AO announces call for applications for 2016-2017 Osseointegration Foundation Research Grants

By AO Staff

Dental professionals pursuing groundbreaking dental implant research may be eligible for as much as $30,000 in research grants. The Academy of Osseointegration (AO) announced it is currently accepting applications for the 2016-2017 Osseointegration Foundation Research Grants.

Applications that address areas of research to enhance the public acceptance of implants are encouraged. The submission deadline is Nov. 30 and applications can be downloaded at the AO website www.osseo.org.

“Grants can be awarded in categories of Basic Science, which is research to advance implant knowledge that does not include human subjects, and Applied Science, which is research to advance clinical implant dentistry that does include human subject(s). Additional awards of up to $15,000 each will be given to the second-place recipients in the same categories,” said Osseointegration Foundation President Mollie Winston, DDS.

First-place grants of up to $30,000 each will be awarded to research teams in the categories of Basic Science, which is research to advance implant knowledge that does not include human subjects, and Applied Science, which is research to advance clinical implant dentistry that does include human subject(s). Additional awards of up to $15,000 each will be given to the second-place recipients in the same categories.

To qualify, research grant proposals must be submitted by an AO member, faculty member or student who conducts research in any academic dental institution, at least one person on the research team must be an AO member. First place grant recipients are required to present their results at the 2017 AO Annual Meeting, as well as to submit a research manuscript to The International Journal of Oral and Maxillofacial Implants no later than December 31, 2017.

2015-2016 award recipients

The 2015-2016 AO/Osseointegration Foundation research grant recipients are listed below. First place recipients will present their findings at AO’s 31st Annual Meeting to be held Feb. 17-20 in San Diego.

Basic Science

- First Place, $30,000: "MicroRNA Expression and Their Role During Osteoblast Differentiation on Nanoscale Titanium Surfaces" by Gustavo Mendonca, DDS, MS, PhD, University of Michigan
- Second Place, $15,000: "Mimic the Natural Bone Regeneration by Using Three-dimensional Co-culture of Adipose-Derived Macrophages With Osteoblasts" by Hidemi Nakata, DDS, PhD, Tokyo Medical And Dental University

Applied Science

- First Place, $30,000: "Adhesion, Proliferation and Osteogenic Differentiation Potential of Gingival Mesenchymal Stem Cells Over Failed Implants" by Julio Carvajal-Rivera, MD, MD, Stony Brook University
- Second Place, $15,000: "3D Printing Cell-Sheet Technology: Development of Patient-Specific In Vitro Assessment Tools for Evaluation of Implant Surface" by Hyunmin Choi, BDS, Yonsei University

About the Osseointegration Foundation

The Osseointegration Foundation is the philanthropic arm of the AO and is chartered to develop and provide financial support for the art and science of osseointegration. Grants are awarded annually for research as well as patient treatment.
#AskAO: How do I improve guided surgery outcomes?

Recent AO webinar offers Dr. Jaime Lozada’s down-to-earth tools to minimize complications

By AO Staff

Guided surgery for implant placement provides great benefits for clinicians but can also create complications. Because of this dichotomy, some dentists shy away from its use. As part of the new webinar series for the Academy of Osseointegration (AO), Dr. Jaime Lozada presents the advantages and disadvantages of guided surgery. He also shared how to minimize some of the common complications associated with it.

The webinar was titled “Guided Surgery: Heaven or Hell?” but Lozada explained that it’s actually neither of those.

“It truly is a down-to-earth tool that we use in implant dentistry,” he said, emphasizing that guides do not replace insufficient level of training. “We need to use adequate clinical judgment and be well trained with our surgical and prosthetics skills to execute some of these procedures.”

The AO chose Lozada to present on the topic as he is instrumental in the training of residents and fellows in the latest techniques of oral implant surgery and prosthodontics. He is a professor at Loma Linda School of Dentistry, as well as the director of graduate programs, restorative dentistry and oral implant dentistry there.

