

BUSINESS UP, BUSINESS DOWN!

At Heritage Dental Laboratory, we are always very candid about “how things are”. I believe that Heritage Dental Laboratory is a good barometer for your practices wherever they are.

The culprit you’ll see is the stock market, not your skills, our skills or your practice management team.

Having owned and operated Heritage Dental Laboratory for over 30 years, I have noticed a very interesting parallel between the stock market and our businesses. For example, we usually start getting busy around September and climb steadily until New Years. Not so this past year. In fact, we did not get busy until Thanksgiving and now we are swamped.

You’ll also notice that the “Dow” started falling around September 12, bottomed around November 1 and then straight up. Thank You Santa Claus!

Coincidence? I think not. If a patient profits well in the stock market, that will motivate them for that veneer case or face lift. Our clients are located from the island of Guam to Florida and Indiana. And yes, the same thing is true in Kalamazoo, Michigan too.

So watch the U.S. stock market and you may be able to better plan that vacation or read the article on page 3 of this issue by Dr. Bill Blatchford on his recent book, “Playing Your ‘A’ Game – Inspirational Coaching to Profitability”.

Best to you and yours in 2006!

Regards,
Bill McCormick, CDT
President, HDL

P.S. Dr. Gordon Christensen has moved his schedule up for us this May 12 – Don’t miss it!

FUTURE SEMINARS

May 12, 2006 Chicago, Illinois	- The Christensen “Bottom Line” by Dr. Gordon Christensen “A Comparison of All-Ceramic Restorations and the Pros and Cons of Their Cement Systems” - Bill McCormick, CDT	6 hours 1 hour
April 27, 2007 Chicago, Illinois	- “The Art of Aesthetics and the Pursuit of Excellence” by Dr. David Hornbrook “A Comparison of All-Ceramic Restorations and the Pros and Cons of Their Cement Systems” - Bill McCormick, CDT	6 hours 1 hour
March 14, 2008 Chicago, Illinois	- Title to be announced by Dr. John Kois “A Comparison of All-Ceramic Restorations and the Pros and Cons of Their Cement Systems” - Bill McCormick, CDT	6 hours 1 hour

AT THE BENCH – The Mystery of Shade and Color Selection

Have you ever been frustrated with communicating shades to your lab?

Below is a synopsis of my power point presentation that I give to dental study clubs, dental schools and groups of general dentists upon request. This is a very brief outline of necessary information and techniques for you to successfully prescribe a shade.

Light conditions - duplication of natural light only occurs around @ 5000 Kelvin. What is the Kelvin of your light?

Age - as we age, the corneal lens yellows, as does your perception. Do you wear bifocals? How long does it take for **you** to experience retinal fatigue?

Diet - blood sugar, alcohol and smoking affects over 10% of your color perception

Medication - oral contraceptives and Viagra type drugs ruin your color perception as well (sorry, men!)

Shade Guides - do you really know how to use your shade guides? Do you know the difference between chroma, hue and value? If either you or your ceramist does not, the shade can be incorrect.

Shade Taking Devices - do they really work? What is the proper distance to take a shade? See our ad in this newsletter for an affordable shade light for only \$99 plus shipping.

Bleaching - how long should the patient wait after bleaching their teeth before you can take a shade? Do you inform your patients they have to bleach **before** they come into the lab for a custom shade appointment?

Did you know...?

- That images in the right visual field are focused on the left or opposite side of each retina?
- One of every 12 males have red-green color blindness, but only 1 in every 300 females do
- Your patients should sign off on a "Patient Shade Statement" form - an exclusive from Heritage Dental Laboratory, Inc.

If you would like the answers to these and other pertinent facts, call to schedule your complimentary 1 hour presentation. This presentation is available to groups of 5 or more doctors.

Sincerely,
Bill

NEW PRODUCT FROM HERITAGE DENTAL LABORATORY...

