DEXIS and i-CAT are exhibiting new products here at the Chicago Midwinter in booth No. 1200. When it comes to the ‘Art of Imaging,’ these companies strive to achieve the gold standard in their respective fields of digital intra-oral and 3-D cone beam technologies. The companies believe the new products they offer, DEXIS® Imaging Suite, DEXIS go® and i-CAT® FLX, will be innovative additions to the legacies they have established during a combined 45 years. DEXIS and i-CAT invite you to visit and witness these products for yourself.

**DEXIS Imaging Suite**
In a long history of bringing imaging solutions to general dentists and specialists alike, DEXIS introduces DEXIS Imaging Suite. This new release brings a progressive software architecture that combines the image-management capabilities of the award-winning DEXIS 9 with new enhancements and features.

Among the new features are expanded video capabilities, integration with select 3-D products and a cosmetic module that permits the clinician to plan, simulate and present full cosmetic procedures and tooth-whitening treatments in just minutes with realistic results.

**Introducing DEXIS go**
DEXIS go is a new way for dental professionals to communicate with patients using an iPad. This companion app to the DEXIS Imaging Suite 10.0.5 software was designed to provide a visual patient experience around image presentation in support of clinical findings and treatment recommendations.

The new graphical environment, which presents on the iPad’s retina display, models its parent program, allowing DEXIS go to function as an imaging hub, displaying all radiographic and photographic images within a patient’s record via the practice’s WiFi network. DEXIS users will find a familiarity with its simplicity and quad environment yet also find it’s been infused with a modern flair and elegance, according to DEXIS. This familiarity of functionalities extends to support of both landscape and portrait orientations; multi-touch gestures; and swipe, pinch-to-zoom and pan-through images and also applies to the ClearVu™ enhancement tool.

In addition, images displayed on iPad can be mirrored on the practice’s widescreen TV using AirPlay®. This technology is free to registered DEXIS Imaging Suite users and is now available in the iTunes store.

**The debut of i-CAT FLX**
Imaging Sciences welcomes a new addition to the award-winning i-CAT family of cone-beam 3-D imaging: the i-CAT FLX. This new system optimizes clinical control over scan size, resolution, modality and dose to help deliver the best in patient care.

This control affords dentists the opportunity to work with high-quality volumetric images that provide 3-D views without compromising patient safety. QuickScan+ allows for a full-dentition 3-D scan at a lower dose than a panoramic image*. The new Visual iQuity™ image technology provides i-CAT’s clearest 3-D and 2-D images to date, according to the company. Furthermore, i-CAT FLX includes i-PAN™ to capture traditional 2-D panoramic images when appropriate.

Utilizing the system’s features and flexible, fast workflow, the i-CAT FLX not only assists clinicians in quickly diagnosing complex problems with less radiation*; it can help them develop treatment plans more easily and accurately, according to the company. The all-new SmartScan STUDIO™’s touchscreen interface and integrated acquisition offers step-by-step guidance that allows the user to select the appropriate scan size and resolution for each patient’s particular need.

Powerful Tx STUDIO™ comprehensive treatment-planning software provides integrated treatment tools for implant planning, surgical guides and other applications. Use these flexible 3-D planning and treatment tools for implants and restorations, oral and maxillofacial surgery, orthodontics, and TMD and airway disorders.

*data on file
Henry Schein Dental and the DentalEZ® Group are pleased to offer you a

FREE Oral Cancer Screening Experience

Identafi
A StarDental® Product

Come to the Henry Schein Total Health Booth #2321 for this simple, three-minute noninvasive test using the Identafi® Oral Cancer Screening System to screen for oral cancer and other suspect lesions.

Complimentary screenings dates and times:
February 21, 2013: 10:00am – 4:00pm
February 22, 2013: 10:00am – 4:00pm
February 23, 2013: 10:00am – 4:00pm

Booth #2321

Special Offers!
Ask about our Chicago Midwinter Dental Meeting specials on the Identafi Oral Cancer Screening System including:

- $600 discount (regular price: $2,949.99)
- FREE Mouth Atlas ($75 value)
- FREE Total Health Kit ($89.99 value)
- 3 or 6 month NO INTEREST EZ Pay Program
- 10,000 Privileges Points (available only to Privileges customers)

Patient Marketing

Oral Cancer Awareness Month is in April, so why not offer this valuable service to your patients? DentalEZ can provide you with a FREE Marketing Kit to help you promote your commitment to their total health. Help fight the devastating effects of this terrible disease.
Wound dressing for everyday patient care

By SockIt! Staff

Although new technology and materials allow dentists to provide care that was unthinkable just a few years ago, dentistry finds itself still woefully lacking in one area: oral wound care.

