

# today



### The business of budgeting

Now is the time to plan for the future of your practice. We have some tips that can help.

»page 4



### 13 years and counting

Study reveals long-term success of restorations with giomer material after eight and 13 years.

»page 10



### Wisdom teeth woes no more

Don't have an instrument to properly extract wisdom teeth? Now there is a solution.

»page 20

# The big 150

Chicago's Midwinter Meeting shows how it's grown with three days of education, events and, yes, cake pops

■ If you were turning 150 years old, you'd probably want to throw a big party to celebrate. The organizers behind the Chicago Midwinter Meeting feel the same way – and they are expecting about 30,000 dental professionals and industry representatives to attend the big shindig.

In a far cry from the first Midwinter Meeting, which consisted of a one-day gathering of local members, this week's event features an array of live patient care presentations, hands-

»see 150, page 2



Cloud Gate at Millennium Park. (Photo/Cesar Russ Photography)



(Photo/Provided by Oral Health America)

## OHA gala celebrates 25 years

■ It was a night of "Smiles Under SilverStars" as dental industry professionals gathered Wednesday night for Oral Health America's 25th Annual Gala & Benefit, which took place at the Hilton Chicago. In addition to being a major fundraiser for OHA's programs, which connect communities with resources to drive access to oral health care, this year's occasion was also in celebration of the 25th anniversary of the gala and the 60th anniversary of OHA itself.

OHA started in 1955 as the Ameri-

can Foundation for Dental Education to expand the pool of qualified dental educators. OHA's history was celebrated at a reception before the gala and with a presentation during the event.

The evening began with a cocktail hour, followed by a culinary feast. The evening also featured live music and live and silent auctions. The 2015 raffle, sponsored by Aspen Dental, offered a chance to win a 2015 Audi A3 Cabriolet.

Presenting sponsor of the gala

was Kavco Kerr Group; technology sponsors were Ivoclar Vivadent and Patterson Dental; diamond sponsors were Colgate Palmolive, DentaQuest Foundation, DENTSPLY International, Henry Schein, Philips Sonicare, SciCan and Septodont; platinum sponsors were Darby Dental, DentalEZ and Midmark; and gold sponsors were Belmont Publications, Bisco, Burkhart, DentaPure, Unilever and Planmeca.

Those in attendance represented hundreds of companies, dentists and industry professionals.

150 *from page 1*

on workshops, lectures and social events. There are also more than 600 companies awaiting your presence in Hall F on level three of the McCormick Place West Building.

And because it wouldn't be a birthday party without cake, you can have that, too. Each day from 1 to 3 p.m., Midwinter Celebration cake pops will be served on the exhibit floor.

### Check on your health

The Midwinter Meeting is a great time to learn new tips for caring for your patients, but there are also opportunities to see to your own health.

Pelton & Crane will offer ergonomics evaluations in booth No. 100 (aisle 100, near the Rebate Redemption Center). During these free sessions,

### Here in Chicago

For more information on educational courses, events or exhibit hall listings, download the free 2015 Midwinter Meeting mobile app or pick up an on-site program.

physical therapists will consider how individual professionals position themselves around the chair and on their stools in an operatory.

Additional information about areas of pain or discomfort, leisure activities and pain management techniques will help ergonomics professionals analyze each dental professional's most common practice. These assessments will last 15 to 30 minutes, and participants will leave with advice for simple improvements.

Elsewhere, you can schedule a health screening with BlueApple Health. The company offers more than 31 tests, at prices up to \$115, to assess cardiovascular risk.

### Exhibit hall changes

This year, there is a little less time to explore the exhibit hall. The hall will close at 4 p.m. on Saturday, so make sure you fit in everything you need to do before then.

Remember, you can earn 1 C.E. credit for time spent on the exhibit floor each day of the meeting. Look for C.E. codes near the Overlook Café at least one hour after the floor opens.

Several food and coffee stations will be located throughout the exhibit hall, and the Hospitality Hub will sell beer, wine and appetizers at the end of each day.

