



2011 Volume 4

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

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# INCISAL EDGE

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## WHAT'S MY ROI?

With the tremendous advances being made in dental technology, seemingly daily, the questions of what to buy and when to buy are increasingly difficult to answer. When looking at any capital purchase, you should ask yourself the following questions. Will this make my office more efficient or reduce stress? Will this save me money? Will this help me increase revenue? If the answer to any of these three questions is "yes," then that machine or piece of equipment is at least worth further research.

After determining that a piece of equipment can help in your office, and deciding that it can be integrated into your practice, the next step is to analyze whether or not that machine makes sense financially. To do so, we need to look at the expected Return on Investment as well as the projected Payback Time. We've all heard equipment salespeople talk about the ROI of their machines, but the true ROI of any machine will vary from office to office. In the end, you must compare the expected savings or increased revenue the machine will bring against the cost of purchasing and operating the machine.

If a purchase allows you to offer a new product or service, you should be able to reasonably estimate the expected revenue. However, expected savings can be more difficult to determine. Expected savings includes more than the actual cash savings from materials you no longer have to buy—time and stress reduction need to be quantified and included in the savings. If a piece of equipment allows you to shave one hour off of your work day by helping your office operate more efficiently, that should be quantified whether you use that hour to see additional patients, or take that hour for yourself. In addition, any equipment purchase brings the potential immediate tax benefit of Section 179 depreciation, which allows you to deduct the entire purchase price of equipment, up to a threshold amount, in the first year (excluding fees paid for service contracts, etc.). However, there are some limitations, so you'll want to discuss any large purchase with your accountant to determine if you qualify for this benefit.



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## 2011 Year-End Holiday Schedule

Thursday and Friday, November 24 and 25, Thanksgiving - D&S Dental Laboratory, Inc. Closed  
Monday, December 26, Christmas Holiday (Observed) - D&S Dental Laboratory, Inc. Closed

# PRODUCT SPOTLIGHT - TAP® APPLIANCE

The Thornton Adjustable Positioner (TAP®) is a mandibular advancement device that represents a simple, patient-friendly solution for the treatment of snoring and sleep apnea. Developed with advanced technology, the TAP® improves breathing and eliminates snoring in over 95% of all patients. The TAP holds the lower jaw in a forward position so that it does not shift or fall open during the night, which keeps the patients' airway open and improves breathing while they sleep.

Most patients experience relief the very first night they wear their TAP. Although it may take up to a week to get used to wearing a TAP appliance, this is a small hurdle for patients. In addition, the TAP can be adjusted by the patient or practitioner while in the mouth for comfort. Nine out of ten patients wear the device every night, which makes the device a highly effective solution for snoring and sleep apnea.

The TAP is patient-friendly, easy to fit, easily adjustable, provides freedom for lateral movement, more room for the tongue, and allows the lips to close. In the end, it all adds up to superior results. D&S Dental Laboratory is an FDA approved facility for the manufacture of the TAP appliance. For more information on this device, call Dennis McPherson in our Waunakee Removable Department at 800-236-3859.



## RESULTS FROM D&S AUGUST 26 LEARN ON THE LINKS EVENT

The August 26 seminar co-sponsored by D&S Dental Laboratory and 3M at Trapper's Turn Golf Course in Wisconsin Dells turned out to be a tremendous day. First, the beautiful clubhouse at Trapper's Turn was a wonderful setting for the event, and the hosts took very good care of our group (if you haven't been to Trapper's for golf, or just for dinner, make sure to get there before winter). In addition, the feedback regarding the morning seminar has been very positive, and perfect weather made for a fun afternoon on the golf course. Thank you to everyone who attended the outing, and congratulations to the talented individuals below for their success on the course. Watch for next year's event flyers sometime in late spring or early summer.

