Universal registration material earns awards

R-dental’s METAL-BITE collects multiple honors in 2013

The universal registration material METAL-BITE® is indicated for a broad variety of indications, such as icp-registration, face bow registration, dynamic antagonist registration and for surgical guides. The product is also optional scanable for CAD/CAM-applications.

The product manufacturer, R-dental, describes the physical properties of METAL-BITE as being able to fulfill all requirements of dentists.

In late 2012 METAL-BITE was evaluated by the independent REALITY Publishing (Houston) and received its 2013 Four Star Award. Furthermore, among all evaluated materials, METAL-BITE was rated the No. 2 bite registration material for 2013 by REALITY. Additionally, in December 2012 the dark gray A-silicone received the 2013 Preferred Products Award from The Dental Advisor (Dental Consultants Inc., USA).

More than a decade after its introduction in 1999, METAL-BITE today is known to a large number of dentists worldwide.

The product is available in commercial cartridges of 50 ml with 12 mixing cannulas.

For more information, you can contact manufacturer R-dental Dentalerzeugnisse, in Germany, by telephone at +49 (40) 275-7617 or by email at info@r-dental.com. You can learn more online by visiting the website www.r-dental.com.

(Source: R-dental)

D4D Technologies now operating as E4D Technologies

Effective as of Aug 8, D4D Technologies LLC, best known for its E4D brand of dental solutions, is now doing business as E4D Technologies LLC. While the company has been using the name D4D Technologies since it was established in 2003, from the start it has branded its products E4D, as in E4D Dentist, E4D Labworks, E4D Studio, E4D Compass, E4D Sky and E4D Compare.

“The timing to unify the company name with our global branding coincides with the launch of our next generation E4D NEVO scanner and design center and our 10-year anniversary as a company,” said CEO Mark Quadling. “NEVO represents the ‘natural evolution’ of digital dentistry, so this is the ideal time to also recognize the evolution of the company with its new name. The D4D that my brother Henley and I started 10 years ago with Basil Haymann has evolved into a global player with products changing dentistry around the world, through private and group practices, institutions and universities.”

“The E4D brand has become synonymous for many dental professionals with leadership and evolution in digital restorative dentistry,” said Gary Severance, DDS, CMO. “By focusing on ‘E4D’ in every aspect, we can reinforce and strengthen our relationship with our customers and the broader dental community. We are also introducing a new look and logo with the E4D NEVO that reflect the exciting performance and plug-and-play capabilities of this new technology.”

The name change and brand focus represent another step in the evolution of the company and its growing suite of digital solutions for dentistry. The launch of the E4D NEVO at the recentE4D Business of Dentistry Conference in Las Vegas, showcased leading clinicians and E4D operators who shared their early experience with NEVO as well as their extensive dental CAD/CAM expertise.

(Source: E4D Technologies)
3 ways to maximize SEO performance to increase your new-patient flow

By Diana P. Friedman

The Internet has fundamentally changed the way dental practices acquire new patients. Today, more than ever, where your site shows up in search engines will determine how much traffic and how many new patient calls are generated from your website. This makes sense given that recent research shows 97 percent of consumers (prospective patients) search for local businesses online.1 This bodes well for dentists, if they navigate their SEO strategy well.

Making SEO work for your practice

Search engine optimization (SEO) is the ‘process of improving the visibility of a website or a web page in a search engine’s natural or unpaid (organic) search results.’2 The right SEO strategies, supported with the right website, will help your practice attract and convert more prospective patients. Here are three ways to optimize your search engine efforts.

1) Make sure your website experience is optimized for any device

By 2014, mobile Internet use will surpass desktops.4 Today’s mobile devices come in all shapes and sizes. Your practice website must optimize viewing experiences for any type of device prospective patients might use.

Until recently, building two websites (one for desktops and one for mobile devices) was the only feasible solution to this changing Web traffic pattern. Today, a more optimized method (and one recommended by Google) exists. By adopting certain design principles, known as responsive design, you can create a website that looks and functions effectively across all devices and screen sizes. Responsive design makes it easier for search engines to index a site, improving the site’s ability to be found in search results.

2) Feature video content

Prominently displayed videos on your site will engage visitors and increase the chance they’ll stay engaged. Forty-six percent of website visitors see video as a key reason for them to learn more about a product or service.6 Video content is also great for SEO. Video causes visitors to spend more time on your website, which will prompt search engines to increase your relevance ranking.

