**Need a COO?**

Successful practices have a chief operations officer. Does yours?

By Roxanne Moulden
Founder and Executive Director,
DOMACAN

In today's world, dentists have to be savvy businesspeople as well as excellent clinicians. Organizing a successful dental practice has become more time consuming and definitely more complex as each year passes. The list seems endless: ever-changing human resource issues, complex government/provincial/dental regulations, the need to train new team members, promoting the practice in a highly competitive marketplace, meeting patient needs and expectations, mastering new technology—all while keeping the schedule full. This is just a sampling of what a 21st century office manager (or, as the position is now called, “practice administrator”) deals with on a weekly basis.

Why the name change from “office manager” to “practice administrator”? It’s because most people do not like to be “managed,” which is something we learned a long time ago.

The question is: Should you have an “office manager” or hire a “chief operations officer”? By definition, a COO is responsible for the corporation’s operations. This individual looks after issues related to marketing, sales, production and personnel.

More hands-on than the CEO, the COO looks after day-to-day activities while providing feedback to the CEO (the dentist/owner). Doesn’t this sound like what every modern dental office needs today?

‘I just want to do dentistry’

I hear over and over again from dentists across the country: “I just want to do dentistry and let someone else handle the rest.” Easier said than done!

A dentist in the 21st century office is working harder than ever before trying to balance office hours and family life. He or she is often working evening hours and Saturdays, bringing charts home to treatment plan—and staying on call 24/7 for emergencies—to provide exceptional care to patients and remain competitive.

A COO may be just what your office needs to relieve you of the many tasks that could be delegated to someone else.

Most effective practice administrators or COOs are not born that way. You may have a very skilled team member with many years of experience, but that person most likely doesn’t possess the necessary leadership skills and abilities to be your COO.

What makes a good COO?

Let’s examine the qualities of a good COO. An effective COO must:

• Possess an attitude of gratitude.
• Have a high dental IQ and be emotionally intelligent.
• Demonstrate strong communication skills.
• Excel at motivating and leading.
• Lead by example so others will follow.
• Take initiative and think “outside of the box.”
• Think quickly and solve problems.
• Understand all software reports.
• Be the most positive person you know.
• Be the liaison between the office and accountant, bank, sales reps, marketing companies, etc.
• Share your practice vision.

In a nutshell: Your COO must be everything you are not!

If you already have this person on your team, remember to thank them daily.

If you need someone like this to join your team, where do you start to look?

Whether you promote someone from within your office or hire someone from outside, the key to success is in the training of this individual.

Did you know there is a new organization to help you train and continually guide your future COO? The Dental Office Managers and Administrators of Canada (DOMACAN), created to bridge the gap between the clinical and business sides of dentistry. (Photo/Provided by DOMACAN)

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www.pdconf.com
Oral Science presents the photon series dental diode laser by Zolar Technology

By Oral Science Staff

Furthering its goal to “make state-of-the-art innovations available to Canadian dental offices,” Oral Science is now the exclusive Canadian distributor of the Photon series soft-tissue dental diode lasers, manufactured in Canada by Zolar Technology and Manufacturing Company (Mississauga, Ontario).

The new Photon series consists of two innovative devices: the Photon (3 watts/810 nm) is designed for minor periodontal therapy and hygiene procedures, while the Photon Plus (10 watts/980 nm) offers more power, making it effective for in-office tooth whitening and bleaching.

According to Oral Science, the Photon series offers all the benefits of the most advanced generation of soft-tissue diode lasers:

• Complete portability with long-life battery pack (up to four hours and can be recharged while in use).
• Large 3.5” LCD touch screen display with a unique built-in navigation technology.
• More than 20 presets for procedures including peri-pogon therapy, gingivectomy, crown roughing, fibroma removal, frenectomies, sular debris and removal of highly inflamed edematous tissue.
• Built-in tutorial.
• Available with all accessories, including disposable tips or stripable fiber, protective glasses and bleaching handpiece.
• Password security.
• Three-year warranty (the longest in the industry, according to the company).
• Rigid metal transportation case.

With the Photon series, dental professionals benefit from a technology that provides patients with optimal clinical results and wellness for surgical, periodontal and hygiene procedures.

The advantages of laser therapy include: almost no blood, little to no tissue recession, gentle and comfortable procedure for patients and improved post-operative healing. The increased workflow and unique range of clinical treatment applications will give the dentists and registered dental hygienists a quality tool with speed, convenience and flexibility. As dental health care continues to evolve, Oral Science is in a unique position to deliver the value of a quality product in a personalized manner.

Awarded a rating of five out of five pluses by the DENTAL ADVISOR: After conducting a rigorous and independent evaluation, the DENTAL ADVISOR awarded the Photon and Photon Plus products five out of five pluses—supporting testimony to the quality and performance of both the Photon and Photon Plus.