Guided surgery has a 16-year history, which yielded significant literature in the process. Lozada presented the consensus on the advantages and disadvantages of the treatment procedure, including:

Advantages of guided surgery (Heaven):
- Reduction of surgical errors
- Accurate implant placement
- Less invasive and less pain for patients
- Improved treatment time efficiency
- Simplified prosthodontics rehabilitation

Disadvantages of guided surgery (Hell):
- Increased treatment time preparation
- Increased surgical errors
- Some inaccuracies during implant placement
- Increased cost
- Not easier than conventional implant placement

Lozada also discussed the conclusions of a systematic review of the literature on guided surgery. The conclusions revealed there is no difference to implant survival rate between conventional and guided implant treatments. The systematic review also showed guided surgery cannot be considered easier than conventional surgery and there were some common complications.

“If we are able to deliver a very strong provisional rate, now we are going to minimize the very high complication rate that has been described in the literature,” he said.

Lozada recommended the following considerations to minimize the disadvantages or the “Hell” side of guided surgery:
- Consider minor soft tissues reflection to minimize the damage and improve the bone support around the dental implant
- Correct within the guide as needed if you feel the implant isn’t going in the right position (most of the newer guides allow for this type of correction)
- Use preprocessed acrylic monoblock for digital dentures to minimize the complications
- Avoid definitive restorations at placement
- Ensure the provisional restorations provide soft-tissue support

Lozada emphasized that the treatment has merit and in the right hands it can be a great solution for today’s clinicians placing implants for their patients.

Members of the AO can download the webinar for free. Simply use your member login to the AO website and select the webinar to download to your device. Non-members may access it for a $50 fee.

About the Academy of Osseointegration

With 6,000 members in 70 countries around the world, the AO is recognized as the premier international association for professionals interested in implant dentistry. AO serves as a nexus where specialists and generalists can come together to evaluate emerging research, technology, and techniques; share best information and coordinate optimal patient care using timely, evidence-based science and methods.

Scientific poster sessions
Posters will be available online and on-site during the meeting. Poster topics include anesthesia, infection, dental implants, nerve repair, OSA, orthognathic surgery, pathology, TMD, trauma, dentoalveolar, cleft and craniofacial surgery, cosmetic maxillofacial surgery and medicine. Continuing education credit is not offered for these sessions. Tickets are not required for the poster sessions.

Oral abstract sessions
Oral abstract sessions will be presented on Friday, Oct. 2. Each session will begin with a relevant presentation by an expert in the field, followed by oral abstract presentations. Tickets are not required for the oral abstract sessions.

For more information about the AAOMS annual meeting or to register and obtain hotel and travel information, visit www.aaoms.org.

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#AskAO: How do I improve guided surgery outcomes?

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For more information about the AAOMS annual meeting or to register and obtain hotel and travel information, visit www.aaoms.org.

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Follow nature’s contour

OsseoSpeed™ Profile EV
—A unique implant specifically designed for sloped ridges

OsseoSpeed Profile EV is specially designed for efficient use of existing bone in sloped ridge situations.

- Provides 360 degrees of bone preservation maintaining soft tissue esthetics
- Can help to reduce the need for bone augmentation
- Components designed to allow for accurate identification of the implant position throughout the treatment process

OsseoSpeed Profile EV is an integral part of the new ASTRA TECH Implant System™ EV and is supported by the unique ASTRA TECH Implant System BioManagement Complex.

For more information visit www.jointheev.com
Try the Silhouette Nasal Mask for predictable nitrous oxide analgesia

By Porter Instrument Staff

Invented by an oral surgeon (Dr. Robert Guyette DMD, MD), the Porter Silhouette Nasal Mask is the first truly innovative new product for nitrous oxide use in decades, according to the company. Nothing like it exists.

Imagine a nasal hood that does not obstruct access to the oral cavity. Imagine a nasal hood that is so lightweight the patient barely notices it. Imagine a nasal hood that delivers and scavenges nitrous oxide more efficiently than any other nasal hood. Imagine a nasal hood that provides predictable results for the dentist and a pleasant experience for the patient, the company asserts.

The imagination is over — the Porter Silhouette will revolutionize how nitrous oxide is used in the dental practice.

The Porter Silhouette is a single patient use disposable nasal mask and circuit. Featuring four size options (pediatric, small, medium and large), the Silhouette is designed with the lowest possible profile, making it easier for you to work around. A built-in capnography luer lock connection allows for a connection to your vital signs monitor while using nitrous oxide.