3) Use the right keywords

When searching online for services you provide, prospective patients are likely to use certain words and phrases. Including the right keywords in your website copy where appropriate will help your site show up higher in these searches.

Ask a few patients which search terms they used — or would use — when searching for a dentist. Then, weave these words and phrases into your website copy. Be sure that your website makes numerous mentions of the services you offer and your location.

Final thoughts

Many, if not all, of your prospective patients use online search as a starting point when seeking out the services you offer. SEO helps your website get found by more prospective patients, ultimately allowing you to optimize your site as a tool for acquiring new patients.

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DIANA P. FRIEDMAN, MA., MBA, is president and chief executive officer of Sesame Communications. She has a 20-year success track record in leading dental innovation and marketing. She has served as a recognized practice management consultant, author and speaker. She holds an MA in sociology and an MBA from Arizona State University.
Camera has ‘frame-and-focus’ simplicity

The PhotoMed G15 digital dental camera is specifically designed to enable you to take all of the standard clinical views with “frame-and-focus” simplicity. The built-in color monitor enables you to precisely frame your subject, focus and shoot. According to the company, 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, and PhotoMed’s custom close-up lighting attachment redirects the light from the flash to create balanced, even lighting across the field.

Close-up lighting attachment evens out the flash

The PhotoMed G15 custom close-up lighting attachment redirects the light from the camera’s flash to create balanced, even lighting across the field. Photos/Provided by PhotoMed

Dental photography DVD reveals tips and techniques

Vol. 5 of Dr. Douglas Terry’s supplementary DVD set illustrates the procedures, techniques and scientific concepts presented in the book “Esthetic and Restorative Dentistry: Material Selection and Technique (Second Edition)” The DVD begins with an introduction by Dr. Terry, followed by a demonstration showing the views most dental offices need to photograph as well as the technique needed to take each one of them. For more information about the DVD, visit www.photomed.net, call (800) 998-7765 or stop by the PhotoMed booth (No. 1234) at the American Academy of Oral and Maxillofacial Surgeons meeting, or booth No. 1001 at the American Academy of Periodontology meeting.

(Source: PhotoMed)

‘Back to School Program’ boosts kids’ confidence and motivation to succeed

Henry Schein staff, suppliers, local businesses help nearly 4,000 children with school clothes and supplies

For the 16th year, Henry Schein Inc. has helped children head back to school with brand new clothes and essential school supplies donated by the company’s Team Schein members, supplier partners and local businesses. Nearly 4,000 children in Henry Schein communities across North America were involved this year in “Back to School” events during August. The largest of the events was Aug. 29 at the company’s worldwide headquarters in Melville, N.Y., where more than 600 America were involved this year in “Back to School” events during August. The largest of the events was Aug. 29 at the company’s worldwide headquarters in Melville, N.Y., where more than 600 children in Henry Schein communities across North America were involved this year in “Back to School” events during August. The largest of the events was Aug. 29 at the company’s worldwide headquarters in Melville, N.Y., where more than 600 children in Henry Schein communities across North America were involved this year in “Back to School” events during August.

The Henry Schein communities initial supported 150 children from Long Island. Since its inception, the program has sponsored nearly 22,000 children in North America “Back to School” is a flagship initiative of Henry Schein Cares, the company’s global social responsibility program, and is supported by the Henry Schein Cares Foundation, a 501(c)(3) organization that works to foster, support, and promote dental, medical and animal health by helping to increase access to care for communities around the world. To help identify children to participate in the 2013 “Back to School” event at Henry Schein’s headquarters, the company partnered with Family and Children’s Association, MPowering Kids, The McCoy Center, Family Service League, Department of Social Services, Hispanic Counseling Center, Madonna Heights, Bethany House, Habitat for Humanity, YES Community Counseling Center and The Raymar Children’s Fund. “Seeing the smiles on the faces of the children who eagerly rip open their boxes filled with new clothes for their first day of school and brand new backpacks filled to the brim with needed supplies is priceless,” said Karen Boorshtein, LCSW, president and CEO, Family Service League. "Working with Henry Schein on the 'Back to School' program is an opportunity for us to help lift the financial burden from children and their families who have so many economic challenges to juggle with limited resources. We’re proud to be part of this program that helps give peace of mind to families as they prepare for this important time of year.”

