

# roots

international magazine of endodontics

2<sup>2016</sup>

## **CE article**

Er:YAG & Nd:YAG  
dual wavelength laser

## **technique**

Matching gutta-percha cones  
to NiTi rotary instrument preparations

## **opinion**

Relieved reamers and the 30-degree  
reciprocating handpiece



# ROOTS SUMMIT

NOV. 30 - DEC. 3, 2016

## THE MASTERS OF ENDODONTICS



**Antonis Chaniotis**  
Greece



**David E. Jaramillo**  
USA



**Freddy Belliard**  
Dominican Republic/Spain



**Oscar von Stetten**  
Germany



**Rafaël Michiels**  
Belgium



**Gianluca Plotino**  
Italy



**Nicola M. Grande**  
Italy



**Sergio Rosler**  
Argentina



**Imran Cassim**  
South Africa



**Siju Jacob**  
India



**Bojidar Kafelov**  
Bulgaria



**Mile Churlinov**  
Bulgaria



**Ana Arias**  
Spain



**Walter Vargas Obando**  
Mexico



**Roberto Cristian Cristescu**  
Romania/Netherlands



**Luis Chávez de Paz**  
Peru/Sweden



**Ronald Ordinola Zapata**  
Peru



**Carlos Aznar Portoles**  
Spain/Netherlands



**Ahmed Abdel Rahman Hashem**  
Egypt

ARE MEETING IN DUBAI  
WITH THE ROOTS COMMUNITY

DATE: NOV. 30 - DEC. 3, 2016  
LOCATION: CROWNE PLAZA, DUBAI

MAIN SPONSORS:

**Kerr** endo★star

PARTNERS & SPONSORS:



# Dear Reader,



Magda Wojtkiewicz

Endodontics is one of the dental specialties in which the most significant technological innovations have been introduced. As Prof. Gorni recently pointed out: "The major innovations have encompassed instruments, materials and equipment. In terms of the improvement in instruments, rotary nickel-titanium (NiTi) files are the greatest innovation. Regarding materials, bioceramic cements have to be taken into consideration, since they represent an enormous opportunity for the clinician." To the list of innovations I would also add lasers and its applications in endodontics.

I have pleasure in inviting you to read this year's second issue of the **roots** magazine, in which you can find many helpful articles, including a report on the use of dual wavelength lasers by Drs. Lawrence Kotlow, Enrico DiVito and Giovanni Olivi. As their article points out, these lasers have uses in many different clinical situations. Perhaps most impressive is the use of this equipment in root canal therapy.

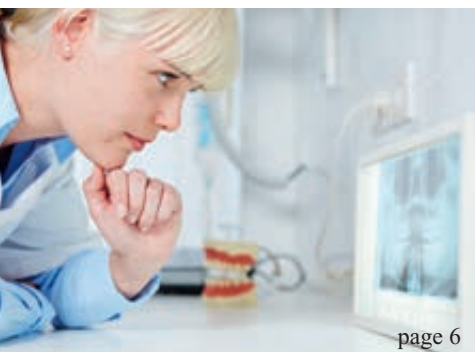
Also in this issue of **roots** magazine, you will learn about root canal disinfection, canal preparation and filling, as well as the newest products and events.

Please note that most of the issues of **roots** magazine also contains a CE component. By reading the article on dual wavelength lasers mentioned above, and then taking a short online quiz about this topic at [www.DTStudyClub.com](http://www.DTStudyClub.com), you will gain one ADA CERP-certified CE credit.

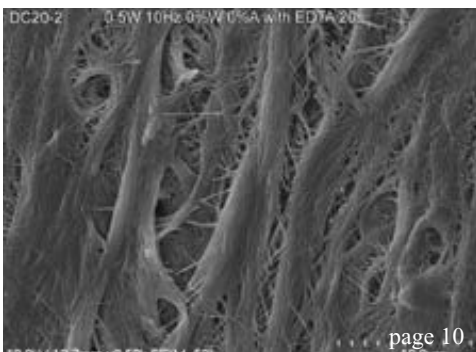
To learn more about how you can take advantage of this CE opportunity, visit [www.DTStudyClub.com](http://www.DTStudyClub.com). You only need to register at the Dental Tribune Study Club website to access these CE materials free of charge. You may take the CE quiz after registering on the DT Study Club website.

