



2016 Volume 1

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

Waukegan – 800-236-3859

Baraboo – 800-362-3340

Mondovi – 800-591-7964

Rockford – 815-964-8932

Greenfield – 414-546-3040

www.dnsdental.com

info@dnsdental.com

INCISAL EDGE

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PLEASE NOTE
D&S Dental Laboratory
Will be Closed the
Following Dates

May 30
Memorial Day

July 4
Independence Day

September 5
Labor Day

November 24-25
Thanksgiving

December 26
Christmas

One Word for 44 Years

If gratitude is an emotion expressing appreciation for what one has, then when I was asked to write an article for this newsletter about the past 44 years of this lab and where we are today, one word is the aggregate of all 44 years: gratitude.

I could tell you stories like how in the beginning it was only my retired grandmother and I holding down the fort that first day, and then, not long after, my wife Sally came to help. Now D&S employs over 100 folks in five locations. Or how at one time, not so long ago, 96 percent of the crowns manufactured at the lab were porcelain fused to metal and now only around 20 percent of our crowns and bridges have metal. I remember when we used to hand wax our fixed restorations and partial denture frameworks. Today 99 percent of those restorations are digitally designed. The landscape of our lab has certainly changed in many ways during the last 44 years. I wonder what the lab owners in 1963 (when I was first employed in this field) would think about the equipment now in our laboratory — milling machines, our design center, rapid prototype printing, laser sintering — and how the knowledge base has expanded in order to make use of the equipment.

Above all though is this word gratitude, which sums up the past 44 years. Gratitude for partners and employees who have been with us many years and have a genuine concern for our clients and this business. Gratitude for our clients and their support, help and friendship. Early on I remember going to a few dental offices at night to have those doctors educate me on certain procedures. Not only was I grateful for their time, but also for their loyalty to our lab. And let's not forget the suppliers who partnered with our lab to develop products for the laboratory industry.

I am also grateful that the employees at the lab are always searching toward ways to continually improve our products, share in our philosophy of service and have a quest to educate themselves in the field of dental technology. Some say that the measure of success is how one deals with disappointment. Over the last 44 years, the path wasn't perfect, but I am grateful that we have learned to expect surprise and are continuing to work hard to reduce its uncertainty. It is with gratitude that I realize all here at the lab understand that the cost of inaction is far greater than the cost of making a mistake.

“Gratitude is an attitude toward all that we do. It is humbling to know that the idea of gratitude will continue to carry this lab into the future.”

– Dick Pilsner

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Greenfield and Rockford Labs Change Names to D&S Dental Laboratory, Inc.

D&S Dental Lab of Rockford (formerly Hootman Dental Lab) in Rockford, Illinois, and Hansen Dental Lab in Greenfield, Wisconsin, near Milwaukee, both became members of the D&S Dental Laboratory family in 2014. Both are now assuming the family name – D&S Dental Laboratory, Inc.



Send Us Your Next Digital Case

D&S Dental Laboratory can receive files from all major intra-oral scanners:

- 3M™ True Definition
- iTero®
- 3Shape TRIOS
- Sirona CEREC

Digital impressions reduce costs, remakes and turnaround times. Contact Steve Daggett, CDT, at 800.236.3859 to connect your system and start submitting files today.

Not sure what scanner to purchase? Steve can also provide his insights on the pros and cons of each system from the lab perspective.

Digital is the future of dentistry, and D&S is here to help transition your practice to improved efficiency and profitability.

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Meister Eckart, a 12th century German philosopher once said, "If the only prayer you ever say in your entire life is thank you, it will be enough." However, gratitude is more than thanks. Empathy is a gift of gratitude. Empathy comes from the Greek prefix en, meaning with, and pathos, meaning feeling. To do things with feeling is gratifying, and so it is with feeling that words like thank you have a deeper meaning that cannot always be put into words. Gratitude is an attitude toward all that we do. It is humbling to know that the idea of gratitude will continue to carry this lab into the future. For the future, the lab will need energy, vision, optimism and empathy; all of which come from Gratitude.

With Gratitude,

Dick Pilsner

Dick and Sally Pilsner founded D&S Dental Laboratory in 1972. Prior to opening the laboratory, Sally was employed as a legal secretary for a former Supreme Court Justice. Dick worked for W.R. Shoberg Dental Laboratory in Madison for eight years before opening the first laboratory on Atwood Avenue in Madison. After 44 years in the lab business, 4 children, 11 grandchildren and over 50 years of marriage, Sally and Dick will be leaving D&S Dental Laboratory at the end of 2016 knowing that the future of D&S Dental Laboratory is in very capable hands.