A Complete educational program by Oral Science and Dr. Glenn A. van As (Vancouver, British Columbia) to help dental professionals quickly integrate the Photon into their practices and use it with confidence and efficiency.

Oral Science collaborates with Dr. Glenn A. van As (Vancouver, British Columbia) to provide a lecture and hands-on session for dentists and hygienists. In the lecture, dental professionals learn the foundations of laser physics and tissue interaction along with how laser dentistry becomes an added value to the services they provide to their patients. In the hands-on portion, dentists and hygienists work in separate groups on procedures specific to their daily treatments.

Upcoming sessions are scheduled for March 21 and June 13 in Richmond, British Columbia.

Learn more about the Photon and Photon Plus today at the Pacific Dental Conference Exhibit Hall in the Oral Science booth, No. 335: Oral Science welcomes all conference attendees to visit its booth to discover all the innovative features and capabilities of the Photon and Photon Plus. This also presents the opportunity to acquire a laser system while also receiving an exclusive PDC promotion: a $100 Visa gift card plus 25 free disposable tips.

About Oral Science

Since its foundation 10 years ago, Oral Science has been fully committed to helping dental professionals reach optimal clinical results for their patients by providing focused expertise in the following oral health conditions:

• Chronic inflammatory periodontal disease
• Implants maintenance
• Xenostoma
• High risk caries
• Tooth sensitivity

The company has established a team of “Optimal Oral Health Coaches” (RDHs and DDSs) specifically trained to support dental offices to ensure success and differentiation by providing a complete support program that includes:

• Protocols and products based on patients’ needs and evidence-based science
• Clinical tips
• Patients education tools
• Team support and education

Other innovative solutions from Oral Science include the X.PUR line of “purely effective” oral hygiene products, Curaprox Swiss premium tooth and interdental brushes, Cetacaine topical anesthetic liquid and Periostat doxycycline hyclate (sub-antimicrobial dose). Many of the X.PUR and Curaprox products are available to patients at Shoppers Drug Mart and London Drugs pharmacies.

To schedule an in-office training with an Optimal Oral Health Coach, visit Oral Science in the PDC Exhibit Hall, call (888) 442-7070 or send an email to info@oralscience.com.

Isolite Systems delivers dental-isolation technology

By Isolite Systems Staff

Dental isolation is one of the bedrock challenges in dentistry. The mouth is a difficult environment in which to work. It is wet, dark, the tongue is in the way, and there is the added humidity of breath, which all make dentistry more difficult. Proper dental isolation and moisture control are two often overlooked factors that can affect the longevity of dental work—especially with today’s advanced techniques and materials.

Leading dental isolation methods have long been the rubber dam—or manual suction and retraction with the aid of cotton rolls and dry angles. Both of these methods are time and labor intensive—and not particularly pleasant for the patient.

Enter Isolite Systems: Its dental isolation technology delivers an isolated, humidified and moisture-free working field as dry as the rubber dam, but with significant advantages, including better visibility, greater access, improved patient safety and a leap forward in comfort. Plus, it can do it all two quadrants at a time.

The key to the technology are the “Isolation Mouthpieces.” Compatible with Isolite’s full line of products, the mouthpiece is the heart of the system. It is specifically designed and engineered around the anatomy and morphology of the mouth to accommodate every patient, from children to the elderly.

The single-use Isolation Mouthpieces are available in five sizes and position in seconds to provide complete, comfortable tongue and cheek retraction while also shielding the airway to prevent inadvertent foreign body aspiration. Constructed out of a polymeric material that is softer than gingival ti-
Air-driven, high-speed handpiece honored

By SciCan Staff

For four years in a row, THE DENTAL ADVISOR awarded SciCan’s STATIS® ML air-driven high-speed handpiece the Top Air-driven Handpiece. Upon completion of the clinical evaluation in 2011, the STATIS received a 5+ and a 96 percent clinical rating.

Among the observations and comments made by consultants:

“Routine procedures, including crowns preparation, were performed efficiently without the handpieces slowing or stall ing.”

“The STATIS ML is the handpiece of choice for crown preparation, as it produces high torque with four-port water spray.”

“I liked the weight, balance and small head size.”

“Great all-around handpieces.”

—THE DENTAL ADVISOR, May 2011,
Vol. 28, No. 04, (www.dentaladvisor.com)

Consistent, quiet, powerful

State-of-the-art, STATIS high-speed handpieces combine consistent power, superb handling and quiet performance. The result is ergonomic handpieces that equip you with everything you need to deliver the highest level of dental care.

Powerful and durable, STATIS high-speed handpieces not only look good, according to the company, they also provide the highest level of precision handling. The smaller head size provides greater freedom of movement and improved accessibility. The pre-stressed ceramic ball bearings offer low vibration performance to improve the tactile feel of the instrument and the high-quality material and innovative design delivers extremely quiet performance and increased lateral cutting efficiency.