In addition to the innovative shape and design, Silhouette has an adhesive strip for the bridge of the patient’s nose — securing the mask in place. This virtually eliminates gas flowing into the patient’s eyes and more effectively scavenges the exhaled gas, addressing the concerns of health-care provider safety. Infrared videos demonstrating this efficiency can be viewed on the Porter website at www.porterinstrument.com/silhouette.

Silhouette also allows for the efficient and effective administration of nitrous oxide, creating a more predictable analgesic experience for each patient, according to the company. Dentists may find they can actually use less gas, as the potential for the patient to inhale ambient air is diminished when using the Silhouette Nasal Mask.

As a single use disposable product (both the mask and 36-inch tubing), set up and room turnover times can be improved. There is also less time needed for infection control protocols (compared with standard nitrous breathing circuits).

Dentists and staff can now benefit from using nitrous oxide and oxygen in the practice — and work more efficiently with the new Porter Silhouette Nasal Mask, the company asserts.

Visit the Porter booth here at AAOMS for a demonstration and an opportunity to meet the inventor, Dr. Robert Guyette! You may also visit www.porterinstrument.com/Silhouette or call (215) 723-4000.
Experience the advantages of Hahn™ Implants

“The Hahn™ Tapered Implant System offers practitioners some distinct advantages: an easy-to-use surgical kit with length-specific drills, a thread pattern that engages the bone precisely as directed with a high degree of initial stability, and esthetic healing and restorative components for a natural emergence profile. Add to this the support of an industry-leading laboratory, and you won’t find a more complete implant system anywhere on the market.”

– Timothy Kosinski, DDS, MAGD; Bingham Farms, Michigan

“The simplified surgical protocol of the Hahn Tapered Implant System has helped me boost my case efficiency, with the wide-ranging assortment facilitating predictable placement in all regions of the mouth. The implant performs exceptionally well in fresh extraction sites. Anyone looking to confront the challenges of implant therapy will appreciate the versatility and performance of this exciting new system.”

– Paresh Patel, DDS; Mooresville, North Carolina

$100* per implant with special offer
$160* per implant list price

Already have a NobelReplace® surgical kit? Use your existing kit and order five Hahn Tapered Implants for just $500 ($300 savings). This offer also includes a set of four FREE Hahn Tapered Implant drivers ($200 value).

IMMEDIATE LOADING

Achieve a high degree of primary stability, and facilitate nonfunctional provisionalization where indicated.

LIMITED SPACE

Robust 3 mm implant allows for restoration of narrow ridges and tight interproximal spaces.

MOLAR EXTRACTIONS

Wide-diameter implant ideally suited for “titanium grafting” of posterior extraction sites.

for more information

888-786-2177
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NobelReplace is a trademark of the Nobel Biocare group. Hahn Tapered Implant is a trademark of Prismatic Dentalcraft, Inc.

*Price does not include shipping or applicable taxes.
‘An alternative to any procedure’

Dr. John Russo talks about the benefits of his Ellman radiosurgery unit and why the return on investment is so good

By Implant Tribune Staff

John Russo, DDS, MHS, is a periodontist in Sarasota, Fla. He graduated from The Ohio State University College of Dentistry and received a periodontics certificate from the Medical University of South Carolina as well as a master in health sciences degree.

Today he is a clinical assistant professor of periodontics at the Medical University of South Carolina, a diplomate of the International Congress of Oral Implantologists and a nationally recognized expert in dental implants and bone grafting.

One of the products Russo spends a lot of time with is his Ellman radiosurgery unit, which can be used for more than 30 different dental procedures and appeals to those ready to move beyond the scalpel as well as those looking for an alternative to lasers and electrocauterity units.

Russo said he has been using his unit for more than 10 years on a daily basis. Implant Tribune talked with him to get a little more insight into what he likes about it.

What do you use your Ellman radiosurgery unit for? How many procedures can it be used for?

The Ellman radiosurgery unit can be used as an alternative to any procedure performed with a scalpel. I use my unit for: cautery of donor sites for gingival grafts, making incisions, harvesting donor tissue for soft-tissue grafts, excisional biopsies, gingivoplasty, removal of pigmentation, frenectomies and many other procedures.