Standard medical practice recognizes three principles of wound care: 1) eliminate the cause(s) of the wound, 2) provide systemic support (nutrients, antibiotics, analgesics, etc.) and 3) provide an optimal healing environment.

Unfortunately, dentists are a cause of oral wounds, so not much can be done about principle one. We are very good at fulfilling principle two. Principle three, however, is achieved by dressing the wound, and that is just about unheard of in dentistry.

I have an MD friend who said to me: “I am impressed with the many advances in dental care. At the same time, I am appalled by the almost total indifference dentistry displays toward intraoral wounds.”

Wound dressings are defined as therapeutic or protective materials applied to wounds. These include bandages but also creams, emulsions, oils and sprays. Dressing wounds should accomplish at least three goals: protect wounds from contamination, provide pain relief and maintain an optimal healing environment.

Dentists recommend or prescribe antimicrobial rinses to address microbial load, but these agents are toxic to some extent and should not be swallowed, and they can also delay healing.

For pain relief, narcotics are routinely prescribed, but they have inherent toxicities and carry the potential for abuse. These concerns apply even to over-the-counter drugs, such as acetaminophen.

Wouldn’t it be nice to be able to provide patients with a safe and effective means to achieve constant pain relief, to protect oral wounds from contamination and to promote optimal healing?

SockIt! Oral Hydrogel Wound Dressing is the answer to this pressing need!

SockIt! provides pain relief, protect wounds from contamination and promotes optimal healing. SockIt! is a hydrogel wound dressing approved by the FDA for management of any and all oral wounds. It is ideal for implants, periodontal, laser and graft procedures and tooth extraction, as well as mucosal ulcers, lesions and all injuries to the mouth.

SockIt! is unique in composition. It is drug-free and non-toxic, composed entirely of all-natural nutrients; it is safe when swallowed. It provides fast pain relief without a numb sensation, protection of wounds from contamination and promotion of optimal wound healing.

SockIt! is easy to use. Apply the gel in the office as soon as possible after the procedure. Send the syringe with the remainder of the gel home with the patient. Patients should apply the gel to the affected area(s) at least four times each day until the syringe is empty but as often as needed for pain relief.

Patients report immediate pain relief with reduced (or no) need for prescription narcotics. Dental professionals report a significant reduction in post-procedural complaints as well as faster healing.

Consider adding SockIt! Oral Hydrogel Wound Dressing to your everyday regimen. Your patients will love you for it!
Introducing DEXIS go®.
Patient communication with a personal touch.

DEXIS go is a sleek, engaging way for dental professionals to communicate with their patients using an iPad.¹

This companion app to the DEXIS Imaging Suite² software was designed to provide a great visual patient experience around image presentation in support of your clinical findings and treatment recommendations.

Get hands on with DEXIS go today! Visit Booth #1200.
A faster way to seal

For decades, dentists and hygienists have had no alternative but to use harsh phosphoric acid etching to improve the bondability of dental sealants to enamel. In doing so, they have lost countless hours to applying acids, waiting, rinsing and drying.

With all these added steps, perhaps the greater issue is how many failures have resulted from trying to shortcut procedures? Indeed, working with phosphoric acid is always a double-edged sword. If not left on long enough, one risks failure; leave it on too long and healthy enamel is eroded.

Thanks to advances in adhesive technology and a new pit and fissure sealant from Shofu, dental professionals don’t have to choose between a secure bond and lost time and preservation of tooth structure anymore.

BeautiSealant from Shofu is a faster, easier and gentler pit and fissure sealant system that completely eliminates the need for phosphoric acid etch and rinse steps, while still maintaining equivalent bond strengths to acid etched competitors.

Considering these steps represent a 40 percent to 60 percent reduction in working time, that extra productivity can go a long way toward keeping a practice profitable. In these difficult economic times, every liberated minute counts.

Fast application
The instructions for BeautiSealant are simple:
- Apply the primer to a clean tooth and leave for five seconds.
- Air-dry five seconds.
- Apply the sealant.
- Light-cure 10 seconds LED (20 seconds halogen).

Secure bond, gentle on enamel
BeautiSealant Primer contains dual-adhesive monomers (carboxylic and phosphonic acid) that thoroughly penetrate and prepare pits and fissures for bonding to the sealant, forming a chemical bond to calcium in the enamel. Unlike traditional sealants, which require phosphoric acid etching, severely demineralizing and dehydrating healthy teeth, Shofu’s self-etching primer is significantly less acidic, helping to preserve healthy tooth structure.

Despite this lack of acid etch and rinse steps and a HEMA-free composition, shear bond strengths remain at levels that meet or exceed market-leading sealants at 19.5 MPa.

Smooth application
BeautiSealant Sealant is an easy-to-apply sealant, optimized for smooth, bubble-free consistency. Achieve precise delivery without the common issue of overfilling with a specially designed no-ooze syringe and a tiny 0.27 gauge needle tip. This improved control over the flowability of the sealant allows placement of just the right amount of material, reducing the common occurrence of overfilling.

