



2010 Volume 2

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

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INCISAL EDGE

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PROTECTING YOUR PRACTICE AND YOUR FUTURE



As a successful dentist, you have spent years acquiring knowledge, crafting your trade, and building your practice. However, without proper planning, all of that hard work could be threatened at any time by an unhappy patient, a disgruntled employee, or an unfortunate illness or accident. While it is nearly impossible to completely eliminate all risks, there are several steps you can take to reduce the potential impact on your practice.

First, evaluate your business structure. By utilizing a Limited Liability Company or a Corporation as your operating entity, you can effectively reduce your personal liability and protect your personal assets. These entities are fairly simple to set up, and may not even require the help of an attorney to accomplish. However, even with an LLC or a Corporation operating as your business entity, potential downfalls still exist. First, if you do not properly communicate your business entity to your patients, customers, and suppliers through signage, letterhead, etc., you could be placing yourself at personal risk. Second, keep in mind that Corporations or LLCs are designed to limit the personal liability of the shareholders or members, but any assets of the entity itself are still at risk. Therefore, it is generally a good idea to have multiple entities to limit potential losses. You may have one LLC that operates your practice (or multiple LLCs each "owning" one office if you have more than one), and a second LLC that owns your office building. It is a good idea to consult with your attorney and accountant to determine the best structure to limit your liability and create the best tax situation.

PRODUCT PROFILE

ZR CROWN A zirconia milled one-piece crown

There is now an esthetic alternative to metals for your patients. This one-piece crown is practically fracture proof and tooth preparation is similar to any other PFM or full cast crown prep.

You can conservatively prepare for occlusal clearance as thin as 0.5 mm and use any style of margin design, (i.e. chamfer, feather edge). Select the shade from any standard shade guide you now use. At this time only single unit posteriors can be made, but in the near future we will be able to mill three to four unit bridges.

Seating instructions are the same as a PFM crown. Use any traditional cement. After care is just routine, and crowns can be high shined with a rubber point or wheel. This is a zirconia material so water must be used if any adjustment is needed.

The benefits of this crown are superior strength, overall fit, marginal integrity, and esthetics when compared to metal. In addition,

minimal adjustments, if any, will be necessary due to the accuracy of the milling process. Another benefit is the price. THE COST OF THIS CROWN IS ONLY \$99.00! That's a potential savings of \$85-\$105 per crown when compared to a high noble, full cast crown.

The D&S Dental Laboratory ZR Crown comes with a five-year warranty, and the turnaround time is the same as any other crown from D&S. If you would like to see a sample of the ZR Crown, we can drop one off or send it to you. Call Steve, Randy, or Larry at our Waunakee location for further information. Remember to call it a ZR Crown.



AN EVENING OF LEARNING STAFF APPRECIATION NIGHT MAY 20, 2010

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

Over 30 door prizes will be awarded at the end of the evening! Attend each of the table clinics offered during the evening and receive a playing card at each location. The five best cards will form your poker hand, and prizes will be awarded to the top finishers.

5:30 Food and Drinks

6:00 Table Clinics

7:30 Prizes

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

Flexible Partial

Comfortable, natural looking, and no unsightly metal clasps. A strong alternative partial that patients love. This lightweight dental resin is monomer free and metal free which makes it ideal for patients who may have reactions to those materials.

TAP Appliance

Used for simple treatment of snoring and sleep apnea. Good news for snorers and those who have to sleep nearby. More importantly, the TAP appliance can help prevent conditions that are linked to Sleep Apnea such as: Chronic Sleepiness, High Blood Pressure, Heart Attack, Stroke, Morning Headaches, and Depression.

Lava

Learn all about the crown with superior strength and outstanding esthetics that is quickly becoming the restoration of choice for dentist's offices nationwide. Discover the wide range of indications

for the Lava Crown and how the laboratory achieves the superior marginal fit.

ZR Crown

D&S' new ZR Crown is an esthetic alternative to metals. This one-piece crown is practically fracture proof. See why this crown is becoming popular with our clients, and at a lab fee that is significantly less than a metal crown.

Implants

View samples and have a chance to visit with our technicians and discuss what information the lab needs when your office calls. Communication is the key between the dental office and the lab.

Chairside Oral Scanner

The Chairside Oral Scanner will be demonstrated in our shade taking room. See first-hand how the digital impression is recorded and transmitted directly to our laboratory. You will quickly understand how the COS is presently reducing remakes over 500%.

Lab Design Center

Designing crowns and bridges on the computer is now an everyday work function in the lab. Watch over technicians as they build a crown right in front of your eyes. The advantage of CAD/CAM in the laboratory is consistency and fit.

Occlusion and Contacts

This is a round table discussion on what the dental office can control and what the lab can control. The issues of contacts and occlusal adjustments may never go away entirely but they can be reduced.

Please call Dawn Pilsner at 800-236-3859 or 608-849-5343 to register.

FREE SEMINAR BUILD YOUR PRACTICE IN A DOWN ECONOMY

THURSDAY, APRIL 22, 2010 • 1:00–4:00 P.M.
1004 QUINN DRIVE • WAUNAKEE, WI 53597

Work as a Team to Provide the Service Your Patients Want and Need



Is your practice the way you want it to be? Are you struggling to keep ahead in the economy? Or is your practice continuing to grow without any sense of slowdown?

