Plenty to smile about!

By Fred Michmershuizen, Dental Tribune

- It might be raining outside this week in Boston, but professionals who specialize in cosmetic dentistry have plenty to smile about indoors. That’s because there is a world of opportunity at “The Rise of Collaboration” — the 27th Annual AACD Scientific Session, being held at the Hynes Convention Center.

  “This meeting offers endless opportunities for you to learn, grow and be inspired,” said Dr. Hugh Flax.

By Fred Michmershuizen, Dental Tribune

- Attendees get hands on experience during Dr. Corky Willihite’s ‘Transitional Bonding: A Realistic Experience: Treating a Common but Challenging Case Type’ on Wednesday morning, one of many workshops offered here at the AACD meeting. (Photos/Fred Michmershuizen, Dental Tribune)

Alaskan, Hawaiian vacations top silent auction items

- Vacations in Alaska and Hawaii, a four-pack of tickets to Friday evening’s Red Sox game and a Coach purse with accessories are this year’s hot items in two silent auctions and a fund-raiser to benefit the AACD Charitable Foundation’s Give Back A Smile program.

  The Gala Silent Auction, an AACD Scientific Session first, will feature two vacations and a Konstantino necklace as prizes.

  One of the vacations, an Alaskan getaway, will give the winner and a guest a five-night stay at a cabin on the Kenai River. Included is a glacier cruise and fishing charter. The trip is valued at $4,000 and includes a $1,000 voucher toward airfare.

  The winner of the Hawaiian trip will stay for one week at a home in Kailua Beach on the island of Oahu. The home features a heated pool, a private tropical back yard, four bedrooms and three bathrooms. The getaway is valued at $8,500, with a $1,000 voucher toward airfare.

  Bidders can also win a $3,855 Konstantino necklace. The necklace is sterling silver and 18-karat gold, with...
Check out 26 new products

The AACD Annual Scientific Session is not just the place for the best in continuing dental education; it’s also a place where the latest and greatest products are unveiled to a discriminating audience of dental professionals.

During this year’s session, 26 exhibitors will bring their newest innovations to market in the AACD Product Premiere showcase.

This year’s session, themed “The Rise of Collaboration,” is a great backdrop to launch new and innovative dental products to dental professionals in the exhibit hall, according to the AACD.

“AACD exhibitors have always been on the leading edge of innovation and advancements in cosmetic dental materials and solutions,” said Jeff Roach, AACD director of sponsor relations, “and Product Premiere will give them some time in the spotlight.”

A partnership between the AACD and DentalCompare, AACD Product Premiere will feature items ranging from bleaching formulas to specialized handpieces. Product Premiere participants include:

- Axis
- Bioco
- Ceatus
- Comedent
- Danville
- Demandforce
- Den-Mat
- Dentsply Caulk
- Discus
- Evolve
- GC America
- Henry Schein
- Heraeus Kulzer
- HuFriedy
- Isolite
- Ivoclar
- Nobel Biocare
- Nu-Life Labs
- Orascoptic
- Pulpdent
- SDI
- Septodont
- Shofu
- Ultradent
- Vident

Other happenings in this year’s exhibit hall include the Speaker’s Corner and the Operatory of the Future.

Attendees looking for dental advice can receive the answers to their questions by checking out this year’s Speaker’s Corner, which will take place in the exhibit hall through Friday.

This year’s corner features eight dental professionals: Sandy Roth, Dr. Ryan Swain, Dr. Bradley Dykstra, Rhonda Mullins, Tina Calloway, Dr. Larry Rosenthal, Dr. Tomoyuki Tsukuki, and Jason Kim.

The Speaker’s Corner is an opportunity for attendees to receive advice on dental issues and to network with others. Attendees can also purchase educational references from the speakers.

The Operatory of the Future will give attendees the opportunity to gaze into dentistry’s crystal ball. The dual-chair operatory will feature the latest in state-of-the-art digital imaging, 3-D imaging and computer-augmented equipment.