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<p><b>Upcoming Dates and Locations:</b></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"><b>Chicago, IL</b>, during Midwinter Meeting Feb. 27, 2015</td> <td style="width: 50%;"><b>Cologne</b>, during IDS Mar. 10 - 14, 2015</td> </tr> <tr> <td><b>Atlanta, GA</b>, during Hinman Dental Meeting Mar. 27, 2015</td> <td><b>Copenhagen</b>, during Scandefa Apr. 16 - 17, 2015</td> </tr> <tr> <td><b>Moscow</b>, during Dental Salon Apr. 21, 2015</td> <td><b>Anaheim</b>, during CDA May 01, 2015</td> </tr> </table> <p>For complete list of dates and online registration, please visit <a href="http://www.ExtAcademy.com">www.ExtAcademy.com</a></p>	<b>Chicago, IL</b> , during Midwinter Meeting Feb. 27, 2015	<b>Cologne</b> , during IDS Mar. 10 - 14, 2015	<b>Atlanta, GA</b> , during Hinman Dental Meeting Mar. 27, 2015	<b>Copenhagen</b> , during Scandefa Apr. 16 - 17, 2015	<b>Moscow</b> , during Dental Salon Apr. 21, 2015	<b>Anaheim</b> , during CDA May 01, 2015	<p><b>Program details</b></p> <p><b>WORKSHOP</b></p> <p>7:30 - 8:00 Breakfast 8:00 - 9:00 Introduction and History (1 hour) 9:00 - 10:00 Case presentations (1 hour) 10:00 - 11:00 Instruments (1 hour) 11:00 - 12:00 Hands-on (1 hour) 12:00 - 1:00 Lunch 1:00 - 2:00 Case presentations (1 hour) 2:00 - 4:00 Hands-on (2 hours) 4:00 - 5:00 Tips and Tricks (1 hour)</p> <p><b>ONLINE LEARNING</b></p> <p><b>Anatomy</b> (3 hours) Kianor Shah</p> <p><b>Biophysics, Classifications, Pre-Operative Preparation</b> (1 hour) Kianor Shah</p> <p><b>Pharmacology</b> (2 hours) Gregory Greenwood</p> <p><b>IV sedation, Socket Grafting and Suturing Techniques</b> (2 hours) Gregory Greenwood</p> <p><b>Medical Emergencies</b> (1 hour) Gregory Greenwood</p> <p><b>Surgical Techniques and Post-Operative Care</b> (1 hour) Kianor Shah</p>	<p><b>Extraction Academy Mini Residency Series (34 CE) Course Registration</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;"> <p><b>Advanced Extraction Techniques</b> Online Series (10 CE hours) Hands On Workshop (8 CE hours) <b>Course Fee: \$1,900</b></p> </td> <td style="width: 50%; padding: 5px;"> <p><b>All Inclusive Live Surgical Training</b> Live Surgical Training (16 CE Units) All Inclusive From San Diego, CA <b>Course Fee: \$3,500</b></p> </td> </tr> <tr> <td colspan="2" style="text-align: center; padding: 5px;"><b>Combined Program Fee: \$5,400</b></td> </tr> </table> <p style="text-align: center;"><small>VISA M.C. AMEX DISC PAYCOMB</small> <a href="mailto:info@ExtAcademy.com">info@ExtAcademy.com</a></p>	<p><b>Advanced Extraction Techniques</b> Online Series (10 CE hours) Hands On Workshop (8 CE hours) <b>Course Fee: \$1,900</b></p>	<p><b>All Inclusive Live Surgical Training</b> Live Surgical Training (16 CE Units) All Inclusive From San Diego, CA <b>Course Fee: \$3,500</b></p>	<b>Combined Program Fee: \$5,400</b>	
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*Archimedes of Syracuse (c. 287 BC – c. 212 BC)*

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# Practice possible

■ Since 2008, few dental practices have been immune to the downturn in the economy throughout North America. This is evidence that dentistry is no longer recession-proof.

At the same time, dentistry has seen technological advances that were unimaginable 20 years ago. Staying “current” means higher capital and operating costs for practice owners. In a declining economy, spending on upgrades for equipment and infrastructure may be one way

to survive and thrive. But acquiring capital to acquire a practice or build, renovate or expand an existing clinic facility may be challenging for some dentists, particularly first-timers.

Adding a line of credit is advisable for temporary cash flow coverage and is recommended for added peace of mind. But before deciding to build, expand or upgrade the physical plant or invest in any other practice enhancement, it is vital to consider how it will impact all aspects of your

business, so you can make informed choices. In other words, this is the time to develop your practice business plan.

A business plan, sometimes called a marketing plan, is a valuable tool for any practitioner. Beyond it being a requirement for borrowing through a traditional lending institution, it is a foundation for policies, protocols and processes that will give the practice operational structure. It will serve as a guide for the principal, professional

advisers, employees and others who will be involved in the practice.

