

Radiant Restorations

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In an effort to keep you informed on the latest in restorative technologies and techniques, Renstrom Dental Studio will be holding educational events throughout the Twin Cities area and beyond. Look for an event near you!

NEXT EDUCATIONAL EVENT

Dental Marketing:

Building Valuable Practice Communication Strategies

At Renstrom Dental Studio, we are committed to helping our partners, and our industry, achieve success. We look forward to bringing you this evening program focused on marketing the dental practice and patient communication strategies. Dick Chwalek from Niche Agency will be lecturing on ways to seek new patients, understand current trends and consumer characteristics, and how to develop your practice's niche. Dick is a highly accredited marketing consultant as well as a member of the AACD. We hope you can join us!

Date: Thursday, February 7th

Time: 6:30- 8:30 PM

Location:

Renstrom Dental Studio

4225 White Bear Parkway, Ste. 1240

Vadnais Heights, MN

RSPV or For More Info: Nick- nick@renstrom.com

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STAMP

Renstrom Newsletter

Do MORE With Less... "Niche" Your Practice!

Consumers want what you offer, *every* bit of it. But that is the problem. There is too much "every" so nothing develops deep value. Narrowing your *expertise* to a niche makes it much easier for them to "want more of it—now". Yes, many people stop at cost and some stay away because of fear, but a large percentage of the public putting off more dentistry because of ignorance. All they "see" is dentistry *of the past* or a generic cosmetic dentistry concept. Stand out by developing your niche! I work with a Connecticut dentist that prospective patients call up and say, "You are one of only two *cosmetic dental specialists* in the area." While he lets them know he is NOT a specialist—he is perceived as one because of his niche focus (and his peers lack of focus). He offers every service, but effectively *mines* his niche. The economy has been tough in his area for many years, but he draws people from all over who want "his" level of care. Recently in KC, I met with about 25 dentists from all over the U.S. — some said they attracted patients because of their niche. Many patients left other practices that actually did this "kind of work", but patients were clueless. Some dentists there were also in that position. Imagine how many are not going to **any** dentist because of ignorance. How many are leaving **your** practice? If a *dentist's patients* don't know about their expertise, how can the public ever figure it out without the communication process changing? Go beyond services; niche your expertise. There are too many services, which confuses the consumer. Then all the technology — that your competition also ends up promoting in 6 months — which throws more *fuel on the fire of confusion-ism*. Most people hang with the herd, dentists as well as consumers. It is so loud and crowded that we move together, and change little. Then all of a sudden the herd stampedes — we cannot see the cliff — and end up going over it with the rest of them. For example, everyone's following the pricing model (consumers and dentists): pretty soon dental expertise will fall off the *cliff of irrelevance*. Communicating a **niche is the other path**. It builds expertise value. You'll do MORE with *less (confusion)*. Come to Renstrom on February 7, 2008 and I will give you a primer on how to profit from your niche. And Remember...Define, Refine and among other things **get your niche** Online!



Sincerely, Dick Chwalek • NicheDental.com • Dental Communication Integration Consultant



Renstrom News

Gold Prices Still on the Rise

The price of gold has recently breached the \$900.00 an ounce level. We have seen it in the news and read about it in the newspaper and know there are several factors contributing to the rise: a strong international investment interest, a weakening U.S. dollar, and a falling stock market. Not to mention the talk of an economic recession. Unfortunately the price of gold is making traditional crown and bridge work more costly, and no one knows how long the trend will last. Fortunately there are alternative materials, such as all-ceramics, that are becoming more economical solutions. It is probably as important now than ever to consider our options when prescribing crown and bridgework.



Technical Tips: Impressioning Minimizing Remakes and Optimizing Fit

As dental technicians and clinicians, our goals are the same when it comes to crown and bridgework: Give the patient an esthetically pleasing, functional, and excellent fitting dental prosthesis. On the lab end of things, we do our best to assure that our crown and bridgework fits with very little or no adjustment upon seating of the restoration. We also take extra efforts, such as pouring extra untouched dies and solid models to make sure that our restorations fit when they leave the lab, and of course, to keep remakes to an absolute minimum.

One way to assure excellent fits and to keep remakes to an absolute minimum is in one of the first steps in a crown and bridge case: the impression. At Renstrom Dental Studio we keep close track of fits and remakes and in doing so have noticed a few correlations between impressions and remakes. We have found there is a higher incidence of adjustments when the wash material doesn't cover interproximal contacts. We also sometimes see changes in fits seasonally, especially from fall to winter or spring to summer. Variations in temperature and humidity seem to make a difference in setting times of impression materials, no matter the type or brand. Here are a few simple and quick tips for impressioning:

- 1) Make sure wash material touches the contacts
- 2) Be conservative with set times (cooler temperatures can lengthen set-up time and warmer temps speed set-up)
- 3) For two-part impressions: Start filling the tray *just before* syringing the *last* preparation
- 4) Keep syringe tip immersed in wash and finish beyond your start point (as you work around the prep)