What do you see as the benefit of Ellman’s radiofrequency technology as compared to lasers and electrocautery?

In my experience, the Ellman radiosurgery unit has significantly less collateral thermal penetration/damage than electrocautery units. Another benefit is I do not have to “ground” my patients prior to using the technology. With my Ellman unit, I can cauterize bleeding vessels larger than 0.3 mm whereas my laser will only cauterize vessels smaller than 0.3 mm. Also with the Ellman unit, I have a choice of multiple tips that can be used in different circumstances and locations of the mouth and can also be bent for more customized access.

How are the results?

The results can be described as “laser-like” surgery. The result of cutting or cauterizing tissue with the Ellman unit is minimal heat production and minimal depth of tissue penetration.

Does your Ellman provide good return on investment?

When comparing the cost of my Ellman unit to my laser, the Ellman is significantly less expensive and allows me to perform more treatments, mostly due to the availability of different tips for different procedures. The Ellman has been a great return on investment.

To see the Ellman radiosurgery unit for yourself, check out the booth in the AAOMS exhibit hall.

Dr. John Russo
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- 1,400 implants analyzed daily under SEM

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- markets in 30 countries
- 490 training days last year
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Now in the USA.

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A FAMILY-OWNED COMPANY, SINCE 1972
OsseoSpeed Profile EV: Offering 360-degree bone preservation, even in sloped ridge situations

By DENTSPLY Implants Staff

It is well-documented that crestal bone resorbs after tooth extraction or tooth loss. Often resorption is pronounced on the buccal side, resulting in a lingual-to-buccal sloped ridge. This situation occurs even if a standard implant is immediately placed in the extraction socket. Because bone-to-implant support is three-dimensional, it is important to have marginal bone support around the entire implant.

Preserving the buccal and lingual marginal bone in a sloped ridge situation will also positively influence mesial and distal marginal bone levels, which optimizes soft-tissue esthetics.

The OsseoSpeed Profile EV is a unique* implant specially designed to follow the existing bone in sloped ridge situations, maintaining soft-tissue esthetics and helping to reduce the need for bone augmentation, DENTSPLY asserts.

Simplicity and accuracy throughout your workflow

The OsseoSpeed Profile EV offers:

- Flexibility through a wide range of implant options Available in straight and conical implant designs, 8–17 mm.
- Simplicity of an one-position-only* placement of all indexed components: The unique one-position-only placement for ATLANTIS patient-specific abutments and indexed prefabricated abutments makes the entire treatment procedure simple and predictable, from implant placement to the connection of the final abutment.
- Self-guiding* impression components for an accurate and predictable workflow: This design provides a time-efficient installation procedure and a predictable workflow between the clinician and dental technician.
- Supported by a full range of digital solutions: Digital solutions are available from the planning to the final restoration, offering the possibility of working with a completely digital workflow. For more information, visit www.jointheev.com.

* Patent pending

When a standard implant is placed level with the lingual bone, the implant neck is exposed buccally, compromising soft-tissue esthetics.

When a standard implant is placed level with the buccal bone, unsupported lingual marginal bone is lost.

OsseoSpeed Profile EV is placed level with both buccal and lingual marginal bone, preserving soft-tissue esthetics and helping reduce the need for bone augmentation.

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wh.com/na
The Hahn Tapered Implant: 45 years in the making

Since placing his first implant nearly 45 years ago, Dr. Jack Hahn has spent much of his career as an implantologist thinking of ways to make treatment more accessible to the practitioner as well as the patient. Implant design has improved dramatically during that time, with Hahn spearheading key innovations that have helped make implant therapy the essential mode of dental treatment it is today. From the endosseous blade-form implant he helped Miter Inc. develop in 1978 to the newly released Hahn Tapered Implant, Hahn’s efforts have been driven by the desire to continually improve in order to make treatment simpler and more predictable.

“The easier we make it to position the implant for a restoration that looks like a natural tooth, the better results we’ll have,” Hahn said in a recent interview. It was this line of thinking that inspired Hahn’s idea for the first tapered implant. After a long day that included several cases in which he had difficulty placing parallel-walled implants in the anatomically restricted space of the anterior maxilla, Hahn had an epiphany: “The tooth I was replacing was tapered, so why was I putting in a square peg?” That very night, he sketched out the concept.

