

APRIL - JUNE 2016

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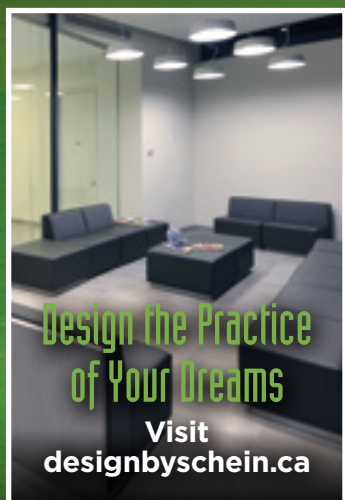


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A Powerful and Intuitive Platform

By Dr. Dave Cichon, Southport Dental Care, Calgary, Alberta

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The speed and quality of these restorations allows our team to deliver restorative solutions that make us more efficient and most importantly, make my patients happy," states Dr. Cichon.

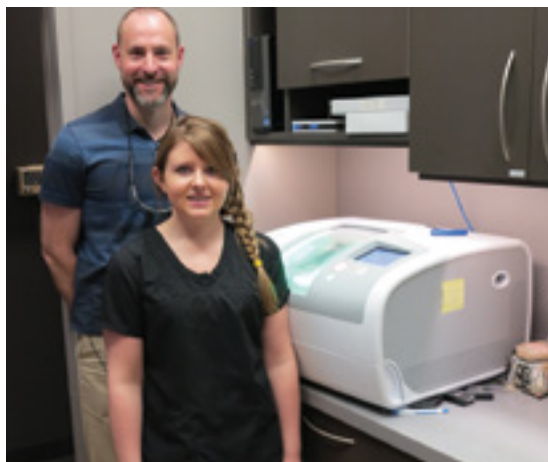
"With PlanScan digital intraoral scanning, we can start designing the crown almost immediately. People have busy schedules, they don't have time for multiple visits and PlanScan can reduce the number of trips to the dentist. That's important to my patients, it's important to me."

"Our goal is to accommodate the patient's schedule and provide the dental restoration at the speed of their life, that is the greatest advantage of leveraging this technology," explains Dr. Cichon.

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Dr. David Cichon with Assistant, Ashley Usipuk



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3Shape TRIOS® 3
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Digital Impressioning Helps Me Be a Better Dentist

By Simon Kold, Herning Implant Center



Dr. Simon Kold, from Herning Implant Center, has worked with the 3Shape TRIOS scanner since 2011, and for him, there can be no going back to traditional impression taking.

Dr. Kold believes that his preparations and final results have improved significantly since he started working with TRIOS. The technology has taken his business to new heights. "Intraoral scanning helps me give patients better dental treatment," says Dr. Kold.

What made you move from traditional impression taking to digital impressioning? Our clinic has been working with guided implant surgery since 2005. With the emergence of new technologies, we saw potential combining digital impressions with CBCT scans to ensure accurate and esthetic implant treatment.

What made TRIOS stand out for you? With other intraoral scanners, I needed to keep my hand completely steady while scanning. TRIOS lets you move more naturally. You can stop and start scanning again, and even rescan selected areas and merge them into the complete impression picture.

What about digital impressions in terms of accuracy? Using the TRIOS system, I successfully completed an upper-jaw reconstruction using 14 new teeth – all based on digital impressions. Scanning and the workflow with the laboratory functioned smoothly, and during seating, all 14 teeth slid in without any adjustments.

Was it easy for your clinic to adapt to the new technology? One thing that surprised me was how excited everybody was about working with the new technology. Installing and using the digital impression system has made us better and is still moving our business and careers in new directions. The technology catches the attention of patients, as well. I think they like the idea of being treated in a top-notch, modern facility with the best equipment.

What was the learning curve like? The more you work with it, the better you get. The first day we received the system, we scanned six patients in a row with 3Shape experts giving instructions. Our assistants scan as often as the dentist(s) because the TRIOS system is so intuitive.

As an experienced user of intraoral scanning, what do you see as the key advantages? Precision is significantly better. Other advantages are the ability to do things during impression taking rather than as extra steps. For example, shade measurements and taking HD photos.

Does digital impressioning make you a better dentist? The complete digital workflow that TRIOS enables makes us a better provider of implant cases, which represent our core business. The digital impression merged with CBCT scans are used to virtually plan implant positions, model the restoration, and design low-cost surgical guides that can be output digitally on a 3D printer.