### Low Team Score (61)

Dr. Stephan Klug  
Dr. Scott Stanek  
Dr. Perry Sukowatey  
Dr. Patrick Curry

### Hole Prize Winners

Long Putt - Dr. Lou Heitke  
Closest to Pin - Dr. Sarah Toonen  
Closest to Pin - Dr. Tom Yentz  
Long Drive - Dr. Tom Hughes

### 2nd Place Team Score (62)

Dr. Lou Heitke  
Dr. Meggie Heitke  
Dr. Sarah Toonen  
Dr. Matt Karls

## SUPERIOR IMPLANT SOLUTIONS

In a recent national survey, nearly half of all doctors who responded claimed that laboratory fees are too high for an implant crown vs. a tooth-supported crown. It's true that most labs charge more for the final restoration on an implant case than a tooth-supported case. However, at D&S we never up-charge a crown simply because it will be implant supported.

In the same survey, more than half of responding doctors indicated that they only use custom abutments for a small percentage of implant cases due to cost concerns. In our laboratory, we provide patient-specific abutments in nearly all implant cases we do, with minimal difference in price from a stock abutment.

In fact, the goal of our implant department is to make your implant case flow smoothly and efficiently from start to finish, which includes the final price. Our implant technicians will work with you to plan the case, order components, communicate timing (sheets are available on our website under the Implant section), and deliver the final restoration. We also have wrenches in stock for every major implant brand that we lend out, free of charge. We feel you should be able to get excellent service and quality results at a fair price whether you are working on an implant case or a tooth-supported case. Call our Implant Department in Waunakee (800-236-3859) for more information on our superior implant solutions.

Real World Endo® presents  
**THE EVOLUTION OF  
ENDODONTIC TECHNIQUE**

Presented by W.C. (Fred) Weinstein, DMD

**FRIDAY, NOVEMBER 11, 2011  
LAMBEAU FIELD ATRIUM, GREEN BAY, WI**

*Co-Sponsored by D&S Dental Laboratory, Inc. and Brasseler USA*

This presentation will describe the “Evolution of Endodontic Technique” beginning with basic biologic principles and concluding with new methodology to make your endodontics better and more efficient.

The lecture segment will concentrate on three areas. 1) How to incorporate new material science, such as bioceramic technology into your practice 2) How to perform root canal therapy in such a manner that you actually enhance the long-term prognosis of the tooth and 3) Understanding the Endo-Restorative Continuum and its implications for your practice. The goal of this program is to have all dentists learn how to perform exceptional endodontics in such a manner that they do not destroy the tooth in the process. Real World Endo remains committed to the preservation of the natural dentition as an alternative to implants.

Included in the lecture component will be a thorough discussion concerning access, non-surgical ultrasonic use, rotary file design, instrumentation techniques, and a new bioceramic obturation method. Particular emphasis will be placed on developing endodontic synchronicity (a matching system) between a machined preparation and a laser verified master bioceramic coated cone. Additionally, a new obturation technique (Synchronized Hydraulic Condensation) will be introduced and all participants will have the opportunity to validate these concepts during the hands-on session.

The hands-on session provides the participants the opportunity to use “Real World “ techniques and to witness first-hand, how they will change the way they practice endodontics.

**Credit:** 6 Hours Lecture/Participation  
**Schedule:** 8:30–9:00 a.m. *Registration*  
9:00 a.m.–12:00 p.m. *Morning Session*  
12:00–12:45 p.m. *Lunch*  
12:45–3:45 p.m. *Afternoon Session*

To register or request more information on this program, contact Dawn Pilsner at D&S Dental Laboratory, Inc.:  
E: dawnpilsner@me.com • PH: 800-236-3859 • F: 608-849-7500

Name \_\_\_\_\_  
Specialty \_\_\_\_\_  
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City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