Speaker’s Corner schedule

Today

1–2 p.m.: Tina Calloway
1–4 p.m.: Dr. Larry Rosenthal
1–4 p.m. and 5–6:30 p.m.: Dr. Tomoyuki Tsukuki
2–6:30 p.m.: Jason Kim

Friday

Noon–1 p.m.: Rhonda Mullins
1–2 p.m.: Tina Calloway
1–4 p.m.: Dr. Bradley Dykstra, Dr. Larry Rosenthal
1–4 p.m. and 5–6:30 p.m.: Dr. Tomoyuki Tsukuki
2–6:30 p.m.: Jason Kim
NEW!

BEAUTIFIL Flow Plus

- Indicated in classes I, II, III, IV & V
- Physical properties rival hybrids
- Stackable & sculptable; stays put
- Self-polishing “leveling-effect”
- High radiopacity, beyond enamel

Introductory Trial Offer $99.95 a $160.00 Value!

Booth #1906

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Visit www.shofu.com or call 800.827.4638

Savings
Buy 4 Abrasives, Get 1 of the same FREE

Buy 4 BEAUTIFIL II Syringes or 2 Tip Refills, Get 18 Robot® Diamonds FREE

Savings

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A Nano-Hybrid Composite with Fluoride Release & Recharge
Shofu Dental Corporation • San Marcos, CA
Scenes from Wednesday

Susan Marcus of CAO Group (booth No. 1519) is all smiles, thanks to an effective teeth whitening product.

An attendee takes part in ‘The Centrals and Canines: The Pillar and Post of the Smile,’ a hands-on workshop offered Wednesday morning by Dr. Dennis Hartleib and Dr. K. William (Buddy) Mopper.

Judy Sullivan, left, and Claire Yi Pellegrino of Hu-Friedy (booth No. 2307).

Brothers Alan Overhoff, left, and Mark Overhoff of Rose Micro Solutions (booth No. 1921), a family-owned company named after their mother.

Cindy Angel, from left, Robert Ash and Bridget Matthes of Snap Imaging Systems (booth No. 2515).

Heather Whalen holds a ‘beverage vessel,’ a giveaway available at the MAC by MicroDental Laboratories booth (No. 1706).

The art of Ronadró (booth No. 2020).

Memorabilia from the Rolling Stones, the Rat Pack and other entertainment and sports legends are on display in the silent auction, found in the exhibit hall.

Randy Drumm, left, and Kevin Walburg of Garrison Dental Solutions (booth No. 1812).

Photos by Fred Michmershulzen, Dental Tribune
Are you on Twitter? You can read the latest tweets on the Twitter wall, found just outside the exhibit hall.

Diana Friedman of Sesame Communications (booth No. 2114).

The Aacd sure knows how to feed attendees well.

Kym Nguyen, left, and Juliana Sterling of TopDentists.com (booth No. 2309).

Paul Shannon, from left, Jeff Wood and Michael Leaversuch of Kerr Corp. (booth No. 2106).

Sean Chappell, left, and Mike McKenna of PhotoMed (booth No. 1505).

Dr. Robert Lowe presents ‘Using Dental Lasers in Cosmetic Practice: Combined Surgical and Restorative Therapy’ on Wednesday morning.

Megan McFall, left, and Kathy Allen of Axis Dental (booth No. 1716).
Nina Emond, from left, and Monica Lecchi of Ergonomic Products (booth No. 1727) and Jason DeCosta of RGP (booth No. 1729).

Todd Weight of White Towel Services (booth No. 2122).

Jeremy Grandzik holds Build It FR, one of many products available at Pentron Clinical (booth No. 2120).

Above: Tanya Kovar, left, and Alain Methot of Dental GPS (booth No. 2124).

Left: Welcome to the AACD meeting! The theme this year is 'The Rise of Collaboration.'

Travis Manklow, left, and Chiara Cuscianna of Dental Marketers (booth No. 2113).

Don’t forget to come back to Boston for the 2012 Yankee Dental Congress. Sherri Rodman can give you details at booth No. 1721.

April Campbell, left, and Morgan Essert of Triodent Dental Corp. (booth No. 2209).

Jamie Sampson, left, and Benjamin Snow of Yodle (booth No. 2210).

