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# DENTAL TRIBUNE

The World's Dental Newspaper • U.S. Edition

DECEMBER 2014 — Vol. 9, No. 12

www.dental-tribune.com

## WINNING PRACTICE STRATEGY

Dr. Ken Whelan has helped all kinds of dentists quickly build \$1 million practices. Don't believe it? See the first five steps inside.

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## IMPLANT TRIBUNE

### IMPLANTOLOGISTS TO MEET IN ORLANDO

International Congress of Oral Implantologists symposium is Jan. 22-24.

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## HYGIENE TRIBUNE

### CONTROLLING FEAR, NOT JUST INFECTION

With Ebola in the news, Hygiene Tribune editor in chief adjusts patient focus.

► page C1



# Greater New York Dental Meeting ready to wow

A number of new events are on the schedule for the 2014 Greater New York Dental Meeting. Some highlights:

- The World Implant Expo, four days of innovations in implantology.
- An expanded exhibit floor with more than 1,700 exhibit booths filled by more than 700 companies.
- An expanded CollABoration Dental Laboratory Meeting, bringing together dentists and lab techs in a highly interactive environment.

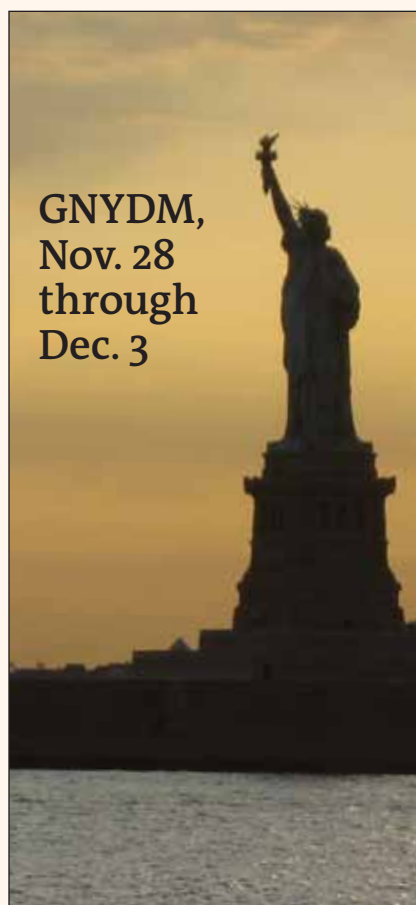
Presented with Aegis Publishing,

CollABoration is expected to surpass its inaugural 2013 numbers: 1,183 technicians and technician students, 50 exhibitor booths and two classrooms for seminars and workshops.

The new World Implant Expo will be held simultaneously with the main Greater New York Dental Meeting, from Nov. 28 through Dec. 3.

The 2014 GNYDM exhibit hall dates will be from Nov. 30 through Dec. 3.

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### GNYDM, Nov. 28 through Dec. 3

The 2014 Greater New York Dental Meeting features top clinicians from across the world delivering presentations on the latest advances in dentistry — and a four-day exhibition hall (Nov. 30 through Dec. 3) with more than 700 companies showcasing the latest advances in products and services.

Photo/Fred Michmershuizen, Dental Tribune

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AD

**Do You Know the 8 Critical Systems of Multi-Million Dollar Practices?**

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# Peter S. Weber named AAE executive director

The American Association of Endodontists' Board of Directors has selected Peter S. Weber, MS, CAE, as its new executive director. Weber brings nearly 28 years of experience in professional association management to the table.

"After an extensive nationwide search, the AAE board is pleased to announce Peter as our new executive director," said AAE President Dr. Robert S. Roda. "Peter brings a wealth of experience in association management and has demonstrated success in membership growth and satisfaction, support for professional development and public policy advocacy. With him, we look forward to growing the AAE in innovative ways to benefit members and patients."

Weber comes to the AAE from the Illinois State Veterinary Medical Association, where he served as executive director since 2003. Under his leadership, the association experienced 250 percent membership growth and 500 percent financial growth. He helped develop the Illinois Veterinary Medical Foundation and the country's largest and most comprehensive veterinary heritage museum, demonstrated vision and skill in outreach efforts to veterinary students and young professionals,

and improved the ISVMA's continuing education and communications programs.

