

## *R. I. P.* *THE PFM IS DEAD*

Well, it finally happened. The arrival of *e.max* has finally given you a better choice than the traditional PFM. Why? Here are 3 important reasons:

1. Researchers in the Dept. of Biomaterials / Biomimetics at NYU College of Dentistry recently determined through mechanical mouth-motion simulator testing that IPS *e.max* CAD lithium disilicate ceramic is the most robust all-ceramic material tested to date. The study results were first presented earlier this year at the 39th Annual Session of the American Academy of fixed Prosthodontics.  
Overall, in comparison to the veneered Zirconia systems that were tested, the IPS *e.max* CAD lithium disilicate full coverage crowns can be expected to demonstrate excellent clinical performance relative to chipping or fracture based on findings of the NYU mouth motion simulator testing. The failure reported in this study mimic those reported in clinical studies. \*
2. The gold factor. You know the price of gold and it is going higher. Because of CAD/CAM technology, there is NO gold cost. Heritage Dental Lab offers an *e.max* crown for a complete cost of \$129 per unit.
3. Dental insurance companies can typically re-imburse up to \$100 more per unit than for a pfm/noble \*\*

\* For a copy of this study, email us at: [heritage\\_anna@yahoo.com](mailto:heritage_anna@yahoo.com)

\*\* For a free copy of this study/chart on dental insurance and providers, email us at: [heritage\\_anna@yahoo.com](mailto:heritage_anna@yahoo.com)

Regards,  
Bill McCormick, CDT  
President, Heritage Dental Laboratory, Inc.

### FUTURE SEMINARS

June 11, 2010 8:30am – 4pm Atkinson, NH	– “Prosthetic Principles That Guarantee Long Term Success With Implant Prosthetics” by Dr. Thomas Ford	7 hours
	– “A Comparison of All-Ceramic Restorations” by Bill McCormick, CDT	1 hour
June 11, 2010 8:30am – 12pm Atkinson, NH	– “A Higher Level of Hygiene” by Tricia Ceresa of Transtions Group	4 hours
January 7, 2011 Chicago Area	– Customer Appreciation Seminar with Dr. B. Blatchford	8 hours

# AT THE BENCH

## Choosing the Right Impression Tray for Consistently Accurate Impressions

Distortion when taking an impression is invisible. Unfortunately, it only becomes evident when it is too late, specifically when a crown or bridge will not fit, or when excess occlusal and or interproximal adjustment is required. When this occurs, many dentists are quick to question their lab, without considering the plastic impression tray they are using. Continued use of these trays, which are prone to flex or rebound due to their elastic “memory”, means a continued waste of chair time with retakes and adjustments. For perfect impressions and prostheses that fit, a rigid metal impression tray, such as CLINICIAN’S CHOICE® QUAD-TRAY® Xtreme™, is essential.

### PLASTIC IS ELASTIC

Plastic by nature flexes so you can’t expect a plastic tray not to flex. When you use a heavy body material, which is flow resistant, the material’s hydraulics force the tray outward causing it to flex. The tray’s natural memory forces it to spring back, which then results in a distorted impression. Distortion can also occur during insertion into the patient’s mouth if the tray impinges on the palate, or when your patient closes it may force an axial roll of the wall position. Additionally, when the tray is removed from the mouth, the plastic’s memory causes it to rebound, risking a prosthetic misfit.

The QUAD-TRAY Xtreme is made of dead-soft aluminum and is memory-free, meaning it will not flex during insertion or rebound upon removal. Because of its ultra-low sidewalls and wide arch design, the QUAD-TRAY will never impinge on your patient’s palate or interfere with arch structure. The tray’s arch width can be customized to individual arch size.

Additional Features Designed to Eliminate Distortion Include:

- Thin distal bar eliminates palatal impingement and distortion.
- Retention bars built into tray sidewalls for better retention of impression material.
- Shorter lingual wall to better suit smaller mouths.
- Mesh attached to all sides of tray, narrowing material to form a secure “lock” to tray walls.

The QUAD-TRAY technique is clinically proven and used daily by top clinicians for consistently accurate, perfect impressions.

For more information or to learn how you can take advantage of \$0.79/tray pricing through our New User Program, contact Peter Lueddeke at CLINICIAN’S CHOICE DENTAL PRODUCTS INC at 1-800-265-3444, extension 222 or visit [www.clinicianschoice.com](http://www.clinicianschoice.com)