Above: Jamie Sampson, from left, Gregg Karlins and Ryan Noel of Ultradent Products (booth No. 1806).
This year, the American Academy of Cosmetic Dentistry welcomes 28 dental professionals to accreditation status and one individual to accredited fellow status. This is the largest group to be awarded these credentials in history, and their accomplishments are being honored in the Smile Showcase.

This year’s newly accredited fellow is Nancy Norling, who practices in Stillwater, Minn. Newly accredited AACD members include:
- R. Steven Balback, DDS
- Angela Britt, DMD
- Randall S. Burba, DMD
- Stephen D. Doan, DMD
- Juan M. Escobar, CDT
- Henry F. Evans, DMD
- Craig P. Goldin, DDS
- Prashant A. Hatkar, BDS, MDS
- Ross S. Headley, DDS
- James C. Hodge, Jr., DDS
- Gary R. Hubbard, DDS
- Donald M. Jayne, DDS
- Michael J. Koczarski, DDS
- Ryan Langer
- Gerard J. Lemongello, Jr., DMD
- Dianna Lenick, DDS
- Elizabeth L. Lowery, DDS
- Adano E. Notarantonio, DDS
- Jason S. Oliotisky, DMD
- Nicholas J. Pournaras, DMD
- Denise L. Quitter
- James D. Salazar, DDS
- Naoki Ned Shimizu, DDS
- Robert E. Stafford, DDS
- Shoji Suruga, CDT
- Nathalie Vachon, DMD
- Mark B. Whaley, DDS
- Barbara Warner Wojdan, CDT

The accreditation process, which was developed by the AACD and is the world’s most recognized advanced credentialing program, encourages further education, interaction with like-minded colleagues and the opportunity for professional growth. Accreditation requires dedication to continuing education and responsible patient care.

“We are honored to welcome these professionals to the ranks of AACD accredited members,” said Dr. Nils Olson, chairperson for AACD accreditation. “Accredited dentists and laboratory technicians are the most passionate and committed dental professionals. Those who have achieved accreditation have improved their skills, acquired new techniques and can provide their patients with better care and services. They understand that a smile is more than just an anatomical part; it’s an expression of who their patients are.”

These dental professionals will receive their recognition and award at a special ceremony Saturday evening. Attendees can also see their work displayed in the Showcase of Excellence, located in Boylston Hallway.

The work of recently accredited AACD members is on display in a special gallery on the third floor.

(Photo/Fred Michmershuisen, Dental Tribune)
eLearning, buying power -- new Aacd member benefits

- Aacd members can access dental education at their convenience online and purchase discounted dental supplies through two new Aacd member benefits.
- All members of the Aacd now have full access to Dentalxp.com, an online dental education provider, included in their member benefits. This premium membership to Dentalxp is valued at $350.
- Dentalxp has 62,000 members worldwide, with more than 1,000 videos of global opinion leaders from more than 150 countries. Aacd members can access videos, articles, presentations, forum discussions, treatment planning, live webinars and continuing education courses.
- “Aacd is partnering with Dentalxp.com to fulfill its mission of offering its members superior educational opportunities,” said Ed Simeone, Aacd CEO.
- The Aacd comprises the most progressive minds in cosmetic dentistry, so we want to make sure they have access to the most innovative educational resources,” Simeone said. “Our priority is to help our members receive the education they need so they can help their No. 1 priority: the patient.”
- “The partnership between Dentalxp.com and Aacd bring together two groups dedicated to education and science at the highest level of dentistry,” said Eddie Salama of Dentalxp. “Dentalxp.com is proud and excited to have the Aacd as a member of our community because of its history and the passion and commitment to dentistry that its members represent.”
- In addition, Aacd members now receive access to HDiG Dental, Aacd’s original online learning provider, also included in their membership benefits. Members receive a free eLearning course per year from HDiG Dental — a $130 value — and also receive 30 percent off HDiG subscription products.
- Aacd members — and other dental professional interested in this new benefit — can discover more at www.aacd.com/learn.
- In addition, members can purchase supplies through Aacd Buying Power, a free service offered through Dental Health Products Inc. (DHPI). Through Aacd Buying Power, members can purchase dental supplies at discounts of up to 20 percent compared to other leading dental suppliers.
- “That’s huge,” said Jeff Mann, senior sales manager at DHPI. “That means that a typical one-dentist practice can save as much as $4,500 per year using Aacd Buying power.”
- “Dental Health Products and the Aacd have worked to enhance your dental purchasing benefit,” said Pat DeGrand, the Aacd customer service rep at DHPI. “We’re offering Aacd members an across-the-board 15 percent discount, with a 20 percent discount on our Health-Tec products.”
- DHPI prides itself on customer service, another benefit to Aacd members.
- “When you call,” said DeGrand, “you’ll be talking with real human beings in New Franken, Wisconsin, who know their stuff and can help guide you to the best deals.”
- Aacd Buying Power also offers equipment sales and service, options inventory management software and practice management solutions from Dentimax.
- “Be sure to watch for weekly specials,” DeGrand said, “and save even more.”
- Aacd Buying Power can be accessed at www.aacdbuy.net. Weekly specials are posted to the website, and members who share their contact information online can receive e-mail notifications about special offers and promotions.