Legislatively, Weber ensured that the veterinary profession has the most prominent voice in the Illinois state capitol on animal health and welfare issues. He developed the ISVMA Legislative Action Center, created a successful grassroots advocacy program, implemented a Lobby Day, and wrote and assisted with the passage of significant laws that affect veterinary medicine.

"I came here because I believe AAE has a very talented and hard-working staff and volunteer leaders committed to the organization's mission," Weber said. "My goal is to empower and motivate every person at AAE to do magnificent things with our united vision and combined work ethic. Our efforts will ultimately improve the endodontic profession. I am inspired by what you have already accomplished and strongly believe that, together, we will continue to make a



Peter S. Weber, MS, CAE, is the new executive director of the American Association of Endodontists.

Photo/Provided by AAE

tremendous difference."

Weber received his bachelor's degree in political science from Knox College and earned a master's in educational administration from the University of Illinois at Urbana-Champaign. A certified association executive, Weber is an active volunteer in the American Society of Association Executives and the Illinois Society of Association Executives, and frequently lectures and writes about association management issues. He also serves on or has recently served on the boards of directors of the ASAE, American Society of Veterinary Medical Association Executives, Illinois Ornithological Society and the Ovarian Cancer Symptom Awareness Organization. His interests include ornithology, wildlife photography, mountain hiking and sports.

(Source: AAE)

## DENTAL TRIBUNE

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### PUBLISHER & CHAIRMAN

Torsten Oemus [t.oemus@dental-tribune.com](mailto:t.oemus@dental-tribune.com)

### PRESIDENT & CHIEF EXECUTIVE OFFICER

Eric Seid [e.seid@dental-tribune.com](mailto:e.seid@dental-tribune.com)

### GROUP EDITOR

Kristine Colker [k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com)

### EDITOR IN CHIEF DENTAL TRIBUNE

Dr. David L. Hoexter [feedback@dental-tribune.com](mailto:feedback@dental-tribune.com)

### MANAGING EDITOR U.S. AND CANADA EDITIONS

Robert Selleck [r.selleck@dental-tribune.com](mailto:r.selleck@dental-tribune.com)

### MANAGING EDITOR

Fred Michmershuizen  
[fmichmershuizen@dental-tribune.com](mailto:fmichmershuizen@dental-tribune.com)

### MANAGING EDITOR

Sierra Rendon [s.rendon@dental-tribune.com](mailto:s.rendon@dental-tribune.com)

### PRODUCT/ACCOUNT MANAGER

Humberto Estrada [h.estrada@dental-tribune.com](mailto:h.estrada@dental-tribune.com)

### PRODUCT/ACCOUNT MANAGER

Will Kenyon [w.kenyon@dental-tribune.com](mailto:w.kenyon@dental-tribune.com)

### MARKETING DIRECTOR

Anna Kataoka [a.kataoka@dental-tribune.com](mailto:a.kataoka@dental-tribune.com)

### EDUCATION DIRECTOR

Christiane Ferret [c.ferret@dtstudyclub.com](mailto:c.ferret@dtstudyclub.com)

### ACCOUNTING COORDINATOR

Nirmala Singh [n.singh@dental-tribune.com](mailto:n.singh@dental-tribune.com)

Tribune America LLC  
116 West 23rd St., Ste. #500  
New York, N.Y. 10011  
(212) 244-7181

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# IADFE to award fellows

By David L. Hoexter, DMD, FACD, FICD,  
Editor in Chief

The International Academy for Dental Facial Esthetics will meet in New York City on Dec. 2 during the Greater New York Dental Meeting.

Celebrating its 18th year, the IADFE will award fellowships, in a cap-and-gown ceremony to physicians, dentists, laboratory artists and other qualified professionals who enhance the esthetics and functions of the face.

This past year in May, the academy held a well-attended meeting in Paris featuring a number of high-value presentations.

The award-winning fellows, with members representing countries throughout the world, meet to share knowledge while taking advantage of unique networking opportunities.

