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Strength in Numbers



As we start our third year publishing *Efficiency in Group Practice*, I am excited about 2015. With this first *EGP* issue of the year, it is a perfect time to reevaluate your strategies, products and growth plans. We have some great articles to help you make sure you and your DSO / group are on the right track.

Despite flat dental spend, DSOs and groups have been able to grow and thrive. This is due, in part, to the DSOs' commitment to providing dental access to underserved communities. With this growth comes the even greater responsibility to provide the absolute best dental care possible. This growth cannot and should not take precedence over your commitment to the best patient care with a goal of continuous improvement in this area. The perception of less-than-stellar patient care in a DSO setting, right or wrong, needs to be considered when planning marketing, growth and management decisions. With that being said in this challenging economy, your group needs to leverage its marketing, buying and management strengths to gain patients and continue to expand, whether it is through affiliate partnerships or with de novo locations.

The world of DSOs and group practices is evolving, but one thing is clear: dentists are realizing that there is strength and power in numbers. The large DSOs continue to grow at a rapid rate, even though patient spend remains flat. One interesting occurrence that I've noticed is the rise of startup DSOs. I've seen no less than a half dozen of these start-up DSOs popping up all across the country. The majority have private equity backing and/or principals that have a PE/finance background. There is also a rise in "franchise" type business models starting to take root. There are more opportunities than ever before for a dentist to partner with a DSO, group, franchise or a variance on one of these types of models. How does your DSO/group model differ from the others? What is your group's value proposition to a prospective dentist? Our purpose here at *EGP* is to provide you with the

knowledge and information that will help you navigate through the DSO/group landscape and grow your business. As you dive into this issue, don't miss these articles:

- **"Your Successful 2015 Partner,"** by **Andrea Kowalczyk, RDH, BS & Heidi Arndt, RDH, BS.** This is a great piece on how important the hygienist is to your practices' growth and its overall success in the marketplace. Some hard numbers are presented to demonstrate the importance of your hygiene team. Partnering is a term thrown around quite a bit, but consider it when evaluating your relationship with your hygiene team. You will be glad you did!
- **"Getting to Know You"** offers some great feedback from Great Expressions' Richard Beckman and Kristy Loomis on affiliates and recruiting considerations. (The dirty word, "corporate" is even used.)
- **Innovations for Group Practices** will help you to get your year off to the right start. Find some innovative, revenue generating products and solutions that are specifically designed to meet the needs of DSOs and large groups.

I'm looking forward to a successful 2015. As DSOs and group practices become mainstream, *EGP* will continue to be your go-to information resource.

A handwritten signature in black ink that reads "William S Neumann".

Bill Neumann

Publisher

EGP

wneumann@mcsi.org



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2015 Dates

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Monday, February 23rd
(5:30p-8:30p)
Wayne RESA (Boyd Auditorium)
33500 Van Born Rd.
Wayne, MI 48184

Friday, March 20th
(9:00a-12:00p)
Western Michigan University
(Kendall Center) 50 Jackson St. W.
Battle Creek, MI 49017

Friday, March 27th
(9:00a-12:00p)
Crossroads Conference Center
6569 Clay Ave. S.W.
Grand Rapids, MI 49548

Friday, April 17th
(9:00a-12:00p)
Sutton Center
1848 E. Perry St.
Port Clinton, OH 43452

More dates & locations soon!



By Andrea Kowalczyk, RDH
BS, Senior Performance
Coach, Enhanced Hygiene

Your Successful 2015 Partner

**How a strong partnership with hygienists can
boost the performance of group practices**



By Heidi Arndt

Heidi Arndt, RDH, BSDH has worked in the dental field for 18+ years. Her experience ranges from working as a treatment coordinator, dental assistant, and practice manager before graduating from the University of Minnesota with a bachelor's degree in Dental Hygiene. In 2011, Heidi founded Enhanced Hygiene. She is dedicated to helping dental practices realize their total hygiene profit potential through the development of their hygiene team, quality patient care, patient-centric service and by empowering the entire team.

If we described a team member who produced 30 percent of the practice revenue, was the reason over 80 percent of new patients came into the office, and from whose operatory 60 percent of restorative treatment was discovered, you may likely be thinking this is one heck of an associate and partner.

Actually, we have just described your hygienist!

As a provider of care, generator of revenue, and a chief draw of new patient and recall traffic, the hygienist should be viewed as a partner in the practice, and yet we often relegate them to subordinate, auxiliary employee status.

There are various reasons why we overlook the value hygienists bring to a practice, chief among them the fact that hygienists do not view themselves as partners, and often do not realize their own value and contributions.

We are not advocating that professionals who do not diagnose treatment be given equanimity with the doctor. We all know that treatment decisions ultimately

fall on the doctor's shoulders. For that reason, giving a hygienist that same level of autonomy is not advisable.

A partnership does not mean identical equality in decision making, or having complete financial ownership and responsibility. "Partnering" can mean many things and take many forms. Webster defines a partner as "a person who takes part in an undertaking with another or others, especially in a business or company with shared risks and profits."

A stake in the success

Giving the hygienist a collaborative role in the practice has more benefit than risk. Give them a stake in the success of the practice, and you increase their accountability to the

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group. Partnership fosters responsibility and discipline. It sparks an awareness of accountability that we don't see with more subordinate team members.

It is a known fact that those who have a sense of ownership in an endeavor take more thoughtful actions, view their work as more meaningful, show up early, leave late, and generally work harder. They are more apt to educate themselves and others.

In short, they are less likely to be self-focused and tend to be more team centered.

These are the things we want from our hygienists and are often frustrated when they do not seem to take

It's lonely at the top. Having a partner ensures that burdens are shared, and we have another advocate we can depend on. It means knowing that this person has the good of the whole in mind.

ownership. We don't understand why they do not demonstrate the leadership qualities we know they surely possess.

However, when we relegate them to the hygiene operator, exclude them from having input in decisions that affect the team, and have closed door "leadership" meetings without them, we will continue to see more of the same "subordinate" behavior we want to discourage. In other words, if we view them as auxiliary, they will never rise to be ancillary.

In order to spark a sense of leadership and accountability in your hygiene team, you will need to take leadership

yourself. It may not happen overnight, but with each step you take, you will likely begin to see those latent leadership qualities emerging.

Read on for some simple actions that will elevate your hygienist to partner status:

- Hire hygienists whom you want as a partner, and understand the importance of strong patient care and the business objectives. Just as you would not hire a doctor who would not be on board with practice goals, hire hygienists whom you can see yourselves collaborating with and whose judgment you respect.
 - Clearly define goals and expectations for your hygiene team. Using Key Performance Indicators is the best way to communicate this and track success.
 - Give them a financial stake in the practice; whether through production based compensation or bonuses.
 - Provide training and coaching to them so they can reach their full potential.
 - Have an open door policy, and let them know that honesty is safe.
 - Give them autonomy where it is warranted. Do not micromanage.
 - Highlight their contributions. Have a great production month? Let them know their contribution in more detail than "Great Job!" Tell them instead how much revenue they produced – and what that means for the practice.
 - Share practice financial reports and goals with them. Knowledge is power!
 - Hold them accountable to being solution focused.



It's lonely at the top. Having a partner ensures that burdens are shared, and we have another advocate we can depend on. It means knowing that this person has the good of the whole in mind. It means folks will mostly manage themselves rather than having to be managed.

Hygienists are fundamental to the success of a practice. Making sure your hygienists know and feel that is fundamental as well. ■



Service Kanban

How a Just-In-Time system can benefit group practices



By Dr. Sami Bahri, DDS

Dr. Sami Bahri is the author of "Follow the Learner: The Role of a Leader in Creating a Lean Culture," and of the DVD "Single Patient Flow: Applying Lean Principles to Healthcare". The book won the 2010 Shingo Prize for Research and Professional Publication and the video won the same award for 2013. The Shingo Prize Conference also recognized Bahri as the "World's First Lean Dentist." He is a sought-after speaker and lecturer nationally and internationally on implementing Lean management in dentistry. Dr. Bahri can be reached at Sami@bahridental.com

Judging by its record of accomplishment at Toyota and other companies, Just-In-Time (JIT) is one of the most economical production theories. To move from theory to practice, among many tools, JIT uses Kanban. What is Just-In-Time? And, what is Kanban?