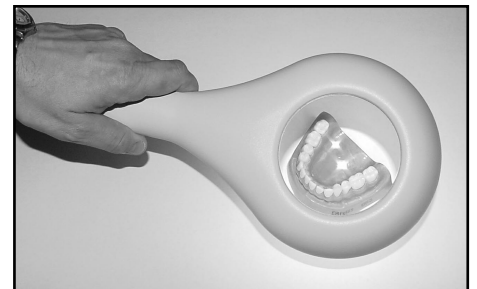
The Ergonomic Hand Held Magnifier Lamp! Powerful Magnification & Daylight-Simulating Light!

Here's a great little tool that lets you see and do things you might not otherwise see or do. Combining full-spectrum, natural-daylight-simulating Vi-Tek fluorescent with a powerful built-in 3X magnifier, the Ergonomic Hand Held Magnifier Lamp allows even the oldest eyes to perceive the finest details easily and clearly, and in much sharper detail!

With a color temperature of 6700K and a CRI of 93, the 18W Vi-Tek fluorescent lamp delivers 1,250 lumens (or about 100 watts) of brilliant white, full-spectrum natural light that's just perfect for reading and doing everyday tasks. Weighing only about a pound, the Hand Held Magnifier Lamp is just the thing for the dental professional.

Please contact Debbie at Heritage Dental Laboratory to order yours today.

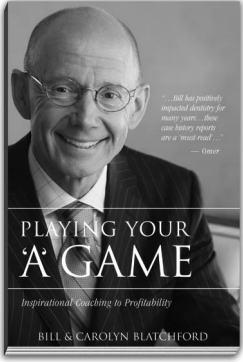
Only \$99.00
plus shipping



- Provides Powerful 3X Magnification for Fine-Detail Work
- Delivers 100 Watts of 6700K Full-Spectrum Natural Light
- Reveals Colors, Textures and Small Details Perfectly

HERITAGE CONTINUING EDUCATION

February 23-25, 2006	- The Neuromuscular Technician, LVI Global, Las Vegas, NV
February 8-11, 2006	- Enhanced LVI Smile Design, LVI Global, Las Vegas, NV
October 28, 2005	- "Practical, Predictable Restorative Excellence with Esthetic Inlays and Onlays" by Dr. Ron Jackson "A Comparison of All-Ceramic Restorations and the Pros and Cons of Their Cement Systems" by Bill McCormick, CDT
March 18, 2005	- "Advanced Strategies for Esthetic Dentistry" by Dr. Ross W. Nash
February 10-14, 2005	- "Medical-Dental-Legal Update 2005" by Dr. Mike Carl
January 7, 2005	- "The Art of Photography & Marketing" by Dr. Rhys Spoor, Naperville, IL "A Comparison of All-Ceramic Restorations and the Pros and Cons of Their Cement Systems" by Bill McCormick, CDT



From *“Playing Your ‘A’ Game – Inspirational Coaching to Profitability”*, Bill Blatchford’s hardback book of 23 Dentists stories on leadership, creating team, marketing, block booking, increasing net, pitfalls and making it all work.

Dr. Chris Mueller is a very young looking dentist to be producing \$1M only four years out of dental school. He is smart, personable and definitely not slick. The most important thing in Chris’ life is his family.

Chris says, “I still have moments when I am not 100% sure I will be successful. I purchased a practice that produced \$250K, choosing it over another producing \$600K. My decision was based on personal meditation and was against logic. Starting out was very intimidating and success was far from assured – I couldn’t even get a bank loan, eventually having to ask my father for the \$180K purchase price.”

“In 2003, with Dr. Blatchford’s coaching, we collected \$433K on \$480K production and I felt we had reached a comfortable level. The dentist across the street unexpectedly passed away and life got complicated again. I was absolutely sure I wanted nothing to do with his practice and tried to convince a friend of mine to purchase. Weeks passed and Bill Blatchford heard of my possibility. How could I, a relative rookie, handle the patient load of two mature dentists? It seemed overwhelming – not to mention the pending staff issues, having to move offices, paper work headaches, etc. There were times where I firmly decided it would be too much work and chose not to rock the boat. Finally after much consultation, I put my hat in the ring. The daughter of the deceased doctor felt I was one her father would have wanted and chose me. His practice had collected \$450K in 2003. The selling price was \$260K for the practice and \$250K for the building. I hoped to at least bring my production up to my \$600K goal.

