

THE EDGE

by MICRODENTAL

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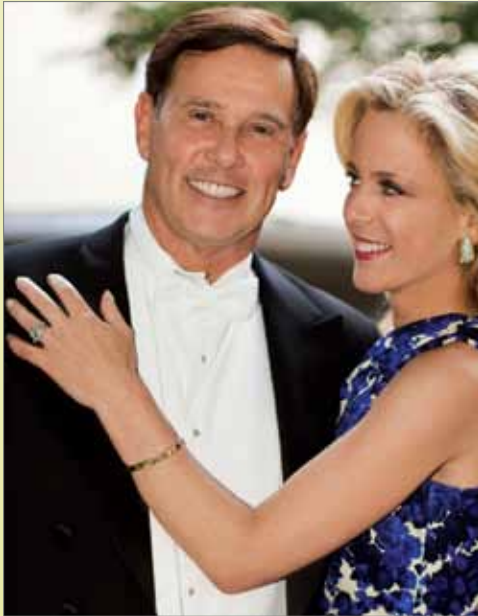
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CAPITALIZE on your
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life-changing smiles!

Leveraging the Team Approach for Success

By MicroDental, a DTI Dental Lab



At 67, renowned healthcare investor John H. Foster shows no signs of slowing down.

Mr. Foster is a 35-year veteran of private equity investing and is founder, chairman and managing director of HealthpointCapital, LLC. His personal life is thriving as well – Mr. Foster recently married his beautiful, talented wife, Stephanie Taft Potter, 42, in an unforgettable wedding and reception at the New York Public Library. “It’s a new beginning,” Mr. Foster notes. “On your wedding day, surrounded by family, friends and colleagues, you want to look your best.”

For Mr. Foster, this included aesthetic dental work, and for that he turned to Micro Advanced Cosmetics, or MAC, which is a lab-within-a-lab at MicroDental, Inc. Dedicated to industry-leading aesthetic dentistry, MAC’s specially-trained technicians use state-of-the-art ceramics and the most sophisticated CAD/CAM and color-matching technologies to create MACVENEERS. To place his restorations, Mr. Foster assembled the top team of restorative dentist Dr. Michael Apa of the Rosenthal/Apa Group and periodontist Dr. Brian Chadroff, founder of The New York Dental Forum. Dr. Apa is recognized for creating natural smile enhancements that suit the face and accentuate features. This means each smile is individually designed, and he cannot do it alone.



“Collaborative treatment planning is key,” explains Dr. Apa. “We work with patients to set expectations. Critical is the rapport and communication with a master lab technician... for the dentist is the designer but it is the artistry of the technician that produces

the outcome.” Restorations should be natural and reflect not only the patient’s facial features, but their personality as well. “Those are the cases where the patient is happiest.” Dr. Apa agrees. “Appearance is tied to confidence and overall health,” he says. “The smile is a big part of that.” In treating Mr. Foster’s smile, Dr. Apa set out to subtly reshape the teeth and brighten the color. “We addressed some discoloration, some imbalances in the shape and length of the teeth,” he reports.

“The goal was to create a balanced smile that he’d be happy to share with the world on his wedding day.” Part of the balance is created by the special partnership between Dr. Apa and his go-to periodontist, Dr. Chadroff. “Dr. Apa communicated his vision for the final restoration, sending Mr. Foster for a series of periodontal visits to further optimize his clinical well-being and appearance.” Mr. Foster’s verdict? “I’m thrilled!” he says. “What an amazing team.”

Mr. Foster is Chairman of the MicroDental Board for DTI, and HealthpointCapital is the company’s principal shareholder. “It’s a unique opportunity to be on the patient side of the MicroDental experience,” Mr. Foster observes. “I’ve now had the opportunity to experience first-hand the life-changing impact of cosmetic dentistry, and I’ve come away with new insight into the patient-doctor-lab collaboration.”

“Restorations should be natural and reflect not only the patient’s facial features, but their personality as well.”