Sustained remineralization from giomer fillers
Shofu’s proprietary Surface Pre-Reacted Glass (S-PRG) filler particles are not only pre-charged with fluoride during manufacturing, they also recharge when fluoride concentrations in the mouth are high. Simply put, household dental hygiene products, such as fluoridated toothpaste, allow BeautiSealant to provide sustained remineralization benefits to adjacent tooth structure over the life of the sealant.

In addition to fluoride, S-PRG filler also releases five other ions: sodium, strontium, aluminum, silicate and borate, all with known bioactive properties. When exposed to concentrations of lactic acid, these ions contribute to an acid neutralization effect that demonstrates the healing benefits of giomers.

Here in Chicago
For more information, contact Shofu at (800) 827-4558, visit www.shofu.com or stop by the booth, No. 401.
The Inclusive® Mini Implant Overdenture is priced at $589 per arch and includes: overdenture with Myerson Kenson® Teeth, four Inclusive Mini Implants, surgical drill, impression copings, O-ring housings, analogs and model work. Take the guesswork out of your laboratory and prosthetic component fees — everything you need for the patient is in one box!

- Reline patient’s existing denture and deliver new denture later
- Deliver new denture at time of implant surgery

*Price does not include $14 round-trip overnight shipping or applicable taxes.

Inclusive is a registered trademark of Inclusive Dental Solutions. Kenson is a registered trademark of Myerson.

For more information
888-786-2177
www.inclusivedental.com
Get checked for oral cancer today

On Sunday, Sept. 8, the Oral Cancer Foundation will sponsor its second Walk for Awareness Northern Illinois.

The Oral Cancer Foundation estimates oral cancer kills one person every hour, every day in the United States, and the five-year mortality rate of oral cancer is higher than cervical cancer and prostate cancer. However, when oral cancer is detected early, patients have a 90 percent survival rate.

More people are being diagnosed with oral cancer than ever before. But surprisingly, research shows this increase is not because of the traditional risk factors of drinking, smoking and using chewing tobacco. Rather, oral cancer is now being found in a younger population of men and women because of their exposure to HPV (human papillomavirus).

The FDA estimates 70 percent of cervical cancers are associated with HPV-16 or 18. New studies have confirmed a significant link to oral cancer as well. In the oral environment, these manifest themselves primarily in the back (posterior) regions, such as the base of the tongue, back of the throat (oropharynx), tonsils and tonsillar pillars. The Centers for Disease Control (CDC) recommends all patients older than the age of 17 be screened annually for oral cancer.

The good news — when found early, oral cancer patients have an 80 percent survival rate within five years. The bad news — only 27 percent of those diagnosed with stage 4 oral cancer will survive within five years, because the majority of these cases will be discovered as a late-stage malignancy.

Early detection is the key to controlling this terrible disease and yet, the American Dental Association (ADA) estimates that even though 60 percent of the U.S. population visits a dentist every year, less than 15 percent of those regularly report having received an oral cancer screening.

When used in conjunction with the conventional intraoral and extraoral head and neck exam, adjunctive light-based technology is effective in helping to uncover abnormalities before they become visible under normal lighting.

The Identafi Oral Cancer Screening System (made by DentalEZ and distributed by Henry Schein Dental) is a small, cordless, handheld unit that is designed for use in the offices of dentists, specialists and general practitioners to screen for oral cancers and pre-cancers.

Unlike other fluorescent technologies and dye systems, the multi-spectral device uses a three-wavelength optical illumination and visualization system that allows dental professionals to identify biochemical and morphological changes in cells of the mouth, throat, tongue and tonsils that are not visible to the naked eye.

The Identafi Oral Cancer Screening Device received an Editor’s Choice award from The Dental Advisor, was named as one of the “Top 100 Products of 2012” by Dentistry Today and was selected as the Gold Winner in the dental instruments, equipment and supplies category of the 2012 Medical Design Excellence Awards competition.

Why wait? While you are here at the Chicago Midwinter Meeting, why not stop by the Henry Schein Total Health booth (No. 2321) for a free oral cancer screening?

April is Oral Cancer Awareness Month, and it is a great time to get involved in programs that will increase awareness and identify at-risk patients. To find out more about how you can help and the support available, contact the Oral Cancer Foundation (www.oralcancerfoundation.com) or DentalEZ (www.identafi.net).
Uncover the true potential of stabilized stannous fluoride toothpaste.

