Curve Dental: simplicity, efficiency, flexibility and fun

By Kristine Colker, Managing Editor

As the story goes, at the age of 16, whiz kid Matt Dorey started and grew a successful IT company that helped dental practices install computers, networks and software. When he was 19, he asked a pivotal question: “If you can shop online, bank online and book travel online, why can’t you manage your practice online?”

Of course, the only answer he heard was, “That’s a wonderful idea, Matt!” So in 2003, Dorey founded Curve Dental, a Web-based company that prides itself on being simple, flexible, efficient, cost-effective and, just as importantly, fun. He sat down with Vice President of Marketing Andy Jensen to find out more about Curve Dental.

What are the main things the company offers to clinicians?

We offer Web-based dental software that delivers three key benefits.

1) The software is simple. It’s Web-based. How difficult can the Web be?

Almost anybody can navigate around the Web and complete many different tasks. Simplicity also means less training. If the dentist is closing his or her practice for two or three days to train the staff, how much is that costing? Software is supposed to deliver a return on investment, not create another barrier to increasing production.

2) Flexibility. Our dental software is an extension of the staff’s lifestyles because it is Web-based. Everyone is shopping online. More and more people are banking online. More than one-third of all travelers are booking online. And the number of online tradable is increasing exponentially. Why? Because people like convenience and simplicity. If you can shop online, bank online and book travel online, you should be managing your practice online, too.

3) Boosting efficiencies. Reducing the amount of time required to accomplish any one task results in an increase in efficiency. The key test is accomplished by asking this one question: “Can I do it faster with paper?” If the answer is “yes” then what is the point of using the software? From charting to scheduling to billing, you’ll see that Curve Hero passes the test.

- Bonus benefit: Outstanding customer service. Our dental software is no better than our customer service. Our software is a subscription service, so we have to exceed our customers’ expectations every month. That’s pressure to perform, and we love to make our customers happy.

How does Curve Dental differ from other dental software/office management companies?

Two differences: First, our dental software is Web-based. People use the Web because it offers a level of convenience, flexibility and simplicity that can’t be found anywhere else. All that’s needed is a Web browser and an Internet connection.

Second, because our software is Web-based, it is more intuitive. Our customers find that charting is much simpler, scheduling is more flexible and generating reports is easier. When developing the software, we can approach certain tasks with a completely different perspective not generally available to legacy software developers. When you see a demo of Curve Hero, you’ll be very impressed by the less-is-more design.

For those who are used to their office management software not being Web-based, how does Curve Dental’s software work?

Anyone who has visited Amazon, Travelocity or their local bank will admit they were able to understand how to use the service with no formal training. Of course, managing a practice is much more complex than shopping online or booking a ticket online, but the concept is still very much applicable. Our customers are completely trained and using the software live with half as much training as legacy client-server software requires.

Medidenta now offers refining and waste disposal

With 65-plus years and counting, the company Medidenta has withstood the test of time and earned the trust of dental professionals around the world.

The company has recently acquired a precious metal refining and waste disposal operation, which the company believes will enrich the entire dental community a service that will be unsurpassed in integrity and value, bar none.

Since 1944, Medidenta has morphed into a boutique of dental products where it dares to be different. Some of its products from the 1960s included copper bands, prefabricated jacket crowns and posts that sold for 15 cents each. And yes, the original product line even included Karat, a pure gold filling material, not to mention genuine silver points for root canal obturation, which in fact was the endodontic standard of care in the ’50s and ’60s.

Some of these items can be viewed on the “Nostalgia” section on the company’s Web site, www.medidenta.com.

Medidenta’s product line has been synonymous with value because of “direct to the dentist” pricing. The company’s most significant break-through came in 1969 when Medidenta introduced the Giromatic®, the first automated device for root canal therapy; however, its start was with preformed instruments used in dental appliances and root canal therapy.

In July 2007, Robert Achtziger, an employee of Medidenta since 1973, became the sole owner, president and CEO. He has implemented many changes, from streamlining and improving customer service to increasing the research and development budget, which will result in some major dental product introductions in the coming months.

Through personal hobbies and friends, Achtziger has developed a deep-rooted commitment to environmental changes facing our world.

“Precious metals are a natural resource of our Earth. Our planet has indeed experienced significant advances in technology, but not with a price because our environment is exhausting and neglecting its natural resources, and this will take an effort by all to save and conserve our natural resources for future generations,” Achtziger said.

While some corporations have only just begun to initiate conservation and recycling procedures, Medidenta has already integrated these measures in its daily business operations, knowing it’s extremely desirous to implement environmentally conscious changes within the dental community it has served since 1946.

As mentioned, Medidenta is announcing it has acquired a refining and waste disposal operation that will now be integrated into Medidenta’s product and service line. This division will encourage recycling and create initiatives, internally and externally, that are kinder to the environment and enable dental offices to earn top dollar on precious metal scraps that are refined and recycled.

When Achtziger was asked, “Why refining and precious metal recycling?” his response was, “Some of Medidenta’s roots are with precious metals, and the overwhelming majority of our product line is, in fact, recyclable so this was a natural fit for us.” Thus, Medidenta is currently offering some new services.