THE
EDGE
ONLINE

We are excited to announce that MicroDental will be releasing The Edge in an online digital format to complement our current print format. Featuring monthly practice management articles, success stories and tips for better dentistry, don’t miss this powerful source of information. No matter what your practice size is, “The Edge Online” will give you valuable insight on how to get the competitive edge in your field. To enjoy the benefits of this resourceful communication, please send an e-mail to theedge@microdental.com.

How IPS e.max Liberates Your Aesthetic Vision

By Lee Culp, CDT



One of the primary challenges faced by today's dental restorative team is the need to deliver high-strength restorative options without compromising the aesthetic outcome fueled by ever-increasing patient demands.

The traditional approach, which employs a high-strength core material typically constructed from either a cast metal framework, or an oxide ceramic such as

zirconia or alumina, has two distinct disadvantages. First, the substructure material generally exhibits high value and increased opacity compared to glass-ceramic materials. This presents some aesthetic challenges, particularly in the case of conservative tooth preparation whereby the core material will be situated very close to the exterior surface of the restoration. Second, while the high-strength core material has excellent mechanical properties, the layering ceramic with which it is veneered has a much lower flexural strength and fracture toughness.

As an example, a zirconia core, which has a flexural strength of 900–1000 MPa, comprises less than half the cross-sectional thickness of the restoration. The remaining dimension must be completed using a veneering material with a flexural strength of approximately 80–110 MPa depending on whether it is delivered through a powder build-up or by pressing.

The obvious weak link in restorations of this design is the ability of the veneering material to resist chipping or fracturing during function. Additionally, restorations of this type rely heavily on the ability to achieve a strong bond interface between two dissimilar ceramic materials, oxide ceramic and silica based glass-ceramic. While this type of bond is not difficult to achieve, the quality of the bond interface can vary widely based on such factors as cleanliness of the bond surface, furnace calibration, user experience, etc.

Monolithic glass-ceramic structures offer some distinct advantages in that they provide exceptional aesthetics without requiring a veneering ceramic. By eliminating the veneered ceramic and its requisite bond interface, greater structural integrity can be achieved. Historically, the drawback to these restorations has been related to the relative strength of the available glass-ceramic materials.

These materials typically have a flexural strength of 130–160 MPa, relegating them to use on single-unit restorations only and requiring the clinician to employ adhesive bonding techniques to reinforce their structures through load sharing with the underlying tooth. The recent development of highly aesthetic lithium disilicate glass-ceramic materials provides an answer to this dilemma. The 70% crystal phase of this unique glass-ceramic material imparts improved flexural strength (400 MPa), while at the same time refracting light in a very natural manner.

This combination of strength and aesthetics enables both an expanded range of indications and the ability to place restorations using conventional cementation protocols.

In many cases, restorations constructed from lithium disilicate materials can be completely fabricated using a monolithic approach. While this technique provides exceptional strength and aesthetics, it often relies on characterization with surface colorants to achieve the final shade.

In cases where in-depth color effects are desirable, a partial layering technique may be used. In this case - although no longer a purely monolithic structure - the resulting restoration is still exceptionally strong due to the large volume of core material versus traditionally layered restorations.

The IPS e.max combination of beauty and strength (**shown below**) makes it the perfect solution for your restorative needs.



“My new smile has changed my life. It has made me more outgoing and socially interactive. I instinctively smile at everyone I see, and the response is amazing.”

Laying the Foundation for Life-Changing Smiles

By Dr. David Ward



When Jay Donadio arrived at Dr. David Ward’s office after hearing an ad on the radio, “I had no expectations,” he says. “I just knew that my smile had to improve in order for me to feel comfortable in social and work situations.”

Dr. Ward, an Aesthetic Advantage alum through Level III, was eager to help, though he had to resolve a number of dental needs before he could begin Jay’s aesthetic makeover. These concerns ranged from broken fillings to early periodontitis and the need for implant placement. Dr. Ward comments, “We needed to assure Jay that the work we were about to do would not only look great, but would last for many years and not cause any negative effects to his periodontal condition.”