The antibacterial action of stabilized stannous fluoride

Stannous fluoride has long been recognized as a fluoride source that exerts antibacterial actions against the bacteria that cause plaque and gingivitis; however, in order to deliver the full therapeutic potential of stannous fluoride, the ingredient has to be stabilized. The result is a stabilized stannous fluoride toothpaste that not only fights caries, plaque, and gingivitis, but also treats dentinal hypersensitivity. Data show Crest® PRO-HEALTH® inhibits the bacteria that cause plaque and gingivitis for 12 hours and reduces the bleeding associated with gingivitis by 57%.1

To deliver all of the benefits without the trade-offs, Crest PRO-HEALTH was developed. It is the first and only toothpaste to utilize a balance of ingredients, including stannous fluoride and sodium hexametaphosphate.

Effective stain removal that’s safe on enamel

Stannous fluoride and sodium hexametaphosphate are highly reactive with typical dentifrice ingredients. The successful formulation of these 2 ingredients results in a dentifrice with a unique consistency and brushing experience. Your patients will notice that the formula contains sodium hexametaphosphate particles.

The particles will begin dissolving immediately when they interact with saliva and are in no way harmful to enamel. The sodium hexametaphosphate disrupts the stain on the tooth’s pellicle to remove existing stains and binds at the tooth surface to prevent new stains from forming.

Two effective ingredients, 7 clinical benefits

It’s important to understand that while the first formulations to include stannous fluoride were effective, they were not optimal. Early products either did not stabilize the stannous fluoride or had drawbacks of extrinsic staining and an astringent taste.

Give patients 7 benefits in one toothpaste

<table>
<thead>
<tr>
<th>Stabilized stannous fluoride</th>
<th>Sodium hexametaphosphate</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Reduces plaque</td>
<td>• Removes extrinsic stains and protects against future staining</td>
</tr>
<tr>
<td>• Reduces gingivitis</td>
<td>• Helps prevent calculus</td>
</tr>
<tr>
<td>• Protects against hypersensitivity</td>
<td></td>
</tr>
<tr>
<td>• Fights caries and strengthens enamel</td>
<td></td>
</tr>
<tr>
<td>• Reduces halitosis</td>
<td></td>
</tr>
</tbody>
</table>

For more information on stabilized stannous fluoride toothpaste and the 80+ clinical trials performed that validate its benefits, visit dentalcare.com.

This article illustrates recent advancements by Glidewell Laboratories to improve the esthetic properties of BruxZir® Solid Zirconia restorations. As the lab’s research and development department refines its processes, improving the material’s translucency, the esthetics continue to improve.

First appointment

We will replace the PFM crowns on teeth #8 and #9 (Fig. 1) with BruxZir Solid Zirconia crowns (Glidewell Laboratories).

First, we take the shade. I use the VITA Easyshade® Compact (VITA Zahnfabrik), which displays the shade in both VITA Classical and VITA 3D-Master® shades. Next, I hold the selected 2M1 3D-Master shade tab to the tooth, along with the 1M1 3D-Master shade tab for contrast.

We photograph the shade tabs in the mouth. I use an Ultradent syringe to place PFG gel (Steven’s Pharmacy) into the sulcus of teeth #8 and #9. Next, I use my STA Single Tooth Anesthesia System® device (Milestone Scientific) to anesthetize teeth #8 and #9.
The Razor® Carbide bur (Axis Dental) easily cuts through porcelain and metal substructures, and when used in combination with my KaVo ELECTROtorque handpiece (KaVo Dental), it easily cuts through the existing PFM. I torque the crown with a Christensen Crown Remover (Hu-Friedy). After using a periodontal probe to ensure I have enough biologic width to safely remove some tissue (Fig. 2), I use my NV MicroLaser™ (Discus Dental) to remove ≥ 1.5 mm of tissue. With the margins exposed, I use an 856-025 bur (Axis Dental) and KaVo ELECTROtorque handpiece to drop the margins to the new gingival level.

My assistant relines BioTemps® Provisionals (Glidewell Laboratories) on teeth #8 and #9 with Luxatemp provisional material (DMG). Using a thin, perforated diamond disc (Axis Dental), we open the gingival embrasures to avoid blunting the interproximal papilla and make sure the gingival margins aren’t overextended and the emergence profile is flat. We use TempBlond® Clear™ (Kerr Corp.) to cement the BioTemps and loupes to inspect around the temps and gingival embrasures for excess cement.

Second appointment

After two weeks, we remove the temps and clean the preps with a KaVo SONICflex scaler. After trimming the gingival margin with the diode laser, I place an Ultrapak® cord #00 (Ultradent), cutting the cord intraorally on the lingual to avoid any overlap. I place a second cord (Ultrapak cord #2E) before refining the preparation. As I pack the top #2E cord on tooth #8, the top cord on tooth #9 exposes the margin (Fig. 3). Now we can begin finishing the preps using a fine grit 856-025 bur. Two moistened ROEKO Comprecap Anatomic compression caps (Coltene/Whaledent) are placed on the preps, and the patient bites with medium pressure for eight to 10 minutes. The Comprecaps are removed and the top cords pulled. We syringe medium body impression material around the preparations for the impression and take a bite registration. The temporaries are then replaced.