- Refining precious metal scrap. Medi- denta can now smelt and assay scrap to determine the precious metal content, and pay the dental professional the highest dollar amount within a week. As a bonus, the practitioner will receive valuable discount coupons for other products listed in the Medidenta catalog.

- BOSS Amalgam Separator. The BOSS Amalgam Separator offers up to three years of safety, convenience, simplicity and preservational compli- ance for the ultimate protection for the entire dental office.

- In-office amalgam separator. The In-office amalgam separator offers up to three years of safety, convenience, simplicity and preservational compli- ance for the ultimate protection for the entire dental office.

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MonoCem by Shofu

MonoCem, Shofu’s self-adhesive resin cement, has a new and improved formula with complete auto cure in only 3½ minutes. The same reliability and superior performance — now faster — makes MonoCem the ideal time-saving choice.

According to Dr. Richard Berry from Medway, Mass., “MonoCem is the easiest, fastest and strongest cement I have ever used.”

With a self-etch, moisture tolerant formula, MonoCem bonds strongly to all substrates — dentin, enamel, porcelain, all-ceramic restoration or metal-based restorations. Easy to clean up, MonoCem has an unlimited working time and 100 percent polymerization.

MonoCem’s dual-cure formula light cures in 40 seconds and now completely auto cures in only 3½ minutes. Available in 7 gram syringes, MonoCem has a low film thickness of less than 12 microns, eliminates sensitivity and has a high fluoride release.

“MonoCem self-adhesive resin cement is a very simple to use and very effective cement. It handles well with excellent flow properties and cleanup is easy. MonoCem exhibits all of the ideal properties of a cement used for luting adhesive ceramic restorations,” Dr. Eugene Atenucci from Huntington, N.Y., said.

With a convenient direct-dispensing, auto-mix syringe delivery system, MonoCem offers color stability for long-term esthetics in translucent or bleach white shades for indirect cementation of crowns, bridges, inlays, onlays and posts.

Visit Shofu online, www.shofu.com, for a new MonoCem step-by-step guide. The helpful how-to is a useful tool that clearly illustrates MonoCem’s fast and easy application.
To say Seiler instrument company has a long history with optics would be a bit of an understatement. With over 64 years of history in dealing with the design and manufacturing of optical equipment, Seiler now provides that equipment to the medical, dental, military, architectural, construction and planetarium markets.

Founded in St. Louis, Mo., in 1945 with the knowledge and expertise by a master of fine optics from the Zeiss University School of Fine Optics in Germany, Seiler Instruments began making and repairing small microscopes and survey equipment.

In 1950, the Seiler microscope division was formed to distribute Zeiss (Jena) surgical microscopes in North America, making them one of the first surgical microscope providers in the United States.

Since then, Seiler has become a major provider of surgical and compound microscopes to the dental, ENT, OB/GYN and laboratory markets.

With all of Seiler’s history it is amazing that the word new could be used to describe Seiler, but in 2009 that has been one of the most popular terms around its new building.

Recently, Seiler has moved its home office from a 70,000 square-foot facility to a new 150,000 square-foot facility to better serve its customers.

In addition to their new building, the company has also released two new microscopes for the dental market: the Seiler iQ and the Evolution xR6.

“We took a conventional approach to the redevelopment of these scopes. We directly asked the dentists what they wanted in a dental microscope, they told us and we listened,” said Nicholas Toal, the marketing coordinator for Seiler.

Listening is something that is normally hard to do for a large company these days, but “Seiler knows that customers are the boss, and catering to those customers keeps the boss happy” says Dane Carlson, division manager of Seiler Microscopes.

The Seiler Evolution xR6 is the newly redesigned, new six-step microscope that comes with the new 50 watt metal halide bulb, which is the brightest standard light source in the market with a bulb life of more than 1,500 hours and a standard halogen backup.

Also, Seiler has released the new Seiler iQ that offers the same new light source, but comes in a smaller package with three steps of magnification and a new design.

Both models have five different mounting options: floor, wall, high wall, ceiling and table.

To get more information about Seiler, visit www.seilerinst.com.

G11 digital dental camera

The PhotoMed G11 digital dental camera is specifically designed to allow you to take all of the standard clinical views with “frame and focus” simplicity.

The built-in color monitor allows you to precisely frame your subject, focus and shoot. It’s that easy.

Proper exposure and balanced, even lighting are assured. By using the camera’s built-in flash, the amount of light necessary for a proper exposure is guaranteed.

In addition, PhotoMed’s custom close-up lighting attachment redirects the light from the camera’s flash to create a balanced, even lighting across the field.

R2 dual-point flash bracket

PhotoMed’s new R2 dual-point flash bracket is designed to give you maximum flexibility in flash positioning.

Bring the flash heads in toward the lens for posterior views and mirror shots.

Spread the flash heads out to the side for anterior esthetic images and natural looking smile shots.

Each flash head can be repositioned “on the fly” with one hand.

The R2 bracket is available in Nikon or Canon configurations and will work with Nikon’s R1 and R1C1 macro flashes and Canon’s MT-24EX macro flash.

Anterior contacts mirror

The anterior contacts mirror makes it easy to photograph the overjet and anterior contact.

The inset curved end follows the curve of the arch for comfortable placement. The mirror can also be used for standard occlusal arch views.

More information about each of these products is available at www.photomed.net or call (800) 998-7765.