Does the technology give patients any costs benefits? One great option with TRIOS is we can make model-free crowns in full zirconium and e.max. Skipping the physical model makes the workflow faster and cheaper, giving us an alternative to conventional crown treatment. This accommodates patients who would have chosen a composite reparation to save money.

Do you have any advice for dentists still considering digital technologies? Start now so you are ahead of the game. It is a significant investment, but one that saves time, costs, and most significantly, helps develop the clinic's image, dental skills, and business success.

"Start now so you are ahead of the game. It is a significant investment, but one that saves time, costs, and most significantly, helps develop the clinic's image, dental skills, and business success."

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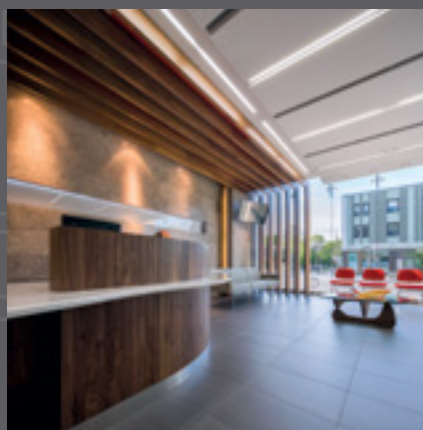
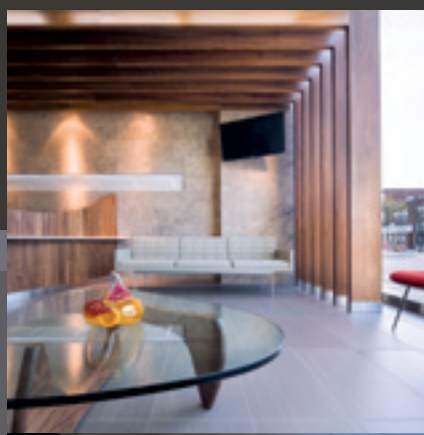
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Dr. Carolyn Poon Woo

Bloor West Dental Group, Toronto, ON

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Michael Comartin
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The Truth About

By Bill Dowe, Director of Zahn Canada



**CSA
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There is a lot of confusion in the market regarding CSA (Canadian Standards Association). Specifically, there are many misconceptions about the regulations surrounding dental equipment.

Equipment certification is often required in sensitive industries where a failure could have serious consequences on the health and welfare of the people or persons using that equipment.

CSA is an Association that includes specific standards for all electrical equipment being used in Canada. Although it is a federal Association, many individual provinces have specific agencies that use these federal standards to govern their regulations. For example, the Electrical Safety Authority (ESA) is the regulatory body in Ontario that will inspect, test and enforce the electrical guidelines and laws in Ontario that are found in the Ontario Electrical Safety Code. There are also several different global organizations that recognize the need for compliance to the electrical standards in Canada, and act as a Certification Body in the same manner as CSA. They help companies around the world make their products acceptable for sale in Canada.

There are several misconceptions regarding what is acceptable and what is not is acceptable. The 'CE' mark is not an acceptable marking in Canada. Although there are laws in Canada regulating the sale and use of electrical equipment, there is a lot of equipment in the dental industry that is not approved for sale because it does not include CSA or equivalent certification. Whether it is equipment bought online or bought from a supposedly reputable dealer, many Suppliers and Manufacturers take the risk by selling you non-compliant equipment because it costs a lot of money to comply. However, the Buyer does share the responsibility of liability with the Supplier, Manufacturer and/or Importer.

Non-compliant equipment has a risk of being dangerous to the user. Non-approved equipment is a major reason for electrical accidents. You have a responsibility to keep you and your employees safe in the workplace. If you are found responsible for causing an employee injury, you are liable to pay some or all damages.

Business operations can be interrupted because of non-compliant equipment. Several provinces have regulatory inspectors that visit new and existing businesses. They are looking for the CSA (or equivalent) approval stickers on the back of all equipment that plugs into the wall receptacle. If the inspector finds any equipment that is not certified CSA (or equivalent), they have the right to confiscate the equipment or set it in quarantine until it gets tested and passes the standard testing.

Not only will the interruption in operations be difficult on your business, it is costly to hire an inspector and have them test and approve the equipment on site. As an example, ESA charges \$1,000 for a site visit and \$300/hour for the inspection and reporting time. I recall a lab having a random ESA inspection, and they confiscated 40 waxing units and dust collectors immediately. As you can imagine, the lab was challenged to work for several weeks until they found a solution.

