



2012 Volume 2

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

1020 Quinn Drive  
Waunakee, WI 53597

800-236-3859  
608-849-5343

www.dnsdental.com  
info@dnsdental.com

# INCISAL EDGE

## INSIDE THIS ISSUE

Product Spotlight  
- CAD/CAM  
Temporaries  
pg. 2

Exciting  
Opportunities  
Ahead  
pg. 2


An Evening of  
Learning  
pg. 3

Seminar  
Restoratively Driven  
Implant Dentistry  
pg. 3

## 2012 MISSION OF MERCY IN MADISON, JUNE 29-30

Originating in Virginia and spreading throughout the United States, more than 60 Mission of Mercy dental programs have been conducted since 2000 to provide free dental care to local residents who otherwise would be unable to receive treatment. This year will mark the 4th Mission of Mercy (MOM) event hosted in Wisconsin by the WDA and the WDA Foundation, and D&S Dental Laboratory is proud to serve as the lead lab for this year's event.

Last year's event, which was held in Wausau, provided over \$1.1 million in free dental care to 2,141 patients. Of those patients, nearly 75% had no insurance coverage, and almost 15% were children. An impressive 1,050 volunteers helped conduct 8,040 counted procedures consisting of exams, fillings, extractions, root canals, cleanings, X-rays, partial dentures, and others.

This summer, MOM will come to the  Exhibition Hall at the Alliant Energy Center in Madison June 29-30 for the largest MOM clinic held to date in the United States. Once again, the emphasis will be on basic dental care, such as fillings, extractions, cleanings, and limited lab work. Approximately \$1.75 million in free care is expected to be delivered to 3,500 patients over the two-day event. However, the success of MOM in achieving the treatment goals is dependent on the generous support of volunteers and donors.

Over 1,800 volunteer dentists, hygienists, assistants, lab technicians, and lay persons from across Wisconsin are needed to pull off this ambitious event. In addition to time donations, the WDA also needs financial support to help cover the costs associated with holding this year's MOM. Costs include things like equipment and facility rent, supplies, pharmaceuticals, and food costs. Tax-deductible financial donations and in-kind contributions can be made through the WDA Foundation.



Printed on recycled paper

*continued on back*

## CAD/CAM TEMPORARIES

Provisional, or temporary, restorations are an important element of fixed prosthodontic treatment both biologically and biomechanically. These restorations provide an important diagnostic function while in place, as well as being critical in evaluating the physiologic position of the final restoration. Provisionals also provide protection for exposed dentin and allow aggravated gum tissue to heal while the final restoration is being manufactured by the lab.

Today, with the help of new technology, D&S Dental Laboratory can provide a milled temporary from your pre-op impression that will be in your office when your patient returns for their prep appointment. When you send your pre-op impression, we are able to pour the model, scan it into our computer design software, and virtually “prep” the tooth with a margin at the gum line. Then, our technicians send the file to our milling machine where a conservative “shell” is milled from a block of Polymethyl Methacrylate (PMMA). The shell can be adjusted and filled prior to seating in your office, upon prepping the tooth. PMMA is an esthetic, durable, and easy to work with material that is highly biocompatible. Complex cases, including multi-unit clinical situations that require long-term durability are well suited to PMMA. Reduce your chair time with a CAD/CAM temporary from D&S!

For more information on our Provisional Crowns, call Steve Daggett in our Waunakee laboratory at 1-800-236-3859.



## EXCITING OPPORTUNITIES AHEAD

It can be dizzying to look back over the last five years at all of the changes that have occurred in the dental industry. During that time we've suffered through a recession, a decline in services at many offices, increased competition from overseas, and an explosion in new materials and equipment options. As we look out over the next five years, we can clearly see some challenges; however, there are also many reasons to be excited about the road ahead.

