very different concept; coatings are particularly relevant and tissue engineering can occur at the level of an individual’s DNA. Some scientists have heralded nanodentistry as the opportunity for individuals to achieve near-perfect oral health.

Indeed, implant experts are particularly interested in what is to come in this field as it pertains to improved osseointegration of implants with various new surface technologies and impregnation of growth factors and mineral proteins at the level of the implant itself. The modification of osteophilic and osteoconductive phases could yield a shorter peri-implant period and better overall outcomes.

Elsewhere in dentistry, nanotechnology may be the solution to widespread oral issues such as dentine hypersensitivity and periodontitis, with novel approaches to the interception of pain receptors and the assessment of dentin tubules as well as the application of antimicrobial compounds at the precise local microenvironment.

Growing dental implants with stem cells

The debate over the use of stem cells remains somewhat controversial; still, their application in the medical and dental sciences is evolving and holds promise for the future of biotechnology and, for this reason, stem cells are of special import. Dr. Jeremy Mao and fellow scientists at Columbia University are particularly interested in growing teeth, which might one day make the traditional metal-based implants obsolete.

Mao designed an experiment using growth factors, a tooth-shaped scaffold and stem cells to see if tooth regeneration was possible with only the raw materials. In fact, results were positive and de novo alveolar bone was present with evidence of neovascularization and mineralization at the scaffold.2

All told, there are great things on the horizon for the future of implant dentistry. What will and won’t change the mainstay of functional restoration for edentulous patients remains to be seen, though these concepts certainly hold tremendous opportunity to modernize current dental care.

References


‘Dental Spouse Business Network Roundtable’ added to AADOM pre-conference

The American Association of Dental Office Managers (AADOM) is pleased to announce the 4th Annual Dental Spouse Business Network (DSBN) Roundtable. The DSBN was created by AADOM to address the specific needs and challenges of office managers whose spouses are the dentist in the practice. This popular event has filled a need for those who might otherwise not be thought of as good potential candidates for the therapy are all concepts for further study.

Last year’s group was particularly cohesive; some participants kept in touch with each other to continue the discussion. I anticipate that this year’s meeting will be just as productive,” Lutz said.

AADOM’s 7th Annual Conference will be held Sept. 8–10 in Nashville, Tenn. The 4th Annual Dental Spouse Business Roundtable course will be held on Sept. 7, prior to the conference. Registration information and course specifics can be found online at www.dentalmanagers.com/denta lspouse.

About AADOM

The American Association of Dental Office Managers is an organization of professional office managers, practice administrators, patient coordinators, insurance and financial coordinators and treatment coordinators of general and specialized dental practices. The largest association of its kind, the organization’s mission is to provide its members with networking, resources and education to help them achieve the highest level of professional development. For more information, please call (732) 842-9977 or e-mail info@dentalmanagers.com.
Oxford temp: a provisional crown and bridge material

The role of dental restorations used for provisional and indirect restorative procedures has changed dramatically in the past several years. These restorations are no longer regarded as temporary restorations but rather as provisional restorations with distinct functions and purposes. Provisional restorations have become a vital diagnostic and assessment tool to evaluate function, color, shape, contour, occlusion, periodontal response, implant healing and overall esthetics. An accurate fit and margination is essential to ensure and maintain pulpal health.

Material selection
It has always been said that patients don’t know what they like until they see something they don’t like. Start by talking to patients about the steps during the restorative phase and give reassurance that the provisional restorations are a blueprint for the final restorations. We will need their help in the shade selection and functional aspect in this stage of the restoration.

Choosing a provisional material that not only blends with the natural shade of the teeth is easy while choosing a material that mimics natural tooth structure, polishes well and has an appearance of translucency and vitality but performs with strength and outstanding elastic modulus is more difficult. Oxford Temp by Oxford Scientific Dental Products is a provisional crown and bridge material formulated with multifunctional methacrylic esters but without methylmethacrylate.

Shades of material
If a patient is looking for a standard shade to blend with his or her natural teeth, the assistant can choose any standard shade for anterior or posterior provisionals. If the patient has chosen a whiter shade based on the Chromoscope Shade Guide (Ivoclar Vivadent) or the Vita 3D Bleach Shade Guide (Vident), Oxford Temp has shades that reflect on these choices by offering the Oxford Bleach shades for those patients that want whiter than A1.

Fabrication of direct anterior provisional restorations
Before fabricating the provisional, fabrication of the putty matrix is formed with Express Putty (3M ESPE) over the wax up. After removal of the putty matrix, refine the matrix with a light body wash (Imprint 2, 3M ESPE) and seat back on the wax-up to capture all the detail that was designed in the wax-up. Allow the impression material to set.

Lubricate all gingival tissues facially and lingually along the gingival margins with a vitamin E oil that is very viscous, such as Elieve from Centrix.