On the schedule as this year's keynote



Like this group earning IADFE fellowships in 2013, a new group will wear gowns and toss caps in December in New York City. Photo/Provided by Dr. David L. Hoexter

presenter in New York City is Dr. Irwin Smigel, considered the grandfather and pioneer of dental esthetics. He will present "Facial Surgery Without a Scalpel."

For additional information about the meeting, the society and its work, you can contact Dr. David L. Hoexter at [drdavidlh@gmail.com](mailto:drdavidlh@gmail.com).

### ← GNYDM, page A1

Again for 2014, the GNYDM, which is sponsored by the New York County Dental Society and Second District Dental Societies, will remain free of any registration fee.

### Four days of exhibits

Other distinctions that help make the

GNYDM stand out include:

- It's the only event with four-day exhibit hall
- There will be more than 300 educational programs.
- You can earn one C.E. unit simply by exploring the exhibit floor.
- There are eight "Live Patient Demonstrations" and programs in Spanish, Russian, Portuguese, French and Italian.

Three major airports — Newark Liberty (EWR), Kennedy (JFK) and La Guardia (LGA) — and hotel discounts make it easy for professionals to attend the meeting and enjoy all that New York City has to offer during the holiday season. Learn more at [www.gnydm.com](http://www.gnydm.com).

(Source: Greater New York Dental Meeting)

## Tell us what you think!

Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Dental Tribune? Let us know by sending an email to [feedback@dental-tribune.com](mailto:feedback@dental-tribune.com). We look forward to hearing from you!

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# How to Increase your Practice Income

while you work less and feel more fulfilled

By Dr. Ken Whelan

**Dr. Ken Whelan generated \$9.2 million within 5 and-a-half years in one scratch practice in Southern California on a 3-day weekly schedule.**

**He's launched multiple million-dollar practices and helped many other dentists do the same.**



**H**ere are a few of the elements Dr. Whelan uses as part of his Winning Practice Strategy to build multi-million dollar practices. They may be useful to you as well.

## **Become the go-to dentist in your area**

How do you position yourself so new patients flock to you for ideal care because you are viewed as the best, not because you are "in-network" or have the lowest fees? You must position yourself as the go-to community dental leader.

If you look at dental gurus, your local specialists, and leading dentists who have million dollar practices and continue to "crush it" in this economy, they do it by attracting masses of patients because they are perceived as community dental leaders.

After learning from and modeling after some of these legendary dentists, I was able to rapidly go from a struggling dentist to \$1.1 million within the first 10 months in my start-up. I earned \$9 million just 5 years later, working part-time with a small team in that one non-insurance driven practice.

How? Simply, by educating my community on the newest dental advancements. I've helped other doctors do the same and we've helped improve the lives of countless patients which has been extremely fulfilling both professionally and personally.

## **Take your first steps**

But when I share this exciting opportunity with colleagues, most doubt their skills and cannot imagine themselves being a local leader. Maybe you experience the same doubts?

What you have to realize is that you are an expert. You have a ton of value to offer to your community and you can quickly establish yourself as a leader. In fact, it is easier to do this now than ever before because of all the great training that's readily available.

To make it happen you have to believe in yourself and just take your first step. I've boiled down the 5 things you need to know to accelerate your path.

## **1. Do high-profit, in-demand services**

If you want to be a highly-paid, leading dentist you have to enhance your skills to provide one-stop-care for all the high-

production services new patients are actively searching for online every day. Did you know baby boomers make up 35% of the population and are expected to increase annual spending on wellness procedures from \$200 million to \$1 trillion over the next 10 years?

What services should you do first to attract these new patients? Start with one service you love to do. If needed, get more training to master it. Some services to consider are implants and sedation.

I chose to become a local leader in sedation. This is how I went from producing \$1,000 insurance-only dentistry days, to producing \$20,000 ideal dentistry days: all while working just 12 days each month. At the Winning Practice Strategy (W.P.S.) our clients learn what the best services are to do and how to balance scheduling for peak profitability while maximizing time off to recharge and enjoy life.

## **2. Attract new patients pre-committed to getting the best care**

How do you attract pre-committed new patients who will pay you for the high-profit services you love to do? One way is with your website. Research tells us that 33% of adults online watch health videos and prefer to have a doctor be the one to talk about procedures.