Steve Hurson, former chief scientist for Nobel Biocare, has said of this industry-changing innovation: “Dr. Hahn identified a need for an implant with a narrower apex, which would achieve higher primary stability in soft bone. The concept was to have an implant design that would have the tapered shape of a tooth root, resulting in a system with outstanding predictability.”

In essence, this was an extension of the philosophy that inspired the design of the machined collar Hahn helped Steri-Oss develop. “By designing a 4 mm machined collar that was more like the neck of a natural tooth root, we were able to prevent crestal bone loss and improve outcomes,” he said.

This drive to constantly improve has not always been met with open arms. In fact, his role with Steri-Oss was borne of a disagreement with Miter Inc. “The Titanodont implant had some problems, including an abutment attachment that lost its retention after a few years and fins that would become exposed if there was any crestal bone loss. So I proposed a machined collar with a new prosthetic connection,” Hawn continued, “I had been placing implants for decades, and there were still problems we could solve with a new design. I had this implant that would be easier for doctors to place, with a simpler drilling protocol and a thread design that would allow for efficient placement and a high degree of primary stability.”

Hahn continued, “When I first visited their facilities, it was immediately apparent that their manufacturing capabilities are state-of-the-art,” he said. “Their engineering team has the technology and know-how to bring design concepts to life with astonishing speed and precision, and their expertise on the prosthetic side of implant dentistry has been invaluable in creating an implant that is as simple to restore as it is to place.” With a career that speaks volumes on the importance of continual innovation, Hahn said he’s proud to have his name on an implant that contributes to the forward progression of implant dentistry while reducing the cost of treatment.

“ar the better we make implant design, the more accessible we can make implant dentistry to doctors so they can improve their practices and the quality of life of their patients,” he said.

Editor’s note: The Hahn Tapered Implant is a registered trademark of Glidewell Laboratories. NobelReplace is a registered trademark of Nobel Biocare.
iSy \text{\textipa{e-z\textipa{e}:}} The innovative, \textit{intelligent}, and cost-effective dental implant \textit{System}

iSy has simplified the workflow for implant dentistry! This new concept allows for excellent quality, streamlined processes, and digital capability...all at an affordable price.

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  \item \textbf{1x Implant}
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      \item Available in a variety of lengths
      \item With pre-mounted implant base for healing cap and multifunctional caps
    \end{itemize}
  \item \textbf{1x Healing cap}
    \begin{itemize}
      \item Made of PEEK for transgingival healing
    \end{itemize}
  \item \textbf{2x Multifunctional cap}
    \begin{itemize}
      \item For conventional or digital impression taking (scanning)
      \item For a temporary restoration or for bite registration
    \end{itemize}
  \item \textbf{1x Single patient form drill}
    \begin{itemize}
      \item For optimal preparation of the implant site
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\end{itemize}

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A different narrow-diameter implant for different challenges

Dentatus ANEW is industry’s only narrow-body implant with a screw-retained prosthetic system

Since inception in the 1990s, narrow-diameter implants have evolved from being used as transitional devices to a long-term solution for patients seeking less invasive and less time-consuming procedures. Dentatus ANEW is FDA-cleared for long-term use and backed by more than 10 years of clinical research. Today with proven reliable results, Dentatus ANEW implants are being used as the ideal option for single crowns with tight inter-proximal spaces, according to the company. They can be placed in spaces as narrow as 3.5 mm.

With changes in the health care environment calling for more affordable treatment options, particularly for the geriatric patient, now can be an ideal time to incorporate narrow-body implants into your armamentarium.

Dentatus ANEW is the only narrow-body implant with a screw-retained prosthetic system. It features various abutments for both immediate and long-term screw-retained single- or multi-unit prosthetics. The introduction of the Elypse abutment enables treatment for removable prostheses with the DentureComfort technique. Manufactured of a one-piece Grade-5 titanium alloy, Dentatus ANEW is available in 1.8, 2.2 and 2.4 mm narrow-body diameters. According to the company, the tapering implant design improves initial stability while the square platform prevents prosthetic rotation. The surface-treated thread promotes osseointegration, offering instant support. For more information call (800) 323-3136, or visit www.DentatusUSA.com.