For these restorations he turned to MicroDental, whose technicians “gave me the confidence that our restorations would be not only aesthetic, but also have quality fabrication and meticulous marginal adaptation.”

Once the extractions, soft tissue and endodontic treatments were complete, Dr. Ward was ready to begin the aesthetic portion of Jay’s case. He touts the benefits of a wax-up, which gets patients excited and motivates them to accept treatment. He adds, “Patients can sense when you feel confident about your treatment plan, and you don’t need to sell them dentistry. It essentially sells itself to patients who are ready.”

Dr. Ward collaborated with MicroDental to determine the material to use in Jay’s case, which would involve a combination of crowns and veneers. They settled on IPS e.max for its strength and aesthetics, and Dr. Ward initiated a staged

treatment plan that began with the maxillary arch, which gave Jay a preview of his new smile. “To say Jay was pleased would be an understatement,” Dr. Ward notes.



The end result? “My new smile has changed my life,” Jay exclaims. “It has made me more outgoing and socially interactive. I instinctively smile at everyone that I see, and the response is amazing.”

Dr. Ward attributes his success with complex cases like Jay’s to Dr. Larry Rosenthal and the Aesthetic Advantage Program. “What began as a journey to learn how to do quality cosmetic dentistry has turned into an education on occlusion, smile design, implants and much more.”

Finally, Dr. Ward has only compliments for MicroDental. “For so many years, doing a case like this was a constant state of stress. At each step there was the worry whether the lab had followed my directions, or taken the care to do a level of quality that I am looking for. Working with MicroDental has taken all of the stress and guesswork out of large reconstruction cases.”



AVOID COSTLY REMAKES WITH CAD/CAM BARS

Jochen Konneker
IMPLANT DEPARTMENT,
MicroDental, a DTI Dental Lab

CAD/CAM Implant Over-denture bar restorations are increasing in popularity due to their milled precision compared to traditional wax and cast bars. One disadvantage of milled titanium bars is the difficulty to make changes once the bar has been designed and milled. To avoid costly remakes, ensure a passive fit and eliminate the need for a second impression, a verification index should be made to verify the accuracy of the model in relation to the implants in the patient's mouth.

In the laboratory, we fabricate this index by connecting non-engaging temporary cylinders together with light cure acrylic on the master model. This verification index is then tested in the patient's mouth and seating is verified with x-rays. In case the verification index does not seat properly in the mouth, the dentist will cut and relute the index with light cure material. The laboratory will then remove and reposition the analogs in the master model according to the related index, and the CAD/CAM bar can be milled with confidence that it will fit passively.

These additional short steps will insure that these precision CAD/CAM milled bars, and the restoration that is fabricated to fit over it will always fit precisely, and that our patients always receive the esthetics and function that they are expecting.

MACVENEERS™ MODEL SEARCH

**One of your patients
could become the next
MACVENEERS Model 2011**

Submit entry by September 14

Registration is open to doctors with patients who have already achieved a smile makeover. For more information, including how to enroll, go to macveneers.com.



2009 Winner, Roxana Banafshe



2009 Runner-Up, Emily Buntyn



2009 Runner-Up, Bob Harrell



2009 Runner-Up, Hadassah Udelhoven



Message From the President & CEO

MicroDental has been recognized over the years for embracing the various aesthetic philosophies; our doctors asked for options and we delivered. Our goal is to provide you with superior products and the best in service – which means staying up on the most advanced techniques and materials. We are involved with and/or extensively trained by the Las Vegas Institute, The New York Dental Forum, Aesthetic Advantage, Crown Council, Misch International Implant Institute, Pikos and the IACA. Our growing credentials enable us to discuss every restorative scenario with you. ✧ Committed to advanced dentistry, we're delighted that Lee Culp has joined our organization as Chief Technology Officer. Lee brings more than 30 years of laboratory and technology experience and will lead our technology direction. Lee shares our vision of the convergence of technology, quality and aesthetics in the dental laboratory industry and will play an integral role in leveraging that power in the months ahead. ✧ Among the many resources available to a dental practice, we offer you a partnership with an experienced lab that provides access to resources