If the non-approved device is found to be the cause of a fire, insurance will not pay any settlement. It is a reality that happens more often than you would think. I knew a Denturist in Quebec that approached me for help. Her clinic had a major fire destroying everything. All of the equipment, merchandise, phones, patient records, etc. Everything she spent years accumulating to make her clinic just right all disappeared. Although quite devastating enough, you can imagine her grief when she was notified that the insurance company gave her nothing in a settlement. The insurance company received a copy of the fire report which detailed the numerous pieces of small equipment that did not have a CSA or equivalent certification mark.

Just ask yourself how difficult and expensive it would be to replace everything in your clinic/lab on your own. Any of the unfortunate situations above can be avoided. All you have to do is ask the supplier if the equipment has CSA certification. If not, make sure to ask them exactly what certification it does have. If it is not on the list of stickers stated above, call another supplier! It is not worth risking your time, effort, money, livelihood and health.



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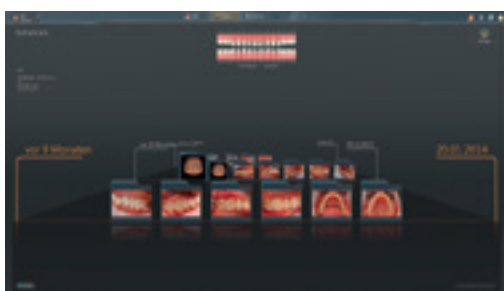
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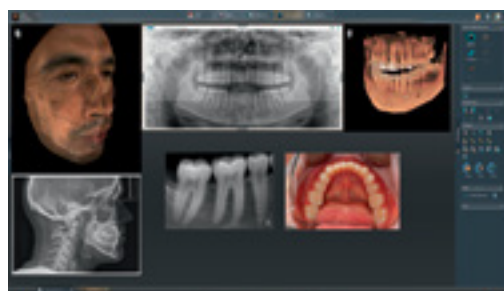
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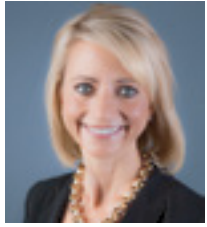
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* For supporting data, visit: imaging.kavokerrgroup.com/instrumentarium_sources

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Master the Metrics that Matter

By Tammy Barker, Henry Schein Practice Solutions



Your Dentrix practice management system gives you access to a wealth of actionable data that can help your practice grow and thrive. But the

first step to turning that information into power is knowing which numbers matter. Here's a look at the top five Key Performance Indicators (KPIs) you should pay attention to.

KPI 1: ACTIVE PATIENTS Your active patient base directly affects your production. Avoid shrinking numbers (and profits) by following up on patients who are overdue for a hygiene visit, ensuring patients are set up for future continuing care appointments and tracking where new patients are coming from. Use the Dentrix Practice Advisor to closely track your active patients. And consider Profitability Coaching to help you use Dentrix to its fullest capacity.

KPI 2: ACTIVE PATIENTS IN CONTINUING CARE When you focus on ensuring that patients are scheduled to return for their hygiene visits, you can maintain and increase your active patient base and ensure continual growth of your practice. Use the Practice

Advisor to keep tabs on continuing care patients. Also, Profitability Coaching can help you put routines in place that keep patients coming back.

KPI 3: PRODUCTION Determining who is doing the work, what the work is and how much revenue your practice can expect from each can highlight the difference between "being busy" and "making money." Use your Daily Huddle to review KPIs and to set goals. Focus on key areas such as where to fit in emergencies, who is due for major X-rays, unscheduled treatment plans and unscheduled continuing care.

KPI 4: ACCOUNTS RECEIVABLE MANAGEMENT With the right reports, you can see which claims have aged over 30 days, the percentage of your practice's daily collections that are received over the counter and the A/R-to-Production ratio. With PowerPay, an electronic service that is part of the customer service plan bundles, you can set up auto-pay schedules with patients. And using Dentrix eClaims means that insurance claims should rarely age over 30 days and most should be paid within two weeks.

KPI 5: SCHEDULE OPTIMIZATION Properly setting up your appointment book can have a significant effect on key

metrics that give you a snapshot of your practice's success—including average hourly production, unfilled/scheduled hours, number of broken appointments and more. Use tools such as "Perfect Day Scheduling," Kiosk and Questionnaires, Dentrix Mobile, Communication Manager, Website Manager and Insurance Manager to streamline the process of optimizing your schedule.

