As the digital evolution in dentistry continues, with the new CAD/CAM techniques, the Rhein’83 research laboratories, under the direction of vice president of technology Gianni Storni, have developed a new line of threaded interchangeable attachments.

The various product lines include the Spherical OT cap line, in micro (1.8 mm diameter) and normo (2.5 mm diameter), together with the new Equator Profile, which is the smallest dimensional attachment in the market.

These threaded attachments are screwed directly inside the milled bar, mounting on the special 2.2 mm thread. Or, in cases where the CAD/CAM software produces an overdenture bar without threaded holes, Rhein’83 offers a threaded titanium sleeve that can be cemented into the hole of the bar. The threaded sleeve is glued into the hole that will receive the attachment, which is threaded into place.

To learn about the threaded interchangeable attachments and other Rhein’83 products in more detail and for more-comprehensive presentations on technical applications, email Rhein’83 at marketing@rhein83.it, or visit online at www.rhein83usa.com, or contact the distributor, American Recovery, by phone at (877) 778-8383 or by email at info@rhein83usa.com.

About Rhein’83

Rhein’83 was founded in 1983 in Bologna by Ezio Nardi, who was keen on research, specializing in overdentures. Spherical attachments had been on the market for some time, but were made mostly in metal. Rhein developed a series of castable attachments with elastic retention, introducing the first “silicon materials” on mobile prosthesis retention. Within a few years, silicon materials would completely replace metal attachments.

Today Rhein’83 works with many Italian and foreign universities to test the innovations produced by Rhein research and development. Awards include the MIUR certificate and the “Laboratory of Quality and Excellence” from the Ministry of Research and Development of Health.

Research has led to design and production of components for systems such as Sphero Block (normo and micro) and Sphero Flex allowing to correct divergent implant cases up to 46 degrees. Recently the new low-profile OT Equator attachment was developed with a complete system defined four in one, offering titanium abutments for all implant brands, castable solution for natural teeth, a passive bar connection and a complete line of attachments for CAD/CAM applications (available already in the most common dental software world wide).

All products are manufactured in titanium with an additional tin coating bearing the hardness of the surface to more than 1,600 Vickers. The company is also known and recognized for its dentists’ and dental technicians’ reports and its conferences and courses worldwide. Rhein is considered a world-leading producer and distributor of dental attachments, with an active presence and distribution in more than 90 countries.

The company operates in accordance with European product certification (Directive 93/42 CEE) in addition to UNI EN ISO 9001:08 - UNI CEI EN ISO 13485:12. It also has product certifications in many foreign countries, including the United States, Canada, Russia, Israel, Korea, Brazil and others.

(Source: Rhein’83)
Planning for partial retirement can be tricky

By Nicholas Spanakis, Group Practice Manager, PNC Bank

Reputation management facts for today’s dentist

Reputation marketing is now the most trusted and effective form of online marketing for any dental practice. Moreover, sites such as Yelp and Google My Business dominate the buying decisions of millions of patients on a daily basis. Here are quotes from three highly respected business journals:

“The days of a Google review can shape your business far more than a Google Ad.” – Forbes

“61 percent of customers read online reviews before making a purchase decision, according to recent surveys. After all, reviews provide a first stop for any potential customer to understand a product from a consumer point of view, delivering honest and impartial insight from peers.” – Entrepreneur

“My marketing is aware of the rise of online reviews and other sources of peer-to-peer information, but many neglect this trend and market products much as they did a decade ago. We believe that many companies need to dramatically shift their marketing strategies to account for the rising power exerted on future customers by the opinions of existing customers.” – Harvard Business Review

Without question, every practice owner and office manager will tell you that referrals are the backbone of their success. In fact, word of mouth can be the difference between prosperity and continual struggle.

In today’s world, word of mouth is now represented by online reviews and social sharing. Some experts have referred to the blending of the two as “word of mouse.” But did you know that even with all this overwhelming information, and with online reviews generations and practices hundreds of thousands of dollars in extra annual revenue — some practices are slow to take advantage of these undeniably facts? In fact, Fox Business stated: “90 percent of consumers are influenced by positive online reviews — but only half of small business owners believe these reviews are important. Nearly 55 percent say online reviews are unimportant.”

The solution for any practice is to become proactive in controlling its online reputation. It’s the difference between getting new patients or not.

The team at Planet Success created Reputation Express specifically to meet this challenge and put the control in the practice’s hands. Its purpose is simple: Drive in more patients by making your practice the obvious choice. Planet Success wants you to be found, to be chosen and to be recommended more than you are now. The system was developed from a combined history of more than 50 years in marketing and consulting, working with practices from all over the United States.

For more information on how to make your practice the obvious choice you can visit Reputation Express online at www.reputationexpresspro.com.

(Source: Planet Success)
Extraction instruments combine ergonomics, Scandinavian design

LM Dental’s LM models feature nonslip ErgoTouch handles

By LM Dental Staff

LM Dental’s LM extraction instruments uniquely combine ergonomics, Scandinavian design and functionality for atraumatic tooth extraction. They feature comfortable, nonslip ErgoTouch handles and are well-balanced and lightweight.

LM-LiftOut instruments are designed to perform typical extractions atraumatically, an important consideration that enables rapid healing and future implant placement. The tip of the instrument is introduced into the periodontal space and slowly advances toward the apex of the root while moving gently back and forth.

LM-TwistOut instruments are indicated for tooth extraction in situations where strong force or torque must be applied, and LM-SlimLift instruments are created for the most atraumatic extractions. Because of their slim tips, the instruments fit in extremely narrow spaces and are ideal for implant preparations.

LM extraction instruments are supplied in a convenient cassette that protects both the instrument and the handler during the maintenance cycle. The cassette keeps instruments from puncturing the sterilization pouch, and the cassette can be color-coded. The blades, hand-finished and made from LM-DuralGradeMAX supersteel, stay sharp and are long-lasting when properly used and maintained.

Obsessive quality control starts at molecular level

DENTSPLY Pharmaceutical controls quality at every step, all the way to your office door

By DENTSPLY Pharmaceutical Staff

For more than 100 years DENTSPLY International has been supporting dentists worldwide in their profession. The company’s trusted and comprehensive range of anesthetics enables dentists and hygienists to start every procedure right. DENTSPLY Pharmaceutical ensures quality at each step of the product’s journey — from collection of active molecules all the way through to when the packages arrive at your office.

Each cartridge is twice sterilized with a sterilizing filter followed by an autoclave method. Cartridges are then visually inspected with an electronic laser for defects and impurities, including but not limited to cracks, foreign particles, color and density. Each cartridge is mylar-pack labeled to restrain the individual pieces in case of a break — thus avoiding any injuries. Each set of 10 cartridges is then blister packed to avoid breakage. Finally, each cartridge is color coded as per industry standard ADA system.

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

HINMAN BOOTH NO. 637

Hinman Booth No. 637

Because of their slim tips, the LM extraction instruments fit in extremely narrow spaces and are ideal for implant preparations. Photo/Provided by LM-Dental

HINMAN BOOTH NO. 1221

Hinman Booth No. 1221

The official hotel of AGD 2015 is the San Francisco Marriott Marquis, postal address 780 Mission St., San Francisco, CA 94103. To guarantee rooms for your family and staff, make your reservations early by visiting resweb.passkey.com/go/AGD2015 or by calling (877) 622-3056. International guests may can dial +1 (415) 896-1600. Don’t just embrace change; celebrate it at AGD 2015.

(Source: AGD)