Third appointment

After two weeks, the temps are off, the BruxZir crowns are approved and we place a layer of desensitizer on the teeth (G5™ All-Purpose Desensitizer [Clinician’s Choice]). I use a Warm Air Tooth Dryer (A-dec) after applying both coats of the G5, while my assistant places Z-PRIME™ Plus (Bisco) inside the crowns. We then load the crowns with a resin-modified glass ionomer cement (RelyX™ Luting Plus Automix [3M/ESPE]) and seat them, using a pinewood stick (Almore International) to ensure they are fully seated and the same length.

In this “after” picture (Fig. 4), there isn’t any porcelain on these BruxZir crowns. I’m not suggesting you suddenly switch all of your anterior restorations to BruxZir crowns, but you may want to consider using it for patients with parafunctional habits or old PFMs, where an esthetic improvement is essentially guaranteed.
A digital solution for orthodontists

3Shape, a global leader in 3-D scanning technologies and CAD/CAM software for dental applications, declares “all systems go” for the release of its TRIOS® Ortho solution. Finally — digital impression taking for orthodontists.

By replacing manual methods with digital impression taking, orthodontists can reap a wide range of business benefits, such as reduced chair time, increased patient comfort, fewer retakes and durable impressions.

The digital format allows orthodontic clinics to reduce their storage costs and systematically access their case records. TRIOS Ortho’s integrated communication tools allow orthodontists to discuss cases and treatment plans in 3-D with the lab and colleagues, easing cooperation and ultimately achieving optimal results for the patient.

3Shape has bundled its user-acclaimed Ortho Analyzer™ together with TRIOS to give orthodontists a complete digital workflow all the way to the lab. The scanned full-bite situation can be uploaded directly into the Ortho Analyzer software running on a server PC that is included with the TRIOS Ortho solution.

Ortho Analyzer makes it easy to create a digital study model, including a virtual base, and perform treatment planning using 3-D and 2-D tools, virtual setups and digital articulators. The virtual model can then be optimized for digital appliance design in labs that use 3Shape Appliance Designer™ software and digital manufacturing machines.

Digital database for impressions integrated in your clinic

3Shape TRIOS Ortho also includes the Ortho System TRIOS Inbox software and the Ortho System™ database. The Ortho System TRIOS Inbox facilitates efficient import of digital impressions from TRIOS into the Ortho System database — which in turn can be made easily accessible from the clinic’s general practice management system for complete case integration in the clinic.

About 3Shape

3Shape is a Danish company specializing in the development and marketing of 3-D scanners and CAD/CAM software solutions, designed for the creation, processing, analysis and management of high-quality 3-D data for application in complex manufacturing processes.

3Shape tries to manufacture its solutions to empower dental professionals through automation of real workflows, and its systems are applied in thousands of labs in more than 70 countries worldwide.

With TRIOS, 3Shape now brings its expertise and innovation directly to dentists. 3Shape boosts its first-line distributor support network with a second-line support force of more than 30 in-house experts placed in five support and service centers strategically located around the globe.

3Shape is a privately held company headquartered in Copenhagen, with the market’s largest team dedicated to scanner and software development for the dental segment based in Denmark and Ukraine. It also has production facilities in Poland, and business development and support offices at several locations in Europe, in North and South America and in Asia.

For further information regarding 3Shape, visit www.3shapedental.com, like it on Facebook at www.facebook.com/3shape or stop by the booth, No. 1646.
DENTSPLY International

family of brands

for a lifetime of oral health

You’ve Got One Smile to Last You a Lifetime...
We’ll Make Sure It Does.

Our success tends to make a lot of people smile. Through the pursuit of better dentistry, we enable dental professionals to deliver better quality care – which in turn, can enable their patients to lead healthier, happier lives. Whether it’s impressions and restorations, orthodontics, endodontics, implants, prosthetics, to overall oral hygiene, DENTSPLY is dedicated to making it better. For over 100 years and counting, we remain proud partners with dental professionals in providing innovative products that both advance the practice of dentistry and meet the oral health needs of patients.

Visit our DENTSPLY Team at Booth #1802/2002

CONTACT US:
DENTSPLY International
World Headquarters
221 W. Philadelphia Street, P.O. Box 872
York, PA 17405-0872 USA
Tel: 1-800-877-0020
www.dentsply.com
Electric brush, manual feel

Oral-B showcases the Deep Sweep power brush head here in Chicago

Oral-B® is showcasing its new Deep Sweep™ power brush head here at the Chicago Midwinter. Launched to dental professionals in October, the newest brush head for the Oral-B Professional Series line of power toothbrushes provides the gentleness and cleaning of an electric brush without changing the familiar shape and brushing motion of a manual brush.

