Award-winning manufacturer expanding DEFEND throughout 2015

Mydent International’s record of reliable service dates back 30 years

By Mydent International Staff

Launched in 1985, DEFEND by Mydent International is a global brand serving more than 50 countries in the manufacturing of high-quality infection-control products, disposables, preventatives and impression-material systems.

With 30 years of service to the dental industry, Mydent International manufactures more than 300 items used by dental professionals.

New DEFEND Marketplace

Mydent International has developed a new marketplace for dental professionals to conveniently place DEFEND orders through their preferred dealer. For a limited time, Mydent International is giving away $50 Restaurant.com eGift cards to dental professionals who order $50 or more on the website (suggested retail) of DEFEND products through their selected dealer. Learn more at www.defend.com/marketplace.

Ensuring quality of DENTSPLY pharmaceuticals begins when collecting active molecules and continues through double-sterilization of cartridges, laser inspection for defects, safety-focused packaging and breakage-avoidance shipping. Photo/Provided by DENTSPLY International

Now and throughout 2015, Mydent will be introducing a variety of new dental products, including those listed here.

‘Sensitive’ dual-fit ear-loop face mask

Mydent’s newest face mask is gentle on sensitive skin and free from inks, dyes and fiberglass. This fluid-resistant mask is latex-free with an inner layer made of soft material.

DEFEND Desensitizer

DEFEND Desensitizer is a desensitizing agent that can be placed under dental cements or used with temporary-, provisional- or final-restorative materials to reduce postoperative sensitivity. It can also be used for desensitization of amalgam restorations, either conventional or bonded. DEFEND Desensitizer contains HEMA to aid bonding primers to penetrate etched dentin. The HEMA base in DEFEND Desensitizer helps seal tubules, giving immediate relief from pain due to hypersensitivity.

Fitted digital sensor sleeves

With twice the thickness of conventional sleeves, these fitted sleeves are significantly less likely to tear. They feature soft, rounded edges and are latex-free. These sleeves offer a precise, snug fit to sensor size, resulting in no additional plastic in the patient’s mouth.

Latest-technology dual-fit face masks

Mydent’s newly designed line of DEFEND dual-fit face masks create a tight, custom-fit for enhanced facial protection. With the latest in contour technology, these face masks feature a form-fitting, pliable nose and adjustable chin-band to ensure ultimate comfort.

'SRG' evacuation system cleaner with improved multi-enzyme blend

Used daily, this evacuation system cleaner will keep lines running free and clear at maximum suction. The non-foaming formula has a neutral pH for safe use with amalgam separators and maintains the ability to dissolve organic fluids and debris. The peppermint scent helps to eliminate odors.

Benzocaine anesthetic topical gel

20 percent

Fast acting with no systematic absorption, this anesthetic gel provides temporary relief of pain during dental procedures. With no bitter aftertaste, this product helps comfort patients with minor mouth irritations.

Visit Mydent at booth No. 3709

Visit Mydent International at booth No. 3709 at the GNYDM for free product samples, exclusive $41 specials and chances to win SpaFinder gift certificates. Mydent will also be running photo booth sessions to help make the meeting a memorable experience.

Mydent International is dedicated to fully maintaining the DEFEND brand promise: “To provide the health care professional with the highest quality infection control products, disposables, preventatives and impression materials at affordable prices, supported by superior service and 100 percent customer satisfaction.”

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Visit us at GNYDM Booth #3841
‘First Fridays’ start at Dentatus Implant Center in the heart of New York City

By Dentatus Staff

Dentatus, one of the first to introduce to dentistry narrow-body implants, welcomes you to join us at the Dentatus Implant Center, where participants will learn the distinctive technologies of the Anew, Atlas and Elypse implants. The modern facility is equipped with all necessary instrumentation, models, implants and components used in the workshop. Participants will learn how to select and place narrow-body implants and construct a chairside interim crown. They will learn the benefits of having the means to treat the widest range of patients’ needs, especially patients with inadequate bone and narrow spaces.

Due to this special narrow-body technology that requires less time, procedures are attractive to many patients who would otherwise not be able to afford or benefit from this major development. At the conclusion of the workshop, you will leave with your own constructed temporary crown on a model for staff training and patient education.

The Dentatus Implant Center offers unique opportunities to improve your expertise of emerging technologies with hands-on experience under guidance of experts in the field. Advanced registration is required in order to reserve space and instrumentation. Friday workshops are conducted 8 a.m. to noon.

Come to New York City for First Fridays at Dentatus’ Implant Center and stay for the art, fashion and entertainment. Register at www.dentatusUSA.com, or by calling (800) 323-3356 or by emailing dmanekas@dentatus.com.

Many dental products are used only once, including mixing tips used to prepare cements, impression materials and temporary crown-and-bridge (C&B) material. Following application, the mixer and any material left inside is discarded. To help dentists work more efficiently and sustainably, Switzerland’s Sulzer Mixpac has enhanced its tried-and-tested mixers: The new T-MIXER™ is significantly shorter, so material can be mixed even more quickly.