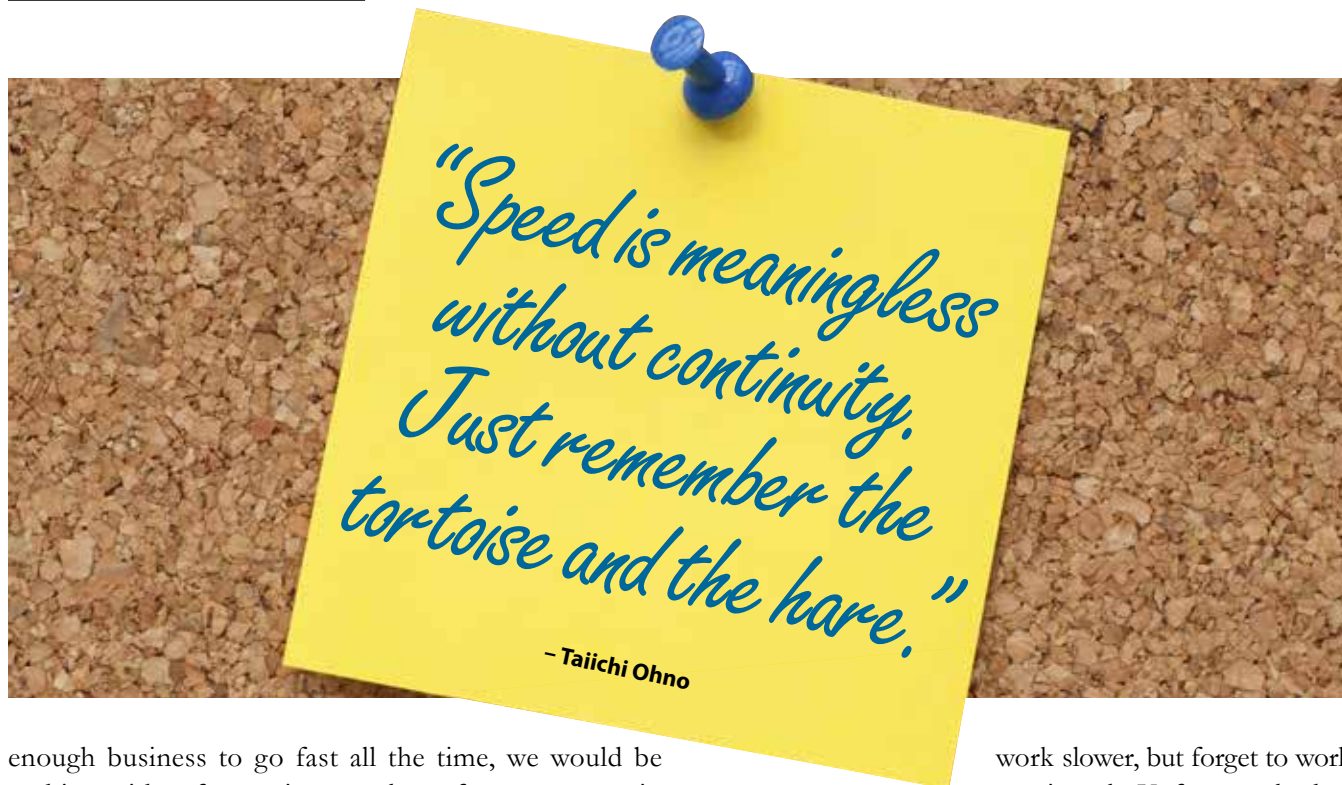
JIT is an ideal system in which the items and workers needed arrive at the treatment area at the time and in the quantity needed. If we ignore JIT and produce more than ordered, earlier or faster than patient demand, we cause the most costly waste, overproduction.

Kanban is a simple and highly effective tool that facilitates JIT treatment. It avoids overproduction by preventing the costly excessive speed,

and thus, allows utilizing the smallest amount of energy – human efforts, supplies, space, etc.

How could speed be costly?

As Taiichi Ohno, the creator of the Toyota Production System wrote in his book, "Toyota Production System: beyond Large-Scale Production": "*Speed is meaningless without continuity. Just remember the tortoise and the hare.*" He means that unless we have



enough business to go fast all the time, we would be rushing with a few patients, only to face a vacancy in the schedule and stop. Because of this unevenness, we end up hiring more employees than needed. That in turn can create many forms of waste, mainly the waste of overproduction.

To avoid overproduction, we need to match our resources to the speed of demand. If only a buildup and a crown are scheduled for a whole morning, there is no point in trying to finish the treatment as fast as possible. Instead, we should minimize the resources – mainly human resources – used in that procedure, and then redirect them for more productivity. For example, we can free up the assistant to go help with another patient or work in the lab while the dentist performs as much as possible without help. We will certainly call her back when her help becomes critical.

Slow down to be more productive

One advantage of JIT is to slow down while producing more. Again, in the words of Taiichi Ohno: *“The slower but consistent tortoise causes less waste and is much more desirable than the speedy hare that races ahead and then stops occasionally to doze. The Toyota Production System can be realized only when all the workers become tortoises.”*

However, we need to be careful when we express this idea. I have found that some people remember to

work slower, but forget to work consistently. Unfortunately, they replace the fast and jerky hare, not with the desirable slow and consistent tortoise, but with an unproductive slow and jerky hare. We need to remind them that consistency and slowness go hand in hand, and that the goal is to produce an equalized amount of work at a comfortable pace.

To apply this philosophy of steady flow, equalized workload and Just-In-Time services, we translated the concept of Kanban to fit the practice of dentistry. Our first instinct was to use an electronic form of Kanban, but found that the paper works better.

Kanban is a signal

Kanban is a Japanese word that has been adopted in the English language; it simply means a signal. Why, then, do we use a Japanese word like Kanban instead of simply “signal”? Because most professions call it Kanban, and it would make more sense to keep our terminology consistent with theirs; that would allow you to research it for yourself if you so desired. When I was researching the Toyota Production System and its American version – the Lean system – the different terminologies confused me and wasted my time. To spare my reader that confusion, I decided to use terms that would keep Lean dentistry in line with the rest of the Lean terminology.

How does a Kanban work?

As the treatment is handed over between providers, a Kanban helps to maintain continuous flow by passing the right information to the next (see fig.1).

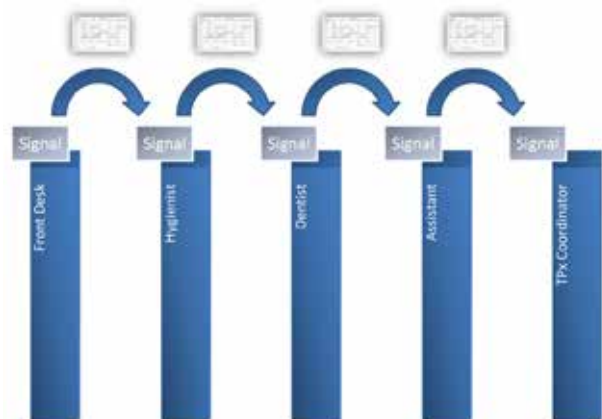


Figure 1 A Kanban regulates continuous flow of treatment by synchronizing the actions of successive providers.

A Kanban is different from a routing slip. While the routing slip makes patient information accessible, Kanban aims at synchronizing the successive movements of providers. It allows for continuous treatment flow with the minimum amount of labor, and maximum time efficiency.

Here are some excerpts from my book: *Follow the Learner, the role of a leader in creating a lean culture* that explain our use of the Kanban. The passage recounts our story

after we tried to implement one-patient continuous flow and encountered a communication problem among the different providers.

The Birth of Kanban at Bahri Dental Group

We discussed this problem in our morning meeting; we knew that Kanban was the answer. That's how Toyota solves communication problems on its production line, by telling the previous step in the process exactly when and how much they should produce of a particular part or product. Ironically, I had promised my staff in 1997 that I would figure out how to use a Kanban in dentistry! [The solution was found in 2006]

Our Kanban look very different from those you'll find at a Toyota factory. However, we designed them for the same purpose: communicate the who, what, where, and when for everyone on the team. The only difference is that we were moving the right people to the right place at the right time, instead of parts and products.

Our Kanban is divided into different horizontal rows (swim lanes) corresponding to the different dental providers. An arrow pointing to the hygienist lane, for example, means that the patient needs to be seen by the hygienist. The resulting pattern of arrows reflects the path of care that the patient will follow. But the patient never moves; we come to the patient. It's critical to remember that the Kanban is NOT filled out ahead of time. This is NOT



Lean management

Patient Name Chris P.		Room# 5	Procedure being done: Crn#22, Comp#27, onlay #28, bridge #18-20, px		
Front Desk Appt time 9:00	SI 9:07				
	BB 9:07				
Assistant	TG 9:07 TN 9:10	TG 9:21 Prelim. Impression TN 9:22	TG TN	TG TN	TG Post-op instructions TN Prescriptions
Hygiene	TG TN	TG TN	TG 10:18 TN 10:35 Cleaning M 10:33	TG TN	TG TN
Dentist	TG 9:16 TN 9:20	TG 9:25 Topical Placed TN 9:28 ANES	TG TN	TG 10:57 TN 11:00	TG TN
Flow Manager	TG 9:20 TN	TG 9:28 TN	TG TN	TG 11:00 TN	TG TN
Ortho	TG TN	TG TN	TG TN	TG TN	TG TN
Med Hx <input checked="" type="checkbox"/>	<input type="checkbox"/> Is there time on hand to do tx today ??		NOTES- pt. also needs PX		
X-rays <input checked="" type="checkbox"/>					
Procedure <input checked="" type="checkbox"/>					
Schedule <input checked="" type="checkbox"/>					
W/O and Collect <input checked="" type="checkbox"/>					

“assembly line dentistry.” The coordinated schedule is developed as each provider ensures that something value-added is always being done for the patient ... no gaps!

The first swim lane belongs to the front desk assistant. We see the appointment time, the time when the patient actually arrived and signed in (SI), and the time the patient was brought back (BB) to the patient room. Our goal is to bring patients back at the same time they sign in (SI = BB).

Each provider has a swim lane with two times recorded: time given (TG) is the time that the provider receives the patient’s Kanban; time needed (TN) is the time that the provider is needed to begin his or her part of the treatment. Each provider adds information as to who the next provider should be, what he or she needs to do, and when they can or should begin their part of the treatment.