The process for creating a practice business plan, which is a modified business plan, varies slightly depending on whether it is for a start-up or an existing practice, but the principles are the same. The five Ps – product, promotion, place, price and people – are the basic elements that should be given equitable weight, recognizing the interdependent relationships that exist between them and further understanding that each will have multiple impacts that contribute to measurable outcomes.

Budgeting is part of the “price” element within the practice plan and should be done as the final step, after considering all of the other four components. There are two parts to preparing the budget – revenue and expenses. Think conservatively – under forecasting revenue and overestimating operating costs can provide peace of mind to any investor.

Estimating revenue is dependent upon the operator’s skills, anticipated demand, composition and quality of the dental team, fees, billing and collection, etc. An experienced clinician will have reasonable expectations of his production capabilities.

Other considerations need to include the operating schedule and types of services that will be delivered. For example: Number of hygienists and their operating schedule will influence the demand for dentistry, and, of course, referrals to specialists will impact production. Daily practice production can range from \$2,500 to \$10,000.

For many dentists, the expenses may be more challenging to predict. Capital costs and operating expenses are generally separated for planning purposes. Operating costs should recognize fixed (those which are not production-related, such as rent and utilities) and variable (those which are directly influenced by production, such as dental supplies and lab fees). Today, total (capital and operating) expenses have escalated during the past decade and now average 60 to 80 percent for many family practices.

In today’s dental marketplace, investing in a practice takes more than money. Time, effort, skills and collaboration turn dreams to realities, starting with developing a custom practice plan. Even for a mature dentist, this may require expertise from a team of experienced professionals who can help turn challenges into opportunities.

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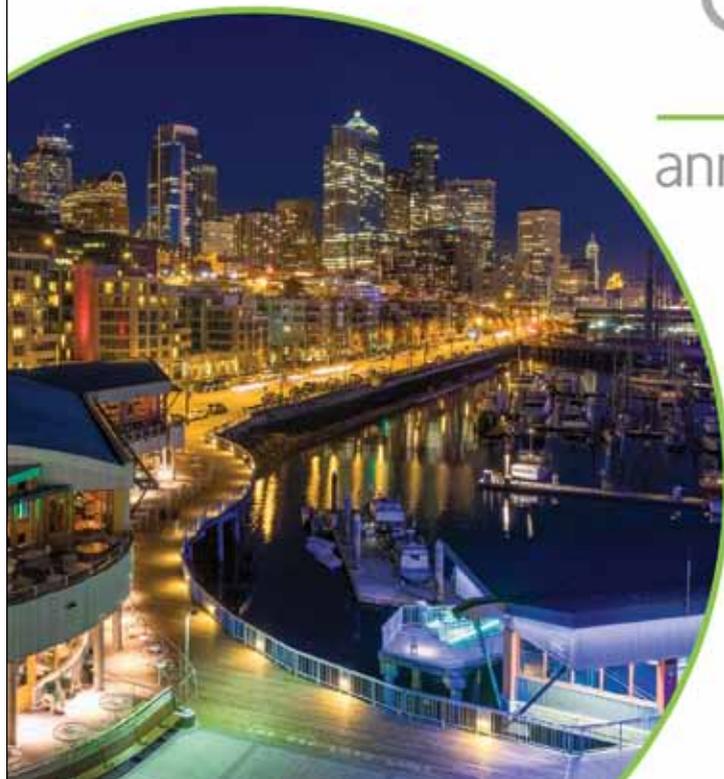
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# There is a better way (and LVI can show you how to get there)

By Mark Duncan, DDS, LVIF, FAGD, FICCMO, Clinical Director, LVI

■ You know how those days go – all morning long, it felt like you were struggling to keep on track with the schedule. Your team is frustrated because they haven't had their full hour lunch more than one day a week in as long as they can remember.

You walked by the sterilization room 15 minutes ago, and it sure sounded like they were complaining to each other because you said to work in that emergency, and they were struggling to figure out how to pick up their kid from daycare on time. Again.

You want them to enjoy working here, but you have to be able to pay the bills. And your best assistant asked you again if she can have that raise you have been promising her. Don't they understand?

Today will be another day of three chairs and patient after patient ask-

## For more information

For more information on the Las Vegas Institute for Advanced Dental Studies, visit [www.lviglobal.com](http://www.lviglobal.com).

ing you questions about treatment, all eager to get started with getting their mouth fixed, but yet you still won't see any of them show up on the schedule. They said they wanted to do the work, but for some reason, they never seem to come back and do it.