(Source: Dentatus)

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.

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.

Reference
¹) The Dental Advisor, published by Dental Consultants Inc., product evaluations.

(Source: Sulzer Mixpac)
You’re invited

COCKTAIL RECEPTION

Thursday, October 1st, 2015
5:00 – 7:00 p.m. EST
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Oral & Maxillofacial Surgeon,
Facial Aesthetics
Dr. Bath is a frequent lecturer and published author in the fields of Oral & Maxillofacial Surgery and facial aesthetics. He currently operates three Oral & Maxillofacial Surgery practices and one aesthetics practice in the Columbus, Ohio area.

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Coming soon! A new dental implant concept designed to optimize your digital and analog workflows

By Henry Schein Dental Surgical Solutions Staff

The iSy Dental Implant System is a unique concept designed to optimize the implant treatment with digital dentistry while minimizing the complexities of the treatment workflows. Its name, iSy (pronounced, easy), is a play on the words “Intelligent System,” and it is the first system to allow you access to the three main treatment workflows: digital, conventional and flexible, all in a single package.

We know that today’s clinicians are looking to effectively integrate implant dentistry into their digital workflows. The idea of virtual surgery and virtual restoration is a widely accepted concept. In practice, however, treatment complexities become immediately evident. iSy’s seamless digital integration makes it an ideal choice to minimize those complexities. The components of an implant digital workflow, which are intended to improve and accelerate outcomes, are as follows:

- Diagnosis and treatment plan with a cone-beam
- Intraoral digital impression pre-surgery
- Guided surgery implant placement and CAD/CAM abutment delivery during the first stage surgery
- Optional final crown delivery during the first stage surgery or at a later phase after healing

These steps require equipment, technology and training to effectively integrate along the treatment workflow. The most complex component is the dental implant because the restorative and surgical components must be adapted and optimized to allow use across a spectrum of technologies. The “Intelligent System,” iSy, has taken the guesswork out of the implant portion of the digital, conventional and flexible workflows.

The comprehensive packaging is at the core of what makes iSy so innovative. The iSy implant system comes packaged with everything a clinician needs to place and restore the implant.

Each iSy package includes the implant, a pre-mounted CAD/CAM final Ti-Base abutment, two scan caps, a protective cap and a final drill. Clinicians can utilize the implant with a full digital workflow or a conventional workflow right from the package. The system is fully integrated in every major CAD/CAM, intraoral scanning and CBCT system.

Sirona’s C30 extravaganza designed to provide clinicians with advanced education in digital dentistry

By Sirona Dental Staff

Sirona, a worldwide leader and pioneer of digital dentistry, aims to provide dental professionals with the highest level of education at its CEREC® 30th (C30) Anniversary Celebration. The three-day CAD/CAM extravaganza is scheduled at The Venetian Hotel and The Palazzo Hotel in Las Vegas from Sept. 17-19. Recognized as one of the world’s premier digital dentistry meetings, C30 is a comprehensive educational forum comprised of the leading minds and speakers in the CAD/CAM dental world. C30 will provide up to 18 C.E. credits across a full spectrum of digital dentistry topics and tracks including CEREC, Schick Intraoral Imaging, GALILEOS® Extra Oral Imaging, InLab® and orthodontics.

Sirona recruited a plethora of top-notch keynote speakers to enlighten and inspire C30 attendees, focusing on techniques, issues and solutions unique to CEREC users. General session speakers include Frank Spear, who will discuss optimal patient care in the digital world, Fella Christensen, who will instruct how to overcome challenging clinical situations related to lithium disilicate, Sam Puri, who will review how to properly prepare, fit and finish CEREC restorations; and James Klim, who will delve into the art of creating esthetics.

Additionally, breakout sessions are available to cover many disciplines, including digital radiography, laboratory, implantology and much more.

In addition to clinical education, C30 will keep attendees engaged with world-class entertainment, including business and leadership speeches made by globally renowned life success coach Tony Robbins, and Emmitt Smith, former NFL legend turned business entrepreneur and philanthropist.