How do you do this? By placing valuable informative videos on your website that feature you educating potential patients about how the latest dental services can improve their lives.

This allows ideal patients who want to invest in high-profit services to connect and bond with you and reinforce your community leader status. This is how I consistently attracted patients who paid me \$10,000 and more to do optimal dentistry. W.P.S clients learn how to do this and other advanced internet strategies.

## **3. Bundle care for high-profit relationships.**

Many doctors won't diagnose optimal care because they are afraid they'll scare or upset patients or sound "salesy". This leads to an untold number of missed opportunities for patients to choose the best care and for doctors to do high-profit services.

World-renowned dental guru Dr. Frank Spear nailed it when he said "The only way patients can choose more is if they are informed of what's possible." How do you do this easily and efficiently?

At W.P.S. we teach a simplified 3-step approach that allows doctors to be both highly profitable and nonjudgmental:

1. Universally offer comprehensive care to all patients. 2. Bundle all associated common procedures. 3. Do it automatically at the click of a button.

For example, how can a patient get the best choice for treatment of an extraction on #20? You should comprehensively diagnose and bundle an extraction, implant and crown all at the click of a pre-programmed button in your software.

This is how I consistently collected \$40,000-plus per week all with zero sales pressure. I simply tell patients everything I see that can help them and then let them choose the best care for their situation.

## **4. Power boost your collections**

How do you quickly eliminate no-shows, cancellations, accounts receivables, and non-productive schedule holes to skyrocket your collections? Commit patients to care by collecting payments at the time of scheduling. A common myth is patients won't do this. But it's actually rather easy when patients are coming in pre-committed for the best care due to your leader status.

This is how my start-up rapidly collected \$50,000 in my first month and \$9 million within five years. One client who followed all these methods launched a brand new office at the height of the recession, collected over \$1 million in his first 12 months and also took a month-long dream vacation. You'll learn how to do all this at W.P.S.

## **5. Change your mindset**

Of course, the number one reason more dentists are not achieving this level of success is because they don't believe their skills are worthy enough to promote. But I'm here to tell you that they are. Your disbelief is the only thing standing between you and a thriving practice.

This is what I share with my coaching clients and hope to bring to everyone with the Winning Practice Strategy.

## **An Invitation**

The details about how to make Winning Practice Strategy work for you—which can only be hinted at in the space available here—are revealed in our FREE 3-part video training series:

*"The Million Dollar Practice Plan."*

You are cordially invited to watch these videos and get started right now creating the life and practice you've always wanted at [www.NewLocalLeader.com](http://www.NewLocalLeader.com).

*"The Million Dollar Practice Plan."*





# YDC ready to go ‘Beyond Expectations’

“Beyond Expectations” is the theme of the 2015 Yankee Dental Congress, billed as “New England’s largest dental meeting.” The meeting will run from Jan. 28–Feb. 1, at the Boston Convention and Exhibition Center.

According to the organizers, YDC is the fifth largest dental meeting in the country. The annual event is sponsored by the Massachusetts Dental Society, working in cooperation with the dental associations of Connecticut, Maine, New Hampshire, Rhode Island and Vermont. Nearly 28,000 dental professionals from across the U.S. are expected to attend, attracted by the opportunity to choose from more than 300 dental continuing education courses and events taught by leading experts in dentistry.

On Thursday, Jan. 29, YDC is again offering the Fast Track series, this year focusing on immediate implant placement in the esthetic zone.

The series provides an opportunity for dental professionals to learn about implant planning, the esthetic zone and immediate implant placement in six, one-hour ses-

sions by several different speakers.

New to Yankee is the “Interprofessional Symposium: Complete Health Dentistry,” which will be on Jan. 29. The symposium will enable attendees to share knowledge, discuss comprehensive dental cases and question an expert panel of physicians from some of New England’s leading hospitals about the management of patients with medical issues that dentists will likely encounter in daily practice.