Load the Oxford Temp toward the facial, making sure that the tip of the material is kept submerged in the material as it is extruded and not lifted until the teeth in the matrix have been entirely filled. This will help eliminate voids and bubbles. Seat the putty matrix on preparations and allow Oxford Temp to sit for four minutes, and do not remove until that time.

Using a timer will help to make sure that you don’t pull the matrix too soon. After the timer has gone off, remove the putty matrix.

Remove all material with an explorer or scaler off the margins and tissue. By using Oxford Temp, the material is released at the margins, which allows the assistant to remove the excess without asking the dentist to come and remove the excess with a carbide bur. Make sure all material is removed off the tissue and occlusal surfaces.

With Oxford Temp you’ll notice that the material is flexible and allows one to perform these steps with ease. In most cases, the Oxford Temp provisional is only polished with a Jiffy brush, by Ultradent, as the final step.

Fabrication of posterior provisional restorations
The dentist finalizes preparations and now the patient is ready for the provisional restoration. In most cases, dentists are leery of fabrication of a four-unit provisional.

Oxford Temp’s superior properties of compressive and diametric tensile strength with elastic modulus allow us to feel comfortable that we are fabricating a provisional restoration that is going to last for the patient, without breaking for the duration of the final restor-
New Piezon Master 700

Get a feel for perfection with the new Piezon Master 700: versatile, simple and hygienic

The formula for no pain
The new Piezon Master 700 is a symbiosis of intelligent technology and unequalled precision. A perfect match between the Original Piezon LED handpieces and the Piezon No Pain module for instrument movements perfectly aligned with the tooth. An incomparable fit when used with EMS Swiss Instruments made of ultrafine biocompatible surgical steel.

The result is a treatment, which irritates neither teeth nor gingiva — and which delivers extra smooth tooth surfaces without abrading the oral epithelium. This development from Swiss-based E.M.S. Electro Medical Systems comes close to perfection. Still more features result in an easier and quieter handling for more efficiency without affecting patient comfort. Everyone benefits, all feel good — patient, practitioner, the whole practice.

Features

Versatile
Two integrated bottles, two handpieces, two magnetic handpiece holders and a multifunctional foot control allow for a versatile use of the Piezon Master 700. Customers choose and easily switch between different antisepic solutions, a variety of handpieces and tips, between endo and standard mode. By simply switching on or off ultrasound, irrigation or power boost, they personalize the PM700 for each treatment and application. Versatility means personalization.

Simple
With the Touch N’ Go front panel, the customer benefits from a hygienic and user-friendly interface. All settings (power, treatment mode) are operated by touch on a highly sensitive panel, which reacts even through surgical gloves.

Blue LEDs clearly display the current setting. Moreover, a modern flat design without joints or gaps is easily wiped and cleaned, and does not leave any space where debris, residue or bacteria may hide.

Hygienic
Benefit from the unit’s intuitive and automatic cleaning mode and follow the exact progress of the cleaning process. Of course, the Piezon handpiece LED, EMS Swiss Instruments and accessories are sterilizable up to 155 degrees Celsius. Safe for you and your patient!

Unique
With its 17 increments, the power setting perfectly suits any individual clinical requirement. The gentle start for endo applications will be gradually enhanced for scaling and preparation applications and finally boosted for restorative treatments. Simultaneously, continuous feedback control combines with intelligent Piezon No Pain technology to deliver a smooth sinus signal for gentle and pain-free treatment. Optimum instrument control and maximum visibility thanks to the LED’s circular light emission result in foremost efficiency in all applications.

The right formula for smooth tooth surfaces, maximum protection of the gums and virtually painless treatment.

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The right formula for smooth tooth surfaces, maximum protection of the gums and virtually painless treatment.
Have you discovered what regular use of the Zuelke Automated Credit Coach can do for your practice?

By Marla Merritt
OrthoBanc Director of Sales & Marketing

You've heard it on the news: banks just aren't lending. In addition, more and more practices are discovering that third-party financing isn't the best option for their patients who need high-dollar dental work. One of the main reasons for this shift is that third-party companies have started approving fewer patients due to stricter credit criteria. This can mean that a person with good credit, who would have qualified for an interest free payment plan in the past, is no longer able to receive financing for dental work.

DentalBanc offers an alternative to third-party financing via credit checks and managed payment plans. Read below to learn about the benefits of assessing a patient’s credit risk and then contact DentalBanc to learn how Zuelke Automated Credit Coach (ZACC), used in conjunction with outsourced payment plans, can increase your case acceptance without creating extra work for your staff.

With ZACC …

• You can identify the patients whose risk of non-payment is close to zero. This allows you to offer flexible, internal, financial arrangements, which assures measurably better case acceptance. (Even a tiny improvement to the rate of case acceptance in the average dental practice will generate thousands of dollars per year in additional net income!)