Yours faithfully,

Magda Wojtkiewicz



page 6



page 10



page 16

**| editorial**

03 **Dear Reader**  
Magda Wojtkiewicz

**| practice management**

06 **Seven dental marketing mistakes...**  
and how to avoid them  
Carolyn S. Dean

**| CE article**

10 **Er:YAG & Nd:YAG dual wavelength laser**  
Drs Lawrence Kotlow, Enrico DiVito &  
Giovanni Olivi

**| review**

16 **New Technologies—to improve root canal disinfection**  
Drs Gianluca Plotino, Nicola M. Grande &  
Prof. Gianluca Gambarini

**| opinion**

22 **Relieved reamers and the 30-degree reciprocating handpiece**  
Dr Barry L. Musikant

**| technique**

26 **Matching gutta-percha cones to NiTi rotary instrument preparations**  
Prof. Gianluca Gambarini, Dr Gianluca Plotino,  
Dr Nicola Maria Grande, Dr Simone Staffoli,  
Dr Federico Valenti Obino, Dr Lucila Piasecki,  
Dr Dario di Nardo, Dr Gabriele Miccoli &  
Prof. Luca Testarelli

**| feature**

30 **Tooth ache is hard to bear**  
Annika Keilhauer

**| products**

34 **Latest technology and products information**

**| meetings**

36 **Roots Summit 2016**—Premier global forum  
for endodontics takes place in Dubai  
38 Meeting review: **AAE16 in San Francisco**  
40 International **Events**

**| about the publisher**

41 submission guidelines  
42 imprint



Cover image courtesy © Alim Yakubov/Shutterstock.com





# MOVEMENT BY SWEDEN

The S1 System – reciprocating, smooth and flexible. Like a dance.



**Sendoline**<sup>®</sup>

Sendoline AB, Tillverkarvägen 6 / P.O. Box 7037, 18711 Täby, Sweden  
t: +46 8-445 88 30, e: [info@sendoline.com](mailto:info@sendoline.com), [www.sendoline.com](http://www.sendoline.com)  
Contact: Area Sales Manager AT/DE, Stefan Rippel, e: [stefan.rippel@sendoline.com](mailto:stefan.rippel@sendoline.com)



# Seven dental marketing mistakes ...and how to avoid them

**Author:** Carolyn S. Dean, Australia

As a dental professional, you face unfamiliar challenges in running and marketing your practice. You are confronted with increased competition (both locally and abroad), an oversupply of dentists, ever-rising practice operating costs, and more marketing-savvy patients. On top of this, your potential patients are becoming more discerning about where they go for dental treatment, with many heading overseas.

There are just so many things to think about when it comes to successful dental marketing.

In order to achieve practice success, it is essential to build long-term relationships with patients and prospects. Long-term patients are more likely to feel satisfied. It is they who welcome the opportunity to refer others to you and who will continue to use your services in the future.

Over my years working with hundreds of dentists as a marketing consultant, I have observed the common mistakes that prevent them being able to market their practices successfully.

## 1. Not knowing your numbers and not tracking them

One of the most common mistakes that I see is that many dental practices just do not track their numbers. There is a saying that "if you fail to plan, you plan to fail". It is critical that you track all of the metrics in your business, and your marketing spend is no exception. The significant numbers that you need to know and track are:

- average lifetime value of a patient,
- marketing return on investment,
- new patients,
- patient loss.

## 2. Not knowing your ideal patient

One of the cornerstones of any marketing campaign is knowing who your ideal patient is. Many practices make the mistake of not identifying this in their eagerness to go ahead with their marketing campaign as soon as possible. You need to stop and think about whom your marketing will be directed to, what this group of patients wants, what problems they have, and what solutions they need.

The key to implementing a strategic marketing plan is identifying your practice's ideal patient or target patient profile.

Once you know your market, you need to establish how best to communicate with them.

## 3. Wanting a silver bullet

Marketing your dental practice to attract the right kind of patients, keep them active and encourage them to refer you to their contacts is no easy task. Many practices think



© Janslav Francisco / Shutterstock.com

(and hope) that there is a silver bullet to solve their marketing issues. This leaves them open to unscrupulous sales people and to disillusionment and frustration when their marketing efforts fail. The companies try-

“Many practices **think** (and hope) **that there is a silver bullet** to solve their marketing issues.”

ing to sell you the marketing silver bullet that will solve all your marketing worries are constantly calling. Well-meaning friends, colleagues and patients may give you advice on what they think you should do to market your practice. The range of marketing media is evolving, and the rapid changes in online marketing make it almost impossible to keep up.

#### 4. Taking a scatter-gun approach

I speak to many dentists who tell me that they have tried many different types of marketing and they have all failed and nothing has worked for them. When I dig deeper, I discover that they have tried many different approaches, but nearly all of these have been done in

a haphazard way and in short bursts. I call this a “scatter-gun approach” to marketing. It does not work to try one approach for a month or two in an inconsistent manner without tracking the results or refining the campaign. This will always end in failure. It has been shown that it can take between six and eleven repetitions for patients to see or hear a message before they act on it. Do you know how many ways and how many times you communicate with your patients?