GET STARTED NOW

Most practices utilize a very small percentage of the software. No one wants to be inefficient. But finding time to figure out how to do things more efficiently is often times difficult to do. Whether you are new to Dentrix or you've been using the software for years, invest in coaching to learn how to use KPIs for significant longterm dividends.

For more information, visit Dentrix.com/Coach today.

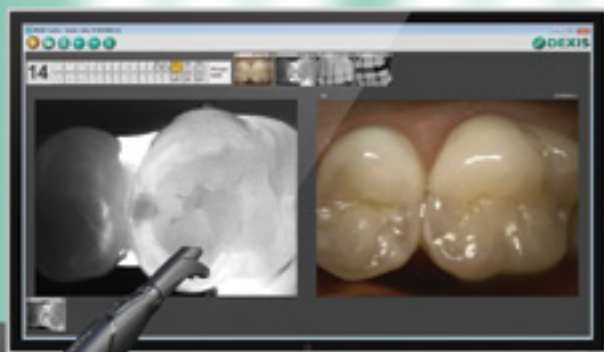
ABOUT THE AUTHOR Tammy Barker is a senior product manager for Henry Schein Practice Solutions. She has an MBA from Brigham Young University and 20 years of experience in dental practice management. Tammy led development of the Dentrix Practice Advisor Report, the Dentrix Program. She is passionate about helping dental practices succeed by maximizing best practices with the tools in Dentrix.

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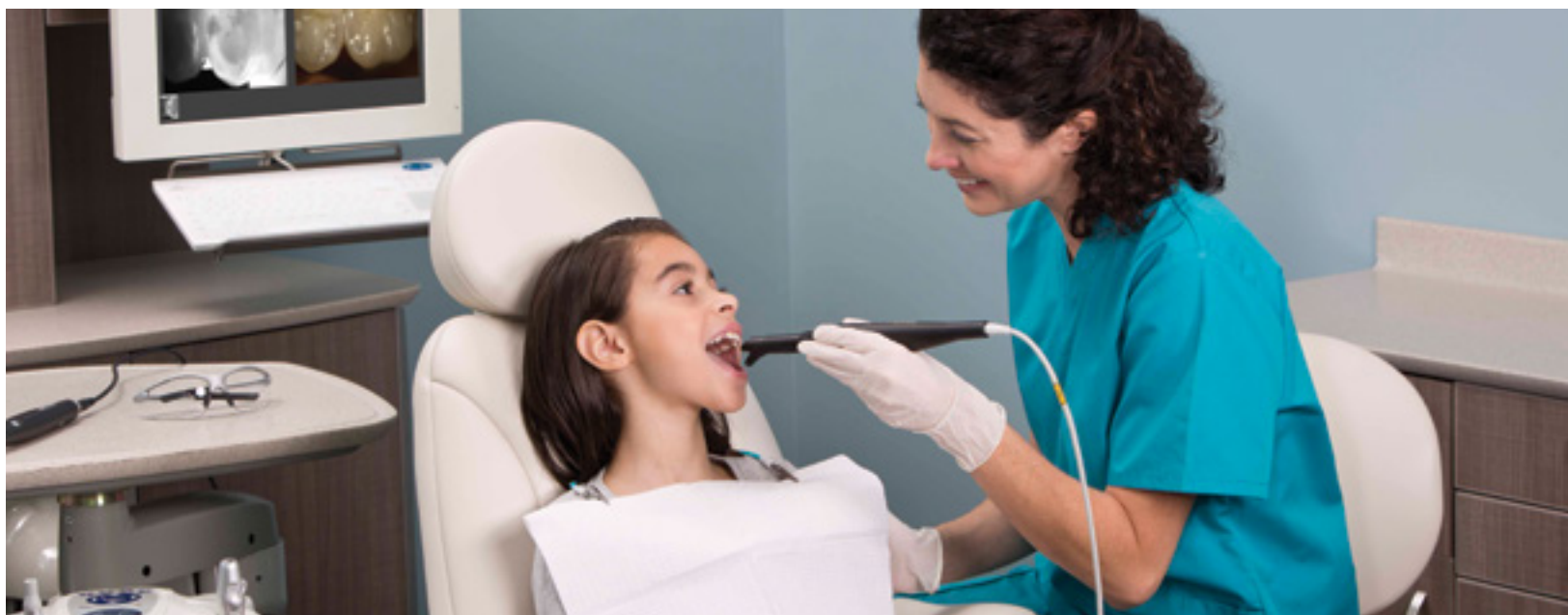
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CariVu — No-Dose Imaging for Patient Needs

By William J. McKibben, DDS



Formulating the most comprehensive diagnosis for patients is a challenging goal. Digital imaging plays a very important part in achieving

that objective. My digital imaging system (DEXIS) emits a lower radiation dose than traditional film X-rays and many other systems, but there are still patients who are reluctant to have any radiation exposure. Images from DEXIS' CariVu™ caries detection device help me diagnose and treat patients according to their individual needs and to support the identification of occlusal, interproximal and recurrent carious lesions and cracks — all without ionizing radiation.

