Henry Schein launches ‘Rely on Henry Schein’ brand campaign

Campaign features customer success stories involving the support of Henry Schein

By Henry Schein Staff

Henry Schein Inc. has announced the launch of a brand campaign titled “Rely on Henry Schein” that conveys the stories of customers discussing the critical role Henry Schein plays in their success.

The campaign initially features three dental practices and their unique stories that reflect the company’s mission to help clinicians be more successful so they can focus on delivering the best quality care.

The #relyonhenryschein campaign features videos on the company’s website and social media pages along with advertising placements in dental trade magazines as well as Henry Schein’s own publications.

The launch features the stories of three dental practices and their owners: LIC Dental Associates, and Dr. Ishwinder Saran, of Long Island City, N.Y.; Roschella & Zinger Dental Group, and Drs. Karen Roschella and Ann Zinger, of Marriottsville, Md.; and Clinique Dentaire Tapiero Bouhadana, and Drs. Maurice Tapiero and Anne Bouhadana, of Saint-Brūno-de-Montarville, Quebec, Canada. Each story details an event in which Henry Schein’s expertise allowed the practice to prosper in a time of need. More stories will roll out during the balance of the year and through 2019.

“We strongly believe our high-touch, full-service value proposition makes a positive difference in the lives of our customers, and we can think of no better way to convey that message than to have our customers tell their story in their own words,” said Stanley M. Bergman, chairman of the board and CEO of Henry Schein. “We are honored that these exceptional professionals would allow us to share their experience with Henry Schein, and we look forward to bringing more success stories to life in the months ahead.

Each story explores a particular event that led the customer to call on Henry Schein for help. In “Built from the Ground Up,” Saran tells the story of how Henry Schein helped him establish his first practice. In “Equipment Down!”, Roschella and Zinger explain how Henry Schein reacted quickly to avoid the loss of potentially weeks of customer visits by a sudden equipment failure. And in “The Comeback,” the husband-and-wife team of Tapiero and Bouhadana describe the tragic loss of their practice to a fire and the work Henry Schein did to get the business up and running.

To see these stories and more about the campaign, go online to www.henryschein.com/relyonus.
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Choose the ‘WireLess’ light that’s best for you

By Designs for Vision Staff

Designs for Vision’s LED DayLite® WireLess™ Mini and LED DayLite WireLess headlights free you from being tethered to a battery pack. The simple modular designs uncouple the headlights from a specific frame or single pair of loupes.

Prior technology married a cordless light to one pair of loupes via a cumbersome integration of the batteries and electronics into the frame. The LED DayLite WireLess headlights are independent of any frame/loupes.

The patent-pending design of the LED DayLite Wireless headlights is a new concept: a self-contained headlight that can integrate with various platforms, including your existing loupes, safety eyewear, lightweight headbands and future loupes or eyewear purchases.

Best of all, the LED DayLite WireLess headlights can be easily transferred from one platform to another, expanding your WireLess illumination possibilities across your eyewear options.

The LED DayLite WireLess Mini weighs less than 1 ounce, and when attached to a pair of loupes, the combined weight is half as much of integrated cordless lights/loupes.

The LED DayLite WireLess produces more than 40,000 lux at high intensity and 27,000 lux at medium intensity, while the intensity of the LED DayLite WireLess Mini is 27,000 lux.

The spot size of each of the LED DayLite WireLess headlights will illuminate the entire oral cavity. DayLite WireLess headlights will illuminate the entire oral cavity.

Here in Vancouver

To see the LED DayLite WireLess Mini and LED DayLite WireLess headlights, stop by the Designs for Vision booth, No. 527, or contact the company to arrange a visit in your office at (800) 345-4009 or info@dvimail.com.

The LED DayLite WireLess is powered by a compact, rechargeable lithium-ion power pod. The WireLess Mini is powered by specialty rechargeable lithium-ion cylindrical cells. Both LED DayLite WireLess headlights come complete with three batteries/battery pods. The charging cradle allows you to independently recharge two batteries/battery pods at the same time and shows the progress of each charge cycle.
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- More than 1,000 prototypes led to a process called smart-linking, a cross-linking technique that enhances vital function and mechanical properties without compromising biocompatibility.
- This versatile breakthrough delivers treatment flexibility with unlimited product supply, absolute consistency, and no special storage requirements or preparation prior to use.

The innovative benefits of Geistlich Fibro-Gide® make it the ideal alternative to connective tissue grafts for increasing soft-tissue thickness around implants and natural teeth.

Planmeca USA introduces its ULD certification program

By Planmeca USA Staff

Back in March, during the Hinman Dental Meeting in Atlanta, Planmeca USA introduced a unique certification program designed to encourage dialogue between patients and their dental practitioners on imaging radiation levels.

The Helsinki, Finland-based dental technology company, with North American headquarters in Roselle, Ill., manufactures and sells imaging equipment, such as the Planmeca ProMax® 3D family of units.

This CBCT system has a unique ultra-low-dose (ULD) feature that delivers a lower dose of radiation while achieving imaging quality that allows practitioners to provide an optimal diagnosis.

“A Planmeca ProMax 3D system using ULD can drastically reduce patient radiation by up to 77 percent — without a statistical reduction in image quality,” said Planmeca USA in a press release.

The company cited a study published by Dr. J.B. Ludlow and D. Koivisto that demonstrates radiation doses used in dental imaging can be reduced without loss of diagnostic quality. The company is not aware of any other dental imaging manufacturer, with an independent study, that can claim the same.

Because of attention in the lay press about this issue, it’s more likely that dental patients, too, may have questions and concerns.

To help encourage these conversations about imaging safety, Planmeca USA developed a complimentary ULD certification program exclusively for Planmeca ProMax 3D ULD-capable systems.

ULD certification program features:
- Planmeca ULD certified office display materials to inform patients that you are using advanced safety/quality care X-ray equipment.
- Access to downloadable digital materials for use on your website and social media outlets to educate and market your practice as Planmeca ULD certified.
- Ability to become part of a searchable database of Planmeca ULD certified dentists, for prospective patients who seek low-radiation imaging practices in their area.
- A complimentary program available to all practices using Planmeca ProMax 3D Ultra Low Dose enabled systems.

The Planmeca ULD certification registration program is available at www.planmeca.com/na/uld/.

To see the study, go to https://goo.gl/UPW5vL.

Here in Vancouver

To learn more about the Planmeca ProMax 3D family of units or the Planmeca ULD certification program, stop by the booth, No. 317.