This determines which services get “pulled” next. When a provider gets a Kanban, he or she must assess whether the designated TN is possible. If it is, there will be no gaps in the treatment.

If it’s not, then the flow manager helps the provider meet the schedule, finds another provider, or changes the sequence. In any case, the patient’s treatment continues uninterrupted.

In the example above, our patient had an appointment time of 9 a.m.; actually arrived, signed in, and was brought back at 9:07. The Kanban and the patient’s treatment then progress as follows:

1. The assistant is given a Kanban at 9:07 to begin her work at 9:10. She begins the patient’s treatment at 9:10.

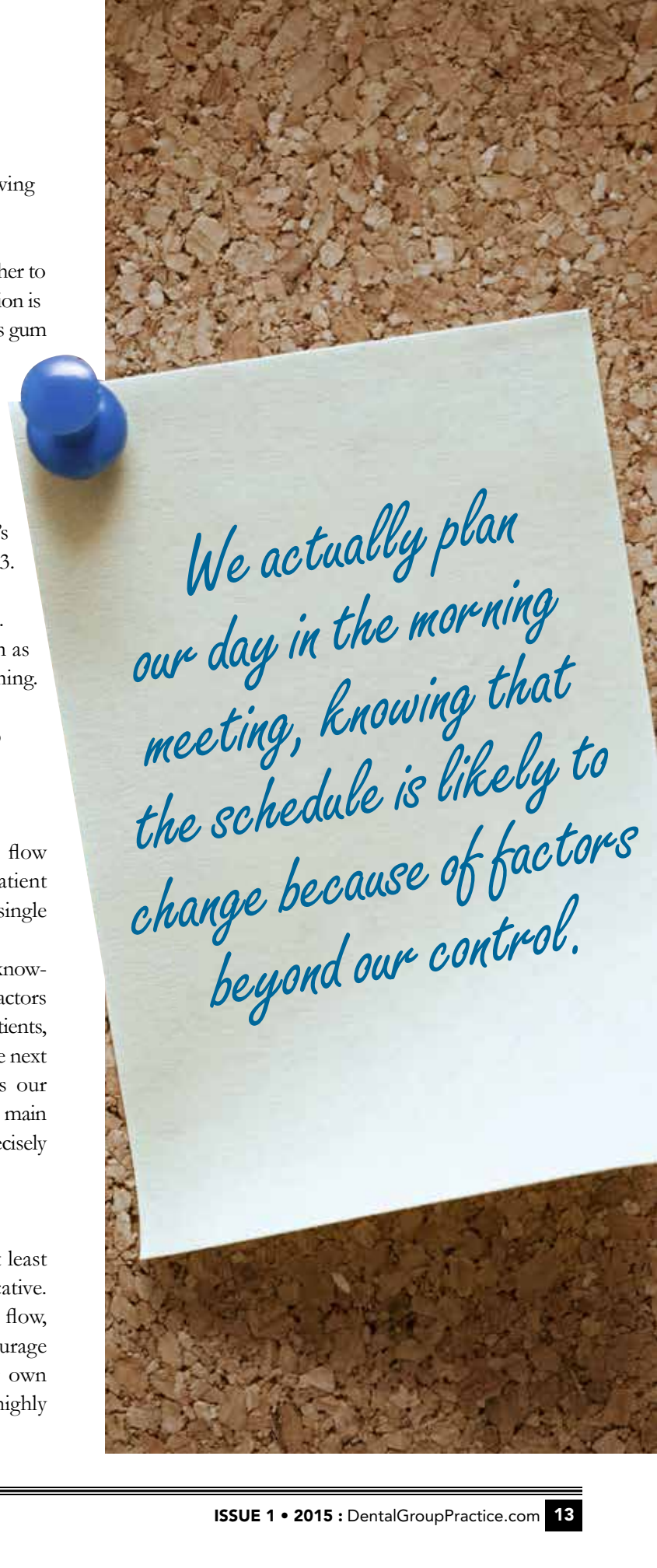
2. The dentist receives the Kanban at 9:16, showing that he is needed at 9:20. The dentist sees the patient for the first time at 9:20.
3. The assistant is given the Kanban at 9:21, asking her to do a preliminary impression at 9:22. The impression is made at 9:22 and the assistant numbs the patient's gum for the next step in the treatment.
4. The dentist is given the kanban at 9:25, telling him that he is needed at 9:28. He arrives at 9:28, anesthetizes the patient, and begins treatment.
5. The hygienist receives her Kanban at 10:18, requesting that she begin cleaning the patient's teeth at 10:35. She begins the cleaning at 10:33.
6. The dentist receives the Kanban at 10:57 to begin the final segment of treatment at 11:00. The dentist begins treatment at 11:00, as soon as the hygienist has completed the patient's cleaning.
7. The assistant receives the Kanban, telling her that she must be prepared to provide post-op instructions and prescriptions for the patient when today's treatment is completed.

Each provider was able to meet their TN, the flow manager did not have to get involved, and the patient received four dental procedures and a cleaning in a single four-hour appointment.

We actually plan our day in the morning meeting, knowing that the schedule is likely to change because of factors beyond our control. However, once we start treating patients, we shift our attention to what to do next so that only the next move is important. The flow manager orchestrates our successive "next moves" for the entire workday. Her main tool is the mighty Kanban. It synchronizes more precisely than any computer program I know, and it is simple.

Create your own Kanban

Although this Kanban model has been improved at least 20 times since its inception, it remains very explicative. Keeping the same principles of leveled production, flow, equalized work and synchronization in mind, I encourage you to create a Kanban that fit the needs of your own practice, and enjoy the benefits of a synchronized, highly productive and relaxed atmosphere. ■



We actually plan our day in the morning meeting, knowing that the schedule is likely to change because of factors beyond our control.



Innovations for Group Practices

New products, technologies and solutions
bring new opportunities and ways to serve
patients for group practices.

Efficiency in Group Practice examines
several innovative products
and solutions.

ACTEON's SoproCARE intraoral camera

In today's competitive market, with the influx of new dentists and an economy that has not yet fully recovered, it is essential for a dental practice to have the latest technology available to increase case acceptance to generate more income. The technology must be easy for the dental professional to use and provide results that can be understood by the patient. To help achieve this ACTEON has developed SoproCARE.

SoproCARE is an intraoral camera, caries detection device and prophylactic evaluator to help educate the patient on the importance of good dental hygiene and periodontal health. Utilizing patented fluorescence technology, SoproCARE illuminates dental tissue to reveal occlusal caries, plaque, tartar and gingival inflammation. The use of colors highlighting these structures makes it easy for the patient to understand. The results can be displayed on a computer or television monitor for the patient to view and can also be stored in a patient's chart for future reference. The dental professional now has a new tool to help tell the patient the story of what is happening in their mouth. As a result, the patient has more trust in the dentist and makes them an active participant in his or her own treatment, which increases case acceptance.

SoproCARE will help increase the rate of treatment plan acceptance and revenue due to their compelling visual benefits, which is the goal of any practice. Fluorescence technology will also create a wow factor and patients will tell their friends and family, leading to referrals to your practice at the expense of others who fail to connect with patients on this level.

SoproCARE is both Windows and MAC compatible and functions in nearly all imaging software applications, allowing images to be easily saved in the patient's chart. SoproCARE is compatible with current and previous SOPRO docking stations, allowing for an easy upgrade to the new technology. ■

SOPRO CARE



Daylight Mode



Perio Mode



Cario Mode



Air Techniques' ProVecta S-Pan

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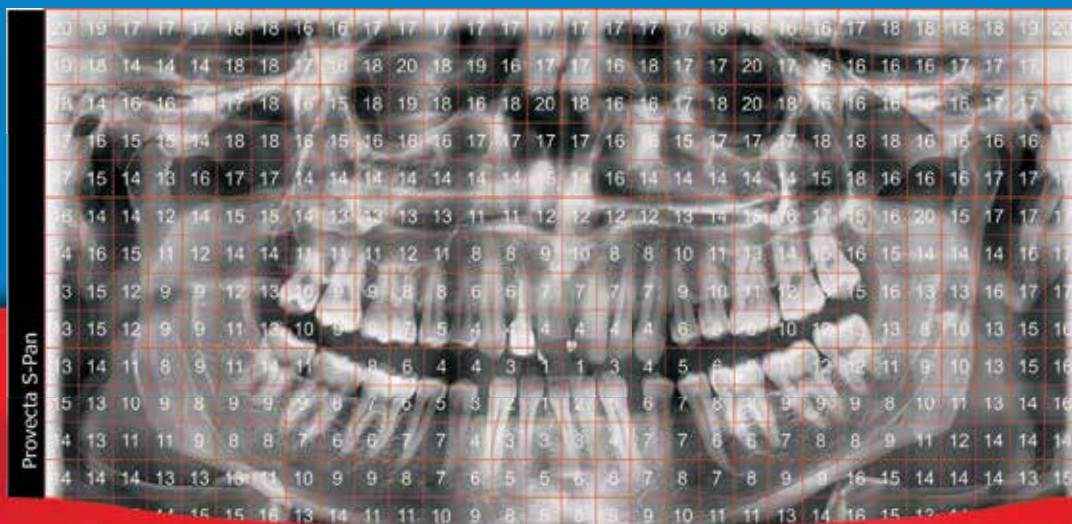
The S-Pan earns the moniker "Panoramic Perfection" when one reviews an image generated in seven seconds and sees the digital clarity that only S-Pan technology can deliver. The heart of the S-Pan image technology starts with the patient-specific path that the Csl sensor follows and continues as 20 layers of images are collected, sliced into 20,000 image segments, and then one amazingly sharp image is automatically constructed from the best selections. Get to know the new state-of-the-art in panoramic radiography – only from S-Pan at www.airtechniques.com, or contact Air Techniques directly to arrange a demonstration.