Patients who can benefit from no-dose imaging span different ages and medical factors.

Pregnancy: Even with appropriate shielding, many patients are concerned about radiation exposure during those special nine months. If I suspect caries, having a no-radiation* option is ideal. Once I explain about the safe, near-infrared light used in CariVu transillumination technology, patients become more comfortable.

Other medical-related issues that preclude radiographic imaging: People who have previously had radiation therapy or oral cancer often need or want to forego X-rays. I recently treated a patient who had extensive jaw surgery to resect her mandible, and she had limited opening of her mouth.

It was helpful to have the CariVu available to see the extent of decay and formulate a plan of care.

Seniors: When I suspect a crack in older patients' teeth, CariVu gives me a quick and efficient way to actually see the crack, determine if caries is present, and decide on appropriate treatment. The CariVu can diagnose fractures that aren't readily visible with standard X-rays.

Children: Some parents are resistant to X-raying their children even at the lowest radiation dose. Others don't see the value in treating baby teeth that will eventually fall out! CariVu is easy to use and fast so the clinician can capture an image even on an uncooperative child. The clear, radiograph-type images engage and fascinate both the parent and the patient.

CariVu images have also given me an extra level of documentation. Including a CariVu image along with my usual imaging documentation for insurance claims can help the insurance carrier make the most informed decisions when deciding on benefits.

If I detect a suspicious area on a radiograph, I can call in my CariVu for a "second opinion." It has been shown to have an interproximal dentin caries detection rate of 99%.** Patients who want to avoid radiation can still continue on a path to oral health. All of my patients appreciate that I have various technologies to serve them best — the lowest dose of radiation from my X-rays and CariVu with no radiation.

*CariVu uses no ionizing radiation.

**Proximal dentin lesions represented in CariVu™ images correlate to the actual condition in the tooth with 99% accuracy. Study data on file.

Kühnisch J. Benefits of the DIAGNOcam Procedure for the Detection and Diagnosis of Caries [study project]. Munich: Ludwig Maximilian University of Munich; 2013.

ABOUT THE AUTHOR William J. McKibben, DDS, graduated from Georgetown University in Washington, D.C. in 1978. He is a member of the American Dental Association, California Dental Association, American Academy of Cosmetic Dentistry, Pacific Academy of Interdisciplinary Dentistry, and the Harbor Dental Society. He is on the faculty of Esthetic Professionals of Tarzana, California and has completed an Advanced Occlusion Residency, Advanced Fixed Prosthodontics Residency, and Comprehensive Esthetic Residency. He is currently in private practice in Long Beach, California.



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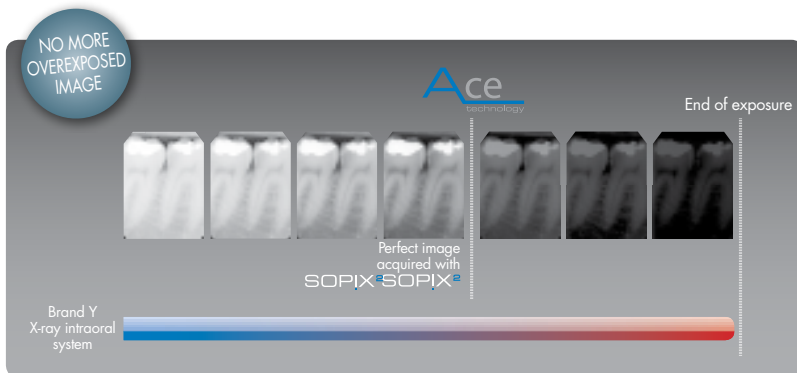
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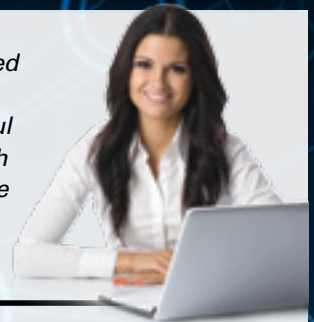
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