Also on Jan. 29 is “The Dental Team Playbook: The 360 Experience,” a unique C.E. experience for all team members, including dentists, assistants, hygienists and office personnel. Each team member will join his or her respective “team” for a session intended to improve production, case acceptance and office communication. This program includes a working lunch.

Spear Education Lectures will be offered on Friday and Saturday during the conference. On Friday, Gary DeWood, DDS, will lead “Identifying Occlusal Risks and Solutions” and “Occlusal Design and Creation,” while Steve Ratcliff, DDS, will teach “Mak-

ing Complex Cases Simple” and “Unless You Hear ‘No,’ You Will Never Hear ‘Yes.’” Join DeWood and Ratcliff will discuss “Treatment Planning and Equilibration,” offered in the morning and afternoon on Saturday.

## ‘Robust’ exhibit hall

According to organizers, the YDC also is known for its robust exhibit hall floor, offering the latest in dental products and technologies from more than 450 exhibitors, along with a variety of continuing education programs, including “Catapult Continuum,” “Healthy Living Pavilion” (brought to Yankee for the first time by Brigham and Women’s Hospital), “Live Dentistry” and “Dental Office Pavilion,” all returning following popular reception at previous meetings.

“Team Smile,” a national advocacy group that partners oral health professionals with professional athletic organizations to provide life-changing dental care to hundreds of underserved children, will be at Yankee on Thursday and Friday. Event organizers hope many dental professionals will vol-

unteer their time to help improve a child’s smile.

Entertainment is also on the agenda. On Thursday, attendees can participate in “An Afternoon with Author B.A. Shapiro,” author of the New York Times bestseller “The Art Forger,” a literary thriller about the Isabella Stewart Gardner Museum heist. You can celebrate 40 years of YDC at the “Throwback Thursday Dance Party” with live disco, snacks and prize giveaways on Thursday evening.

Join Jeff Bauman, survivor of the 2013 Boston Marathon attacks, and Dave McGilivray, Boston Marathon race director, on Friday for the “Boston Stronger” forum to hear their inspirational stories and life lessons.

The YDC offers admission to select complimentary courses, alumni events and symposia designed for various dental specialties.

For more information you can call (877) 515-9071, or visit [www.yankeedental.com](http://www.yankeedental.com).

(Source: Yankee Dental Conference)

# Expert lineup at Pacific Dental Conference

*More than 130 presenters, 150 open sessions and hands-on courses, March 5-7, in Vancouver*

You can experience the true flavor of the West Coast — and earn C.E. credits at the same time — at the Pacific Dental Conference, March 5-7, in Vancouver, British Columbia.

The PDC has an expert lineup of local, North American and international speakers. With more than 130 presenters, 150 open sessions and hands-on

courses covering a variety of topics, the meeting should be able to offer something for every member of your dental team.

According to meeting organizers, you will be able to explore the largest two-day dental trade show in Canada and have the year’s first opportunity to see the newest equipment. The exhibit hall

features innovative new techniques demonstrated on the live dentistry stage, and attendees will be able to examine products and services from more than 300 exhibiting companies with representatives who are ready to engage attendees in discussions on creating practice solutions.

At the conclusion of the conference,

you can take a day to relax and revitalize by exploring some of Vancouver’s tourist attractions. The ocean is just steps from the Vancouver Convention Centre, and nearby pristine snow-capped mountains offer up choice late-season skiing.

(Source: Pacific Dental Conference)

# Time again for ‘sunsational’ education

Quality location plus quality education plus quality family time equals Smiles in the Sun 2015 in Longboat Key, Fla., April 22–26. Now you can earn C.E. credit while your family has a vacation that you can enjoy with them. All the programs are in the morning — leaving you the balance of your day to spend time with your family. Many attendees bring their children and enjoy the reduced rates and the family-friendly accommodations at the Longboat Key Club and Resort. The 2015 speakers include:

- **Howard S. Glazer, DDS**, covering “What’s Hot and What’s Getting Hotter: New Materials and Techniques.” Glazer is a past president of the AGD and founding member of the Canadian Academy for Esthetic Dentistry (CAED). He has been named a “Leading Clinician in Continuing Education” by Dentistry Today, and a “Top Dentist” by New Jersey Monthly. He lectures and publishes internationally and writes a monthly column for AGD IMPACT. He has a general practice in Fort Lee, N.J.