The second practice challenges included:

- The deceased dentist’s wife being office manager and running the business on a peg board system with many helpers.
- Thinking busy was being profitable. I treated patients like we’d get the money someday and I’d rather stay busy. In retrospect, I should have had a staff meeting, gone home early or read a book.
- Not having a clue what the receptionist was doing; assuming she was doing what I envisioned. I was too busy with teeth and home life to actually check.
- Trying to save pennies on supplies.

On the other hand, Dr. Mueller’s practice highlights have been “purchasing his first practice, purchasing the second practice, acquiring a staff that supports my vision and is loyal to me while implementing techniques learned from Dr. Blatchford.”

Staffs were less than enthusiastic in joining together and making changes. In fact, “at the first seminar, the groups began forming ‘camps’ and would team up on me. It wasn’t long before most departed or were shown the door.”

In 2004, Dr. Mueller and newly reorganized team collected \$797K. In the first six months of 2005, his prod./collection is marching towards a \$1.2M finish for 2005. His team is three full-time plus one part-time. Overhead is 51%. Currently, they are attracting 30 new patients a month and working 180 days. In his first practice, a crown was \$796. Currently, it is \$850 plus \$175 buildup.

“When we are playing our ‘A’ game, the day flows by without hardly noticing – all of a sudden, it’s 5 PM. You’re happy; your dinner conversation is not about work. You feel good about the services you have provided and your patients express that as well. You do not dread going back to work after the weekend.”

“My staff is really motivated by the Blatchford bonus. The first one was just a couple hundred dollars, then the first one over \$1000 really got them moving.” Chris is amazed and impressed with staff on salary; they even want to come in on their day off for team meeting so as not to lower the bonus.

“Getting a group around me who respected me as a dentist and a person and really saw my vision of what we stood for and where we are going has by far been the hardest part.” Now, Chris feels his leadership allowed him to create a vision statement. The team with vision tends to address issues themselves. “I do provide the final word but often times, I don’t need to.”

Chris’ practice goals are to increase the quality of new patients (those people who elect for ideal treatment) from below 15 a month to at least 30 by Dec. 2005. He wants to be consistently producing \$120K a month which would result in \$1,5M by Dec. 2006. He wants at least one anterior case per month and eventually one a week by Dec. 2006.

“The best business decision I made was buying the second practice and having Bill help me manage it. I never thought I would be this successful this early.” Chris is 33 years old.

“Playing Your ‘A’ Game – Inspirational Coaching to Profitability” is available (800) 578-9155, www.blatchford.com, info@blatchford.com *‘A’ Game* is for Doctors and teams who want to go to the next level.

ASK DR. CARL / ATTORNEY

Question: Recently a colleague sent me an article about arbitration. What is arbitration really, and is it something that I should have for my employees?

Answer: Let's start with the basics. Arbitration is a method of resolving disputes between two or more parties with involving the court system. Usually the parties sign an agreement to enter into arbitration. An arbitrator is selected and he or she acts as both the judge and the jury. Unlike the court system there are no rules for arbitration, so many times the parties will agree to use a set of established rules from an organization like The American Arbitration Association.

There are two types of arbitration. Arbitration can be non-binding, which means that the parties are not bound by the decision of the arbitrator. Parties will often use non-binding arbitration as a way to mediate or start the negotiation process prior to litigation. Arbitration can also be "binding". This generally means that the parties must comply with the decision of the arbitrator and courts of law will enforce the decisions.

Why would you pursue arbitration? Arbitration can be faster, easier, and less expensive than litigation. Since arbitration doesn't function with the same rules as the court system, arbitrators can look at evidence excluded by the courts and be more flexible in arriving at their decisions. A distinct advantage to arbitration is that jury awards rarely get to the outlandish level that you sometime see in the courts. Last, when it is over there is finality. Decisions are rarely able to be appealed.

