



RADIANT RESTORATIONS

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Winter Newsletter

A few words from Rick Renstrom....

Having been in the dental lab business for over 34 years, it's interesting to look back and reflect on how the times have changed. The current economic condition has had an effect on dentists, labs, and most of us for that matter. With gold prices reaching an all time high of \$1400 compared to \$800 in December of 2008, metal free restorations are becoming more of the norm rather than an alternative option for doctors. Both e.max and zirconia materials are more appealing, not only for their strength and esthetics but also a fixed price, which in many cases could be less than a PFM. We encourage offices to be sure they are using the correct insurance codes and taking advantage of the fact that reimbursement levels may be higher with metal-free restorations. The implant sector seems to be growing, possibly in part due to the direct consumer advertising by implant manufacturers and specialists.

Advancements in technology continue to play an active role in dental laboratories and operatories as more CAD/CAM systems are being used. Keeping up with all of these changes can be time consuming, confusing, and costly. Aside from these drawbacks, long term advantages including reduced costs and improved quality could eventually attract more dentists and labs. As a smaller family owned lab, we are familiar with the traditional ways of fabricating crowns. Pouring models, trimming dies, waxing, casting, finishing, and layering porcelain.

Now with the advanced technology we see digital impressions, margin marking software, design centers, milling centers, printers, pressing, glazing, and still layered porcelain. Although the process and materials continue to change, the quality and

services at Renstrom do not. Our goal is always to consistently meet or exceed the expectations of our doctors and their patients.

The majority of my time is either spent at my bench or case planning with our doctors. Many of the questions that came up in conversations this past year were in regards to cost. How much is it and why does it cost that much?

Cost is the amount of time, materials, and overhead that is involved in producing a particular product. At the lab we are always looking at different ways to save time, reduce material costs, and also use our overhead more efficiently. While doing all of these things we are also maintaining and striving to increase the quality of our products and services. You have these same costs in your dental practice and as your lab we are one of them. Although it may not be apparent, the price shown on the bottom of your invoice entails a lot more than just a crown if it is coming from Renstrom. I know how valuable your time is and we will do whatever it takes to see that we save you chair time. We go to extraordinary measures to ensure that fit, contacts, occlusion, and shade, consistently meet your specifications. I am not willing to compromise the quality of our work because I care about the success of the doctors we work with. We hope for a positive experience for their patients and that doctors will get patient referrals with every case we do.

Aside from the superior crown and bridgework, there is so much more that we can offer to doctors. I have been fortunate to work with a group of experienced and knowledgeable technicians and staff. They are always available to assist in many areas such as case

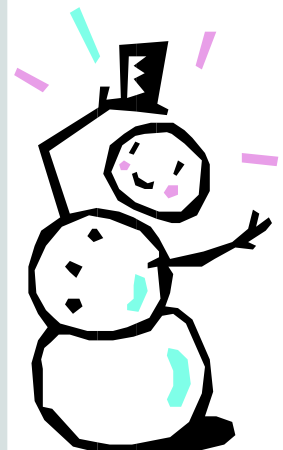
evaluations and problem solving. Communication is critical and so if we can work closely with you and assist you where needed, then we can be confident that we will get a great end result. We are happy to offer you continuing education classes or lunch and learns on topics that you and your staff are interested in. In other words, if there is something you feel you need to know more about, just let us know and we will gladly arrange it for you.

In conclusion, every doctor we work with has specific requests and it is our job to see that those requests are met. However, there may be times when you have concerns or opinions regarding the products and services we provide. If so, I encourage you to please inform us if there anything we can do to better serve you. Many of us at the lab would be happy to join you at a seminar, study club, luncheon, or even happy hour. I would also like to thank those doctors that we currently work with and look forward to what the New Year has in store for us. I hope everyone has a great holiday!



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Why Computer Milled Custom Abutments??

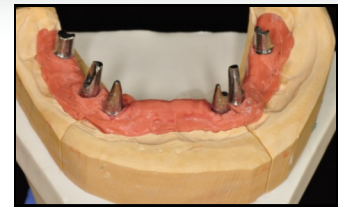
Despite the effects that the economic downturn has had on the industry overall, the implant sector is one area that seems to be escalating. Patient demands for treatments offering improved esthetics will drive the implant market as the economy slowly recovers. Laboratories such as ourselves are looking at ways to utilize specialized technology so that we can offer more cost effective, customized options for patients, providing superior results.

Renstrom currently works with all major implant manufacturers and abutment types. The two main types of abutments commonly used in the past are stock or prefabricated abutments and custom cast abutments. Stock abutments come in a variety of shapes and sizes or angulations but also come with limitations. The emergence profile, margin definition, and tissue contours are more difficult to establish because of the size and shape of the stock abutments. With the skill of our technicians, custom cast abutments are another option for misaligned implants but can be costly due to the amount of metal used and extent of labor involved.