Glazer describes his programs as being “about real dentistry for real people by a

real dentist.” He will present a potpourri of materials and techniques designed to make your day at the office easier, more productive and more fun. Your entire dental team can benefit from learning about the latest products and benefits. Glazer reviews new products and materials on a regular basis in his AGD IMPACT column, covering adhesives, cements, composites, lasers, impression, provisional materials and much more.

- **George Freedman, DDS**, will cover topics focused on how to “Improve Your Productivity with Innovative Dentistry.” Freedman is a founder and past president of the American Academy of Cosmetic Dentistry and a founder of the CAED. His most recent textbook is “Contemporary Esthetic Dentistry” (Elsevier). He is an editorial board member with Oral Health (Dental Materials and Technology), is a REALITY team member and lectures internationally on dental esthetics and technology. He has a private practice limited to esthetic dentistry in Toronto.

His presentation will cover new technologies and materials that improve patient ac-

ceptance, clinical efficiency and practice productivity; stress-free, cement-free, far-less-expensive implants; the latest (seventh generation) adhesives; and state-of-the-art composites, cements, curing lights and novel matrix systems. In “Comfortable Cavity Preparation,” he covers impression materials for wet environments and non-surgical, non-antibiotic perio treatment; patient-friendly, intraorally comfortable digital radiography; cancer-screening and in-office occlusal appliances; how new diode lasers expand the GP’s role; and high-tech electric and air-driven handpieces.

- **Fay Goldstep, DMD**, will cover “The Bioactive Patient.” Goldstep has served on the teaching faculties of post-graduate programs in esthetic dentistry at multiple U.S. universities. She has lectured nationally and internationally on soft-tissue lasers, electronic caries detection, healing dentistry and innovations in hygiene. She also has written numerous textbook chapters and articles on these topics. Goldstep has a private practice in Toronto. According to Goldstep, patients are “living, breathing

bioactive beings,” and dental practitioners need tools to guide bioactive structures. Early decay can be detected, mapped, treated and re-evaluated. Participants will learn how to use glass ionomers, giomers and biodentine; how soft-tissue lasers can biostimulate tissue repair and healing; and how to enhance an in-office perio practice. Other topics include: gingivectomies, crown-lengthening, troughing, implementing photodynamic therapy to restore gingival health antibiotics and more.

- **Tennli Toole** will cover “The Next Level for the Digital Dental Practice.” She will guide you through high-profile trends and lesser-known shifts you may be unfamiliar with. She will show you how to charge up your patient database by integrating user-friendly acquisition tools into your daily communications.

Toole will give you the recipe for building patient loyalty through a strong web presence — without having to remodel your team’s work habits.

(Source: Smiles in the Sun)



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June 1, 2011 - May 31, 2015



# Restoring the edentulous arch with BruxZir full-arch implant prosthesis

By Michael McCracken, DDS, PhD,  
and Jonathan P. Ouellette, DMD

Fixed hybrid dentures have been used to successfully restore fully edentulous patients for decades. Their durability, however, leaves room for improvement. There are three issues that can complicate the long-term success of the traditional fixed hybrid denture: The acrylic teeth tend to wear; the teeth can fracture or dislodge from

the acrylic base; and the acrylic base itself can fracture. The BruxZir® Full-Arch Implant Prosthesis (Glidewell Laboratories, Newport Beach, Calif.) eliminates these issues, providing a restoration that is more durable in the long term, while sacrificing nothing when it comes to esthetics.

Milled from a single block of BruxZir Solid Zirconia — an exceptionally fracture-resistant material that exhibits flexural strength up to 1465 MPa — this

GNYDM  
BOOTH  
NO. 5600



Figs. 1a, b: The patient presented with six maxillary and five mandibular implants that were fully integrated and ready for restoration. Photos/Provided by Glidewell Laboratories

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fixed prosthesis utilizes advanced staining and glazing techniques, coloring the prosthetic teeth to closely mimic natural dentition and the gingival areas to match the shade of the patient's soft tissue.