Furthermore, Grammy-Award winning rock band Train is set to perform on Friday, and C30 attendees will close out the event as they “Party Like a Rock Star” Saturday night at TAO the Nightclub.

To view educational courses and speakers, make hotel reservations and for all additional information and registration, visit www.Cerec30th.com.

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Five foolproof ways to get a ‘yes’ to more treatment plans

By Dee Dee Reid, Principal at D2 Coaching and Consulting.

L

et’s face it, no one likes to hear the word “No.” But the reality is, despite the economic upturn, patients are still reluctant to say “Yes” to larger treatment plans. A 2014 American Dental Association (ADA) study found that 50% of adults are still concerned about paying for dental care. Clearly, ease of obtaining affordable financing is an important factor for patients to say “Yes.”

Many doctors don’t feel comfortable talking about money — but I always discuss third-party financing with patients. I also recommend my D2 Coaching and Consulting clients do the same. You see, as concierge — it’s my job to make it as easy as possible for the patient to say “Yes” to the doctor’s treatment plan. That’s why I love working with Lending Club Patient Solutions (formerly Springstone Patient Financing).

Honestly, it’s a great partner. I’ve worked closely with Lending Club Patient Solutions for more than eight years now because the company does an amazing job empowering patients with more repro- ductive options and competent financing options. Patients get what they want: fast approvals, true no-interest plans which avoid unwelcome surprises, and extend- ed plans with great rates for monthly payments. Your practice gets convenient selling tools, helpful email updates with the patient’s funding status, five-star customer service and some of the lowest acquisition fees in the industry. Some dental practices do still use self-funded patient financing. But the half now/half later business can be a recipe for disaster. No one wants to have the tough “payment is late” conversation — after all, you’re not in the debt collection business. With a good financing partner, you can avoid all of that. Its no-default risk means the office receives payment upfront so collections never cross your mind. Plus, working with an exceptional vendor like Lending Club Patient Solutions says a lot for your practice’s reputa- tion and helps you build lasting patient relationships to grow your business.

You can find out more about Lending Club Patient Solutions at lendingclub.com/providers.

1. Listen and learn

Did your last case presentation seem a little one-sided? The patient was nodding as you talked, but then at the end of the exam or she just left without commit- ting to the procedure. The problem starts with the communication technique. Often, patients don’t fully comprehend what you’re proposing and how they can afford it, so they just leave. Remember, it’s hard to focus on anything when your mouth is full of equipment.

I recommend to my clients that they modify their consultation process. Start by conducting the usual exam but pause before delivering the prognosis. Ask the patient what’s important to them. Ask about their goals, their overall health and not just their oral health. Ask if they are happy with their appearance and their confidence level when they smile. Then, just listen. Let the patient tell you what they’re feeling.

Performing this simple step will pro- vide valuable tips on how to position your treatment plan in a way that di- rectly aligns with the patients’ personal goals. Discuss “why” and “how” your treatment plan addresses their concerns. Avoid simply listing “what” you’re going to do (too much procedural or technical information can be off-putting). This ac- tive listening technique is far more col- laborative.

When patients feel understood, it natu- rally follows that they are more likely to say “Yes” to the treatment plan you’ve de- veloped together.

2. Show... don’t just tell

Showing your patients what’s going on inside their mouth is a lot more power- ful than simply telling them. That’s why I strongly recommend using interoral digital photography during the diagnos- tic phase. Pointing to a problem area with a digital image makes any issue become immediately clear.

Remember, for most patients, if it doesn’t hurt, it isn’t a problem. That’s because patients only see what’s in the bathroom mirror. Once patients see full- mouth photography it’s so much easier to have a constructive dialogue. Showing patients a photo of their own dental issue lets them understand the need for even the most preemptive of treatment plans.

3. Success takes teamwork

No matter how hard-working or talented, every dentist needs a good support team. That’s why (if you don’t already have one), I strongly recommend creating the posi- tion of patient coordinator. I’ve also seen this role called “patient care coordinator” “patient procedure manager” or, as in my case, “patient concierge” — but call it what you like, this position is key. You see, once the doctor has defined the treat- ment plan, it’s the coordinator who works out the details with the patient.

