

INCISAL EDGE



2010 Volume 1

*The quarterly newsletter of
D&S Dental Laboratory, Inc.*

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INSIDE THIS ISSUE

Seven Ways to
Reduce Your
Laboratory Costs . . . 2

Implant Seminars
Not Your Father's
Implant System:
Optimal Solutions
with CT Based Case
Planning 3

Restoring Dental
Implants with
Overdenture
Attachments 3

2010 Closing
Dates 4

D&S REDUCES PRICE AND OFFERS TRAVEL CREDITS® ON LAVA™ CROWNS

We are pleased to announce a new price structure for Lava Crowns (Zirconia) for 2010. Due to a cost reduction on the Zirconia material and the burs used in the processing of a Zirconia coping, D&S Dental Laboratory is lowering our pricing on Lava Crowns for 2010. This price reduction, coupled with the increase in metal price over the past year, means that Lava Crowns are now priced lower than a High Noble Gold PFM and are in the range of a Noble PFM. In addition, Doctors using the chair side oral scanner from 3M (COS) will see an even greater price reduction on the Lava Crown, which you should receive shortly (if you haven't already). Please contact our lab if you would like more information on the potential benefits, to you and your patients, of adding a COS to your practice.

Lava Crowns and Bridges have been established as a leading brand in CAD/CAM produced Zirconia restorations because of their precise fit, proven strength, and natural aesthetics. 3M brings vast expertise in material science and systems integration to create products that consistently meet the high standards that doctors and labs expect. D&S Dental Laboratory and 3M offer a five-year limited warranty for Lava Crowns and Bridges.

In addition to the price reduction for Lava Crowns, we would like to announce our D&S Lava Rewards Program. From now through the end of September, 2010, D&S will provide our clients with a \$100 Travel Credit® card for every 10 Lava Crowns prescribed through our laboratory in a given month. These cards

can be used for airfare, hotel accommodations, auto rentals, sporting events, vacation packages, and cruises. More details are available by calling our laboratory at 800-236-3859.

This program is independent of any other offers, discounts, or rewards from D&S or 3M for prescribing Lava Crowns. In addition, you will still be able to take advantage of the 3% discount our laboratory offers by paying on or before the 10th of each month.

Lava Crowns offer superior fit, proven strength, natural translucency, and unmatched aesthetics, and they now also offer reduced lab costs and Travel Credits® to boot!

Lava and D&S Dental Laboratory, Inc. – There Is A Difference.



D&S Dental Laboratory and 3M offer a five year limited warranty for Lava Crowns and Bridges.

SEVEN WAYS TO REDUCE YOUR LABORATORY COSTS

Given the current economic times, and the dramatic rise in the price of gold, here are seven ways to reduce laboratory costs at D&S Dental Laboratory without compromising QUALITY!

- 1** The cost of gold is now over or around \$1,200 per ounce, and most Full Cast Crowns have a metal weight of around 2.3 to 2.5 pennyweights. If you still prefer to use a High Noble Gold Color Alloy, use a gold color metal with less gold content, but still in the High Noble classification.

YES! That's a savings of \$76.00 per crown.

- 2** If you prefer to use a High Noble metal for your PFM crowns or bridges, instead of a gold color PFM, use a white color High Noble metal and save \$18.00 per unit.

On a three-unit bridge you can save at least \$54.00 or more depending on the pontic weight.

- 3** Switch your metal preference from High Noble Silver Color to Noble Silver Color for a PFM. The strength is greater and the shading is more than comparable.

On a three-unit bridge with a molar pontic you could save up to \$57.50.

- 4** Switch your metal preference from High Noble Gold Colored to Noble Silver Color. On a single posterior, that's a \$35.00 savings.

Multiply that on a three-unit bridge.

- 5** Want superior fit, color, strength, and metal-free on an anterior or posterior crown? With the cost of metal these days, now LAVA Crowns (Zirconia) are the same or, in most cases, less than a PFM. In our laboratory we have seen an increase in the use of this material as a substructure.

The reasons: Cost, Fit & Esthetics!

- 6** There is nothing wrong with a base alloy. However, know the metal composition. Our laboratory has two types. One is nickel-free. Here are some approximate savings on using this metal for a PFM.

*High Noble Gold Color -vs- Base - \$49.00 savings per crown
High Noble Silver Color-vs-Base - \$31.00 savings per crown
Noble Alloy-vs-Base - \$23.75 savings per crown*

- 7** Most laboratories have a surcharge for an implant case just because it is an implant. Implants have become a standard of care in the dental profession. At our laboratory we do several implant cases each day and because it has become such a standard of care, our laboratory does not have a surcharge.

That's a savings of anywhere from \$15.00 to \$100.00 per unit.

For more information or a list of alloy contents, please call our laboratory. We can assist you in reducing your dental laboratory costs.

TIPS TO ENHANCE YOUR BANKING RESULTS

Given the current environment in the economy in general and banking specifically, now is a great time to review your overall banking relationship. Here are a few tips to help you save time and money.

1. EVALUATE YOUR LOAN STRUCTURE.

First, if you have multiple loans outstanding from equipment purchases, consolidate them into one or two loans with similar amortizations. This will give you an opportunity to negotiate a new rate, and save you time each month. Second, find out if there are creative ways to structure your loans to minimize your interest expense and maximize your cash flow. Most banks have sweep products that can automatically move money back and forth from deposit to loan accounts, which will minimize your interest expense. Given the current rate environment, it does not pay to keep large deposits sitting in accounts earning practically nothing if you can use those deposits to pay down debt and set up a line of credit for potential short-term cash needs that may arise.