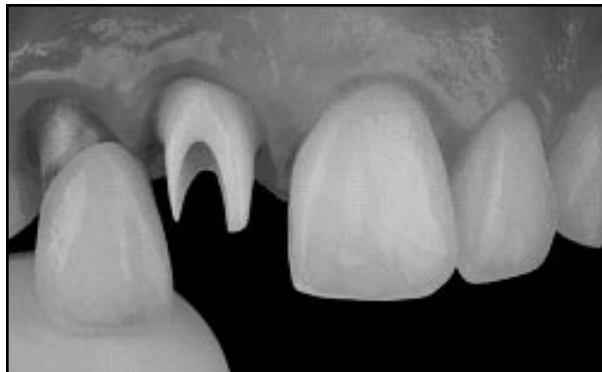
There are some drawbacks. There is no guarantee that the process will have the guaranteed fairness of the court system. You are always subject to the prejudices of the arbitrator and arbitration may actually discourage the development of the settlement attitude that parties feel in the litigation process.

We are all faced with arbitration clauses in many of the documents we sign in today's world. In many cases it is a good thing. Always weigh both sides when you are in a position to negotiate whether or not to use an arbitration clause. The answer to the question about your dental employees having an arbitration clause, is no. Your dental employees are at will employees and you will very rarely, if ever, have a formal employment agreement with non professional staff. To ask an employee to sign an arbitration agreement in lieu of a formal employment agreement might taint the relationship from the start. If you are concerned about your employee relations contact a labor attorney and discuss your HR policies.

By: Michael J. Carl, D.D.S., J.D.

Dr. Carl/JD is a practicing general dentist and attorney, who divides his time between dentistry and legal matters of practice buyouts, corporate matters and disciplinary proceeding with healthcare, and he is a client of Heritage Dental Lab! Please send any legal questions that you may have for the next issue, or e-mail him at mjc@transitionworks.com

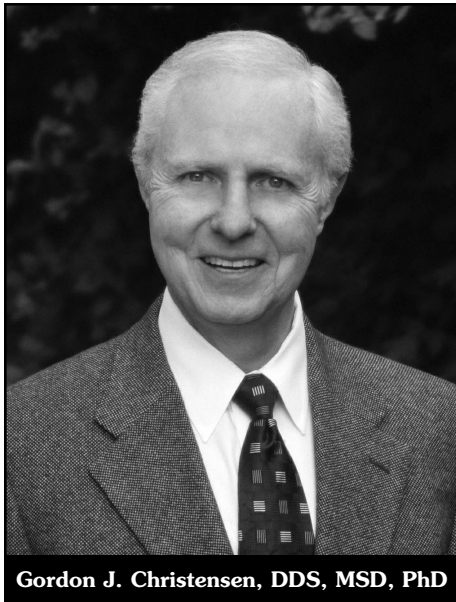
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We will be attending the Nobel Biocare in Phoenix, May 4-6, 2006.

Heritage Dental Laboratory Proudly Presents The Christensen "Bottom Line" – 2006



Gordon J. Christensen, DDS, MSD, PhD

by Dr. Gordon Christensen

Friday, May 12, 2006

7:30 a.m. – Registration & Continental Breakfast

8:00 - 4:30 p.m. – Lecture (Lunch Included - \$99.00 Value)

 Holiday Inn
CHICAGO MART PLAZA
350 N. Orleans Street
Chicago, IL 60654
(312) 836-5000

A block of rooms have
been reserved under
Heritage Dental Lab for \$139.00.

ADDED BONUS:

**"EMPRESS VS. PROCERA VS. ZIRCONIA VS. CAPTEK –
PROS AND CONS AND CEMENT SYSTEMS"**

By Bill McCormick

Bill McCormick has been a Dental Lab owner and "hands on" CDT for over thirty years. He continues to educate himself at the Las Vegas Institute*, The Pankey Institute, and various seminars to keep up to date on the latest cosmetic restorations. He lectures internationally on this knowledge of "alloy free" restorations and their successes.

