

RADIANT RESTORATIONS

Volume 2, Issue 1

RADIANT RESTORATIONS

How To Flourish in a Down Economy

INSIDE THIS ISSUE:

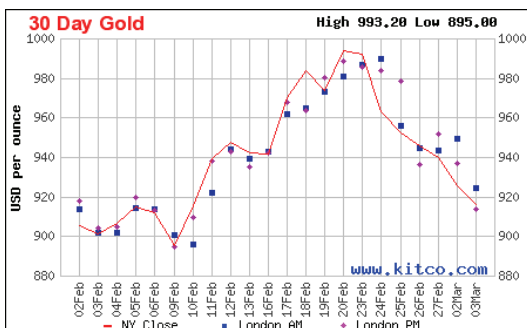
How to Flourish in a Down Economy	1
Gold Price Update	1
Case Study: Stress Breaker Bridge	2
Cerec Connect	2
Technical Tip: Why Measure your temporaries?	3
How to Flourish in a Down Economy: Expert Advice	3
Calendar of Events	4

It is no secret that the current economic situation has probably affected many of us in some shape or form. Despite what is happening patients still need and want dentistry, which is why practices should be looking at ways to maintain activity and stimulate growth. Here are just a few to consider....

Educate your patients and yourself. By learning new procedures and new technology you can offer your patients alternative solutions that are more desirable and result in a greater benefit. With treatment planning you are able to communicate more with the patient, understand their expectations, and also build a trusting relationship. Use photos, models, and examples when presenting the different options. By segmenting procedures and effectively scheduling you can help to spread out the costs for your patients. As a leader, set goals for your practice and overcome obstacles through training and team development.

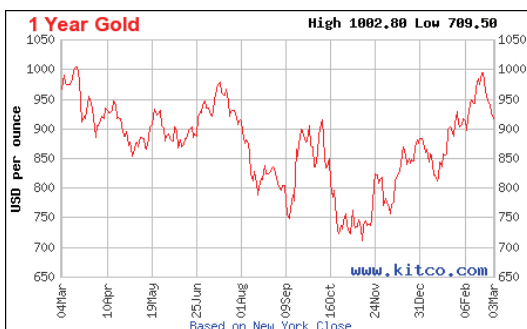
Keep your office setting clean and comfortable so that patients feel welcome and at home while they are there. Be proactive and develop a marketing strategy to increase your amount of new patients. Evaluate financial policies and offer alternative payment plans or select discounts such as early payment. Don't let the negative news talk get to you or in to your practice. The important thing is to always be positive when talking with your patients and your dental team.

According to Dick Chwalek of Niche Dental, the best dental marketing plan has three elements. (continued on page 3)



Gold Prices...up, up, and away

Once again gold prices are on the rise. They've almost reached \$1000.00/ounce which is the highest it's been since July 2008. Speculation is that the price will reach \$1030.00/ounce in March, which was when it hit an all time high last year. Commodity prices, limited mine supply, and an increase in investor demands due to a weak U.S. dollar are all contributors to the increase. Of course we're all wondering if and when prices will ever go back down. Researchers have said that the likelihood of a continued increase is very high but over the past five years there have been noticeable seasonal trends causing the price to decrease for months at a time. At the lab we are currently looking at alternative quality materials and metals so that we can fabricate a more cost efficient crown. All ceramic crowns are another alternative solution as metal increases, especially in cases where a porcelain shoulder is indicated. An all ceramic crown with a zirconia core can deliver a higher level of esthetics and the same desired strength as porcelain fused to metal crowns, not to mention they can be conventionally cemented as well.



Case Study: Stress Breaker Crocus Milled

The case presented below demonstrates a four unit porcelain fused to metal stress breaker bridge. Stress breaker bridges are indicated where it is impossible to create a common path of insertion for the abutment or where it is necessary to minimize rocking forces on intermediate (pier) abutments in long span bridges.

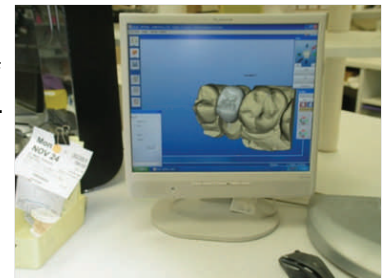
As you can see, the bridge is attached to number 15 by a stress breaker appliance. It consists of male and female parts which are interlocked to relieve stress on the abutment tooth from occlusal and lateral forces. In many laboratories plastic parts are used to wax and cast the metal substructure of the stress breaker but at Renstrom Dental Studio the bridge is customized and milled without using any prefabricated parts. A major difference with this customized stress breaker is that the parts are inverted so that no metal is visible on the occlusal surfaces of the crowns. Strength is also enhanced due to the precision fit of the carefully fabricated appliance.

The Renstrom/Crocus team was introduced to this unique German technique about four years ago and have been using it ever since. The technician starts by designing a rough full contour wax up to establish the proximal contacts on units 14 and 15. The male part is cast and milled producing a metal substructure and the female portion is waxed following that. It is carefully customized and finished so that the female socket on tooth number 14 fits perfectly over the wedge shaped male part. The remainder of the bridge is then waxed and completed. Both strength and esthetics are achieved in the finished milled stress breaker bridge.



