By Robin Goodman, Dental Tribune

Dental Tribune sat down with Shofu Dental President Brian Melonakos, Director of Marketing Lynne Calliott and Product Manager Mark Schwer to talk about the BEAUTIFIL Flow Plus, a new injectable hybrid restorative that combines hybrid-like strength and functionality, unique handling and stackability and a flowable delivery.

When did BEAUTIFIL Flow Plus launch and what has the response been to the product since then?

Lynne Calliott: We launched the product in November at the Greater New York Dental Meeting, and since that time, we’ve had an outstanding result and demand for the product. The practitioners are so impressed with the product’s handling, we’ve had them calling our customer service line to give their enthusiastic and positive feedback.

Brian Melonakos: In addition to the positive responses we’ve had about handling, we’re also hearing that clinicians are branching out significantly in terms of the indications the product is being used for, into Class I and Class II as well as the more traditional indications.

Mark Schwer: This is a material that you really have to see to appreciate. By coming by the booth to look at the extruded material and playing with it, a dentist can more fully understand the handling benefits that are difficult to put into print. In terms of handling, dentists deal with patients who move around all day, so they need a flowable, hybrid material that doesn’t move when they’re working with it. The fact the BEAUTIFIL Flow Plus stays put is a huge benefit.

You’re still offering a standard and a pedo trial kit for $99 each. How many patients can be treated with these kits?

Melonakos: One dentist put it in terms of revenue, and he calculated that with the $99 kit, one is able to bill $6,000 of restorative work. In addition, reorders have been extremely high, and all our dealers are participating to the maximum level for stocking, so we not only really appreciate their support, we see this as positive indicator of a successfully received product.

What types of support opportunities are you offering in conjunction with this product?

Calliott: We have a lot actually, such as an animation on our website as well as testimonials. We’re also supporting this with a lot of continuing education programs. For example, just on Tuesday, Shofu offered a free webinar at www.dtstudyclub.com by Dr. John Comisi. He discussed “Caries Management Using S-PRG Technology.”

You can still receive 30-day access to the archive and view the webinar at your convenience.

Here at the Aacd

Visit Shofu at booth No. 1906 for a product demo, or for more information, call (800) 827-4638 or visit www.shofu.com.

Exhibitors

NYC — Thursday, May 19, 2011
ChaseHealthAdvance focuses on practitioners and patients

Company’s financing service designed to be fast and easy for clinicians who implement it and patients who apply for it

By ChaseHealthAdvance

- ChaseHealthAdvance provides third-party patient financing for medical treatments in the dental, vision, cosmetic, audiology and veterinary fields. The company helps patients overcome the financial barriers associated with procedures not typically covered by insurance by providing flexible options for those looking to finance these types of treatments.

- Everything the company does is driven by two core values: creating innovative products and advocating for the patient and the practice. Both of these values can be seen in the company’s “No Surprise” financing principle, which is highlighted by simple, easy-to-understand product terms and disclosures. The goal is to make sure that nothing catches a patient or the practice by surprise during the financing process.

Committed to practitioners

ChaseHealthAdvance has been designed to be easy for practitioners to implement. Enrolling is easy and quick. There are no enrollment fees, monthly minimums or required equipment to buy or lease.

Every practice gets a knowledgeable practice consultant who trains clinicians and their staff on the processes and continues to work with them throughout the relationship to identify opportunities where they can use the offered services to meet their business goals.

ChaseHealthAdvance is a great option for practices that haven’t offered third-party financing in the past as well as for those that currently provide financing in-house. While some dentists may believe paying a service fee for financing is an unnecessary expense, they fail to consider that not offering third-party financing may actually be costing them money.

ChaseHealthAdvance providers pay a small service fee and offer no-interest financing and extended payment plans to their patients. But even with the fees, financing can greatly reduce a practice's costs and help increase profitability. With in-house financing, for instance, dentists spend a significant portion of their budget on financing administration and implementation costs. Plus, unless a patient has paid in full, patients are responsible to ChaseHealthAdvance for repayment and not the practice, patients will be less likely to skip or delay follow-up treatments because of an inability to pay.

Committed to patients

ChaseHealthAdvance has done everything possible to make it fast and easy for patients to apply for healthcare financing. Whether patients are applying on their own or through their clinician’s office, the streamlined process speeds up the approval process. With the clear and simple language, patients will never be surprised by their payment.

An application can be completed right in the clinician's office or by the patient at home, on the phone or online. The approval process is automated, so in most cases, patients know their approval status, financed amount and repayment options within just a couple minutes.

ChaseHealthAdvance has also developed a Present and Apply tool for the iPad, which allows practitioners to walk patients through the process in a visual format that communicates affordability and helps remove the cost barrier for the patient. The tool presents the options in a simple, easy-to-understand format and lets the patient apply for financing right from the iPad.