### PAST SEMINARS WE HAVE ATTENDED

March 3, 2010 - Bensenville, IL	– Windy City Seminars/Seattle Study Group -Implantology, Surgery, Endodontics	4 hours
February 25-26, 2010	– CDS/Cal Lab Meeting - CAD/CAM updates	16 hours
January 22-25, 2010 - St. Maarten	– Medical – Dental – Legal Update	20 hours
December 15, 2009	– Dr. Davies/Australia - International Implant Communication	4 hours
December 7, 2009 - Lisle, IL	– Customer Appreciation Seminar with Dr. LaVacca	8 hours
November 12, 2009 - Livonia, MI	– Lumineers by Denmat with Dr. Mark Murphy	12 hours
October 20, 2009 - Santa Maria, CA	– Lumineers by Denmat	8 hours
October 2, 2009 - Naperville, IL	– Team Up for Results with Dr. B. Blatchford and Dr. R. Pick	8 hours
July 15, 2009 - Berwyn, IL	– Dr. Munaretto/Cameo Endodontics – RCT Treatment	4 hours
May 7-8, 2009 - Oakbrook, IL	– Practice Management by Dr. B. Blatchford	16 hours
March 9, 2009 - Chicago, IL	– All Ceramic Restorations with Dr. Rada - University of Illinois, Chicago	2 hours
February 26-27, 2009 - Chicago, IL	– CDS/Cal Lab Meeting	16 hours

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# DO YOU WANT FRIES WITH YOUR BURGER?

By: Bill Blatchford, D.D.S.

McDonald's has made money with the easy question always asked, "Do you want fries with you burger?" What do you suppose the answer is the majority of the time? Are you offended when you are asked? Of course not, it is simply a choice.

In sales, this is called "taking the order". It is so easy and profitable to apply to dentistry. As the worst single tooth scenario is usually diagnosed on a recare patient, ask if they want fries with their burger by saying, "The one next to it is very much the same. Would you like to do that at the same time?" Will you cry if the answer is no or will the patient be upset you asked?

Even when a guest is in the chair for a unit of dentistry, it is acceptable for the assistant to ask, "Would you like fries with your burger?" Referring to the tooth next or opposing, any team member needs to ask for the order. How much more time does it take to prepare and seat two teeth? Time is about the same as one and here is the business reason—your net nearly triples when you do two units at a time.

Every guest is well aware of their time, busyness and the need for efficiency. You know your patient's mouth and habits well enough that you are really offering them more time in their busy lives and serving them well by making the offer.

Make "Fries With Your Burger" a team slogan. It is fine for patients to say no but you always offer. Dental labs indicate 95% of their work is single tooth dentistry. We even have team members asking, "would you like fries with that burger?" The patient laughs and says, "What do you mean?" Make it fun and create an opportunity for your guest to say "yes" to fries.

Dr. Bill Blatchford is the dentist's advocate for more net return, more time away to rejuvenate and more practice enjoyment. He also is an advocate for team bonus to share in the rewards of an excellent practice. Author of "*Playing Your 'A' Game*" (both book and audio), Dr. Blatchford has a Custom Coaching Program for 50 Doctors a year. He can be reached at [info@blatchford.com](mailto:info@blatchford.com), [www.blatchford.com](http://www.blatchford.com) and [www.blatchfordlive.com](http://www.blatchfordlive.com) (800) 977-4600.

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# OUTSOURCING LAB WORK TO CHINA?

Offshore dental labs are THE most debated topic in the U.S. dental profession today.

Here's a profile and history of our outsourcing lab, "**Lighthouse Dental Lab**". Lighthouse Dental Lab was created several years ago to help American doctors realize greater profit on 3rd party and HMO type insurance re-imburements. Our lab is different from other outsourcing labs because:

- ✓ We are American owned. Our U.S. CDTs oversee and refine all quality control in a certified U.S. lab.
- ✓ All materials are FDA 501K standards under the U.S. Code of Federal Regulation.
- ✓ What about the 'lead scare'? The Journal of Dental Technology published a study that finds dental porcelain contains less lead than eating fruit, bread and soups made in the USA. In fact, Chinese dental labs have more regulation and certification than labs in the USA, who have little or no government regulation.

If this interests you, as it does 30% of dentists in the USA and 50% of the dentists in free Europe, you may sample our outsource lab by calling 1-877-321-1635.

Fees are Pfm/np - \$59; Pfm/noble - \$79; Pfm/high noble - \$99. Out of state clients pay one way shipping of \$7.95/ground and must pay lab fees with a credit card.

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**[heritage\\_anna@yahoo.com](mailto:heritage_anna@yahoo.com)**

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## 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@transition works.com](mailto:mjc@transition works.com)

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## PRACTICING WITH THE VERSAWAVE ERBIUM LASER

By: Sven Erickson, D.D.S.

This morning, I had a patient in the chair with recurrent decay under a gold crown on tooth #19. After numbing the patient, I removed the crown, only to discover that the decay went all the way down to bone. In the past, I would have referred the patient to the periodontist for clinical crown lengthening, and then I would have finished the crown preparation at a later appointment. By having a VersaWave Erbium laser in my office, however, I was able to recontour the soft tissue as well as perform osseous reduction around the roots without laying a flap in order to create healthy biologic width. The procedure took less than 10 minutes, and I was able to take the impression for the crown at the same appointment. My fee for osseous crown lengthening, is \$750, which might seem high for a 10 minute procedure, but compared to the patient having to take time off from work to visit the periodontist at least twice and then having to return to my office for the impression at a later date, the value to the patient becomes apparent.