Learn about CAD/CAM from the pros

- Dental professionals who want to expand their knowledge of CAD/CAM are in the right place this week. A number of hands-on workshops are being offered.
- For dentists and lab technicians, Lee Culp of Dental Technologies Inc. (DTI), one of the largest networks of dental laboratories in North America, and Dr. Lyndon Cooper, the Stallings Distinguished Professor of Dentistry at the Department of Prosthodontics at the University of North Carolina at Chapel Hill, will present “Digital Smile Design,” from 2 to 5 p.m. in Room 210. Participants will learn the six digital steps for smile design, how to use design software and how to digitally copy provisional restorations.
- For dental assistants, Shannon Pace Brinker, a DA II and a 1994 gradu-
- at of the Dental Assisting Program at Bowman Gray School of Medicine, will present “The Assistant’s Role in the Art of CAD/CAM” on Friday from 9:30 a.m. to 12:30 p.m. and again from 2 to 5 p.m. in Room 101. Participants will learn how to easily attain desired esthetic results, the step-by-step procedures for matching existing and neighboring dentition, and how to add and subtract the amount of interproximal contact.
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, reorder rates 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.”

Here at the AADC

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

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

Right: Mark Schwer, Lynne Calliott and Brian Melonakos stand near a box of BEAUTIFIL Flow Plus. (Photo/Robin Goodman, Dental Tribune)
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, dentists must often “float” the costs of treatment until payment can be made—an average of 72 days.

With ChaseHealthAdvance financing, the company directly deposits the treatment fee into the practice’s account in as little as 24 hours after the transaction. And, because 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, financeable 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.

Here at the AADC
ChaseHealthAdvance credit lines 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 practices 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.

‘Everything the company does is driven by two core values: creating innovative products and advocating for the patient and the practice.’

By ChaseHealthAdvance
Space is limited. Register today!

inspires

American Academy of Cosmetic Dentistry
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.

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!
**BUILD-IT LIGHT CURE CORE MATERIAL**

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.

**NIKON D7000 CLINICAL CAMERA PACKAGE**

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 wireless macro flash.

For more information or to check out the D7000, stop by the PhotoMed booth, No. 1505.
Soft-tissue lasers: an engineering perspective on choosing wisely

By Howard Feinberg, Laser Dental Innovations Engineering and Marketing Director

Putting on my design engineer and marketing hat, I thought this was a good time to take a look at what’s been offered with the new soft-tissue dentistry lasers and decided to be innovative and design something really low cost and cutting edge that addresses any outstanding issues (Fig. 1).

There are many choices right now, all pretty much the same, except for price, which as of late has become a deciding factor. Below the $2,500 price point, the door is open to purchase two or three lasers for the price of one, which is great news for dentists and hygienists.

Addressing the most important requirements in order, let’s start with power. Due to the physical nature of diode degradation over time, and the need to have some overhead, I believe that anything below 3 watts will not give you enough margin in the long term. It’s been easy so far to price 2 watt or even 2.5 watt lasers at lower price points.

If you do the math, you will see that from a power perspective, and considering the current pricing structure, for low-cost lasers with less than 3 watts, you should add at least $500 to the base price for every one half watt difference so it is equal to a 3-watt system.