Renstrom Dental Studio now equipped with Cerec Connect

Having been the official beta test site for the Sirona Inlab system, Renstrom has learned and grown with the CAD/CAM industry over the years. Recently the lab improved its inlab milling system with the new inlab MC LX by Sirona, now capable of producing a complete range of restorations with more advanced precision and speed. Along with the hardware, **Renstrom also has the software ability to receive a digital impression from all cerec doctors through Cerec Connect.** For this to be possible the doctor must upload the software to their Cerec system while non cerec users have the option of purchasing the new Cerec AC acquisition center which will be available in May 2009. The lab is notified of the incoming file and receives the scan through a web based portal allowing direct digital communication between the doctor and technician. While doctors are primarily using their cerec milling units for posterior and inlay/onlay restorations, the lab will receive a physical model with each case, allowing for the fabrication of any type of restoration. Scan and check the prep design, fill out the digital prescription, and choose Renstrom as your preferred dental laboratory. It's as easy as it sounds!



Technical Tip: Why Measure your temporaries?

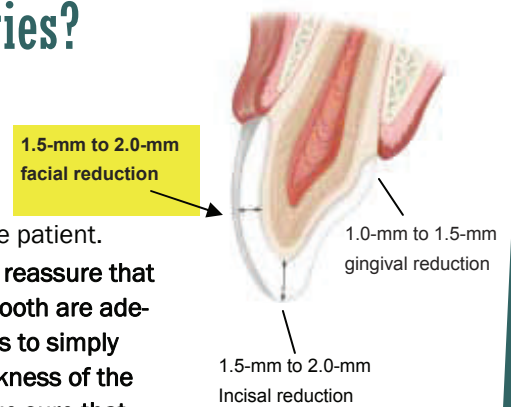
Proper Preparation design is critical in any crown and bridge case especially when working with anterior restorations. In order for the technicians at the lab to fabricate a crown with the required strength and esthetics, there must be enough reduction on all aspects of the tooth. A common assumption made is that the lab will have no difficulties designing the crown if the temporary restoration looks and feels good for the patient.

The important thing to consider is that ample space

needs to be provided for a framework or coping and also porcelain overlay. Just the coping alone for a zirconia crown is .4mm thick at the minimum and .6mm if the prep is dark or is a post. It is ideal to have at least 1mm of porcelain layered over the core. Adequate reduction is especially significant on the incisal third area of the tooth so that the prep rolls back towards the lingual. In cases where there isn't enough reduction it's impossible for the technician to construct a crown without

overcontouring the buccal surface, which creates unsatisfactory results for the patient.

An easy way to reassure that all angles of the tooth are adequately reduced is to simply measure the thickness of the temporary to make sure that 1.5mm reduction has been made. Assuming that the temporary has the desired contours, the final restoration will then satisfy the patient's expectations.



How to flourish in a down economy....some expert advice (Continued from page 1)

According to Dick Chwalek, Niche Dental consultant and owner:

The Best Dental Marketing Plan has THREE ELEMENTS:

ONE: Be A Publicly, Proactive, Persistent Dental Practice

To grab people who are not considering dentistry right now

- One of the biggest areas of new patient development
- Usually includes a traditional marketing element or format
- People need to be made aware of your expertise and services
- While public marketing is not cheap, done right, dentists can bring in new blood fast
- Waiting for referrals, or consumers to think about or searchers is risky in a downturn

TWO: Completely Cover Your Current Dental Patients Angle

Patients want others to know about you if you do things well

- This is hardly ever done well - it is often generic, impersonal, and infrequent
- Referrals and case acceptance result from effectively communicating value
- Find more ways to connect with patients and more formats to ask for referrals
- Where you communicate now - add elements that say something new about you
- Referrals still make great patients, but the new landscape requires new methods
- Use technology to better inform patient of your services and expertise

THREE: Network Your Internet Connection: Dental Website

The Web is where your patients, and consumers are, and will be looking for you

- There are a thousand ways to attract new patients online: spread your wings
- Internet **evasion** will shrink your community influence, referral power, expertise value
- Remember most of your competition is doing one thing, if any, and often haphazardly
- Keep adding to your online marketing repertoire, weaving in your highest



Downturn Dental Marketing Conclusion

Assertive and persistent public and internal communication is essential for your practice to be viable today and long term. Marketing is not only a good thing it is the only thing that consistently gets consumers and patients enough information in the quantity, quality, and the right time of day for them to absorb it effectively. To achieve the success you want, get the expertise you need now to reach your goals. Niche Dental coaching guides you to better, faster, and fit-your-needs solutions.



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*Our goal is to get you patient
referrals with every case we do!*

Renstrom Dental Studio Upcoming Events

Courses and Seminars:

April 8th 2009

Clinical Procedures for Procera
Hudson, Wisconsin

Coming soon in 2009.....

Hands On Assistants Seminar Series

Courses on the following topics:

Shade Determination

Designing Temporaries

Impression Taking

Dental Photography

Meetings:

April 23rd–25th

Star of the North Meeting
St Paul River Center
Booth #414

April 30th–May 1st

Wisconsin Dental Meeting
Wisconsin Dells, Wisconsin

May 16th–17th

South Dakota Dental Meeting
Sioux Falls, South Dakota

For more more information call 651.407.0491 or email jenna@renstrom.com

Check us out on the web at www.renstrom.com