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Known for attention to detail and unwavering quality, A-dec Performer® meets the unique needs of large group practices.

As the number of large dental group practices (dental service organizations) continues to skyrocket in the United States, so too does the need for top-line equipment that is both scalable and durable.

Early in 2014, A-dec commissioned a special project team to develop a dental equipment package tailored to meet the unique requirements of group practices. The product needed to incorporate A-dec's proven strengths in performance, reliability and service, with the ability to scale



Radius®-style delivery system easily rotates for complete left/right compatibility.

light or A-dec's industry-leading LED operatory light, a sleek chairside monitor mount, and the ability to mount a swiveling, vitreous china cuspidor bowl. Additionally, this package offers on-the-fly left-right conversion, a new white-gray color scheme, the option for an attractive single piece utility cover, and last but not least, extended warranty terms.

Born and manufactured in A-dec's Newberg, Ore., USA facility, the Performer for Special Markets seamlessly integrates high-speed handpieces, electric handpieces, scalers, cameras and curing lights. This integration allows each practitioner better tools to deliver a high standard of care and maintain a higher level of case acceptance and productivity

The resulting effort culminated in the creation of a chair, delivery system and light package appropriately named "Performer for Special Markets."

delivery to a large number of new and existing offices – at extremely competitive pricing terms.

The resulting effort culminated in the creation of a chair, delivery system and light package appropriately named "Performer for Special Markets." The system leverages the bullet-proof reliability of the original all-hydraulic Performer III chair, but now features a new 5-position control head capable of seamless integration of clinical handpieces, a choice of a halogen



Stain-resistant vitreous china rotates ±90° for better patient access.

at a level typically not found in group practice settings. The competitively priced chair is A-dec-designed to hold up to years of shared use by an entire team of dentists, hygienists and assistants, while yielding excellent productivity and return on the assets of a group practice.

This product is only available to qualified dental service organizations. To learn more, contact your local A-dec dealer, or request a list of authorized dealers at (800) 547-1883. ■

Crosstex online biological monitoring test results

Crosstex offers online biological monitoring test results and instrument reprocessing education at www.CrosstexBMS.com.

CrosstexBMS.com provides state of the art laboratory services and infection control information to healthcare professionals. The site content is heavily focused on sterility assurance protocol/products in hopes of educating clinicians to implement safer working environments for their staff and patients. Crosstex is uniquely qualified to counsel customers, as they operate two testing laboratories in North America that process over 2.5 million mail-in spore tests annually from a diverse range of customers.

CrosstexBMS.com website features include:

- Resources to key infection control organizations, national guidelines and local guidelines (including interactive state lookup tool).
- FAQs and work tools (i.e., compliance calendars).

Users do not need to be a Crosstex customer to utilize the website. However, behind the password-protected screen, biological mail-in customers can:

- View their office's spore test results and sort results by test date, sterilizer and result status, and filter by date range.
- Print a certificate of participation to display in their office for customer's peace-of-mind.
- Sign-up to receive reminder reports that email or fax alerts when the system recognizes a missed weekly spore test.
- Automatically receive a personal phone call from a Crosstex clinical consultant when a failed spore test is detected.

And, for dental service organizations that seek a weekly executive summary of the multi-site testing results, Crosstex offers a custom reporting function to



“My hope is that these educational videos and website will allow clinicians to learn from trusted sources like the CDC, FDA, OSAP, ADA, AAMI and directly from their manufacturers on the latest advanced technologies.”

– Leann Keefer

the United States and Canada. Keefer is also director of clinical education for Crosstex and explains, “My hope is that these educational videos and website will allow clinicians to learn from trusted sources like the CDC, FDA, OSAP, ADA, AAMI and directly from their manufacturers on the latest advanced technologies.”

To get started, contact Crosstex Customer Care at (800) 819-3336, or email customercare@crosstex.com. ■

summarize test results to monitor compliance and ensure safe practice. (Ask about MSM: Multi-Site Monitoring).

CrosstexBMS offers unique, step-by-step instrument reprocessing video tutorials. The host of the video series, Leann Keefer RDH, MSM, has practiced for over 20 years with academia experience as a former associate professor and service to various foundation and accreditation boards in

Hager Worldwide

Disposa-Bib: Single-use patient bib holder

- Unique dispensing provides no-tangle use
- Made of soft silk-like fiber for luxurious feel
- Minimizes cross contamination
- 20 inches in length
- Available in blue and pink

Disposa-Bib unique dispenser box provides single-holder dispensing. Twenty-inch length works with all patient body sizes. Silk-like fabric provides a rich luxurious impression for your patients.

- 605270: Pink floral design
- 605271: Blue floral design



DuraSyringe: 3-way air water syringe

- Five-year limited warranty on entire syringe
- Entire handle and head are autoclavable for patient safety
- Bayonet quick disconnect to tubing for easy maintenance
- Accepts all metal and single-use tips
- Ergonomically balanced
- Surgical stainless steel

DuraSyringe is designed to be easy to sterilize to eliminate cross contamination between patients. The syringe has a

quick disconnect bayonet-style attachment to the tubing, which enables quick and easy switch between syringe bodies. Kit is available with two systems:

- Kit 1 (B10550)
 - One syringe body
 - One bayonet connector
- Kit 2 (B10557)
 - Three syringe body
 - One bayonet connector

Single Tooth Implant Models: Study models

- Educate patients
- Large dimension
- Easy to manipulate

Single tooth models are excellent education models to assist offices to explain the entire implant procedure. Made with a clear Lucite block to demonstrate insertion into the bone structure of implant. Crown separates from implant to demonstrate how the crown will fit on the implant. Large size enables easier manipulation for patients to understand demonstration.

- 355662: Implant Education Model Bicuspid
- 355663: Implant Education Model Incisor

Hager Zoom Magnifiers: Safety glasses with magnification on entire lens

- Reduces eye strain.
- Soft flexible nose bridge and rubber temple tips.
- Large lens.

Entire lens is provided with magnification to assist personnel in focusing with less eyestrain from viewing through small area. Soft, flexible nose bridge and padded temple pads reduces pressure and slippage on face. Available in three strengths of magnification for most magnification requirements:

- 100912: Hager Zoom with 1.0 magnification
- 100913: Hager Zoom with 1.5 magnification
- 100914: Hager Zoom with 2.0 magnification ■

A NEW RESOURCE FOR DENTAL GROUP PRACTICES

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- Your new resource for improved efficiency and a healthier bottom line.

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Hu-Friedy's Instrument Management System

Hu-Friedy's Instrument Management System (IMS) increases office safety, efficiency and production by combining instrument processing and infection prevention into a simplified and easily implemented workflow.

IMS standardizes the instrument management process through the use of cassettes. All of the instruments for the procedure are secured in a high-quality stainless-steel cassette. The cassette is closed and locked prior to transporting to the sterilization area, where the instrument set up is quickly and easily cleaned, dried, sterilized and stored – without touching or damaging the instruments.

The time savings optimizes office productivity and allows greater chairside efficiency.

The time savings for IMS users is between five and seven minutes per procedure. Time consuming steps – including hand scrubbing, tray disinfection, instrument sorting and searching, and tray preparations – are virtually eliminated.

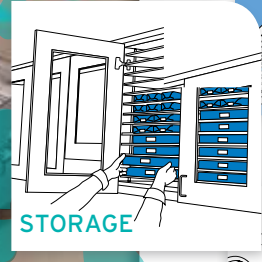
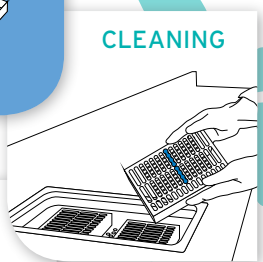
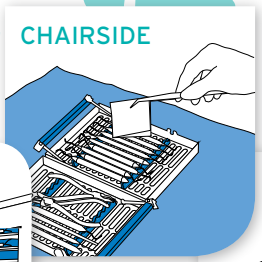
Elimination of these manual steps offers a reduced risk of clinical sharps injuries and subsequent post-exposure management costs (\$500 - \$3,000 per incident, based on a recent article) to the practice. The time savings optimizes office productivity and allows greater chairside efficiency. The staff will have more time to spend with patients and less time cleaning instruments, setting up for procedures and breaking down after. In addition, instrument life is extended when utilizing cassettes due to the reduced instrument breakage and loss. ■

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PRACTICE MORE



INSTRUMENT MANAGEMENT



Hu-Friedy's Instrument Management System (IMS) is designed to keep your instruments organized and intact from cleaning to chairside, saving you 5 to 10 minutes per procedure so **YOU CAN PRACTICE MORE:**

- ...Chairside Efficiency
- ...Cost-Savings
- ...Revenue Generating Activities
- ...Organization & Productivity
- ...Safety Protocols

Learn more at Hu-Friedy.com

How the best perform



Call 1-800-Hu-Friedy or contact your authorized Hu-Friedy representative for more information.
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Ivoclar Vivadent's Adhese[®] Universal

Ivoclar Vivadent recently introduced Adhese[®] Universal, a light-curing universal dental bonding agent available in the unique VivaPen[®] delivery system. This new adhesive is of particular interest to group practices because of its versatile application, efficient delivery system, and predictable clinical results.