TECHNICIAN'S TIP OF THE MONTH

Don't Forget to Email Us Your Photos

Once you submit your Rx form to us, don't forget to email your photos to:

photos@dnsdental.com

Also remember:

- Even if you mark the shade guide number on the Rx form, it's always best to also email a photo
- Be sure to include the shade guide tab number in the photo and make sure it's visible and not covered up
- Please note the doctor and patient names in the email rather than just the practice or assistant's name
- A smartphone actually works best for photos. Do not use intraoral scanners to take photos. Scanners don't represent colors well enough.
- Don't send any black and white photos or photos of patients from years ago



Start off the New Year Right with These Services from D&S

In addition to a full lineup of fixed and removable product choices, D&S Dental provides a number of other services to our doctors, who we partner with every day to help meet patient needs. Be sure to take advantage of these services in 2016.

CEREC Design and Restoration

Doctors with CEREC systems can now send their scans to D&S to design and send back or finish the restoration in any of our nine crown choices. Cost is \$25 for the design work; the cost of the restoration depends on the crown choice.



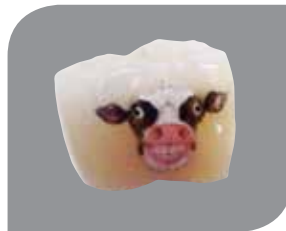
Custom Shade Taking

We can work directly with your patients to design a customized and individual shade. Our experienced CDTs have taken hundreds of custom shades and know how to match them just right! Call ahead to set up your patient's appointment in our Waunakee first-class operator. At our other locations, lab staff may be available to come to you for the custom shade.



Crown Tattoos

More and more patients are asking for imprints or tattoos on their posterior crowns. Our Ceramic Technician Brian Sperry has 21 years of experience and has completed dozens of amazing artistic designs — pretty much anything the patient can imagine, Brian can create. Call to discuss options.



Same-Day Denture Reline and Repair

Don't let a cracked, ill-fitting or failing denture ruin your patient's day. If you're in our local pick-up and delivery areas around our Waunakee, Baraboo and Rockford locations, we offer same-day relining and repair. Call for specific service information as all relining and repair services are not eligible for same-day return.



Lunch and Learns

Looking for a topic for your next staff meeting or in-service? D&S can provide brief workshops on a variety of topics and clinical techniques. Call ahead and we'll bring sandwiches for your whole team. Common topics include impression taking, troubleshooting tips, implant timing and communication, choosing the right crown material and digital workflow. We're also happy to make presentations at study clubs. Workshops are free of charge.



Newest CDTs at D&S Dental

D&S Dental Laboratory congratulates Kate Seidel, Carlos Barberena and David Koefel for recently becoming Certified Dental Technicians.

Kate has been with D&S for 8 years and works on implants in the Waunakee laboratory. Carlos and David are long-time technicians in our Greenfield, Wis., laboratory and were recertified as CDTs. Currently, D&S has 12 CDTs on staff.

Buying Guide Now Available



The Clinicians Report Buying Guide: The Best Products of 2015 is now available. The products in the report have been through rigorous non-manufacturer paid testing. Tried and true classic products are also listed. If you're not already a subscriber to the Clinicians Report publication, visit www.CliniciansReport.org for subscription information or to buy the product guide for \$25.

Save the Date



April 29
Endodontics Seminar
Madison

August 26
Learn on the Links Golf Outing
Wisconsin Dells



1020 Quinn Drive
Wauunakee, WI 53597
www.dnsdental.com

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Terry Siebert, Dale Carnegie Training®

Upcoming Seminar:

PUTTING COMMON SENSE INTO COMMON PRACTICE

Are you looking for a way to improve communication and teamwork in your dental practice?

Mark your calendar for the afternoon of **Friday, April 22, 2016**, when D&S will be hosting a special seminar and reception for you and your entire office staff.

Terry Siebert, president of Siebert Associates, Inc., offering Dale Carnegie Training®, will present a topic dealing with time-tested principles and qualities needed to be even more effective in building and maintaining positive business and personal relationships. Over the past 30 years with Dale Carnegie®, Terry has worked with hundreds of companies to build their teams, including Culver's, TDS Telecom, Trane Company and Dean Health Plan.

Watch the mail for registration information as space will be limited. The seminar will be held in Madison and will be followed by an office appreciation reception with cocktails, hors d'oeuvres, fun table displays and plenty of great prizes (this will take the place of our annual Staff Appreciation Event held at the lab).

**SEMINAR AND RECEPTION
FOR THE ENTIRE OFFICE**

**Friday, April 22, 2016
1-3 p.m., Seminar
3-5 p.m., Cocktails and Prizes
Madison**

Watch for Invitation