This is just one of the many procedures that can be accomplished with this laser. It can be used for preparing teeth for most composite restorations, often without the need for anesthesia. I find it particularly useful in class V preps where its use greatly aids in the retention of the restorative material and allows the composite to blend in beautifully with the natural tooth. In the case of marginal leakage, the laser can be used to remove veneers without damage, allowing them to be rebonded. It is also used to remove temporaries, clean cement out of crowns, remove amalgam tattoos, complete flap procedures, as well as pulpotomies. The list of procedures that can be either completed or aided by using this laser goes on and on. I would highly encourage other dentists to look into incorporating this valuable instrument into their daily practice.

Sven Erickson, DDS, is a graduate of the University of Michigan School of Dentistry and the core curriculum at the Las Vegas Institute for Advanced Dental Studies. In addition to practicing general esthetic restorative dentistry, he utilizes neuromuscular instrumentation and techniques to deliver full-mouth restorative cases using all-porcelain restorations. He practices in St. Joseph, Michigan.



# Heritage Dental Laboratory Proudly Presents

**“Prosthetic Principles That Guarantee Long Term Success With Implant Prosthetics”**  
By Dr. Thomas Ford

**“A Higher Level of Hygiene”**  
By Tricia Ceresa of Transitions Group



**Dr. Thomas Ford**

**Friday, June 11, 2010**

**8:00 a.m.** – Registration

**8:30 a.m. - 4:00 p.m.** –  
Lecture

(Continental Breakfast  
& Lunch Included)

**Friday, June 11, 2010**

**8:00 a.m.** – Registration

**8:30 a.m. - 12:00 p.m.** –  
Lecture

(Continental Breakfast Included)

## Atkinson Resort & Country Club

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**Ask us about our reduced sleeping room rate!**

### ADDED BONUS:

**“A COMPARISON OF ALL-CERAMIC RESTORATIONS, PROS AND CONS”** By Bill McCormick, CDT  
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.



**Tricia Ceresa**

### INTRO

**Dr Thomas Ford** is a private practitioner providing implant dentistry in the Central Florida area. He is also a consultant, educator, lecturer and author. He is a 1972 graduate of the University Of Michigan Dental School and a graduate and charter member of the University of Florida Comprehensive Dentistry Program.

Dr Ford has been in private practice for over 37 years in Orlando, Florida. He is a Fellow in the American College of Dentists and the former Executive Director of the American Academy of Implant Prosthodontics. He is a Diplomate of the I.C.O.I. and is currently Co-Chairman and Executive Director of the Implant Prosthodontic Section (IPS) of the ICOI. He is also a Board Certified Implantologist.

### LECTURE OUTLINE

Program attendees will learn:

- Principles required to maintain implants in a “Steady-State” for long term
- How to avoid the pitfalls and minimize risk for stress free implant dentistry
- Principles on setting up implant occlusion for various situations
- Numerous techniques and tricks to restore the challenging implant
- The one most important technique to guarantee long term success

**Tuition**  
**\$199.00**

**8 hours**  
**AGD-PACE**  
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### INTRO

**Tricia Ceresa** has been in dental hygiene practice for over 30 years. She is a clinical coach with Transitions Group and still practices part time doing Laser Therapy. She is an International lecturer on “The Higher Level of Hygiene” and “Stepping Up! Taking the Leap Into Laser Therapy.” Driven by a love of people and belief in the importance of exquisite dental care for a healthy and happy life, she is always moving forward in her profession.

As a laser consultant and business coach, she works with dental practices to develop their hygiene departments into state of the art “Health Centers”, where quality of care and profitability go hand in hand. Ms. Ceresa has been an instructor on the “Use of the Perioscope System”.

### LECTURE OUTLINE

- *Periodontal Disease and the Systemic Link*
  - Getting Patients to Own Their Condition
  - Patient Education
- *Increasing Case Acceptance*
  - Laser Communications
  - Improving Patient Relationships
- *Making Paradigm Shifts*
  - Proper Treatment Planning
  - Appointment Sequencing
- *Results*
  - Ideal Hygiene Day
  - Insurance, Codes, and Fees
  - Treatment Acceptance

**Tuition**  
**\$99.00**

**4 hours**  
**AGD-PACE**  
**CERTIFIED**



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**Special Opportunity For General Dentists or Specialists**

Heritage Dental Laboratory now offers 1 hour C.E. accredited powerpoint presentations for Dentists and staff or dental specialists for their referring clients...FREE of charge by special appointment.

**We have a variety of topics:**

- A comparison of All-Ceramic Restorations, including CAD/CAM, Zirconia, Pros – Cons and Cement Systems
- The Science of Shade Taking
- Tray and Bite selection for C&B success



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