For example, the new blue model saves about 0.4 ml of material per C&B application compared with its predecessor. If a dentist performs an average of four C&B sessions per day, this adds up to 350 ml of savings every year, which is equivalent to seven 50 ml C&B cartridges. Assuming average costs of $100 per temporary C&B material cartridge, the new T-MIXER helps cut annual material costs by approximately $700. And the mixing result is even better.

A T-MIXER’s endorsement by The Dental Advisor1 affirms its clinical evaluation. This product enables dentists to not only improve the health and well-being of their patients, but also make their business more efficient, according to the company.

Learn more about Sulzer’s T-MIXER product family from your specialty retailers and by viewing a short film at bit.ly/T-Mixer.

Double your benefits with better mixing

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(Reference: Sulzer Mixpac)

Contact Dental Equities Today

Phone: +1(949) 732-0033 | Website: www.DrEB5.com | Email: Info@DentalEquities.com
Staying focused in a dental environment

By Dr. Bob Clark, Founder, DrQuickLook

Being productive in a dental office requires a combination of events that eventually becomes the heart of a healthy dental practice. No single event is predominant over another, and nothing can be left out. These “events” are areas of our practices that we, from time to time, try to bear down on to make our practice and our daily lives better. That point at which your practice starts to show signs of being non-productive is not the time to initiate the drive.

So take a look at one issue each month, and try to make things work as efficiently as possible. If you are looking for the list — it’s not here. Every practice has a different list based on the priorities of the dentist and his or her staff. For this article, the focus is on focus.

“Focus” in a practice is the ability on a day-to-day basis to get rid of distractions that seem to worm their way into the fabric of our practices. In my practice, for obvious reasons, I use DrQuickLook™ SD to allow me to focus on the practice of dentistry by creating a situation where the business of dentistry goes more smoothly. Practicing dentistry is what we all want to do. It would be great if we all had a personal assistant following us around and making sure that the business stuff gets done.

We want full schedules of patients who really are interested in getting quality work done. You know — the ones who actually show up on time for their visits. I noticed in my office after I began using the new DrQuickLook SD units that the business side of care seemed to have a life of its own, and I could focus more on the care side, which I like. I took a step back and objectively looked at what was going on. With all my staff using DrQuickLook SD, I was spending a lot less time reviewing treatment options and making sure the patient truly understands the need for care. I noticed we are saving more images to send to insurance companies (exit one distraction) for quick approvals, and I’m spending less chair time discussing proposed care, which keeps me more on-time with patients (exit a couple more distractions). My staff became quickly adept at “show-and-tell-and-save,” enabling me to achieve that higher level of focus.

The ability to draw on the images and provide patient education chairside at a moment’s notice makes every day run much more smoothly. These features found on our DrQuickLook SD Plus™ units are worth their weight in gold. We have also gotten better about asking if patients would like the images emailed to them so they can explain to a spouse what is going on. Before, I had been fielding at least one or two calls a month from spouses who weren’t sure what the situation was. The fact that I had to review the proposed treatment, check out the HIPPA page and then follow up was not something I looked forward to. I did it — I just found that it seemed to take a chunk of time out of my day.

In summary, as I looked at the introduction of the new DrQuickLook SD models in my office, I found that the most important effect was to get rid of a lot of distractions so I could focus on the work at hand. When that happens, the dentist is happy, the staff is happy, and the office is more productive. Win. Win. Win.
Tracy Conclusions: BruxZir® and e.max CAD full-contour crowns on molars have demonstrated clinical service superior to all other tooth-colored materials studied clinically by TRAC over 39 years.

Visit www.bruxzir.com to see the full report
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Full-arch case from dentist Sung-Kim, Republic of Korea, shows the natural-looking esthetics of BruxZir Solid Zirconia compared to PFM, PFZ and monolithic glass ceramic restorations.
3 make-or-break reasons for going mobile

By Likeable Local Staff

Did you know that 60 percent of social-media users are on mobile devices? What happens when one of them tries to contact you, but your site is unusable on his or her device? Here are three specific reasons you should adopt a mobile format to grow your practice:

1) Patient interaction

Imagine being able to connect to your patients effectively and immediately. On a mobile platform, patients can reach out to your practice anytime and anywhere. For instance, there would be no delay in appointment booking. Wherever your patients are, they can schedule a checkup on your mobile site as soon as they think of it.

2) Patient acquisition

By utilizing mobile, you open up your practice to the 1.75 billion individuals in the world who own smartphones. Every day that number is growing. In January 2014, mobile Internet traffic outweighed personal computer traffic for the first time ever, with 55 percent of Internet activity in the U.S. coming from mobile devices during that month.

3) Patient satisfaction

For a patient, there’s nothing more frustrating than a cumbersome page. It’s the digital age, and if your mobile site is not easy to access, your competitors’ sites will be, and their practices will outshine yours.

Henry Schein Cares Foundation opens Ebola Relief Fund

Henry Schein Inc. has opened the Henry Schein Ebola Relief Fund to support relief efforts related to the Ebola outbreak in West Africa.