*Please respond as soon as possible as space is limited.*

FREE SEMINAR  
**ADVANCES IN THE  
RESTORATION OF THE  
SINGLE TOOTH IMPLANT**

Presented by Dr. Robert Humphries

**FRIDAY, NOVEMBER 4, 2011  
PIGGY’S RESTAURANT, LA CROSSE, WI**

*Co-Sponsored by D&S Dental Laboratory, Inc. and ASTRA TECH Dental*

The basis for successful implant treatment involves thorough diagnoses and treatment planning as well as close integration of the restorative, surgical, and laboratory team. Many advances have been made over the past 20 years regarding implant therapy. In the past decade, advanced computer technology has allowed the development of the most precise dental implant-abutment system to date. Patient-specific abutments are designed and manufactured to each patient’s and clinician’s specifications. By using abutments specifically designed for each individual patient, optimal esthetic and functional results can be achieved on a consistent basis. The integration of abutments during the healing cycle for temporization will also be discussed. The benefits of using these anatomically correct abutments will be presented through the presentation of patients and clinical techniques. Other topics to be discussed will include diagnosis, treatment planning and technology.

- At the conclusion of the seminar, participants will be able to:
- Understand the importance of diagnosis and treatment planning.
  - Develop abutments in the esthetic zone and posterior areas.
  - Design properties of patient-specific abutments.
  - Integrate patient-specific abutments into your implant practice.
  - Use duplicate abutments.
  - Understand costs involved in relation to treatment goals and final results.
  - Efficiently restore implants using CAD/CAM designed patient specific abutments.

**Credit:** 6 Hours Lecture/Participation  
**Schedule:** 8:30–9:00 a.m. *Registration*  
9:00–10:30 a.m. *Lecture Presentation*  
10:30–11:00 a.m. *Brunch*  
11:00 a.m.–12:00 p.m. *Lecture Presentation*  
**CE Credits:** 2.5 hours

To register or request more information on this program, contact Dawn Pilsner at D&S Dental Laboratory, Inc.:  
E: dawnpilsner@me.com • PH: 800-236-3859 • F: 608-849-7500

Name \_\_\_\_\_  
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*Please respond as soon as possible as space is limited.*

What's My ROI? continued from cover page

Once you've quantified the advantages of purchasing, you need to compare that with the cost to determine if the machine has a positive ROI for you. The main component of cost, obviously, is the actual cash investment. Regardless of whether you pay cash for a machine, or borrow the money for it, you should calculate the cost as if you were getting the money from the bank. Because of the constantly changing technology, any piece of equipment should ideally be amortized in five years or less. If you have to stretch it out beyond five years in order to justify its return, it's probably not worth it. Recently, a national magazine article suggested purchasing a few key pieces of new technology and borrowing the money from the bank over 10 years to make it "affordable." That's a bad idea for the same reason it would be a bad idea to stretch out a car loan over 10 years; because in 3-5 years that equipment will probably need to be upgraded or replaced.

Therefore, calculate the full monthly payment of the purchase based on a five year amortization at the going bank rate. When determining the going bank rate, talk to your bank. All of the equipment suppliers have financing available, but the terms are often not as good as your local bank can do for you. If you do finance through the supplier, keep in mind they are profiting on the financing, and use that to negotiate a lower purchase price (the same is true if you finance an auto purchase through the dealership). Now that you have your monthly equipment cost, you need to add additional costs of operating the equipment. These can include materials, maintenance, service contracts, labor cost to operate, and opportunity cost (if an employee who normally produces revenue is pulled away from production or if the machine will hurt work flow or slow you down).

After you've quantified all of the positives and negatives, simply compare the two to determine if the machine has a positive return for you. Every capital purchase you make for your office should begin generating a positive ROI early on after an initial training phase. However, you have to make sure to quantify and include all of the savings and costs in order to get an accurate picture. Finally, once you determine the monthly return (assuming it's positive), calculate the Payback Time by determining the amortization at which the return is zero. Again, because of the constant changes in technology, ideally the actual Payback Time will be around three years or less. After the Payback Time has passed, you'll know you got your money's worth out of the purchase.

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