• You can identify patients whose credit history or financial instability yields a significant risk of non-payment. With ZACC’s seven degrees of risk, you can structure your financial arrangements in a manner that will keep these risky patients from wreaking financial havoc on your practice.

• You can significantly reduce the number of failed and/or cancelled appointments as well as have far fewer instances of clinical non-compliance. High credit-risk patients typically present a practice with more missed appointments and less clinical cooperation. Identifying these high credit-risk patients in advance will greatly diminish both of these issues.

• You can prioritize patient contact. An appointment coordinator

Have you discovered what regular use of the Zuelke Automated Credit Coach can do for your practice?

Marla Merritt is the director of sales and marketing for OrthoBanc LLC (OrthoBanc, DentalBanc and PaymentBanc). She has more than 22 years of experience in credit reporting and payment management. She wrote this article in conjunction with Paul Zuelke, developer of the Zuelke Automated Credit Coach (ZACC). OrthoBanc, LLC, currently serves some 3,500 practices nationwide and maintains a 99 percent on-time rate for its clients.
Why are videos and other multimedia features being used more often on websites?
Research has shown that most website visitors do not read content on the website, especially on their initial site visit. This makes the role of multimedia features such as video very important. You can capture the attention of these potential patients with a high-quality production very quickly and help in forming a favorable opinion of your practice in matter of minutes.

Which search engines are the most important?
As most of your readers know, Google has the most prominent presence among online search engines. Yet, that also means other major search engines such as Bing and Yahoo! offer opportunities that may be overlooked by some of your competitors. In other words, because most people focus on Google to attract visitors to their websites, the costs per visitor on Google networks are higher than on other search engines. So while the number of total visitors coming from Google may be higher, the cost-per-lead on other search engine networks may be lower.

Is it important to offer promotions to online visitors?
It depends. If your goal is to convert the maximum number of visitors to patients of record, you do want to offer as much as you can in terms of promotions. If your goal is a more long-term image-building plan, then the focus should be on the quality services you offer as opposed to quick conversions.

What is the best way of capturing patient information online?
A website contact form is a great tool to capture visitor information that can be used to reach out to a prospective patient. You want to make the form very visible and easy to complete. Require only the minimum amount of information and, if you can, offer an incentive for the potential patient to complete the form.

What is a common mistake dentists make when it comes to website design and marketing?
I would say expecting immediate results. Just like any other marketing method, it takes time to find the necessary exposure online. Prospective patients need to see you more than just once before they are ready to trust their dental health to you. Website design and marketing has to have both long-term and short-term goals and planning to be successful.

For more information, please contact Solution21 at (877) 423-8125.
Henry Schein Dental, ADHA unveil ‘Dream Center’

Henry Schein Dental, the U.S. dental business of Henry Schein, Inc., the largest provider of health care products and services to office-based dental, medical and animal health practitioners, and the American Dental Hygienists’ Association (ADHA) unveiled the ADHA/Henry Schein Dream Center during the ADHA’s 88th Annual Session. The Dream Center is the first-ever, hands-on operational experience built on the exhibit floor of ADHA’s Annual Session.

The ADHA/Henry Schein Dental Dream Center featured a full operatory with five product stations for attendees to explore the latest in dental hygiene technology. The stations included: Salivary Diagnostics (OralDNA Labs); Loupes and Infection Control (Orascoptic and Kerr TotalCare); Ultrasonics (DENTSPLY Professional); Spectra and Caries Detection Aid (Air Techniques, Inc.); and Lasers (Ivoclar Vivadent). In the center of the product stations, DentalEZ Group sponsored a full operatory experience.

Each product station in the ADHA/Henry Schein Dental Dream Center included a five-minute educational interaction with a sponsoring company representative to give participants the opportunity to receive a one-on-one, hands-on experience with featured products.

Note: ZACC was developed by Paul Zuelke who, after 10 years in the banking and finance industry, started his dental consulting business in 1980. In the 31+ years since, Zuelke & Associates has taught and trained well over 1,000 private dental clients the value of in-office credit granting. His clients are among the most productive and profitable within the profession, he said.

Zuelke is the author of the book, “Cash or Credit,” a guide to risk identification, credit granting and delinquency control in the dental office, a multi-year PennWell best seller. Zuelke lectures nationally and can be reached at (800) 845-4766.
Can you identify which of these are “A” rated patients?

With ZACC you can.

ZACC will increase case starts!
With the Zuelke Automated Credit Coach (ZACC) you can know the financial risk presented by your patients and tailor payment options that help you earn more case acceptance.

ZACC will reduce delinquency!
With ZACC you can take the steps necessary to protect your practice from high credit risk patients.

Contact DentalBanc today at 888-758-0584 or visit www.getzacc.com to learn more about ZACC.

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Sleep Like a Baby with DentalBanc
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• Get Paid On Time with ACH Draft and Credit Card Payment Options
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