2. ASK ABOUT AVAILABLE PROGRAMS.

Loan programs such as SBA, WHEDA, USDA, and others are not strictly for borrowers who can't get traditional financing. These agencies also offer programs that are designed to help qualified borrowers grow and prosper by providing lower rates, fixed for longer terms, on at least a portion of your loans, than your bank is able to offer. Typically, there are up-front fees (which are easily made up in a short period of time), but right now, the government has waived many of the fees to help small businesses obtain affordable financing.

3. DEPOSITS ARE GOLD TO THE BANK.

Core deposits are the lifeblood of any bank's lending activity, and the competition to keep them is high. When you negotiate a loan rate with your bank, demand some credit for your deposits.

4. EVERYTHING IS NEGOTIABLE.

Keep this in mind no matter what type of business you're conducting. Most people know that there is some negotiating room when it comes to interest rates on loans; however, every other fee or rate is also open to negotiation. Simply use the advertised rates or published fees as a starting point and work from there. In most cases, all you have to do is ask.

5. KNOW YOUR BANK AND BANKER.

Everyone feels comfortable going to their accountant or attorney for advice, but your banker should also be utilized as a source of information. In fact, the banker is probably the only one of the three who won't charge you for his time!

Contact Travis Zick at D&S Dental Laboratory (1-800-236-3859) if you have questions or would like further information regarding this topic. Travis has several years experience as a Commercial Banking Vice President and is available to help in any capacity.

IMPLANT SEMINARS

RESTORING DENTAL IMPLANTS WITH OVERDENTURE ATTACHMENTS



FEBRUARY 11, 2010 • LOCATION: ARBORETUM CENTER, WISCONSIN DELLS
TIME: 5:30-8:00 P.M. • (DINNER AND PROGRAM) • COST: COMPLIMENTARY

This program will provide key information to help dental professionals incorporate implant-supported restorations for their partially and fully edentulous patients. Topics to be discussed include an overview and comparison of conventional denture treatment, LOCATOR® Implant Attachments, and hybrid and implant-supported fixed bridges, focusing on patient benefits. Participants will discuss the importance of patient selection criteria and surgical planning considerations, with regard to the ideal esthetic result. The program will demonstrate the advantages of the LOCATOR System for removable partial dentures or overdentures. Participants of this program will understand how to assimilate restorations supported by dental implants into their practice with predictability and confidence.

PROGRAM OBJECTIVES

Upon completion of this program the participant will be able to:

- Discuss the current treatment options available for partially and fully edentulous dental patients.
- Understand features and benefits of the LOCATOR Implant Attachment System.
- Understand the laboratory process of fabricating a LOCATOR retained overdenture.
- Utilize several LOCATOR tools and components to perform the pick-up technique on models.

NOT YOUR FATHER'S IMPLANT SYSTEM: OPTIMAL SOLUTIONS WITH CT BASED CASE PLANNING



MARCH 5, 2010 • LOCATION: TRAPPER'S TURN GOLF CLUB, WISCONSIN DELLS
TIME: 8:00 A.M.-4:00 P.M. • (CONTINENTAL BREAKFAST, LUNCH AND SEMINAR)
COST: COMPLIMENTARY

(There will be hotel rooms available at The Kalahari Resort in Lake Delton at a discount for March 5 and 6, 2010 under the D&S Dental Group for anyone who wants to stay.)

Dental implants are quickly becoming the preferred treatment of choice for tooth replacement. As the paradigm continues to shift with implants becoming the standard of care, there is more demand for not only functional, but esthetic treatment outcomes. This demand has led to the development of CT based case planning as an important tool in implant therapy. Through 3D visualization of the patient's anatomy, computer-guided software can be used to help ensure accuracy and unpleasant surprises during implant surgery.

In this program Dr. Franzen will start off by discussing the role of implant design, biomechanics, and abutment options for achieving predictable and optimal results, even when treating patients with poor bone quality. Dr. Franzen will then present the practice and patient benefits of CT technology for increased accuracy and control of implant placement. He will combine this with the evolution of the surgical guide and what your surgeon's needs are with a surgical guide. From there a discussion of the reliability, functionality and flexibility of computer-guided implant treatment planning software on the market will occur.

At the completion of this course, participants should be able to understand:

- Recognize the options available for the replacement of a single tooth predictably and esthetically.
- Surgical guide options and planning the right guide for your patients.
- How computer-guided implant treatment planning can help grow your implant business.
- How computer-guided implant treatment can work as a communication tool.



ABOUT THE SPEAKER *Dr. Barry Franzen is a 1982 graduate of Marquette University-School of Dentistry. In 1985, he completed a three-year post doctorate degree in Prosthodontics and Maxillofacial Prosthodontics at the University of Missouri and Truman Medical Center in Kansas City. Prior to teaching at Marquette University-School of Dentistry from 1985-1989 as an Adjunctive Graduate Professor, Dr. Franzen maintained a private general dental practice in Kansas City. Since that time, Dr. Franzen has maintained a private practice limited to Prosthodontics in Milwaukee, Wisconsin.*

Please call Dawn Pilsner at 800-236-3859 or 608-849-5343 to register for these seminars.

2010 CLOSING DATES

FRIDAY, JANUARY 1
NEW YEAR'S DAY

MONDAY, MAY 31
MEMORIAL DAY

MONDAY, JULY 5
INDEPENDENCE DAY OBSERVED

MONDAY, SEPTEMBER 6
LABOR DAY

THURSDAY AND FRIDAY, NOVEMBER 25 AND 26
THANKSGIVING HOLIDAY

FRIDAY, DECEMBER 24
CHRISTMAS HOLIDAY OBSERVED



We believe our standards are reference points by which others might judge their own success. Our efforts establishing these respected benchmarks have made us leaders in our field.



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