



2011 Volume 1

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

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# INCISAL EDGE

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## THE IMPACT OF GOLD RISING TOWARD \$1,800 PER OUNCE

What impact has rising gold prices, recently climbing above \$1,400 per ounce, had on your office? Maybe it doesn't matter for some what the metal cost is, or perhaps you simply prefer to use a High-Noble alloy and consider the increased metal cost as part of doing business. However, there are viable alternatives to using High-Noble alloys that can save money on your lab bills. In many cases, the alternatives will provide you with added value and benefits in addition to cost savings.

Nearly 40 years ago, when D&S Dental Laboratory was founded, labs were almost exclusively using High-Noble metals (at that time called "Precious" metal), but when gold prices climbed near \$800/oz. the use of Noble alloys ("Semi-Precious") became popular. In the years since, the make-up of Noble metals, and the porcelains layered on Noble metals, have changed dramatically. Today, the most popular metal classification used in crown & bridge work is a Noble metal alloy. At D&S, over 58% of our metal restorations (PFM's & Full-Cast Crowns) are made with Noble alloys. In most cases, the only significant difference between a High-Noble and a Noble alloy is the cost.

From a business standpoint, let's look at some real examples of cost comparison, so you can see the potential savings of switching from a High-Noble to a Noble alloy.

<i>Example I.</i>	High-Noble Porcelain Fused to Metal Crown	\$210 (Avg. with Metal Cost)
	Noble Porcelain Fused to Metal Crown	\$165 (Set Price)
	<b>Potential Savings</b>	<b>\$45/Unit</b>

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## 2011 Closing Dates

Monday, May 30 - Memorial Day  
Monday, July 4 - Independence Day  
Monday, September 5 - Labor Day  
Thursday & Friday, November 24 & 25 - Thanksgiving  
Monday, December 26 - Christmas Holiday (observed)

# SERVICE PROFILE: IMPLANT DEPARTMENT

At D&S Dental Laboratory, our service oriented Implant Department has seen an increase in the number of total cases each year since 2007. In fact, we have many clients from outside of our immediate area who seek us out for help specifically with their implant cases. One of the most sought after services from our laboratory is the step-by-step guidance we provide our clients through the process of an implant case. In fact, we put together printed instructions (“cheat sheets”) to help with procedural questions, communication, and timing. We are also able to mill almost all implant components in our Waunakee location, including all-ceramic abutments. Finally, unlike many labs, we do not up-charge the final restoration on implant cases.

Most implant crown work can be completed within 8–10 business days; however, some all-ceramic abutments do require a few extra working days. We have a large stock of implant components from all manufacturers including; Nobel, Astra, Zimmer, Straumann, Dentsply, Keystone, Intech, and Biomet 3I. Most stock parts are available for immediate delivery. We also maintain wrenches and tools for all major implant brands that

we make available for you to borrow, which is a free service to you as long as the tool is returned after you use it.

In order to get started on your next implant case and provide an impression coping, please send the following information to the lab; implant brand, implant diameter in millimeters, size of healing abutment (width and length), type of restoration planned, and whether or not you need loaner tools. In addition, our information sheets can be printed from our website. Simply visit [WWW.DNSDENTAL.COM](http://WWW.DNSDENTAL.COM), drag your mouse over the “PRODUCTS” tab on the homepage, and click on “IMPLANTS.” The file is available to download and print at the bottom of the page.

If you have any questions about our implant services, please call the Waunakee laboratory for more information. Or, stop in the lab, and we can provide a consult for any upcoming implant case. You’ll find our technicians very knowledgeable and determined to help provide options for overcoming treatment obstacles as well as help you feel comfortable with the expected outcome of the case.

## MARQUETTE DENTAL SCHOOL VISITS

In December, instructors and graduate students from Marquette Dental School travelled to our laboratory in Waunakee. Their objective was to view how D&S Dental Laboratory has incorporated CAD/CAM technology into the workflow, and how the dental school could incorporate digital dentistry into future curriculums.

The visit started with a discussion of where we both thought the future dental practice is heading and how the laboratories need to “re-tool,” not only with equipment, but a knowledge base that is corresponding with the dental schools.

Instructors and students spent time with our technicians in the Design Center. The Design Center is the heart of the digital workflow, and utilizes technicians with experience and knowledge. Intrigued by the transformation from analog to digitally generated production, many questions and discussions were about quality, materials, and turn-around time. Our guests could visually see the accuracy and understand how the incorporation of this technology has reduced our laboratory’s remake factor.

From the Design Center, we went to the Rapid Proto-Type Printers, which produce our wax copings and full anatomical wax patterns. We then travelled to our Milling Center to demonstrate how our Zirconia, porcelain, implant abutments, provisionals, and even wax patterns are milled, sintered, internally dyed, stained, and bonded. Here we also pointed out the importance of an open architecture system, in which all the equipment can “communicate” and transfer digital files between each other (allowing us to manufacture any type of restoration through the digital workflow), as opposed to a closed one that will limit your digital production of restorative options to only one or two products.

We here at D&S feel very fortunate to have the folks from Marquette visit us. Not only were we able to “showcase” our laboratory, but we were also able to have discussions about how our lab (and others like us) can collaborate with the dental school to educate the students on the next evolutionary steps of digital dentistry. With the closing of two-thirds of our dental lab technology schools over the past several years, the separation of dental lab programs from dental education institutions, and dental students spending fewer hours learning prosthetic laboratory procedures, the need for this sort of collaboration is very important for the benefit of both technicians and dentists. We also feel it is important that dental students be exposed to the digital world of the laboratory and even more important that they be exposed to the lab technicians doing their work (and vice versa). The value of direct dentist/technician collaboration will have a direct impact on the quality of prosthetic services the technician can provide, and will ultimately lead to a high standard of patient care.