The ChaseHealthAdvance difference

Chase has leveraged years of credit data in the health-care space, coupled with its deep credit underwriting expertise, to deploy custom scorecards to determine credit eligibility. A down payment is not required, so up to 100 percent of the cost of the treatment can be financed, and each credit line is structured to meet a patient’s needs. Once approved, patients can choose from a broad range of financing options, including a no-interest repayment plan of 12, 18 or 24 months, which is set up so patients can be sure the last payment will be the same as the first.

ChaseHealthAdvance credit lines can be reused by the patient or anyone in the family. The funds can be used for any procedure performed by any ChaseHealthAdvance provider nationwide.

ChaseHealthAdvance is continuously striving to improve the relationships and products it offers to practitioners and patients. Visit the company at booth No. 1512 to learn more and to see a demonstration of the Present and Apply tool for iPad.
Space is limited. Register today!

inspires

AACD

Indianapolis, IN
October 28-29, 2011
president of the AACD. “The focus is on how the best restorative dentists, specialists and ceramists collaborate to create great results in challenging situations.”

The meeting offers a comprehensive continuing education program for cosmetic dental professionals. In the lecture halls, renowned dental educators are presenting key concepts in clinical cosmetic dentistry.

On Wednesday, opening day of the meeting, hands-on workshops included “Transitional Bonding: A Realistic Experience Treating a Common but Challenging Case Type,” presented by Dr. Corky Willhite, and “The Centrals and Canines: The Pillar and Post of the Smile,” presented by Dr. Dennis Hartleib and Dr. K. William (Buddy) Mopper. Dr. Robert Lowe presented “Using Dental Lasers in Cosmetic Practice: Combined Surgical and Restorative Therapy,” one of many lectures. A wide variety of other educational opportunities were also offered.

In the exhibit hall, dozens of companies are displaying their wares — and many are offering at-show specials, giveaways or chances to enter drawings to win prizes. If you enroll for third-party patient financing at ChaseHealthAdvance (booth No. 1512), you will receive a free educational resource kit filled with valuable information from industry leaders. If you stop by the MAC by MicroDental Laboratories booth (No. 1706), you can pick up a complimentary “beverage vessel.” Visit TopDentists.com (booth No. 2309) to enter a drawing to win a free iPad.

a drawing to win a free iPad.

While you are on the exhibit hall floor, you also might want to visit the Operatory of the Future, where a dual-chair operatory is outfitted with the latest in state-of-the-art digital impressioning, 3-D imaging and computer-augmented equipment — all in a real-world office setting.

Of course, these are just some of the many opportunities available this week here in Boston. The meeting continues through Saturday, so be sure to check out all the things you might not have explored yet.

We hope you are wearing comfortable shoes!
The Nikon D7000 fits into the Nikon lineup between the D90 and the D300s in regard to price and size but beats both of them when it comes to features. The D7000 takes the resolution up to 16.2 megapixels (compared to the 12.3 mp resolution of the other two cameras) and adds full 1080p HD video capture (the D90 and D300s have 720p HD video).

Nikon has also introduced user modes (U1 and U2) on the D7000. For clinical use, one can use the user modes to pre-program the camera and simplify switching between portrait and close-up views.

In cases where someone changes settings on the camera, to get back to the proper settings, you simply turn the dial to another mode and then back to the user mode. This restores all of the pre-programmed settings.

The D7000 has two SD memory card slots, and you can program the camera to use the slots in backup mode (each image is written to both cards), overflow mode (when the first card is full, the camera switches to the second card) or RAW slot 1–JPG slot 2 mode (RAW files are written to the first card and JPGs to the second card).

The camera system features Nikon’s 85 mm macro lens and a Metz wire-less macro flash.

For more information or to check out the D7000, stop by the PhotoMed booth, No. 1505.

Pentron Clinical, a leader in post and core technology, is proud to introduce new Build-It® Light Cure Core Material. Build-It Light Cure Core Material is specifically designed for clinicians who favor the on-command cure afforded by light-cure-only core materials. The light-cure-only formulation produces outstanding physical properties and is compatible with fourth- through seventh-generation bonding agents, ensuring compatibility with your preferred bonding agent.

The Build-It Light Cure addition to Pentron Clinical’s award-winning line of Build-It Core Materials cures to a depth of 10 mm with only 20 seconds of curing time per surface, without the need for time-consuming layering.

Once cured, Build-It Light Cure performs just like the original Build-It FR®, meaning it sets to a rock-hard consistency that cuts like dentin. Non-sticky, sculptable handling that enables quick and easy adaptation to tooth structure and the post are made possible by way of a proprietary new BisGMA-free resin.

To satisfy individual dispensing preferences Build-It Light Cure Core Material is available in both syringe and single-dose delivery option.

Build-It Light Cure Core Material is one of the latest innovations from Pentron Clinical. Its portfolio of innovative and award-winning dental products includes Fusio® Liquid Dentin, Bond-1® SF Solvent Free SE Adhesive, Mojo® Light Cure Veneer Cement and FibreKleer® Posts.

For more information, call (800) 551-0283, visit www.pentron.com or stop by the Pentron booth, No. 2120.