The question then arises, “Why are some dental offices failing and why do some dental offices continue to prosper and

grow?” Those who are having difficulties choose to blame it on the economy—their patients lost their jobs, their patients only go to dental offices that subscribe to their insurance, their patients have to spend their money on other day-to-day expenses. But to those offices who believe it’s just the economy, it may not be at all. They may have failed to understand the changes occurring in the dental field of going the extra step to take care of their patients’ oral health. They have failed to take the step to identify what their patients need and how they can provide it.

Those dentists who are making changes in their practice to keep up with the economy are the ones that are growing. They choose to be proactive and find professional ways to attract new patients to their practice and make sure they remain in their dental family. They have learned the importance of providing the best oral health care and services available.

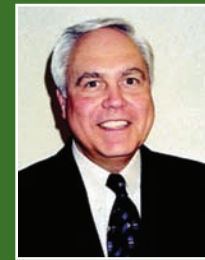
Have you ever wondered?

- How do your dental patients perceive your office and your service?
- Why they chose your office rather than another dental office?
- Do you make them feel part of your dental family or just a one-time guest?
- Does being an insurance provider guarantee you success?
- Why have your faithful patients, who have been with your practice for years, still remain part of your dental family?
- Why some patients only have one or two appointments, but never return?
- Why some dental offices grow and others remain stagnant?

Those doctors, who are proactive and have a professional trained staff to go beyond their patients’ needs, will continue to grow. They attract new patients to their practice and ensure existing patients remain with them.

Please call or email Dawn Pilsner at 800-236-3859 • 608-849-5343
dawnpilsner@me.com to register for this event.

BUSINESS CONSULTANT
KEYNOTE SPEAKER
SEMINAR LEADER
TRAINER
THERAPIST
AUTHOR



For over 35 years, **Robert Ash, B.S., C.P., A.C.H.E.**, has been a specialist in interpersonal communication, human relations and business management. He has presented seminars,

workshops and training programs for dentists and dental laboratories throughout the United States. Robert has motivated and inspired thousands of people with his warm, outgoing personality, charismatic energy, and his unique insight into the dynamics of interpersonal relationships and business management.

It is Robert’s belief that the biggest problems dentists have to deal with in their practice are NOT due to lack of technical knowledge, but rather the difficulty in understanding and communicating their wants and needs successfully to their staff and patients.

Understanding the “**Value of People**” is important in the dental business as well as in everyday life. People are either the greatest asset or the greatest liability. Successful dentists realize that **people**—whether it is their staff or their patients—are their most important resource. Effective dentists take people business very seriously. They truly realize it is people, not just capital investment or automation who bring about quality improvements and productivity gains. Technology can help, but by itself is not sufficient.

Robert’s expertise is in teaching leadership and developing an individual operational manual for your office. His unique systems and techniques help solve daily problems in hiring, training, job descriptions, performance reviews, handling people problems and procedures, to name a few. It is through these organizational procedures, when implemented properly and carried out consistently, that everyone can be on the same page to develop a problem-solving environment.

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D&S OFFERS TRAVEL CREDITS FOR PRESCRIBING LAVA™ CROWNS



D&S offers Travel Credits for prescribing Lava™ Crowns. For every 10 Lava Crowns you prescribe through D&S in a given month, our laboratory will send you a \$100 Travel Credit certificate to be used for airfare, hotel accommodations, auto rentals, sporting events, vacation packages and cruises. Please call Craig, Don or Travis at our laboratory for more details. This offer will continue through September 2010.
Call us today at 800-236-3859 or 608-849-5343.

Protecting Your Practice and Your Future continued from cover

Second, make sure you have proper insurance coverage. It is a good idea to meet with your insurance agent at least twice a year, or anytime you experience drastic changes to your business or personal situation. If your business is experiencing dramatic growth, you will certainly want to make sure your limits are adjusted accordingly. It is also recommended that you review your personal life and disability insurance policies at least once per year. Your insurance agent, along with your accountant, will help you put a plan in place to continue to live the lifestyle you want, or to make sure your family is sufficiently provided for, should an unforeseen accident occur.

Finally, make sure your business practices proper employment compliance. This area, in particular, is becoming increasingly dangerous in today's business setting. According to the Equal Employment Opportunity Commission, claims filed for discrimination or harassment in the workplace have increased between 10–30% over the past three years. The corresponding monetary damages to the employers equates to hundreds of millions of dollars! It is also important to keep in mind that numerous employee protection laws supersede the "at-will" employment principle that exists in many areas. It is also possible to undermine the "at-will" principle through poor employment policies or procedures. Having an outside HR consultant review your employment practices is likely the best way to help reduce your risk in this area.

In today's business environment, threats to your business and livelihood can come from many angles. However, with proper planning, and the help of qualified professionals, you can reduce the potential impact on your business from an unfortunate situation. If you would like more information or clarification on this topic, please call Travis Zick at D&S Dental Laboratory.

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