The Henry Schein Ebola Relief Fund was established through the Henry Schein Cares Foundation, a 501(c)(3) organization, to provide a way for Team Schein Members and others who are interested in supporting relief efforts to contribute. Henry Schein will match all donations contributed to this fund by Team Schein Members, and the proceeds will be applied directly and completely to Ebola relief efforts by various relief organizations as well as through the CDC Foundation, which helps the U.S. Centers for Disease Control and Prevention do more work faster to fight threats to health and safety.

The contributions will augment donations of personal protective equipment that Henry Schein is making through Henry Schein Cares, the company’s global corporate responsibility program, to the CDC to help health care workers in West Africa as they combat the Ebola outbreak, which has claimed more than 3,000 lives.

In the past, Henry Schein Cares has responded to other disasters, including Hurricane Sandy and the Colorado wildfires in the United States in 2012, the earthquake and tsunami in Japan, earthquake in New Zealand, and flood in Australia in 2011, the earthquakes in Haiti, China and Chile in 2010; the flood in Pakistan in 2010; the cyclone in Myanmar and earthquake in China in 2008; Hurricanes Katrina and Rita on the U.S. Gulf Coast in 2005; the 2005 earthquake in Pakistan; the 2004 Asian tsunami; the conflict in the Middle East; and the Sept. 11 attack.

Anyone wishing to contribute to the Ebola Relief Fund can do so by credit card through the Henry Schein Cares Foundation website at www.hscaresfoundation.org (click the “donate button” to be directed to an online credit card processing page, and select “Ebola Relief Fund” for the gift designation). Those who wish to contribute by check should make the check payable to “Henry Schein Cares” and include “Ebola Relief Fund” noted on the memo line, and send it to Ashley Lenz at Henry Schein Inc., 135 Duryea Road, Melville, NY 11747. Donations to the Henry Schein Cares Foundation are tax deductible in the United States.

Henry Schein Cares, stands on four pillars: engaging Team Schein Members to reach their potential; ensuring accountability by extending ethical business practices to all levels within Henry Schein, promoting environmental sustainability; and expanding access to health care for underserved and at-risk communities around the world.

Health care activities supported by Henry Schein Cares focus on three main areas: advancing wellness, building capacity in the delivery of health care services and assisting in emergency preparedness and relief. The philosophy behind Henry Schein Cares is a vision of “doing well by doing good.” Through the work of Henry Schein Cares to enhance access to care for those in need, the company believes that it is furthering its long-term success.

Established in 2008, Henry Schein Cares Foundation works to foster, support and promote dental, medical and animal health by helping to increase access to care for communities around the world. The foundation carries out its mission through financial and health care product donations that support health care professionals and community-based programs focused on prevention, wellness and treatment, disaster preparedness and relief, and capacity building of health institutions that provide training and care.

See more on Henry Schein Cares making a difference at www.helpinghealthhappen.org, a blog for health care professionals to share their volunteer experiences delivering assistance to those in need globally.

(Source: Henry Schein Cares Foundation)

Peer-to-peer financing helps millions afford oral health care

By Dental Equities Staff

Recognizing that millions of Americans cannot access the care they need at affordable rates, Dental Equities has announced the launch of a peer-to-peer health-care financing platform, Patient Advance.

Because of post-2008/2009-recession regulations, banks have less capital to loan, which has increased the need for alternative lenders. By moving lending online, Dental Equities has generate the cost advantages of more than 400 basis points compared with traditional banks.

Branch office operations consume up to 35 percent of their total operational expenditures. Moreover, their organizational practices are less efficient than today’s online marketplaces. This built-in cost advantage will enable Dental Equities to out-compete retail banks on price.

According to some experts’ estimates, banks, credit card companies and other lending institutions generate $870 billion-plus in annual fees and interest from more than $3.2 trillion in lending activity. It is estimated that more than $2 trillion in loans will be made between peers in this emerging marketplace.

Looking to promote a much-needed financing platform for affordable health care, Dental Equities is working to lead this global shift in lending practices and pass these savings, speed of service and access to tens of millions of Americans who need health-care services not covered by their insurance carriers or the Affordable Care Act.

Logical answer: Collaboration

When asked about the first-of-its-kind decentralized platform, Dental Equities founder Dr. Kianor Shah said, “As a result of globalization and peer-to-peer integration led by technology, collaboration is the logical answer to the unjust corporatization of medicine and health care.”

Dental Equities’ mission is to elevate the professionalism of health-care providers, enabling them to remain independent and able to provide services to patients demand and require. In addition to Patient Advance, Dental Equities is also offering additional financial services and educational resources via its other sister brands, such as Doctor Club and Doctor Advance.

Dental Equities is a private equity limited liability company founded and led by Shah, its chairman. Dental Equities provides a decentralized peer-to-peer platform where dental professionals unite administratively, academically and financially for the benefit of patients as well as dental professionals.

For more information on Dental Equities, visit www.DentalEquities.com.