to considerably transform and empower your practice. In these pages are several creative suggestions that can create long-term success for the progressive dentist. We feature insight from Practice Management guru Becky Vasquez on how to utilize your existing files to boost your practice. ✧ We hear from the Chairman of HealthpointCapital on the importance of the “team approach” and how it was the key to creating his own life-changing smile. We explain how to “Avoid Costly Remakes with CAD/CAM Bars.” And finally, we are thrilled to announce that we are the exclusive manufacturer of PPM (Pure Power Mouthguard). Check out the 3-page spread featured in the August issue of Men's Health Magazine (p 63). MicroDental is proud to support you in your continued dedication to life-changing dentistry. Our goal is to stay on the cutting edge of dentistry's advancements and bring them to you when they have proven their value and efficiency. If you wish to contact us directly, please e-mail: theedge@microdental.com.

Kimberly Bradshaw, *President and CEO*



Just Get Them In: Steps To Reactivate Your Patients

By Becky Vasquez

What one thing can you do to give your practice an instant “boost”? Look at the charts you already have in your file cabinet!

This is especially true during the challenging economic times we have been experiencing. With the exception of emergencies, many patients have chosen to postpone medical and dental treatments. However, they are still your patients and consider you their dentist; they have simply put their dental needs on the back burner for now. With a little nudge or two from your practice you will have them back in your chair and listening to your recommendations for their dental care. Follow these steps to reactivate the “gold mine” of patients in your files.

Create a game plan for your chart audit:

- Set goals for the project including: When will it be complete? Who will help? What information will be gathered?
- One suggestion is for each team member to look at 10 charts per day and record their findings on a master list with columns listing name, phone number, last visit date, last treatment completed, undone treatment charted.

Prepare for your first telephone contact:

- Script your dialogue for the call, remembering in most cases, unless you have someone calling in the evening, you will be leaving a message on their recorder. To protect HIPPA rights the message must be quite generic, something like, “Mrs. Jones, Dr. Smith was reviewing your dental records and would like you to call our office to discuss his / her concerns. Please call us at your convenience.”
- If you do speak directly to the patient, be prepared to discuss the doctor's concerns about either maintaining the health of recently completed treatment or incomplete treatment on the chart. Be sure to use the doctor's name during the call, for example, “Mrs. Jones, Dr. Smith was reviewing your dental

chart and asked me to call you. He is concerned about the tooth you had a root canal on last year and would like you to come in so he can be sure everything is OK with that tooth. At the same time we can arrange for you to have your teeth cleaned. When would it be convenient for you?” Also be prepared to offer help with finances and insurance – two objections you may be faced with. Remember, the goal is to “get them in the door” again!

Prepare for letter follow-up:

- If your phone call is not returned within several days, which may often be the case, send a letter to the patient. The letter should include the following; date last seen, a special offer as an incentive to come back (include an expiration date), and a handwritten P.S. note specifically about something of concern in their mouth. For a sample letter, e-mail me at becky@bcdendental.com
- Offering a promotion is powerful in today's world. Even people who have never in their life cut and used one coupon are now watching for and taking advantage of “special offers.” Make your offer a good one – something worth their effort! Remember, this is a marketing expense, but much less costly than most other advertising expenses.

**MICRODENTAL IS NOW THE
EXCLUSIVE MANUFACTURER OF**

PPM

“We are very excited that MicroDental will be the exclusive manufacturer of the PPM (Pure Power Mouthguard) and believe it is a testament to our strong culture of quality, utilization of technology and world-class customer support. The PPM is considered best-in-class and fits nicely into MicroDental’s portfolio of high-end, high-quality and high-aesthetic product offerings,” said Kimberly Bradshaw, President and CEO of MicroDental.



**For more information or for product details, please contact us at:
800.229.0936 or visit microdentaldublin.com**



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Digital Dentistry

Diagnostic Wax-ups

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Orthodontics

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