(Source: Henry Schein Inc.)
Thriving on all-ceramics, Ivoclar Vivadent prepares for the future

By Dental Tribune International

Walled off by the majestic elevations of the Rätikon mountain range and the Apennine Alps, several industrial hydraulic mixers are continuously at work. Every now and then, a worker brings new barrels filled with raw materials that are turned into a new compound that forms the base for IPS e.max blocks from Ivoclar Vivadent.

Launched seven years ago, the game-changing dental restorative system has earned Ivoclar Vivadent, based in the small European principality of Liechtenstein, wide international acclaim as a provider of materials for highly esthetic all-ceramic dental restorations. According to some industry sources, the restorative system has also defined the new gold standard in the field.

Comprising lithium-disilicate glass ceramic, zirconium oxide materials and veneering ceramics for the press and CAD/CAM techniques, the system has an impressive clinical track record and has won the company a number of acknowledgments, including a Celebration of Excellence Award for Outstanding Innovation in Cosmetic Dentistry at the recent annual meeting of the American Academy of Cosmetic Dentistry in Seattle, Wash., in June.

Secret formula

With double-digit growth last year, the material, whose composition remains a well-kept secret, has also become one of the company’s most important drivers of economic success. Ivoclar Vivadent held an international expert symposium last year in Germany for the first time that was focused entirely on the system and the treatment results dentists are able to achieve with it in daily practice. According to chief sales officer Josef Richter, the system still has much potential.

“With IPS e.max, it is fair to say that we started a revolution in the field of fixed prosthetics, as it provides a highly esthetic and durable solution not only for single-tooth restorations but also for far more complex indications, like three-unit bridges,” he recently told Dental Tribune International.

In addition to the strong market acceptance of its poster-child product, Richter said that his company performed above

* See FUTURE, page A14
the market average last year with its entire portfolio, including removable prosthetics and filling materials. Sales of clinical equipment and luting cements such as Multilink Automix and Variolink II increased by more than 10 percent, he said, despite unfavorable conditions that make it more difficult for the company to operate in regions affected by the economic crisis, such as Southern Europe.

“Market reports from most of our offices show that fewer patients are currently visiting a dentist than potentially should, which is a matter of concern. As a result, we expect 2013 to be a difficult business year for the industry. However, expansion is still possible, if the market is growing slightly or at all,” he said. “Driven by our core business and innovations, our goal is to come out higher than the market average next year.”

Among the recent developments Ivoclar Vivadent launched this year is Tetric EvoCeram Bulk Fill, a further development of its nano-hybrid composite line, which the company says was designed with a powerful initiator for use with the bulk-fill technique and for tooth restorations in the posterior regions that are difficult to reach. It also introduced BioUniversal KFG, a golden, high-expansion universal casting for milling and the telescopic crown technique suited to veneering low-melting special ceramics, for example.

The IPS e.max CAD range has been expanded and now covers all possible indications, from light veneers to hybrid abutments and bridges with three or more units. To make it easier for customers to navigate their way through Ivoclar Vivadent’s extensive product offering, the entire portfolio was redesigned into three main categories: direct restoratives and fixed and removable prosthetics.

120 countries and growing

The company has invested heavily in its infrastructure recently, with €16 million reported to have been spent on a new building expanding its headquarters in Liechtenstein, which is intended to increase storage capacity and host high-end dental facilities where the latest developments will be regularly put to the test under clinical conditions. Moreover, the manufacturing plants in nearby Bürs in Austria, where Ivoclar Vivadent produces dental equipment, such as its Bluephase curing light, and in Amherst, N.Y., near Buffalo, have been expanded too.

New sales offices and subsidiaries are planned in Russia and Ukraine, among other countries, a step that will expand the company’s already large reach in 120 countries.

“A few years back, we decided to specifically target emerging markets, which now helps us to compensate for moderate growth in established regions like Europe or North America,” Global Region Head Asia/Pacific Christian Brutzer explained.

“In India, for example, we have grown from only 10 people in 2009 to more than 80.”

According to Brutzer, the emphasis on increased local presence has not only facilitated growth in most of these regions, but also dramatically changed the way the company is perceived there. Education according to its own standards is considered a key factor for long-term development, a concept that has found its way into customer relationships through the establishment of International Centers for Dental Education, which are intended to offer training to existing and future customers through lectures and practical courses.