It is now available for patients to buy in retail stores nationwide.

The Oral-B Deep Sweep has a unique combination of sweeping and stationary bristles with a dynamic, angled power tip, creating triple-zone cleaning action that thoroughly cleans deep between teeth and gets to places that regular manual toothbrushes normally miss.

The Deep Sweep provides superior cleaning — with no change in technique — versus a regular manual brush, as well as superior plaque removal and gum health versus sonic technology, the company said.

“We strive to continuously provide dental professionals and their patients with the best oral care solutions for their needs,” said Dr. Veronica Sanchez, global scientific communications director, Procter and Gamble.

“The new Deep Sweep was designed for patients who enjoy the familiar shape and brushing motion of a manual brush but want the efficacy of a power brush. Now available in stores, our partners in the professional community can introduce their patients to this breakthrough innovation.”

The Oral-B Deep Sweep has a unique combination of sweeping and stationary bristles with an angled power tip, creating triple-zone cleaning action that cleans deep between teeth and gets to places that regular manual toothbrushes normally miss.
Confidence in your hands.

You’re in control > TF Adaptive is designed to work with our Elements™ Adaptive Motion Technology, which allows the TF Adaptive file to self-adjust to intra-canal torsional forces. In other words — rotary when you want it and reciprocation when you need it.

Keep it simple > An intuitive, color-coded system designed for efficiency and ease of use.

Peace of mind > TF Adaptive is built on the success of the Classic TF design and includes the same advanced Twisted File technology.

Visit us at booths #3600 and #3801.

Trusted by
Gary Glassman, D.D.S.
Endodontist
Toronto, Canada

For more information contact Axis|SybronEndo at 800.346.3636 or visit tfadaptive.com/confidence.
Internet marketing is like the stock market: To avoid risk, diversify

Your website is the toast of town. With a beautiful design, before-and-after galleries and good search engine rankings, it may even be the object of your competitors’ envy. But is it being seen by enough potential patients? And is it maximizing the conversion of the ones who do?

Without directory listings and other sources of online visibility, the answer—most likely—is no. And without visibility, your website will not produce the return you'd hoped for.

Choosing a directory: five simple steps

Just like investing in stocks, the key to investing in Internet marketing is diversification. Data from eMarketer shows that consumers are two-thirds more likely to convert if they see a product or service more than one place online. In practical terms, this means if a potential patient sees your website and then sees it mentioned somewhere else, your chances of converting to a consultation increase significantly.

Directory listings offered by patient-referral networks (Consumer Guide to Dentistry) are still among the best "somewhere elses" to invest in, potentially providing you with multiple opportunities to be found on the first page of Google’s search results. But how do you choose a good directory? Here are five simple steps.

1. Search like a patient

Start by searching for information about your specialty the same way a potential patient would. Look for information on procedures. “Cost” and “before-and-after pictures” are the highest converting search terms; when a potential patient wants to know the cost of a procedure and how it will look (i.e., before-and-after), he or she is closer to making a buying decision.

So if a directory does not appear on the first page of Google’s search results for search terms, such as “dental implants cost” or “veneers before-and-after,” it’s probably not worth the investment.

2. Read the content

Is the content credible and informative? Will it teach your patients something? If not, it will not help you convert potential patients. After all, that’s why they clicked on the website to begin with.

An educational website ensures that prospective patients have the information they need to understand the dental procedures they’re interested in. In turn, it also ensures the dentist associated with it is viewed as an expert.

As an additional benefit, people who are well-informed when they call your office are more likely to schedule an appointment and then a procedure.

3. Analyze the directory

Is the contact information of the dentists listed easy to find? Is it compelling? If so, prospective patients are more likely to convert.

A good directory should offer each practice listed a customized profile page that includes information on the practice, including the dentist(s) bios, information on the practice and staff, images and testimonials. Each profile should also contain direct links to the dentists’ website and prominently displayed contact information, making it easy for patients to contact the practice.

Directories that require prospective patients to fill out forms or click on multiple pages just to visit your website or obtain the practice phone number are an impediment that can reduce your ROI.

The last piece of the puzzle is to determine if it is a good fit for your practice. The old adage “birds of a feather” certainly applies to directories, so pay close attention to the types of dentists who are allowed to be listed. The goal of a good directory is to connect potential patients directly to your practice.

4. Avoid long-term contracts

It shouldn’t take more than four to six months to determine if a directory is working for you, so there is no benefit to signing up for a long-term contract. Beware of directories that require them. You should...
see a 1:1 return, at a minimum. If a directory isn’t making the grade, discontinue!