#### 5. Doing it all by yourself

You have to remember that patients are more savvy than ever before. They are constantly exposed to a huge amount of marketing and their expectations of what is and is not professional are continually increasing. The reality is that when you are competing against the corporates, you need to ensure that your marketing is up to scratch.

It is very common for practices to have their branding and logo professionally designed and then decide to take it over, producing home-made brochures and other marketing collateral that use different colours, fonts and even versions of the logo. If you are not consistent, your attempts at establishing a brand will be ineffective.

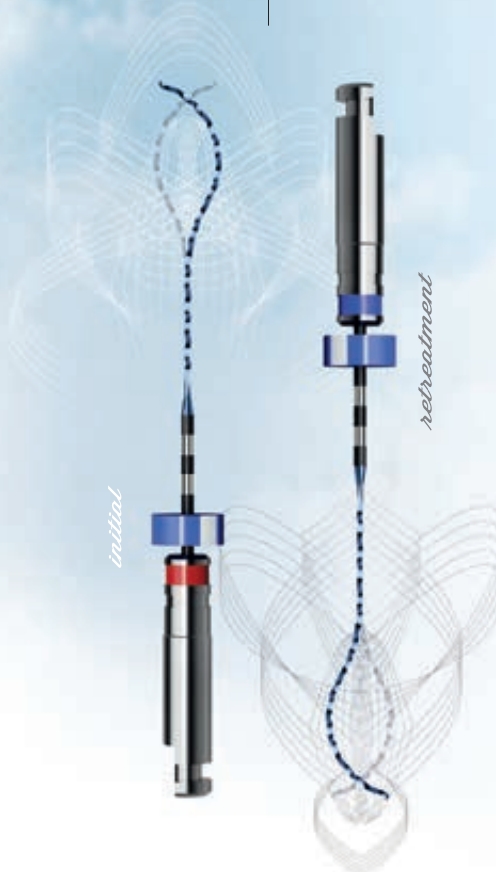
AD

**3D generation\_**  
Long-term success  
for your endodontic treatments

**XP ENDO®**  
*finisher*

**XP ENDO®**  
*finisher R*

  
**FKG**  
swiss endo







## 6. Procrastinating

There are just so many things for you to think about when it comes to your dental marketing. How can you fix your website that is not effective? Should you be engaging with your patients on social media and how to start? You know that you need to educate your patients on a regular basis, but what are the best ways to do this? You need reactivation and referral campaigns, but you have no idea how to carry this out in a professional and consistent manner. It is not uncommon to be so confused and overwhelmed that you spend your time procrastinating and doing nothing.

## 7. Not getting the right advice

When you own or run a dental practice, in fact any kind of business, there is no shortage of marketing advice to follow; there is an overwhelming amount of advice out there. You may have had the experience of wasting time or money on poor advice. The problem is that many dentists are not getting the right dental marketing advice. They may listen to many different sources and form opinions based on advice from people who may not understand the business of dentistry.

## 8. Summary

There is no magic when it comes to marketing your practice successfully. Quite simply, it comes down to:

- picking the aspects of marketing you want to use, wisely and with due care and thought;
- ensuring that, whatever marketing activities you decide to undertake, you perform to the best of your ability and budget;

- being consistent;
- tracking your results—setting your goals and reviewing or refining them on a regular basis;
- getting good advice from trusted experts in the area of marketing you are undertaking.

It takes time, but the effort that you put in will be rewarded by more patients, increased production, better relationships with your team and patients, and a sense of control when it comes to your marketing. It is now time for you to focus on your marketing. By marketing well, doing it consistently, and avoiding the scatter-gun approach, you can avoid making the common mistakes that many practices make.

## about



**Carolyn S. Dean** is a dental marketing and communications specialist and seminar speaker. As Managing Director of My Dental Marketing, she works with practitioners throughout New Zealand and Australia on enhancing websites, improving branding and growing dental practices. Her book *Fully Booked:*

*Dental Marketing Secrets for a Full Appointment Book* was published in March. Recently, Carolyn presented three different lectures on the importance of marketing for dental practices as part of the ADX16 continuing professional development programme in Sydney in Australia.





CROIXTURE

PROFESSIONAL MEDICAL COUTURE



NEW COLLECTION

EXPERIENCE OUR ENTIRE COLLECTION AT [WWW.CROIXTURE.COM](http://WWW.CROIXTURE.COM)