Versatile application

Because it balances hydrophilic and hydrophobic properties into one single homogeneous formulation, Adhese Universal is ideal for both direct and indirect bonding procedures, as well as all etching techniques, including self-etch, selective-etch and total-etch. In a group practice you are bound to have some dentists who prefer self-etch, some who prefer total-etch and some who prefer selective-etch. There are great efficiencies that arise when standardizing on one bonding agent that is well-suited for any etching protocol.

Adhese Universal is well-suited for any etching protocol for optimum results.



Self-Etch

Minimum treatment time with reduced risk of post-op sensitivity

Selective Enamel-Etch

Enhances adhesion to enamel and optimizes marginal integrity

Total-Etch (Etch & Rinse)

Maximizes adhesion to both enamel and dentin with optimized marginal integrity

Efficient delivery system

Dental adhesives are typically the second most expensive material in a dental practice and many dentists don't realize how much adhesive material is wasted with the

bottle and unit-dose delivery forms. Group practices could save tens of thousands of dollars each year by switching to the VivaPen which has virtually no waste.

The ergonomic, pen-like design of the VivaPen combined with its angled brush cannula enhances comfort, control and speed during direct intra-oral application while reducing material waste. The 2 milliliters of adhesive contained in the VivaPen are sufficient for approximately 190 single-tooth applications. This amounts to almost three times

more applications per milliliter compared to the conventional bottle delivery form. That makes Adhese Universal VivaPen cost per application lower than all of other leading universal adhesives. Because there is virtually no waste, the VivaPen drastically decreases cost per application and contributes to more cost-effective treatments.

Predictable clinical results

Adhese Universal in the VivaPen ensures consistently high bond strength because its internal locking mechanism keeps the material fresh all the way to the last drop. Adhese Universal provides durable and robust bond strength to enamel and dentin using only a single layer with any etching protocol.

The acetone-free, hydrophilic solvent contained in Adhese Universal ensures optimum wetting of the dentin and enamel. This results in enhanced infiltration and optimum sealing of the dentinal tubules to reduce the risk of microleakage and postoperative sensitivity.

Call toll free at (800) 533-6825 in the United States, (800) 263-8182 in Canada. For more information, visit www.IvoclarVivadent.com. ■

INTRODUCING

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vivadent[®]
passion vision innovation

OneMind Health's OM Propel with Complete Benefits Delivered

Did you ever think you could have a one-stop eligibility and benefit solution that provides you with all of the information you need to make your patient visits run smoothly? Introducing OM Propel with Complete Benefits Delivered – a solution that provides you all of the full eligibility and benefit detail from your patient's insurance plan, even if the insurance company doesn't participate electronically. This access to complete information allows an accurate estimation of out-of-pocket expenses, boosting patient satisfaction and increasing treatment plan acceptance.

The information you need will be there when you need it, in an easy-to-read and understandable format within OM Propel.

The exact info you need

- Customize your display to match your call sheet and ensure that you receive information that is relevant to the specialties of your practice – the codes and procedures that are important to you. The details are specific to your patient, not just the group, and include up-to-date information on their balances.

On-time information

- Using OM Propel with Complete Benefits Delivered to obtain the detailed benefit information eliminates costly delays in creating treatment plans.
- Reduce claim denials and accelerate payments.



Gets you off the phone

- Know a patient's coverage before providing care, without having to call insurance companies. We pull your future appointments directly from your practice management system and contact the insurance company to fill in benefit details that are not included in the usual electronic response.

Improve case acceptance

- Build trust with your patients by presenting clinical and financial details at the same time. When patients are informed of their out-of-pocket cost they are more likely to accept treatment recommendation.

For more information, please call (866) 633-1090 and mention *EGP*. ■



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Patterson Special Markets

At Patterson Special Markets, we've built partnerships with some of the most innovative companies in dentistry, from equipment manufacturers to technology developers. Because so many conversations among dental team members today are about digital dentistry, our partnership with Sirona is a great one to highlight. Nearly 30 years ago, Sirona developed the CEREC® CAD/CAM digital impressing system, and today more than 15,000 units have been placed nationwide; by far, the most of any available system.



Patterson is the exclusive distributor of CEREC and has the most experience in training and supporting the thousands of practitioners who use CEREC every day. Patterson is also the only distributor to successfully integrate CAD/CAM throughout an entire dental service organization (DSO), and we're very proud of that.

CEREC has changed dentistry as we know it. CEREC allows practices to reach new heights in efficiency, which result in financial savings for the DSO. And patients are receiving amazing treatments, in most cases in just a single visit, and are healthier and happier thanks to CEREC.

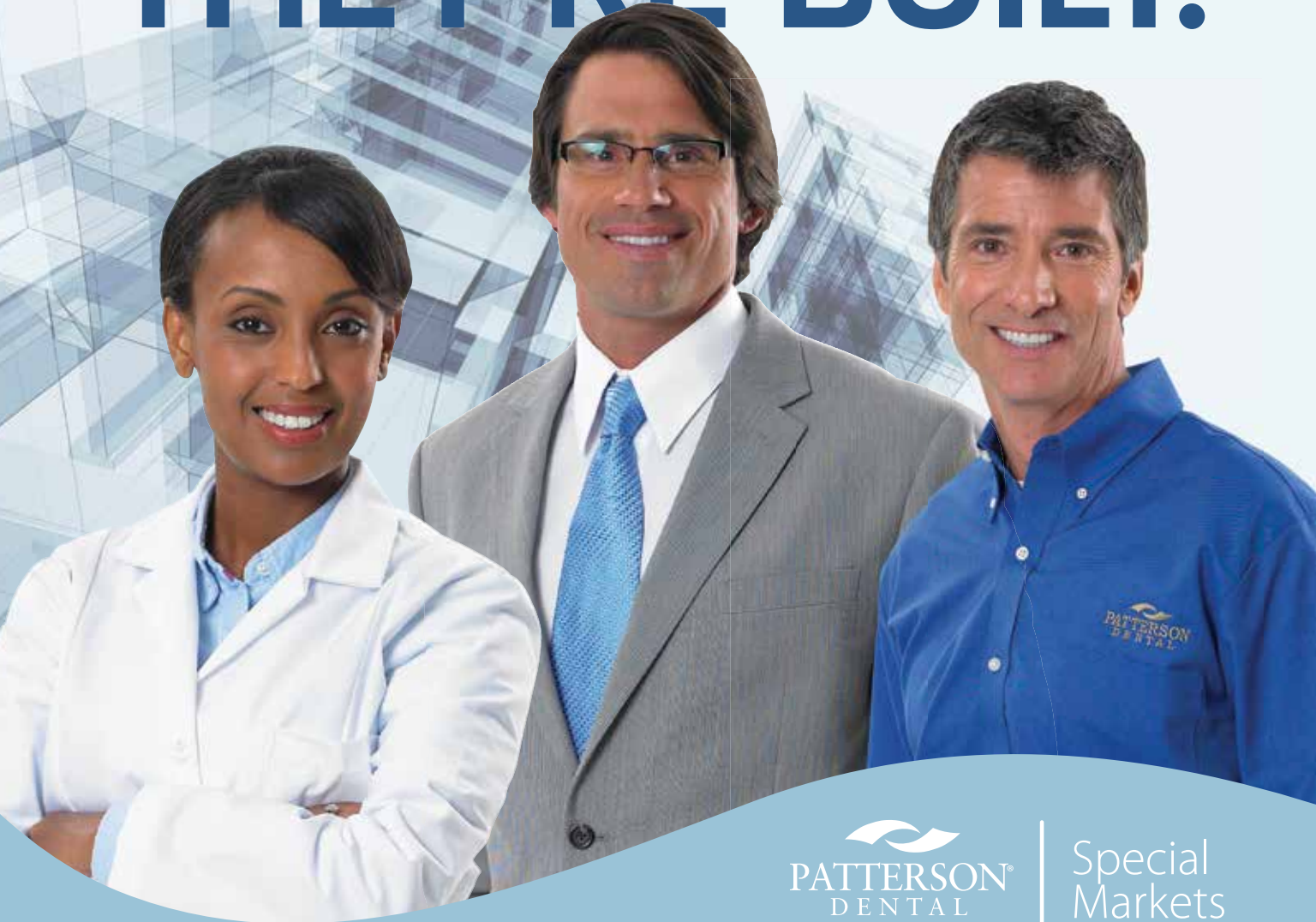
There are two CEREC solutions designed to meet the unique needs of each DSO:

- CEREC Omnicam with MC X chairside milling: This option is chairside dentistry at its best. The doctor and assistant work in tandem to take digital impressions and then mill restorations, all within the dental practice. The result is one-visit dentistry for patients.
- CEREC Omnicam Connect is for taking digital impressions in the office. The image is then sent to the lab for creation. A patient returns to receive their restoration, but still in less time than it takes to create a restoration using traditional impressions.