SciCan offers two high-speed air-driven handpieces to cover all clinical situations.

The ML 201.1 with standard head provides the power and durability you need for precise restorative and crown and bridge procedures.

The SL 101.1 offers a smaller head size that provides improved intraoral access, making it ideal for working on children and difficult-to-reach areas of the mouth.

According to the company, both high-speed model handpieces offer many features that enhance their performance and reliability. The advanced design offers better handling while the quality stainless-steel materials and PVD coating offer improved grip and less scratching.

The unique patented push button chuck mechanism provides greater precision, improved centric running, reduced operating noise and less chattering.

The innovative spray system creates efficient cooling of the entire area and the enhanced head design eliminates suck-back – preventing contaminated particles and dirt from entering the head housing. Plus the Connex™ L quick connect system, SciCan’s alternative to MULTIflex™ couplers, fits most modern treatment units.

High-tech ceramic bearings

One of the most important features of STATIS high-speed handpieces is the advanced turbine system. High-tech ceramic bearings and a new cage, composed of synthetic fiber and a reinforced composite post, are designed to better withstand high sterilization temperatures and produce a lower friction coefficient – key factors in preserving the bearings and maintaining high performance and longevity of the handpiece.

With STATIS high speeds, not only do you get a quieter, more powerful handpiece, you also get fewer failures and lower repair costs for a lower cost of ownership over the lifetime of the instrument. For state-of-the-art handpieces that are built without compromise, choose STATIS high speeds from SciCan.

As a result of extensive product development, field testing and research, the SANAO™ series of electric handpieces have been designed with ergonomics in mind. The SANAO electric handpieces have been ergonomically designed with a narrow, non-cylindrical shaped neck that ensures a solid, comfortable grip that delivers enhanced precision and control, and they are perfectly balanced for less hand fatigue.

Reduced tension, fatigue

Partnered with SciCan’s E-Statis™ Advanta ge and SLIM motor, the centre of gravity is shifted to the fulcrum of the hand, producing optimal balance and reducing wrist tension and fatigue.

The flat surface on the SANAO’s shoulder provides enhanced stability and access when working on the upper areas of the mouth.

Marvel of miniaturization

A marvel of miniaturization, with a head height as tiny as 13 mm, the SANAO line of handpieces offer many features. The small head size SANAO models 40L, 40, 10L, 10) increases the freedom of movement inside the oral cavity.

SciCan’s innovative HPS (Hygiene Protection System) resin prevents build-up of debris in the inner cavities of the instrument. The HPS eliminates this notoriously difficult to clean area.

The SANAO electric handpiece series includes eight different models for a variety of applications. These applications include handpieces for high-speed procedures (crown and bridge), low-speed procedures (finishing and polishing), and even prophylaxis.

Disinfecter and autoclave

For optimal reprocessing of the STATIS and SANAO handpieces, the SciCan reprocessing system with the STATIMIC™ handpiece maintenance unit, HYDRIM® G4 washer-disinfector and STATIM® G4 cassette autoclaves are highly recommended.

To experience the benefits of the STATIS and SANAO handpieces, you can visit booth No. 1029 here at the exhibit hall at the 2014 Pacific Dental Conference. STATIS, STATIM, HYDRIM, SANAO, E-Statis, Statmatic and “Your Infection Control Specialist,” are trademarks of SciCan Ltd. MULTIflex is a registered trademark of Kaltenbach & Voigt GmbH.

Here at the PDC

Learn more about SciCan’s STATIS ML air-driven, high-speed handpiece and its other products in booth No. 1029.

COO

guide your future COO

This organization is the Dental Office Managers and Administrators of Canada (DOMACAN), which was created to bridge the gap between the clinical and business sides of dentistry.

It is the official Canadian education and networking association for all dental professionals: office managers, administrators, treatment coordinators, patient coordinators, hygienists, assistants, spouses and dentists.

The organization’s goal is to be the trusted daily, weekly and monthly news and information resource with tools, tips and inspiration for dental practice success and profitability.

DOMACAN strives to bring the best and most relevant speakers to our annual conference and provide members with networking opportunities year-round through forums, articles, webinars and our “Ask the Expert” resources.

DOMACAN has something for everyone on the dental team. I invite you to become a member today by visiting www.domacan.org. For a limited time, you will be able to enjoy a complimentary membership courtesy of Henry Schein.

If you want to take your practice to the next level, you need to understand that you need to take your team to the next level. To take it one step further, join DOMACAN and start training the right person to be your COO to maximize the potential in your team and your office today.

About the author

Roxanne Moulton is the founder and executive director of DOMACAN, the Dental Office Managers and Administrators of Canada. She can be contacted at info@domacan.org or through the DOMACAN website, www.domacan.org.