Limited Seating – Register Early! / 7 Hours CE

INTRO

Gordon J. Christensen is Founder and Director of **Practical Clinical Courses (PCC)**, an International continuing education organization for dental professionals initiated in 1981 and based in Provo, Utah. For many years, thousands of dentists and dental staff persons have participated in PCC courses and viewed PCC videos. Dr. Christensen has presented over 45,000 hours of continuing education throughout the world and has published hundreds of articles or books.

Gordon and Rella Christensen, are co-founders of the non-profit **Clinical Research Associates (CRA)**, which Rella directed for many years. Since 1976, CRA has conducted research in all areas of dentistry and published the findings to the profession in the well-known CRA Newsletter. The CRA Newsletter is now read throughout the world in ten languages.

Some of his memberships include: American Academy of Esthetic Dentistry; International Association of Dental Research; Academy of LDS Dentists; American Academy of Restorative Dentistry; American Academy of Fixed Prosthodontics; Academy of Operative Dentistry; and International College of Prosthodontists.

LECTURE OUTLINE

This popular course is a concise, pragmatic appraisal of many of the current popular techniques, materials, devices, concepts and controversies in dentistry, based on clinical observation and research. What's new? What's just hype? What's important? Using verbal explanations, demonstrations, drawings, computer images, and clips from new DVDs, Gordon provides the "**BOTTOM LINE**" on the confusing array of "advancements" in the profession. Additional study sources, including videos, internet access to research and published articles are provided for more detailed information.

The bottom line is what works well clinically.

Expect this course to be motivational, humorous, educational, and full of practical "take home" information.

TOPICS INCLUDED ARE:

- Esthetic dentistry advancements including the current confusion on veneers
- Zirconia supported all-ceramic crowns - Lava, Cercon, Cerec-in-Lab and others – When and how to use them
- High-tech – concepts you must have, which concepts are elective, and which are just hype? Includes a candid discussion of digital radiography and photography, lasers, caries detection devices, air abrasion, bleaching lights, electric handpieces, LED lights, CAD/CAM, microscopes, computerized shade selection, and others
- **Numerous other topics as they become pertinent during 2006!**

To register call Heritage Dental Laboratory at
847.690.1810 or 800.635.4527

Tuition: \$259.00 DDS and \$179.00 Staff

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For more details call:

**Jim Parashos Removable Department
(847) 439-8462**

Special Seminars Available...

Due to my experience with alloy free systems, I have created a 1 hour power point presentation entitled "A Comparison of All-Ceramic Restorations and the Pros and Cons of Their Cement Systems". This has been received with great interest and success in study clubs from Illinois to the Caribbean. In fact, it has motivated both doctors & staff to present more cosmetic restorations to their patients.

Now I have another presentation entitled "The Science of Color Perception and Shade Taking" that covers many of the variables involved in taking an accurate shade.

These presentations are available, *free*, to study clubs or in office "Lunch & Learn" groups of 5 doctors or more. Each presentation provides 1 hour of continuing education credit. Call Debbie or myself to schedule your presentation at 847-690-1810.

- Bill McCormick, CDT

We have had several of our clients dramatically increase the size and net of their practices this past year. It turns out they are working with Dr. Bill Blatchford. If you are interested in what they did call Carol Bogner at (630) 841-6934.

BencoDental comes to the Chicagoland area. To learn how to save time, money, and improve your earnings call 1-800-GO-BENCO x-3244. Heritage Dental Lab and many of their doctors made the switch, when will you?

Introducing "The Preserve at Woodland Harbor," a new residential community designed to recreate early 1900's Michigan beach town cottage living. The Preserve infuses handsomely appointed Arts & Crafts architecture with all of today's modern amenities and comforts in picturesque South Haven, Michigan. In this year-round, maintenance-free, marina community, your family can boat, swim, fish, bike and rediscover something we like to call a quiet afternoon. Reconnect with what's important to you. Call 877-338-9650 or visit our website, PreserveAtWoodlandHarbor.com.



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