As digital impressing has taken on a more prevalent role in dentistry, we encourage anyone interested to look not only at the technology but also to think about what happens after an investment like this is made. CEREC will continue to lead the industry because of Sirona's commitment to innovation and because of Patterson's commitment to our customers' success. No other distributor comes close to our combined offerings of world-class technology, integration throughout the entire dental service organization, complete training, and lifetime service and support. ■

BEST PRACTICES AREN'T FOLLOWED.

THEY'RE BUILT.



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Contact us to learn more about how bringing the best technology to your practices brings the best value.
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Premier® Dental Products Company Enamelon® Preventive Treatment Gel

The New Standard of Caring™

Premier Dental Products Company introduces Enamelon® Preventive Treatment Gel – a one-step solution with a great taste and mouth feel for increased compliance.



In-vitro testing shows that Enamelon Preventive Treatment Gel decreases enamel solubility by 56.91 percent, compared to 18.78 percent with 5,000 ppm fluoride pastes; providing 3x greater protection against acid challenges.

Enamelon Preventive Treatment Gel is formulated with stabilized stannous fluoride plus ACP technology (calcium and phosphate ions) to offer an effective home-use treatment plan for caries prevention, gingivitis and sensitivity relief. More protection, less fluoride exposure – this patent-pending formula contains 970 ppm fluoride that utilizes calcium and phosphate ions to uniquely deliver 2x greater fluoride uptake than 5,000 ppm fluoride toothpastes.² In-vitro testing shows that Enamelon Preventive Treatment Gel decreases enamel solubility by 56.91 percent, compared to 18.78 percent with 5,000 ppm fluoride pastes; providing 3x greater protection against acid challenges.¹ Enamelon treats sensitivity by blocking the exposed tubules with a combination of stannous ions, along with fluoride, calcium and phosphate salts. A physical barrier is created that covers open dentinal tubules to prevent external stimuli from causing pain or discomfort.

This non-abrasive gel (RDA of 8) provides maximum protection to teeth and dentin – especially helpful



NEW!



The New Standard of Caring™

Helps Prevent Caries, Gingivitis and Treats Sensitivity

Your clinicians dispense Enamelon® during initial consultation and communicate benefits to establish compliance. Enamelon eliminates the need for remineralizing pastes, prescription-strength toothpastes and take-home rinses, so your clinicians can stay focused on their patients' needs. When homecare treatment is required, the choice is simple - Enamelon!

- More protection with less fluoride¹
- 2x greater fluoride uptake than 5000 ppm fluoride toothpastes¹
- 3x greater resistance to acid challenges²
- Features Ultramulsion®, a patented saliva-soluble coating that moisturizes & soothes oral soft tissues
- Great tasting mint flavor, no sodium lauryl sulfate (SLS), abrasive-free, gluten-free and dye-free

Enamelon® United States Patent Numbers: US 5,993,784, US 5,711,936, US 5,651,959 and other patents pending. Made in U.S.A. / Ultramulsion® is a registered product of WhiteHill Oral Technologies, Inc. / 1.Schemehorn BR, DiMarino JC, Movahed N. Comparison of the Incipient Lesion Enamel Fluoride Uptake from Various Prescription and OTC Fluoride Toothpastes and Gels. / 2.Schemehorn BR, DiMarino JC, Movahed N. Comparison of the enamel solubility reduction from various prescription and OTC fluoride toothpastes and gels. J Clin Dent 2014;25:61-4. /

for patients with sensitivity, erosion and thin enamel. Patients who experience tooth staining due to diet or behavior may occasionally require more frequent professional cleanings, tooth whitening, or the use of a more abrasive toothpaste. Enamelon Gel – used once a day, after brushing with a toothpaste – will help strengthen teeth against enamel wear and erosion. Formulated with Ultra-

mulsion®, a patented saliva-soluble coating, Enamelon moisturizes and soothes oral soft tissues. Great tasting mint flavor enhanced with spilanthes, a natural herb that encourages salivary flow, this distinctive ingredient allows for the natural re-mineralizing properties of the patients' saliva to maintain equilibrium. Enamelon does not contain sodium lauryl sulfate (SLS), gluten or dyes. ■

Enamelon Gel – used once a day, after brushing with a toothpaste – will help strengthen teeth against enamel wear and erosion.

1. Schemehorn BR, DiMarino JC, Movahed N. Comparison of the Enamel Solubility Reduction from Various Prescription and OTC Fluoride Toothpastes and Gels. Journal of Clinical Dentistry, 2014;25:61-4.
2. Schemehorn BR, DiMarino JC, Movahed N. Comparison of the Incipient Lesion Enamel Fluoride Uptake from Various Prescription and OTC Fluoride Toothpastes and Gels. Journal of Clinical Dentistry, 2014;25:57–60.

Porter Instrument Silhouette Nasal Mask for Predictable Nitrous Oxide Analgesia

The Silhouette Nasal Mask is the first truly innovative new product for nitrous oxide use in decades. Nothing like it exists! Imagine a nasal hood that does not obstruct access to the oral cavity. Imagine a nasal hood that is so lightweight that the patient barely notices it. Imagine a nasal hood that delivers and scavenges nitrous oxide more efficiently than any other nasal hood. Imagine a nasal hood that provides predictable results for the dentist and a pleasant experience for the patient. The imagination is over – the Porter Silhouette will revolutionize how nitrous oxide is used in the dental practice.

Dentists can now benefit from using nitrous oxide and oxygen in the practice – and work more efficiently with the new Porter Silhouette Nasal Mask.



This will change your view of nitrous oxide.

Coming soon, **SILHOUETTE** from Porter is a revolutionary new low profile, disposable nasal mask and breathing circuit.

SILHOUETTE's unique design eliminates the hassles of using nitrous oxide and offers many advantages including:

- Unobstructed access to the oral cavity
- A predictable nitrous experience
- Enhanced scavenging efficiency reduces N₂O exposure
- Disposable mask and circuit for improved infection control

Learn more and order a sample pack at:

www.porterinstrument.com/silhouette or call 215-660-8224



PORTER

The Trusted Name In Nitrous

Dentists may find that they can actually “use less gas,” as the potential for the patient to inhale ambient air is diminished when using the Silhouette Nasal Mask.

The Silhouette Nasal Mask is a single-patient-use disposable nasal mask and circuit. Featuring four size options (Pediatric, Small, Medium and Large), the Silhouette is designed with the lowest possible profile, making it easier for you to work around. In addition to the innovative shape and design, Silhouette has an adhesive strip for the bridge of the nose. This virtually eliminates gas flowing into the patient's eyes and more effectively scavenges the exhaled gas – addressing the concern of healthcare provider safety.

Silhouette also allows for the most efficient administration of nitrous oxide – creating a more predictable analgesic experience for each patient. Dentists may find that they can actually

“use less gas,” as the potential for the patient to inhale ambient air is diminished when using the Silhouette Nasal Mask.

As a single-use disposable product (both the mask and 36” tubing), set-up and room turnover times can be improved, as well as less time needed for infection control protocols.

Dentists can now benefit from using nitrous oxide and oxygen in the practice – and work more efficiently with the new Porter Silhouette Nasal Mask.

Available in early 2015. Contact Porter Instrument or visit our website for more information and to request a free sample. www.porterinstrument.com/Silhouette or 215-660-8224 ■

Pulpdent ACTIVA BioACTIVE-RESTORATIVE

Provides you and your patient with a new and better restorative material.

ACTIVA BioACTIVE-RESTORATIVES from Pulpdent usher in a new era of dental materials that improve patient care, increase patient confidence and build dental practices. These bioactive products are designed to provide better patient outcomes while increasing efficiencies and reducing costs.



ACTIVA BioACTIVE products are totally new and innovative restorative resins that release and recharge more calcium, phosphate and fluoride; are more bioactive than glass ionomers and traditional RMGIs; and have the physical properties and esthetics of composites. They are the first dental restoratives with a bioactive resin matrix, shock-absorbing resin component, and reactive ionomer glass fillers designed to mimic the physical and chemical properties of natural teeth. They contain no Bisphenol A, no Bis-GMA and no BPA derivatives.

ACTIVA BioACTIVE restoratives are moisture-tolerant materials that become part of the tooth and deliver the minerals teeth need to stay healthy. These multi-purpose materials,

which are dispensed from a syringe with a special placement tip, simplify technique and save valuable chairside time. A five-second etch is indicated for ACTIVA BioACTIVE-RESTORATIVE, but in most cases, no bonding agent is required. Bonding agents are only used with the restorative material when there is little or no retention form, or when retention is a concern. There are no capsules or triturators, and eliminating or reducing the use of bonding agents provides considerable cost savings.

Being a leader in bioactive materials is a practice builder and differentiates the practice from others. Patients are increasingly informed about dental procedures through online and other sources, and they want to know that their dentist has incorporated safe, advanced materials into their practice. Many have concerns about the potential health issues associated with amalgam and

Bisphenol A (BPA). ACTIVA contains no BPA or BPA derivatives and eliminates these concerns.

ACTIVA BioACTIVE materials open the door for procedures that promote prevention and patient health as opposed to just maintenance. ACTIVA provides practitioners with an active material that interacts with the tooth and provides direct benefits for oral health. This new approach to restoring teeth advances dentistry beyond the passive materials traditionally used to replace lost tooth structure. Your patients will appreciate your selecting this new material for their oral health. Visit www.activabioactive.com for more information. ■



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top performance



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Published five times per year!