I’ve found many patients are more comfortable talking to the coordinator. That’s because they can use layman’s terms to review procedures, insurance options and the ease of third-party fi- nancing options. For many patients, how to pay is just as important as understand- ing what they’re paying for. Patients also like that coordinators understand the need for affordability and financing op- tions. They also see them as a good resource to make all the difference in closing the case.

Ask patients what about the cost of this new position? The good news is that adding a skilled treatment coordinator can pay for itself. Here’s the math: A skilled coordina- tor will cost between $3,500-$5,000 per month depending on where your prac- tice is located. But that same coordina- tor can schedule and close an average of $2,000-$5,000 per day. Plus, the increase in practice collections is often between $25,000-$75,000 per month. All this while freeing up the clinical team and the doctor to do what they do best — procedures. Now that’s a healthy ROI!

4. Educate everyone... not just the patient

Clearly, creating a patient coordinator po- sition is important. But I reinforce with my clients the need to educate the entire support staff on frequently performed procedures, treatment schedules, com- mon medical terms, financing option details and practice protocols. That way, no matter who interacts with the patient, the conversation is seamless.

As a practice becomes more successful (and everyone becomes busier), an office- wide communication strategy is essen- tial. This can be accomplished a number of ways: weekly staff meetings, office-wide emails or memos, even a company newsletter. It’s your choice, just as long as everyone is kept up-to-date on important practice developments.

5. Make it easy to say ‘Yes’

I started this story with news of an ADA study. The fact is that more than 40 per- cent of adults are still concerned about paying for dental care. Clearly, ease of obtaining affordable financing is an important factor for getting patients to say “Yes.”

Many doctors don’t feel comfortable talking about money — but I always dis- cuss third-party financing with patients. I also recommend my D2 Coaching and Consulting clients do the same. You see, as concierge — it’s my job to make it as easy as possible for the patient to say “Yes” to the doctor’s treatment plan. That’s why I love working with Lending Club Patient Solutions (formerly Springstone Patient Financing).

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You can find out more about Lending Club Patient Solutions at licensingub.com/providers.

Time to put the steps into practice

Naturally, there are lots of ways to help patients get the dental care they need and the services they want. But I hope you’ve found the tips I’ve covered here helpful, including honing your listening skills, using visuals, adding the role of patient coordinator and recommending third-party financing plans se- cured through Lending Club Patient Solu- tions.

Imagine how successful your practice would be if just 50 percent more of your patients actually scheduled a procedure after their consultation? This type of con- version rate is possible when you follow these five easy steps.

About the author

Dee Dee Reid has focused her 20 plus year career in dentistry, and her experience spans the spectrum of care. Reid began her career in the back office where she gained a deep understanding of clinical details and practice dynamics. She worked with patients as a top producing patient care coordina- tor. Reid helps doctors explain and schedule large cases and works alongside general dentists, dental specialists and their teams to advance practice goals and get results. Most recently, Reid was a guest lecturer and workshop coordinator for the Functional Aesthetics Series with Dr. Mark Mont- gomery of Functional Aesthetics. Reid also recommends team programs for Contemporary Products Solutions related to team development for Invis- align office systems. Reid has Tues podcasts avail- able from “The Thriving Dentist Show” with Gary Takacs (“The Relationship Driven Practice”) and from Dental Up with Dr. David Horneback (“In- creasing Your Practice Exponentially”). Reid cur- rently works with Dr. Lincoln Parker in Orange County, Calif., as a patient concierge. Dee Dee is also principal at D2 Coaching and Consulting. You can email her at D2Successcoaching@gmail.com.

References


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“Our product development has a clear aim: to consistently fulfill the many different needs of the patients and also to satisfy the users’ requirements. The new Piezomed minimizes the invasiveness of surgical treatments. Safe working thanks to automatic instrument detection and unique instrument design takes on a completely new meaning for the user,” said Andreas Lette, strategic W&H product manager and head of product innovation.

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The new surgical instrument from W&H employs state-of-the-art ultrasound technology. High-frequency microvibrations enable high-precision incisions while the so-called cavitation effect ensures an almost blood-free surgical site and an excellent view of the treatment area.

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“Many of the surgical instruments developed by W&H are an absolute world first in the global dental sector. Our developments are patented to protect our unique expertise,” Lette said.

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