They say insurance doesn't cover it, or they ask for a pre-determination. Too bad they don't know the pre-determination doesn't mean much.

Today, you have 27 patients on your schedule and will work your butt off and still not have a chance to pee. It looks like you should be able to be done by 5, but today will finish worse than yesterday.

It feels like half of your patients

are crankier than you are, and your team isn't really talking to you today, and you know when you get home, all you will want to do is go to sleep and wake up on Saturday – except it's still Tuesday!

It doesn't make sense – you have taken C.E. courses every time they come to town. The new insurance plan was supposed to make things easier. You bought a bunch of new equipment to save money on taxes – of course now you have to pay for it every month – but why does it seem like the harder you work, the further behind you get? There has to be a simple reason.

Well, it turns out there actually is – and it's something that you learned when you were about 5! Do unto others. More specifically, build systems in your office so that you can treat your patients the way you would want to be treated – comprehensively and with exceptional information to make

good decisions – and produce a consistent experience time after time.

While doing that, add exceptional care – esthetic adhesive excellence like you see in the journals. But how? Well, the answer happens to be the foundation that LVI was built upon – building the excellence in a patient-centered practice. And the programs at LVI have been teaching clinical excellence and communication and business systems for almost 20 years to help doctors do a better job of not only seeing the patient but, more importantly, connecting with them. Two decades of not only communication but comprehensive diagnosis and clinical excellence. As a result, the doctors at LVI have a statistically higher professional satisfaction and income.

Isn't it time you go find out what they are doing differently? Yes. Yes, it is – and congratulations on the journey you are about to start.

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# Microdent introduces its first universal connection implant

Company launches international marketing campaign to expand operations in the United States, Latin America and the Middle East

By Javier de Pison, *today* Staff

■ Last year, Microdent Implant System introduced Ektos, its first universal internal connection implant.

Recognized worldwide for developing the first bone expanders and implants, such as the Genius, the main advantages of using Microdent implants include the company's long background as a manufacturer and its firm commitment to quality.

Microdent Director of Production, Research and Development Joan Muñoz says the company has 25 years of manufacturing experience "backed by evidence that proves the main features of our implants: great osseointegration and very long durability."

Microdent's R&D director adds that the company's implants have a unique, distinctive design.

"They are manufactured with extreme precision to ensure the best possible function," he explains, "but what makes Microdent unique in the market is our special thread design, which provides great self-tapping capacity and large contact surface with bone for the best possible osseointegration."

Muñoz says quality has always been Microdent's top priority. Asked what differentiates Microdent from the competition, he provided a list of innovations developed by the company.

- **Ektos Implants:** Microdent's new universal internal connection implant prevents rotational movement and creates a conical coupling area between the implant and prosthesis that provides the most effective connection sealing.

- **Genius Implants:** An internal connection implant with hexagonal ribbed cone that allows for perfect sealing of the implant-prosthesis junction in a monoblock. The Genius' emerging cone design provides a surface area for biological growth, which reduces gingival retraction.

- **Microdent External Connection Implant:** An implant system more robust and resilient than the universal external connection, which offers the same type of connection for prosthetic restorations.

- **Atraumatic expanders:** Microdent's bone expanders provided oral implantology with an important technological innovation, a global refer-



• Microdent Director of Production, Research and Development Joan Muñoz at Microdent's manufacturing plant. (Photo/Javier Pison, *today* Staff)

## Here in Chicago

For more information and to see Microdent's array of products, stop by the booth or go online to [www.microdent-system.com](http://www.microdent-system.com).

ence product that is a must for any implant professional. This practical and simple instrument avoids surgical trauma and, because it works progressively, allows effective control of the expansion process.

- **Cortical Fix:** Like the expanders, the Cortical Fix is also an important technological innovation in the oral implants field that allows the use of a minimally invasive sinus lift, atraumatic technique.

Microdent has launched an international marketing campaign to expand its operations in the United States, Latin America and the Middle East.

"We have launched an advertising



• Ektos is Microdent's first universal internal connection implant. (Photo/Provided by Microdent)

campaign in print and online," Muñoz said. "And will be providing free online implant courses through the Dental Tribune Study Club to show

the quality and advantages of Microdent Implant System."

For more information, please visit [www.microdent-system.com](http://www.microdent-system.com).

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