5. Track performance
Make sure the patient referral networks you invest in provide mechanisms to track the performance of their directories. To assess the effectiveness of your listings, you need to have the ability to monitor visitors to your profile page and practice website as well as your email leads and phone call leads.

Directories that fail to provide this tracking data are not worth your time and money, so look into this before you sign up.

Dentists listed on quality educational portals receive several benefits, including expanded branding opportunities for the practice, the prestige of being associated with quality information and other elite dentists and, most importantly, being found for 80 percent of the searches that you would otherwise miss.

There are many useful Internet marketing tools at your disposal, but leveraging them for maximum benefit is another story. One thing is certain: if you’re relying solely on your website to attract potential patients, you’re taking a big risk. The key, as ever, is diversification.

The Digital Wax Systems (DWS) research and development department has recently developed TEMPORIS® DPRS® (Digital Provisional Restoration System®), an innovative system that produces long-lasting temporary teeth in real time by a dentist who is sitting chairside and simply starting from an intraoral scan.

TEMPORIS has already received the highest ranking in bio-compatibility and duration materials certification. DigitalWax® D is the product line designed by DWS. This line includes four rapid prototyping and production systems that can produce anywhere from 15 to 4,100 crowns per day.

DWS provides a complete set of materials to cover a wide range of needs, from the gypsum-like materials needed for digital impressions to the bio-compatible materials of Temporis.

The DigitalWax D systems are all designed and manufactured in Italy by DWS. They are sold in more than 42 countries.

For more information, contact Elena Appiani at e.appiani@rete33.it, go online to www.dwssystems.com or stop by the DWS booth, No. 443, here at the Chicago Midwinter.
Argen Refining helps you find the hidden profits in your practice

In an effort to continually bring more value to your dental practices, the Argen Corporation and Henry Schein have partnered together, combining the strengths of two global leaders to provide you with the highest quality refining services available.

With record-breaking demand for precious metals, dental refining is more valuable than ever. However, companies often don’t get what they deserve for their valuable scrap.

Sophisticated technology, precise processes, and trustworthy professionals are all necessary to maximize a refine and the Argen Corporation’s detailed protocol ensures just that.

Argen believes that through its precise refining process, you will receive the highest return available and make the most money for your scrap. Why? The difference is found in the procedures and additional steps performed by the experts at Argen during the assay and refining process, the company says.

The process begins when you send your dental scrap to Argen via FedEx. Argen supplies your office with a free shipping kit and pays all shipping costs, including insuring your shipment for no extra charge.

When your scrap is received at Argen, technicians carefully document the contents of your package under strict security protocol and send you a confirmation-mail of the package’s arrival along with an estimated date of completion.

What follows is an intricate procedure designed specifically to maximize the value of your precious scrap. At the first melt, a disk mill crushes the scrap and proprietary flux is added to extract even the smallest particles of precious metals. The materials are cooled and the slag removed for a second melt.

While the metals are in a molten state, a vacuum pin tube sample is taken. This sampling method insures a homogenous mix and a true representation of the amounts of each metal present in the scrap.

Three samples are then dissolved and analyzed by expert chemists. Each batch is tested against controls, and the unmatched level of accuracy means it is perfectly clear how much precious metal is present.

The customer service that accompanies the process also sets Argen’s refining services apart, the company says.

You are updated throughout the process and provided a straightforward, all-inclusive settlement record with no hidden charges.

Another difference with Argen Refining is you will earn returns on platinum, palladium and silver, as well as gold, insuring you are receiving the highest possible yield for your dental scrap.

Each settlement comes with a personal call to discuss the results and to review flexible payment options including check or gold, silver, and platinum bullion alloy.

Every batch includes the Argen guarantee, if you’re not 100 percent satisfied with the results of your assay, the company will return all materials to you at no cost.

Here in Chicago
Take advantage of the opportunity to earn more money for your scrap by visiting www.dentistrefining.com, calling (866) 853-0774 to request your free refining kit or stopping by the booth, No. 3010.

The friendly folks at Argen Corporation are ready to assist you at booth, No. 3011.

Photo/Sierra Rendon, Dental Tribune
E4D — The Perfect Fit

Book a Demonstration and find out if CAD CAM “fits” Your practice

Let us demonstrate how E4D can fit your bottom line by improving productivity and patient satisfaction through same-day in-office digital scanning, design and milling to produce beautifully fitting restorations.

Visit us at Booth #2411

Let us demonstrate how E4D can fit your bottom line by improving productivity and patient satisfaction through same-day in-office digital scanning, design and milling to produce beautifully fitting restorations.