Our lab’s “wish list” to the school included shared learning on several levels starting with dental morphology/occlusion, prosthetic design, dental materials, surveying of study casts, and incorporation of digital technology. At D&S, we are committed to aiding in any way necessary to help make this happen in the future, and we were very excited to see that Marquette was open to the possibility of this adventure. We were also very grateful, for the school’s instructors and students taking their time to visit & develop relationships with our technicians. Collaboration means “to work jointly,” and we at D&S are most willing to do whatever we can to work jointly with the dental school that has turned out so many of the dental professionals who provide top-quality dental care to the public in our market areas.

# FREE SEMINAR THIS IS NOT YOUR FATHER'S IMPLANT SYSTEM

BY DR. BARRY FRANZEN

THURSDAY, JANUARY 13, 2011

THE WATERFRONT RESTAURANT & TAVERN

CO-SPONSORED BY D&S DENTAL LABORATORY, INC. AND ASTRA TECH DENTAL



This lecture course is designed to give a comparative overview of different implant systems based on clinical documentation. Dr. Franzen will discuss internal vs. external implant systems. He will focus on the conical seal design, in comparison to other connections. Dr. Franzen will also discuss the ways dental implants increase the predictability and profitability of the dental practice. He will explain how implants allow the doctor to decrease maintenance and chair time, while increasing patient satisfaction. At the end of the presentation, participants will understand why the utilization of dental implants is increasing so rapidly.

At the completion of this course, participants will be able to:

- Review the benefits and simplicity of the conical seal abutment interface.
- Become familiar with options and selections of restorative treatments.
- Recognize the role of implant design and surface topography in maintaining bone and soft tissue.
- Review numerous case presentations.

*Astra Tech is committed to new and innovative knowledge, however, some presentations may include controversial material. Sponsorship by Astra Tech does not necessarily imply endorsement of a particular philosophy, procedure, or product.*

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To register for this event or to request more information, contact

Dawn Pilsner at D&S Dental Laboratory, Inc.

E-mail: [info@dnsdental.com](mailto:info@dnsdental.com) • Phone: 800-236-3859

Or mail or fax the form below to: D&S Dental Laboratory, Inc. •

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Name \_\_\_\_\_ Specialty \_\_\_\_\_

Office Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

*Please respond by Thursday, January 6, 2011 as space is limited.*

## TIME

5:45–6:30 p.m.

Registration and Dinner

6:30–8:30 p.m.

Presentation

## LOCATION

The Waterfront Restaurant & Tavern

328 Front Street South

La Crosse, WI 54601

608-782-5400

## TUITION

Complimentary

*No refunds will be issued as this is a tuition-free course.*

## CE CREDITS

2 hours

## SPEAKER - DR. BARRY FRANZEN



Dr. Barry Franzen is a 1982 graduate of Marquette University School of Dentistry. In 1985, he completed a three-year post doctorate degree in Prosthodontics

and Maxillofacial Prosthodontics at the University of Missouri and Truman Medical Center in Kansas City. Prior to teaching at Marquette University School of Dentistry from 1985–1989 as an Adjunctive Graduate Professor, Dr. Franzen maintained a private general dental practice in Kansas City. Since that time, Dr. Franzen has maintained a private practice limited to Prosthodontics in Milwaukee, Wisconsin which includes all phases of prosthodontics. Implant restorative dentistry is a primary focus of the practice.

Dr. Franzen maintains memberships in many major professional dental associations, including the American College of Prosthodontics, the Academy of Osseointegration, and many local Wisconsin associations. Dr. Franzen is a past President of the Wisconsin Section of the American College of Prosthodontics, a member of the Academy of Osseointegration Newsletter Editorial Committee, and a Fellow member in the International Congress of Oral Implantologists.

## 2011 SPRING CE SEMINAR CALENDAR

DATE	TIME	CO-SPONSOR	TOPIC	LOCATION
1/13/11	Evening	Astra Tech	Astra Implant System	La Crosse (The Waterfront Restaurant)
3/3/11	Evening	Dr. Jody Schilling/3M	Restorative Dentistry	Madison (Bonfyre Grille)
3/11/11	Full Day	Astra Tech	Implant Retained Overdentures	Madison
4/8/11	Full Day	Brasseler/Real World Endo	The Endo-Restorative Continuum	TBD
5/26/11	Evening	Dental Office	Staff Appreciation Night	Wauwaukee (D&S Dental Lab)

All of these seminars are free to attend, and registration can be achieved by contacting Dawn at D&S Dental Laboratory, Inc. Call today to pre-register for any of our upcoming seminars, or visit our website for updates/course descriptions/registration forms as they become available.

### The Cost of Gold continued from cover page

Another alternative to a PFM is a Lava crown for \$187.50. Lava provides superior esthetics and translucency compared to metal, and it's custom-milled for excellent marginal integrity.

<i>Example II.</i>	High-Noble Full Cast Gold Crown	\$225 (Avg. with Metal Cost)
	Noble Full Cast Gold Crown	\$129 (Avg. Based on Color)
	<b>Potential Savings</b>	<b>\$96/Unit</b>

Another alternative to a FCC is a ZR Crown (monolithic Zirconia). These crowns can be prepped to .5mm, are stained to match the Vita Classic shade guide, come with a lifetime product warranty, and cost only \$99/unit.

We have listed only two examples with cost saving alternatives to High-Noble alloys for each. If the preference is still a High Noble alloy, call our lab to discuss alloy options with our technicians. You may be able to save some cost by using a yellow colored High-Noble alloy with slightly less gold content. It's important to keep in mind that quality alternatives are available because if gold prices were to continue rising to \$1,800/oz., the cost of a High Noble crown would be around 30% higher than it is today. That's something to think about!

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