Currently, the company maintains 25 of these centers worldwide, with the largest one in Schaan itself, where training laboratories are occupied almost around the clock by dentists and technicians from all over the globe.

“All of our subsidiaries or sales offices currently provide some form of training. No other company in the market invests so much in education,” Richter said.

“The increase in solutions available on the market has led to confusion among many customers of what is right for them,” he continued. “Therefore, we want our customers to understand the fundamental advantages that come with buying a product from us. In this respect, we see an opportunity to provide them with confidence and peace of mind.”
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Also available are Calasept Irrigation Syringes, which are color-coded to eliminate risk when using multiple irrigation liquids. They are available in packs of 20. 10 white and 10 green. These products complement Wykle’s Calasept line, which includes Calasept and Calasept Plus calcium hydroxide paste for temporary filling of root canals.

The Calasept products are manufactured by Nordiska Dental of Sweden.

For more information, contact Wykle Research at (800) 899-6641 or visit www.wykleresearch.com.

(Source: Wykle Research)

Testing of new dental caries prevention product progresses

C3 Jian Inc., a Los Angeles-based private biotechnology company focused on improving oral health care, has completed a phase-one clinical trial related to its peptide therapeutic product, referred to as C16G2, meant for dental caries prevention.

The clinical trial was a randomized, double-blind, placebo-controlled study that included a dose escalation period. The trial evaluated safety and pharmacokinetics, along with initial microbiology of C16G2 administered to healthy adults in a single oral dose of mouth rinse.

A total of 36 subjects were in the study. No C16G2-related events, nor severe or serious adverse events, were reported.

The study was conducted at New York University’s Bluestone Center for Clinical Research. Mark Wolff, DDS, PhD, professor and chairman of the department of cariology and comprehensive care at NYU College of Dentistry, was principal investigator.

“With the current C16G2 safety information and initial microbiology, both provided support to move into our phase-two development program, which we are eager to commence at the end of this year,” said Laura A. Navalta, C3 Jian vice president of clinical operations.

Dental caries is the most common chronic childhood disease, according to the U.S. Surgeon General. In the United States, more than $100 billion is spent annually on oral health expenditures, the majority directly related to caries.

About C3 Jian Inc.

C3 Jian is a clinical-stage biotechnology company developing and commercializing novel products to diagnose, treat and prevent diseases related to oral health. For more information about the company, you can visit www.c3-jian.com.

(Source: C3 Jian)
Early in 2012, Forward Science set out to create an efficient and affordable oral screening device based on feedback from clinicians. The result is OralID, which uses fluorescent technology — visible light that enhances a dentist’s ability to identify tissue abnormalities. When the blue light shines on healthy oral tissue, it fluoresces. In contrast, abnormal tissue appears dark because of a lack of fluorescence.

According to the company, OralID is the only FDA cleared device that requires no consumable, thus reducing costs.

“Our primary goal as a company is to help save lives,” said Robert Whitman, cofounder of Forward Science and the biomedical engineer behind OralID’s design. “When we designed OralID, we went to the clinicians and asked what they wanted in a product. With that feedback, we designed a device around the user’s needs — portable, simple to use, no per-patient cost and under $1,000.”

Any office buying an OralID is provided a live team training webinar that can be repeated at any time. “We want practitioners to feel confident about interpreting what they might see when they use OralID, and education is an important part of that,” said company cofounder Brian M. Pikkula, who has a PhD in bio-optics. “It’s empowering to know that OralID highlights premalignant and malignant lesions that may not be visible when doing a routine oral exam with the naked eye using white light.”

Currently, according to the company, 63 percent of oral cancers are found at stage III and IV, which have a less than 50 percent survival rate. However, early discovery has an 80 to 90 percent survival rate.

According to the company, virtually every dental patient, regardless of age or lifestyle, should receive an oral exam that screens for abnormal tissue. “Those infected with HPV (human papillomavirus) represent the fastest growing oral cancer population,” Whitman said. Oral cancers from HPV have increased 225 percent in the past three decades.

OralID comes with two pairs of filtered eyewear, batteries and patient brochures. Also available are accessories for clinical documentation, including SmartFilterID for imaging with a smartphone.

To learn more or to attend a free OralID training session, visit www.oralid.com or call (855) 696-7254.

(Source: OralID)