In my opinion, having a 3-watt system is very important. This is where warranty really matters; anything less than three years is not adequate insurance. The diode array is the most expensive part of the laser and the component that will always fail first, especially when driven harder. An extended warranty option is best.

Another important question is what’s most effective, 810 nm or 980 nm? Diode wavelength will be debated forever depending on whom you’re talking to. What is not debatable is the cost road map for higher power.

With 810 nm, the cost really goes up quickly, just compare the price of higher watt 810 nm lasers and you will easily see what I mean. This is not the case with 980 nm, which can be scaled up past 10 watts at a very reasonable cost ratio. Laser Dental, however, does offer its new laser in 810 nm or 980 nm.

One might ask, why not just buy a higher watt laser? This is a good question because that extra power costs a lot more. The risk of tissue damage from incorrect settings or thermal run always increase greatly, especially when metal cannulas or tips are used.

Engineered copolymer tips designed just for laser dentistry are the best choice. Laser Glow Tips bend your fibers 90 degrees and minimize tip failures (Fig. 2).

The other area I find of interest is cost. What I call “bells and whistles.” These are plastic tips with a piece of fiber at a fixed length and angle that attaches to a handpiece. These seem convenient but have some big drawbacks, including power loss, price and the number of tips required to do a procedure.

These single-use tips cost $5 to $10 each, and if you need to make a length or angle change during the procedure, another tip is required. Therefore, the potential exists that you need two or three tips per procedure or, in real dollar terms, up to $15 per procedure.

Consider this against the cost of the old style flexible fiber system. The costs are $1 per procedure, and you get length and angle adjustment on the fly using laser glow tips.

Another major drawback to these pre-bent tip systems is that most handpieces and connecting cables cannot be autoclaved, only wiped down. Herein exists a potential contamination problem.

I decided to innovate and designed Laser Dental’s newest handpiece cable assembly so that it attaches to most lasers, costs only $3.75 per procedure and can be autoclaved. It has the capability of length and angle adjustment on the fly in a very compact package. That’s right, $3.75 per procedure, not $5 to $15 like everyone else (Fig. 3).

Our laser also use standard fiber connectors, not special ones that are becoming obsolete. This translates into even more choices and does not lock your laser consumables into one manufacturer.

Last, but not least, is size. It does matter, but in this case smaller is better. Tiny footprints look better, weigh less and take up less space in each room.

Well, that’s my take on all of this, and in the end, I have always found simpler is better. Thus, we designed our new laser so that it is very low priced, with 3 full watts at either 810 nm or 980 nm and has a minimum of bells and whistles plus lots of flexibility.

When you combine this laser with the new multi-use tip package now available, you really have chosen not to paint your practice into a corner. Now you have a real choice when purchasing a reliable, U.S. manufactured, low-cost soft-tissue laser. In other words, take a look at the Prometry™ Mini Laser and you will look no further (Fig. 1).

Contact
Howard Feinberg
Engineering and Marketing Director
Laser Dental Innovations
Phone: (877) 753-5054
Connect

2011 ODA Annual Session
Sept. 15-18, 2011
Greater Columbus Convention Center

Connect → Opportunities
The 2011 Ohio Dental Association Annual Session offers many opportunities for the entire dental team, including a specialized dental hygiene track, an expansive exhibit hall, many hands-on continuing education courses, unique special events and more!

Connect → Speakers
Dr. John Cranham  Dr. Lou Graham  Lois Banta
Dr. Robert Lowe  Karen Davis, RDH  The Disney Institute
Dr. Howard Glazer  Kristy Menage Bernie, RDH  And more!
Dr. Ellen Byrne  Anne Guignon, RDH
Dr. Michael Miyasaki  Dr. Udell Webb

Look for more information at www.oda.org!
“There were no surprises, so I can keep on smiling.”

Your patients won’t be left guessing with clear and simple monthly payment plans from ChaseHealthAdvance.

Patients choose a monthly plan and their payments remain the same from the first payment to the last. No surprises.

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Visit us at booth #1512 to learn more

Give your patients a trusted payment option to start their care:
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