Shatkin F.I.R.S.T. One Piece 2.5-mm Mini Dental Implant

Mini dental implants offer exceptional benefits to patients and dental practices. They are minimally invasive and conservative in nature. Immediate results with minimal discomfort are well received by patients and the significant reduction in chair time versus conventional implants presents efficiency in treatment to the dental practice. Wide patient acceptance of the recommended mini dental implant treatment plan, from the substantial reduction in treatment costs as compared to conventional implants, means the dental practice has the opportunity to create a sizable new revenue stream.

One use of mini dental implants is the replacement of a missing tooth instead of the three-unit bridge, which is the most common lab procedure. The single mini dental implant supported crown preserves adjacent healthy dentition and prevents damage to natural teeth and the inevitable future replacement with a bridge. One such mini dental implant is the 2.5-mm diameter Shatkin F.I.R.S.T. One Piece Mini Dental Implant. Designed for single tooth and multiple tooth replace-

ments, the 2.5-mm diameter Shatkin F.I.R.S.T. One Piece Mini Dental Implant features the BLOSSOM® thread design at the apical portion and a preapable, tapered abutment head. This implant can be used in areas where conventional implants cannot be placed, giving the general dentist an affordable treatment option to the patient.

The BLOSSOM® thread design features a fully integrated tapping configuration that is evenly spaced and distributed along the implant. As a result, BLOSSOM® implant placement lowers insertion torque while increasing initial stability. Users of this implant appreciate the ease of insertion and the simplicity of the one piece design. The OSSEAN® bio-active surface scientifically compresses the healing time and accelerates the degree of osseointegration, which provides for a higher potential for successful long-term results with the implant.

The Shatkin F.I.R.S.T. implant is obtainable in 13-mm and 15-mm widths in lengths 10 to 18-mm with available manual driver, contra angle handpiece driver and lab components. A one-piece healing cap is available for a temporary restoration. Dental practice owners and managers from around North America agree that mini dental implants add tremendous value to their practices! ■



Shatkin F.I.R.S.T.[®]

MINI DENTAL IMPLANTS= “New Revenue Stream”



Before F.I.R.S.T.[®] Technique



Stent & Pilot Hole



Implants Placed



After F.I.R.S.T.[®] Technique



The Mini Dental Implants technique we teach is easily mastered by general dentists and well received by patients.



As a result, a significant new revenue stream is achieved with a nominal start up cost.



Our Mini Implant Specialty Lab can create for you guide stents, dentures, crowns and bridges exclusively utilizing the single appointment Shatkin F.I.R.S.T.[®] TECHNIQUE (*Fabricated Implant Restoration and Surgical Techniques*).



Learn to place Mini Dental Implants at our comprehensive two day course with “**hands on training**” and viewing “**LIVE**” placement procedures.



Complimentary Mini Dental Implant Case Planning by Todd E. Shatkin, DDS who has placed over 13,000 Mini Dental Implants and trained over 9,500 dentists worldwide.

Our Mini Implant Training Centre



Buffalo, NY

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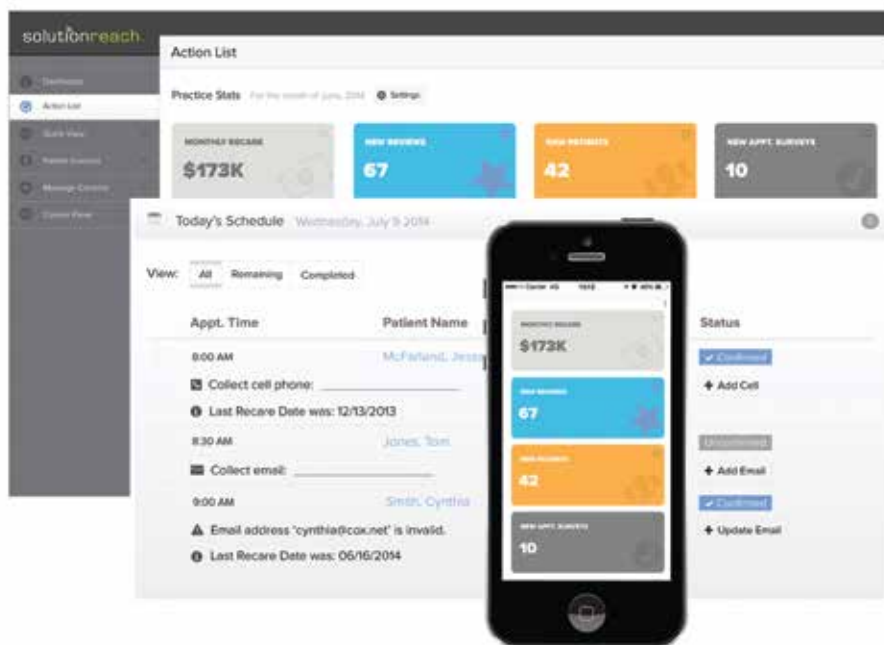


PACE
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Continuing Education

Approved PACE Program Provider
FAD/MA/SD Credits
Approval does not imply
acceptance by a state or provincial
board of dentistry or AGD
endorsement.
(6/1/2013 to 5/31/2016)

Solutionreach Action List

An efficient front office is imperative for a successful practice. With so much to accomplish in a day, wouldn't it be nice to have all your daily tasks automatically collected into one easy-to-use dashboard? Action List from Solutionreach is the answer.



Action List is a new tool that intuitively recognizes and consolidates all of your tasks for the day. When you access Action List, you'll see all of your to-do items on one simple screen. This interactive dashboard allows you to complete things on your list and check them off without switching screens, eliminating the need to deal with various notifications.

Action List is integrated into the all-inclusive Solutionreach platform – the same system that brought you automated text and email-based reminders for scheduled appointments or recare notifications. The platform is a suite of easy-to-use tools that

help you streamline front desk processes, decrease your overhead, and improve your patient experience.

We created Action List to complement all of the great things the Solutionreach platform can do to support your goals for your practice. ActionList allows you to do more in less time, so you can focus on what matters most – patient care.

Action List allows you to:

- Quickly view and schedule appointment requests received from all sources (website, Facebook, emails, etc).
- Conveniently view today's schedule and efficiently update or collect missing or outdated contact information.
- Easily access and listen to voicemails left by patients in response to Solutionreach recare or reminder calls.
- Instantly be notified about highlighted or new features included with the platform that benefit your practice...and much more!

We created Action List to complement all of the great things the Solutionreach platform can do to support your goals for your practice.

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Our philosophy is, "One Price, Our Best Price, Always."

Getting to Know You

When a ‘lone wolf’ affiliates with a DSO, strong communication can smooth the transition for both

Dentistry has long been the province of lone wolf doctors: One doctor, maybe two, operating with a small staff, relatively autonomously, doing their best for their patients. Near the end of his or her career, the lone wolf identifies a potential buyer – perhaps a recent dental school grad – and brings him or her on as an associate, then sells the practice to him or her. It’s a system that has worked well for years.

But with today’s dentists facing rising dental school debt, tough competition and other factors, lone wolves – young and old – are seeking new alternatives. Some embrace the dental service organization, others are more cautious. Either way, when a former lone wolf affiliates with a DSO, both sides should be prepared for a little “getting to know you” time.

Good communication – and lots of it – can smooth the transition, according to Rich Beckman, CEO, and Kristy Loomis, vice president of human resources, Great Expressions Dental Centers.

Great Expressions is a Bloomfield Hills, Mich.-based dental services organization comprising 215 practices in nine states. Initially a single practice in Dearborn, Mich., founded in 1975, Great Expressions has grown primarily through affiliation ever since. In fact, the company opened its 50th location in 2002, and its 200th in 2012.

Before the deal is signed

Communication commences well before an affiliation deal is finalized, says Beckman. Many times, that means clearing up some misconceptions on the part of the dentist or dental practice, including the misconception that DSOs are in the business to make money at the expense of good patient care.

Great Expressions – like stand-alone dental practices – is a for-profit enterprise, says Beckman. Both generate profits by providing excellent patient care. “We’re looking for long-term patients, [for whom we want to provide] care from the time they are a child until after retirement. We want to provide care to the patient and solve their problems by making it affordable and convenient.

“I keep hearing the term ‘corporate dentistry,’” he continues. “There is no such thing as that. Doctors make their decisions based on what they think is best for the patient.”



Rich Beckman



Kristy Loomis

Young dental school graduates are quicker to embrace the DSO model than their older colleagues, says Beckman. It's not uncommon for recent graduates to carry a debt load of \$300,000 to \$400,000. Given that, as well as the expense of outfitting a new practice, many of today's graduates are reluctant to rent a building or office and hang a shingle. Joining a professional corporation managed by a DSO is a good option, he says.

"They get lots more responsibility, and they get a lot of mentoring. We have our National Doctor Panel and clinical partners in every region that [new dentists] can lean on. Depending on the office, they may have mentors in the office to help. It's a good and quick way to get up to speed." Great Expressions offers dentists the opportunity to make a good income, take advantage of flexible hours, if that's what they need or desire, and follow a career path that aligns their goals with the needs of the DSO.

"You can listen to people about change, and you know it's going to happen. But when you have to deal with it, change is hard."

provides training on improving the patient experience, dealing with payers, and understanding treatment protocols.

