



2011 Volume 2

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

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INCISAL EDGE

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CROWN CHOICES

Here are profiles of our laboratory's four most popular crowns. Two are monolithic crowns, and two are layered crowns. Almost 40% of all crowns and bridges produced in our laboratory are in the all-ceramic category, while the remaining 60% are mostly PFMs and a very small percentage are Full-Cast Crowns. The number of all ceramic crowns is increasing each month and by the end of the year we see our all ceramic department producing about 45% of all crowns and bridges. The ZR Crown is rapidly gaining popularity and our laboratory is now fabricating nearly as many ZRs each month as we are Full-Cast Crowns. Lava™ Crown & Bridge prescriptions have increased over 30% at our laboratory in the past year due to the strength, fit, and esthetic advantages of the restoration. In addition, E.Max™ has almost completely replaced the Empress™ crown at D&S. Finally, our Noble PFM is still the most commonly prescribed restoration at our laboratory given the set pricing we offer. All four choices are excellent products when used where indications dictate, and all four are economically priced compared to the rising cost of High-Noble restorations. For more information on each restoration, or other products from D&S, visit our website (www.dnsdental.com), or call our laboratory.

LAVA™
Crown and
Bridge
\$187.50/unit



- The "Cadillac" of all ceramic restorations
- High strength, milled fit, superior esthetics
- Anterior and posterior crowns and bridges
- Traditional crown prep - 1mm chamfer
- 1.5-2mm overall reduction

E.Max™
Crown
\$173/unit



- Lithium disilicate glass ceramic
- Highly translucent, lifelike esthetics
- Single unit crowns
- Up to 3-unit anterior bridges with pontics <9mm
- Traditional crown prep - 1mm chamfer of 10°-30°
- 1.5-2mm clearance
- No feather edge or sharp angles

continued on back

EXPANDED LAVA™ TRAVEL CREDITS® PROGRAM TO CONTINUE

Due to the tremendous response to the Lava™ travel rewards program that we began back in January of 2010 and expanded in October, we have decided to extend the program once again.

Continue sending your Lava™ crown & bridge work to D&S, and we will continue to reward you through our Travel Credit® program. You will still receive a \$100 Travel Credit certificate for every 10 Lava units you prescribe in a given month, and a \$30 Travel Credit certificate if you prescribe only 5 Lava units (note that clients will not be rewarded twice for the same units). So, if you send 5 Lava units you will receive a \$30 certificate, if you send 10 units you will receive a \$100 certificate, if you send 15 units you will receive \$130, and so on. The travel certificates can be used for airfare, hotel accommodations, auto rentals, sporting events, vacation packages, and cruises.

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! If you would like more information regarding Lava™, prep or seating instructions, or samples, please call D&S Dental Laboratory or visit our website, www.dnsdental.com.

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



LUNCH AND LEARN OR STUDY CLUB PRESENTATIONS

Are you interested in hosting a lunch and learn in your office, or do you need a presenter for your next study club or county association meeting? Our staff and technicians are happy to talk about the latest products, services, or the industry in general. Some popular topics include:

- Restoration Options
- Implants Timing & Communication
- Removables
- Digital Impressions
- Digital Workflow
- Reducing Metal Cost
- TAP Appliance
- The Changing Lab Industry
- Any Other Topic of Interest

To schedule a lunch and learn or secure a presenter for your next meeting, simply call the laboratory.

TIPS TO HELP INCREASE OFFICE PRODUCTION

In a recent survey conducted by *Dental Economics* magazine, dentists across the country were asked to name the biggest challenge they face in managing their practices today. Not surprisingly, the most widely stated response related to increasing production. Given the general state of the economy over the past 24 months, production has been a challenge. Consumers have become more conservative in the face of high unemployment, the collapse of the real estate market, rising energy costs, and inflation. So, how can a practice increase production during these difficult times?

First, the simplest way to attract and retain patients is to make sure that your practice is being presented and represented in a professional, inviting manner. Periodically review any marketing materials being used, how patients are greeted when they call or when they arrive for an appointment, and how information requests are handled by the office. It can be very useful to have a consultant play the role of a new patient in order to get outside, honest feedback on the patient experience. Remember

that every member of the team and every point of contact with the office can make or break the client relationship, and this is even more crucial when it comes to a new patient visiting or calling for the first time.

Once a patient has found your office, utilize the waiting room as an opportunity to promote the products and services available to them. The first step is to eliminate all non-dental related literature from the waiting area. Provide brochures, videos, and photo albums with information on frequently asked questions about procedures and products. The most commonly cited information requests from patients relate to services such as teeth whitening, payment plans, cosmetic procedures, and new technologies. Therefore, take advantage of the time you have your patients thinking about dental work by having this literature in front of them. Chances are very good this will arouse their interest, and lead to new treatment opportunities.

Finally, the most efficient way to increase office production is to increase case

acceptance percentages. According to the ADA, the national average for case acceptance is about 68%. However, it is feasible to operate well above that if treatment plans are well prepared and presented. First, treatment plans should be presented in a professional setting such as a consultation room or office. Presentations should be kept relatively short, but they should precisely identify the problem, the treatment options, and your recommendation for the best possible treatment plan. Show the patient the benefits of your recommended plan, and if possible, include before and after photos from similar cases you have worked on in the past. Finally, present options for the patient to pay for your recommended course of treatment.