## Case report

The patient is a 58-year-old male with no contraindications for implant treatment. The patient had a total of 11 Bio-Horizons® Internal Hex implants (Bio-Horizons; Birmingham, Ala.) placed, including six in the maxilla and five in the mandible (Figs. 1a, b). The implants integrated for more than six months, and the patient presented for restoration of his edentulous arches.

First, preliminary impressions of the implants were made. After removing the healing abutments, closed-tray impression copings were seated. The impressions were made in stock plastic trays, and the impression copings were placed back into the impressions before the case was sent off to the laboratory.

The laboratory poured casts from the initial impressions and fabricated bite blocks and occlusal rims for the centric jaw relationship (CJR) records. Each bite block contains two screw-retained temporary cylinders that allow the wax rims to be screwed down, producing a very accurate CJR. The contoured rims were returned to the laboratory with the initial casts.

Upon receiving the wax rims and jaw relation records, the laboratory and dentist decided that the patient required four multi-unit abutments in the anterior maxilla to ensure that the screw access openings were within the confines of the planned prosthesis, so at the next appointment, the patient's healing abutments were removed, and the multi-unit abutments were transferred to the patient's mouth and torqued into place.

Later, wax setups were tried in and evaluated for proper esthetics, phonetics, contours, occlusion and tooth arrangement.

The implant verification jig (IVJ), which precisely captures the depth and angulation of the implants in the final impression, was seated and tightened into place. After bonding the individual sections of the IVJ together, a final impression was made using an open-tray

► See ARCH, page A8





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Fig. 2: The provisional prostheses fit well and afforded the patient a trial period to evaluate the proposed restoration for esthetics and function over a period of weeks. Note that the gingival shade was adjusted for the fabrication of the final restoration.



Fig. 3: The patient was extremely satisfied with the function and esthetics of the final restoration, which fit perfectly thanks to the precision of the CAD/CAM design process and the confirmation provided during the provisional trial period.



← ARCH, page A6

impression technique and the custom tray provided by the lab.

The lab produced a fixed provisional appliance using precise CAD/CAM tech-

nology and effectively preserved the doctor-approved setup. The provisional implant prosthesis afforded the patient a trial period to evaluate the proposed restoration for esthetics and function over an interval of a few weeks (Fig. 2).

The final restoration was fabricated using the CAD design that was confirmed during the provisional trial period.

The final prostheses were delivered without complication, exhibiting excellent fit, occlusion and esthetics (Fig. 3).

The patient was exceptionally pleased with the function offered by this fixed restoration, which he should be able to enjoy for a great number of years given the extraordinary durability of BruxZir Solid Zirconia.

AD

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## How to be a community dental leader

*Dentist says its easy to duplicate his million-dollar practice system*

Dr. Ken Whelan graduated from dental school broke with \$500,000 in student-loan debt. But within 10 months, the fee-for-service practice he started from scratch had generated more than \$1 million. And during the next five years he surpassed \$9 million — all on a part-time schedule.

According to Whelan, any dentist can achieve the same by establishing a reputation as the go-to dental expert in his or her service area. Whelan says two fundamentals of the era make that a realistic goal:

- The power of the Internet.
- Advancements in modern dentistry.

Whelan took full advantage of both fundamentals to answer this question: “How do you maintain your integrity and have a thriving practice where patients flock to you for ideal comprehensive care — not based on if you have the lowest price or take their insurance but because you’re perceived as the most respected dental leader in your community?”

Whelan tapped Internet-based resources to educate his community about oral health and advancements in dental care. Then he started helping other dentists accomplish the same, partnering with them to build many more thriving practices.

Whelan realized he had created a system any dentist could master. He labeled it the “Winning Practice Strategy,” and he packaged its eight core components into a video series. Then, of course, he built a website: [www.NewLocalLeader.com](http://www.NewLocalLeader.com).

“It’s a way to jumpstart and grow your practice by following a fresh, new direction,” Whelan said, encouraging dentists to visit regardless of their career stage. “I share everything I’ve learned about the big concepts that help you create a thriving ‘go-to’ practice as a local dental leader.”

(Source: *Winning Practice Strategy*)



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