Some team members may have bought into the myth that DSOs are out for the almighty dollar, he says. It takes work to change that attitude. "Some people may think we're pushing things onto the patient. But we're not. It's a question of, 'Are you interested in the patient's best health? If so, here's how you provide it.'" That's why Great Expressions emphasizes oral cancer screening for high-risk patients, and thorough periodontal care, given the link between periodontal disease and heart disease.

Newly affiliated practices should expect a systems change as well. Furthermore, team members will probably encounter insurance providers they've never worked with before. Fees will change, sometimes upward.

Great Expressions makes every effort to prepare doctors and team members of newly affiliated practices about these changes, says Beckman. Still, "you can listen to people about change, and you know it's going to happen. But when you have to deal with it, change is hard."

Motivations differ

Dentists affiliate with DSOs for different reasons, and the successful DSO accommodates as many as possible, says Loomis.

Some doctors are eager to hand over virtually all non-clinical duties, while others want to retain at least some of them. For example, regarding hiring of office and support team members, the Great Expressions-affiliated dentist can be as involved or as uninvolved as he or she wishes, she says.

"Each doctor comes to us with a different personality or skill set. Some want to do what they do best – practice dentistry – and then go home; others want to stay engaged and involved. So we have created a unique environment in which they can participate either way."

Similarly, Great Expressions tries to satisfy a broad range of needs for continuing education, continues Loomis. Young dentists, fresh out of school, appreciate the opportunity to attend educational events, and to pick the brains of more experienced colleagues. Experienced dentists, on the

For the over-50 dentist, the DSO represents a new market to whom they can sell their practice, says Beckman. By affiliating with a DSO such as Great Expressions, the more experienced dentist can continue to practice, enjoy a good deal of autonomy, and invest some of the proceeds of his or her practice into the management company.

Team members

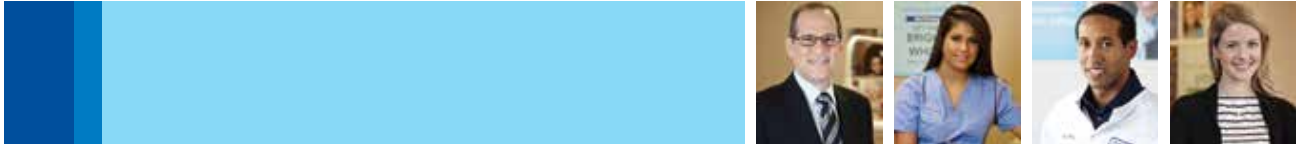
Support team members – managers, hygienists, assistants, etc. – need to be welcomed in the DSO as well. Again, communication works.

"When we affiliate with a practice, we go out of our way to integrate the team members as best we can," says Beckman. That said, staff should expect some changes following affiliation. Through GEDC University, Great Expressions

– Rich Beckman

WHAT'S THE SAYING?

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other hand, might not attend quite as many educational events, but they still want to stay sharp in order to avoid obsolescence. Some volunteer to serve as mentors to younger dentists, as a way to give back to the profession while staying up-to-date on techniques and technology. "It's exciting to me that we don't have one solution for all dentists when we develop our programs," she says.

Great Expressions offers plenty of continuing education for support team members as well, says Loomis. Through leadership development programs, for example, team members can learn everything from front desk roles to the workings of the dental office – skills that are particularly valuable for team members fresh out of school. As their leadership skills develop, they can progress to office manager or area manager. "As with our doctors, we develop paths, courses and programs to help them with whatever their career goals are," says Loomis.

Like Beckman, Loomis believes that much of that groundwork for a successful affiliation takes place before

"Each doctor comes to us with a different personality or skill set. Some want to do what they do best – practice dentistry – and then go home; others want to stay engaged and involved."

– Kristy Loomis

after, Loomis and her team make sure the dentist(s) and team members in the new affiliate become familiar with the resources Great Expressions has at their disposal. After that, the key to a successful affiliation involves getting everyone comfortable with the change that has taken place.

"For me, the key milestones are seeing to it everybody gets their questions answered so they can settle back to doing what they do best everyday," that is, practice high-quality dentistry, says Loomis. ■

a contract is signed. For dentists, that might mean familiarizing them with the Great Expressions National Doctor Panel, standards of care, and even the product and equipment selection process. "It's really no different than any other business," she says. "Before people join the dental group, you are clear about your values and the type of company they're joining, and they make their decision. If we're upfront about that – and we have a thorough interview process – there should be no surprises."

Before affiliation and soon there-

Best Practices in Infection Control

By Dr. John Molinari and Peri Nelson

Editor's note: In Best Practices in Infection Control, with THE DENTAL ADVISOR, Dr. John Molinari and Peri Nelson will address common concerns related to infection control in dental practices. Questions can be submitted at dentaladvisor.com, under the Ask The Editors tab.



Q: One of my colleagues mentioned they use a holding solution for instruments prior to processing for sterilization. Is this a reasonable approach?

A: Yes. A holding solution is a good idea if the circumstances warrant it. One example would be if it is not possible to clean instruments immediately after patient use.

The intent of holding solution is only to keep debris moist; if it dries, cleaning becomes more difficult. Holding solutions are not intended for disinfection, and chemical disinfectants should not be used for this purpose.

You have several acceptable hand washing methods for use in your practice. Either plain soap or an anti-microbial soap and water can be used for non-surgical dental procedures.

Q: In our practice, we have a large team. Doctors are split on using hand sanitizer versus hand soap. Which is better to use?

A: You have several acceptable hand washing methods for use in your practice. Either plain soap or an anti-microbial soap and water can be used for non-surgical dental procedures.

If hands are not visibly soiled, contaminated with blood or other potentially infectious materials, use of waterless alcohol based hand rub is also acceptable.

Q: Patients have been complaining about the taste of our water. Are we doing something wrong in treating our waterlines?

A: Water from dental units should be flushed for 2-3 minutes each morning to remove any buildup and debris. If you are using a waterline treatment product, one error we often see is not following instructions. Most tablets

require a monthly shock treatment to all waterlines. If this is not done, the water that is going through the lines will be clean but the lines will be dirty. Biofilm can dislodge from the walls of the tubing into the water stream. If the taste still persists, there are waterline treatment products that have a more pleasant flavor. ■

50

Practice Locations

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Sterilizers

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Patients

1

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Team of Aspen Dental clinicians provides free dental care during mission to Haiti

A team of nine Aspen Dental clinicians recently provided free dental care to almost 400 patients during a week-long humanitarian mission to Haiti, a country still recovering five years after the catastrophic earthquake that occurred on January 12, 2010. This is the second year Aspen Dental Management Inc. sponsored a dental humanitarian mission in Haiti. The team worked with Restoration Ministries – a community-based assistance group in Haiti. For some volunteers, the connection was deeply personal. “It was very fulfilling for me because I was able to provide the care and talk to people in Creole and explain to them how to take better care of their mouth,” recalled dental assistant Katheline Joseph, a native of Haiti who resides in Fairfield, CT. One of her patients was an 11 year old girl who walked for hours just to get treatment because her front teeth were filled with cavities. She pleaded to have the teeth restored and not pulled, but they were too decayed. Joseph told the girl she could have dentures made to bring back her smile, but she needed her mother’s consent. The next morning, the little girl and her mother were the first in line – the procedure was a success.

Great Expressions raises \$52,000 on MLK, Jr Day to donate to local organizations

To honor the memory of Dr. Martin Luther King, Jr. as well as his message, Great Expressions Dental Centers (GEDC) is donating \$52,000 to local charities, schools and other organizations in Michigan, Florida, Georgia

and New York, the organization announced. Patients helped support the annual fundraiser, now in its fifth year, by coming into a GEDC office for hygiene treatments, orthodontics, pediatrics and more on Martin Luther King, Jr. Day. The company is donating five percent of the daily revenue generated through patient services from all offices on MLK Day to chosen organizations. “Year after year we’ve been able to increase our donations to organizations critical to the success and growth of the communities we are proud to serve,” said Richard Beckman, CEO of Great Expressions Dental Centers. “Dr. King often said ‘Life’s more persistent and urgent question is: what are you doing for others?’ By hosting this annual fundraiser we’re able to express our support of his vision.”

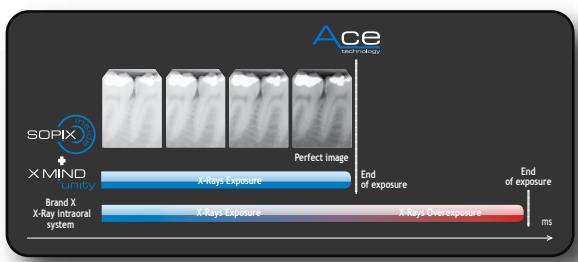
AAPD names Robin Wright to new post

The American Academy of Pediatric Dentistry (AAPD) (Chicago, IL) named Robin Wright PhD, as assistant director of the AAPD Pediatric Oral Health Research & Policy Center. Wright will oversee research, analyze issues affecting children’s health, author articles and technical briefs, and support advocacy efforts at both national and state levels. As president of Wright Communications (Evanston, IL) since 1986, Wright has provided seminars to state dental associations on communications and related practice management and public policy issues. She has written and/or produced over 60 publications and is the author of the 1997 book, “Tough Questions, Great Answers: Responding to Patient Questions About Today’s Dentistry.”



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