Visit us at Booth #2411
Experience a Demo & Register for your FREE Fit Bit One Activity Tracker OR go to www.E4Dfits.com to schedule your demo
Offer redeemable to dentists only. One per office.

www.e4d.com
Mydent International introduces DEFEND Dental Needles, the latest in its line of procedural products. To protect dental professionals, these needles specify lot number, size and sterile seal on each individual casing. DEFEND Dental Needles are triple-beveled and feature an arrow indicator to help orient the bevel position during injections. Constructed of a stainless-steel, polypropylene hub with aluminum insert, the needles are siliconized to help ensure a gentle insertion into tissue for minimal discomfort. In addition, the pre-threaded plastic hub facilitates a straight attachment to the syringe, creating a secure fit. DEFEND Dental Needles are designed for use on standard 1.8 mL dental syringes and are color-coded for easy diameter identification. Available through most dental dealers, DEFEND Dental Needles are packaged 100 units per box.

Request samples of DEFEND Dental Needles for your office by emailing samples@defend.com. For more information, call (800) 275-0020, visit www.defend.com or stop by the booth, No. 1007, here at the Chicago Midwinter.

The Canon Rebel T3i is the first Rebel model to include the ability to work with wireless flashes. This feature was previously reserved for higher-end professional cameras and allows the T3i to work with modern wireless macro flashes. Doing away with the flash power pack and cord results in a lighter, more balanced camera. The Rebel T3i is an 18-megapixel digital camera that features an articulating LCD screen and a 1080p HD video mode.

PhotoMed offers two wireless flash options for the T3i as well as two traditional macro flashes and four macro lens options.

For more information or to see the Canon Rebel T3i for yourself, visit www.photomed.net, call (800) 998-7765 or stop by the PhotoMed booth, No. 825, here at the Chicago Midwinter.
2013 Chicago Midwinter Meeting Special

Save Thousands On Your Handpiece Repairs!

3+1 Turbines Including XTend CERAMICS

JUST $679.99

VISIT US AT BOOTH 2319

to lower your handpiece repair costs and for your discount coupon!

EZ PRESS III™
Do-It-Yourself Repair Special
EZ Press III w/DVD • Smart Cleaner
6 XTend Rebuild Kits • Cap Wrench
Everything you need to begin and more!

www.scredental.com • orders@scredental.com

1-800-726-7365
Your tween will be glad to know the newest addition to the toothbrush line features music from British pop sensation One Direction.

To learn more, stop by the Arm & Hammer booth, No. 1025.

• Digital solutions: 3Shape is demonstrating its recently released Dental System™ 2013, revealing the next-coming innovations in Dental System 2014 and showcasing the latest developments to the TRIOS® digital-impression solution here in Chicago.

Additionally, 3Shape is presenting its latest technology wonder, the DJ600 lab scanner. The scanner packs four high-resolution 5 MP cameras providing speed, high accuracy and color scanning using 3Shape RealColor™ Technology. To get a demonstration, stop by the 3Shape booth, No. 1646.

• Caries detection: Quantum Dental Technologies (QDT), a Canadian diagnostic device company, introduces the Canary System to U.S. dentists and hygienists here in Chicago. The Canary System offers breakthrough technology for evidence-based detection and monitoring of dental caries without the need for dental X-rays.

The system uses “Energy Conversion Technology,” a combination of photo-thermal radiometry and luminescence technology (PTR-LUM), to identify and measure tooth decay. This technology is directly linked to the status of the tooth’s crystal structure and not bacterial porphyrins.

The system’s handheld laser emits a low-power, pulsating light to collect unique signatures of luminescence and heat released from the tooth. This laser light interacts differently with healthy enamel than with decayed enamel, providing the dentist with a tool to identify carious lesions as deep as 5 mm below the tooth surface and as small as 50 microns in size.

To see the Canary System in action, stop by booth No. 4722.

• Practice management: Henry Schein is introducing the beta version of Dentrix® Ascend, its first cloud-based practice management system designed with advanced features for single- and multisite dental practices. With final release expected later this year, the Dentrix Ascend beta provides dentists with an early view of how the new system streamlines daily operations, blends electronic services directly into practice workflow and takes advantage of today’s advanced cloud technology.

With Dentrix Ascend, dentists can safely store practice data in the cloud, manage multi-site practices and access information about their practice anytime, anywhere. Dentists who practice in multiple sites can access a single database from any location to create reports and track patient care. Dentrix Ascend can be used on a PC or a Mac through the Google Chrome browser, and it is also optimized for Safari on the Apple iPad.

To learn more, stop by booth No. 2516.

• Scatter reduction: Gendex unveils SRT, Scatter Reduction Technology, to its award-winning GXDP-700™ cone-beam 3-D system here in Chicago. This new feature allows clinicians to reduce artifacts caused by metal or radio-opaque objects, such as restorations, endodontic filling materials and implant posts.

The use of SRT image optimization technology delivers 3-D scans with higher clarity and detail around scatter-generating material. For more information, visit Gendex at booth No. 4200.