There is little question that challenges remain in the coming months, and speed bumps continue to pop up on the road to recovery. However, hopefully, some of these tips can be incorporated into your practice to help you continue to meet your production goals.

AN EVENING OF LEARNING OFFICE STAFF APPRECIATION NIGHT

THURSDAY, MAY 19, 2011

D&S DENTAL LABORATORY ♥ 1020 QUINN DRIVE ♦ WAUNAKEE, WI 53597

5:30 FOOD AND DRINKS ♣ 6:00 TABLE CLINICS ♠ 7:30 AWARDS AND PRIZES

D&S Dental Laboratory invites the entire office staff of your practice to an evening of learning at our Waunakee laboratory.

Over 30 door prizes and awards consisting of jewelry and gift certificates will be awarded at 7:30 p.m. Attend each of the table clinics offered during the evening and receive a playing card at each location. The best five cards will form your poker hand, and prizes and awards will be awarded to the top finishers. This year we also have an award for the individual holding the worst ever poker hand.

The dental office staff makes our job easier at the lab, so this is our way of showing our appreciation for your help.

TABLE CLINICS WILL INCLUDE:

Crown Choices – Larry Nummerdor, CDT

This workshop covers the indications and contra-indications of particular crowns such as Captek, Lava, E.Max, ZR, and PFM. What are the benefits for the patient and the benefits for the dental office, and what does the laboratory need for each prescribed crown?

Implants – Steve Daggett, CDT

At this table our technicians will go over a procedure sheet on implants that helps greatly with the communication between the dental office and the lab. Visuals (samples) of types of implants will be displayed. Implants are becoming a standard procedure for treatment and our implant department is one of the fastest growing areas of the lab.

Removables – Dennis McPherson, CDT

Flexible partials, Snap-It appliance, chrome partial frameworks, TAP anti-snore appliance, and full dentures are the topics for this workshop. Get an update on these products and bring your questions for our technicians. View the samples and become familiar with the processes of our removable department.

Design Center – Jed Miller, CDT

We used to wax every crown the lab produced and now we design most crowns and bridges on the computer. See how the consistency of design and fit is achieved when our technicians build a crown right before your eyes, and follow the path the crown travels, after it is designed, as it moves either to the milling center or the rapid prototype printing room.

Shade Taking – Randy Stiffer, CDT

This workshop is about the ABCs of taking a shade. Randy will outline the procedure of shade taking, where to start, what to look for, and how to communicate that to the lab. This is a hands-on workshop with samples of “color in teeth.”

3M Chairside Oral Scanner – Craig Pilsner, CDT

A live demonstration of the COS in our shade taking room. Digital impressions are recorded in the office, and then transmitted directly to the laboratory. No more impression material, no more outgoing case boxes, and no more infection control procedures. The lab receives the digital file, marks the margins in 3D, and designs and processes the restoration digitally. Those clients now using the COS have seen a difference in fit and fewer adjustments.

DDX Online Authorization System – Travis Zick

DDX is a new system D&S is incorporating that will allow you to fill out your prescription forms, view invoices and statements, track the case status, and make payments online. The authorization forms will arrive at the lab immediately, so the lab has the case information before the case even gets to us. We can begin scheduling the case into the lab work flow. Also, if your office uses one of our package delivery providers to send cases, DDX can send an e-mail to the delivery company alerting them of a waiting package when you e-mail your case to the lab. Once the case is sent, you can track the case status online, so you know when it is on its way back to your office. Finally, if you need to look up an old invoice or statement, you will be able to do so at your fingertips. Come and see the features of this system, and find out how it might help in your office.

Information Table – Various D&S Staff and Technicians

View our 3-minute video showcasing our laboratory. Additional information will include: available information on our website, shipping and delivery options, Rx forms and boxes (if needed), upcoming workshops and clinics, and much more!

To register for this event or to request more information, contact Dawn Pilsner at D&S Dental Laboratory, Inc.
E-mail: dsdentlab@aol.com • Phone: 800-236-3859
Or mail or fax the form below to:
D&S Dental Laboratory, Inc. • 1020 Quinn Drive
Waunakee, WI 53597 • Fax: 608-849-7500

Name _____

Number Attending _____

Address _____

City, State, Zip _____

Phone _____

E-mail _____

We look forward to seeing you!



2011 Closing Dates

Monday, May 30
Memorial Day

Monday, July 4
Independence Day

Monday, September 5
Labor Day

Thursday & Friday,
November 24 & 25
Thanksgiving

Monday, December 26
Christmas Holiday (observed)



Crown Choices continued from cover page

Noble PFM
\$165/unit



- Porcelain fused to Noble alloy
- Most commonly prescribed crown in industry
- Single unit crowns to long span bridges
- 1.5-2mm occlusal reduction

ZR Crown and Bridge
\$99/unit



- Monolithic zirconia
- Virtually fracture proof
- Lifetime product warranty
- Custom milled fit
- Low cost
- Single unit crowns or multi-unit bridges
- Minimal translucency
- Full cast prep (chamfer preferred)
- .5mm occlusal clearance

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