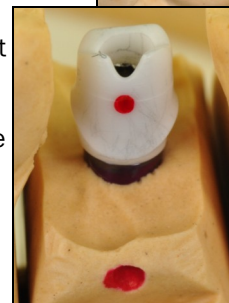
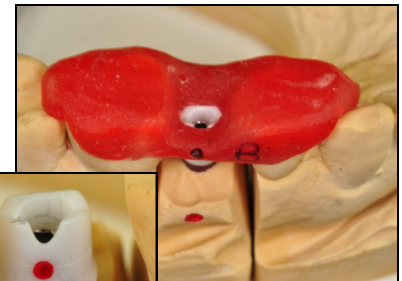
For some restorative doctors, fitting the abutment can be the most chal-

lenging stage of the procedure. Our goal at the lab is to simplify things for our doctors which is why in many cases we recommend computer milled abutments. If the fixture is placed at an angle or offset then we are able to compensate it by creating a customized design. The final abutment will have the proper emergence, gingival contours, and support for strength and esthetics. For multiple unit or complex implant cases, computer milled abutments are the ultimate restorative option.

The Atlantis abutment system is compatible with many implant companies and allows us at the lab to approve the customized design in 3D before it is milled out of zirconia or titanium. Everything from shape, parallelism, tissue levels, and all other requirements can be controlled to ensure the success of the abutment and restoration. There is simplicity in the pricing at Atlantis as well. The abutment fees are the same amongst all compatible implant systems. In regards to stock abutments, each company has a different fee structure as well as an additional labor charge for any necessary abutment preparations.



There are many advantages for both the doctor and patient when choosing CMA abutments. Doctors will be more confident when it comes to restoring implants. They will also notice a decrease in chair time, superior fit of copings, accurate fabrication, and a predictable cost. If you have questions regarding your next implant case or would like assistance with your treatment plan, **please give us a call and talk with Lori in our implant Department.**



Renstrom's conference room is available for your event!

One of our goals of the remodel this past summer was to make improvements to the space where continuing education events are held. What was once our porcelain department soon became a large conference room for meetings and events. The meeting room is now equipped with the proper sound and a projector set up for presentations and lectures. The room can hold on average about 26 people but more or less depending on the style of the particular course. We would like to make the room available to dentists and staff members involved in study groups or other dental organizations that are looking for somewhere to hold an event. Renstrom places a high value on education and would be happy to support the educational needs of professionals in the dental industry.

Please give Jenna a call at 651-407-0491 or email jenna@renstrom.com if you have questions or inquiries.





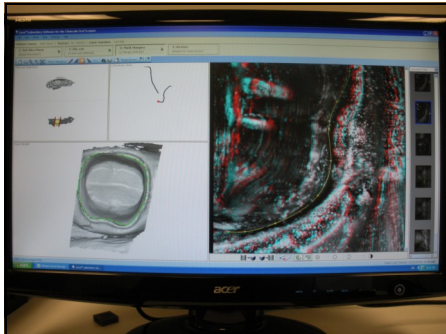
A look back at 2010...

Members of the Renstrom team took a trip to Chicago early in the year to attend the annual lab day event. We were introduced to many new systems in digital technology and learned new material-specific techniques. We have quite a large group attending in 2011 and look forward to another exciting weekend in the windy city.



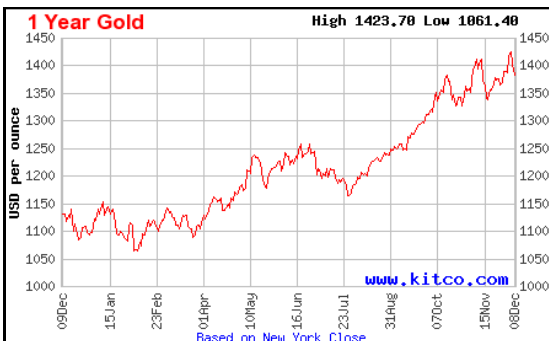
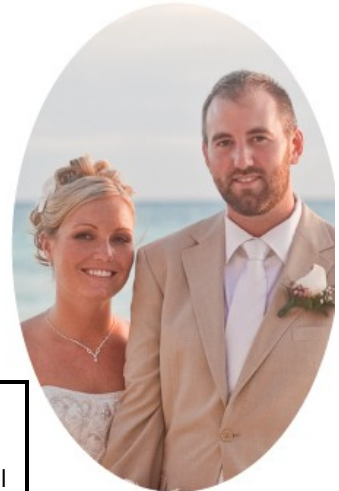
The Lithium Disilicate material we know as e.Max has proven its unsurpassed durability over the past year. More doctors are choosing e.max rather than porcelain fused to metal and with our current success rate we anticipate this being a future trend.

Renstrom Dental Studio underwent some changes as the summer began with renovations of the lab. After a few long months of working around the construction, the project was complete. Considering all of the improvements that were made throughout the lab, the wait was well worth it!



Another system was added to our Digital Technology center. Renstrom is now a Lava C.O.S. certified lab. With the proper software, we are able to mark the margins on your digital C.O.S. files and have the crown made out of the material of your choice.

Renstrom's very own Randi Renstrom became Mrs. Randi James on November 11th. Joined by her friends and family, Randi and husband Scott exchanged vows on the beach of Playa Del Carmen, Mexico. Congrats Randi!!



Since 2008 gold prices have been on the rise. It's actually increased 350% from what it was five years ago! The all time high in 2010 so far was \$1423 an ounce.



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



Upcoming Events

Saint Paul District Midwinter Meeting
January 21st, 2011
Crown Plaza, Saint Paul-Riverfront

MACD Course: The Communication Solution
January 7, 2011
Presenter: Sandy Roth
Location: 3M Campus

Chicago Midwinter Dental Meeting
February 24th-26th, 2011

We'll keep you informed of upcoming Renstrom courses in the New Year!



*Happy Holidays from all of us at
Renstrom Dental Studio!*