### 1 Demand for Services

Many patients were forced to delay elective procedures and put off treatment they could not afford during the recent economic downturn. According to the ADA, the number of fixed restorations performed in the United States decreased for two straight years in 2009 and 2010 before increasing slightly in 2011. During the same time, the underlying demand during that time continued to increase, so the result appears to be a built up demand that will need to be met at some point. In addition, the projected future demand for services nationwide shows the potential for rapid growth. As a population, Americans are an aging group, but we are also retaining our dentition longer. As we age, our interest in esthetic and preventive care increases, and so does our spending on dental care. By the year 2020, the United States Census Bureau estimates a 37% increase in the number of residents over the age of 65 compared to 2010. The result should be an increased demand for higher cost services in the years ahead.

### 2 The Changing Laboratory

In the past three years, nearly 25% of all dental labs in the United States have closed. The National Association of Dental Laboratories estimates that by 2015,

there will be half as many lab techs in the United States as there were in 2006. These are staggering statistics. However, there are many factors at play that are contributing to the consolidation of our labs. The economic conditions of 2009–2011 certainly did not help. Many businesses in general were forced to close, and labs were no different. Not only was the workload down as mentioned in the previous paragraph, but offshore laboratories took a bigger chunk of the work being done. In 2010, 30% of fixed restorations sold in the United States were imported. Finally, lab technicians are an aging group, and there are half as many schools in the United States with JDT programs as there were in 2005. However, today's laboratory (and tomorrow's laboratory) has adapted to become a trusted partner with our doctors rather than a product provider. We are constantly incorporating new technology into the laboratory (such as Computer Aided Design for all restorations, rapid prototype printing, Selective Laser Melting, and milling), new production processes (such as Lean Manufacturing), new products, and services. These changes allow us to provide more consistent restorations, quicker, while at the same time offering product options at competitive price points. We believe labs will continue to evolve as trusted partners, service providers, materials experts, educators, and quality product providers.

### 3 Materials

Five years ago, traditional restorations such as PFMs and Full Cast Crowns dominated the landscape. All-ceramic restorations made up less than 20% of all restorations produced in the United States. Today, that has completely changed. At D&S, Lava, e.max, and our own monolithic Zirconia ZR Crown make up over 45% of all of the restorations we manufacture. In fact, we were one of the first labs in the United States to produce full contour Zirconia restorations. The advantages of all-ceramic restorations are numerous; esthetics, fit, fixed cost, and strength, to name a few. However, we have only scratched the surface of all-ceramic restorations. Material suppliers such as 3M and Ivoclar are spending millions of dollars on research and development of the next generation of materials. We expect to see new materials that will provide varying levels of strength and esthetics in monolithic crowns. In fact, we anticipate we will have two new monolithic crown options from our laboratory before summer. By the end of 2012, you may see an all-ceramic menu with 7–8 options at different price points, strengths, and esthetic results.

*continued on back*

# AN EVENING OF LEARNING

Office Staff Appreciation Night May 10, 2012



**WHERE:** D&S DENTAL LABORATORY  
1020 QUINN DRIVE, WAUNAKEE, WI 53597

**WHEN:** 5:30 FOOD AND DRINKS ♣ 6:00 TABLE CLINICS ♠ 7:30 PRIZES

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

Over 30 door prizes and awards consisting of jewelry, gift certificates, and other goodies will be awarded at 7:30 p.m. Attend each of the table clinics offered during the evening and receive a playing card at each location. The 5 best cards will form your poker hand, and prizes will be awarded to the top finishers. In addition, the worst poker hand in the room will receive a prize this year!

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

*To register, simply email your office name and the names of everyone attending from your office to [info@dnsdental.com](mailto:info@dnsdental.com).*

## RESTORATIVELY DRIVEN IMPLANT DENTISTRY

Friday, May 25, 2012 Presented by Dr. Matthew Hopfensperger

**WHERE:** THE AMERICAN CLUB • 419 HIGHLAND DRIVE • KOHLER, WI 53044

**WHEN:** 8:00-9:00 AM REGISTRATION AND BREAKFAST  
9:00-1:00 PM LECTURE PRESENTATION

With the advances and evolution occurring in implant dentistry, it is imperative that we provide the most esthetic restorative and surgical option for our patients. This program is designed for the experienced as well as the emerging implant dentist. The emphasis of this program will be on understanding the advantages of dental implant systems and restorative options available.

Registration forms can be printed from the home page of our website, [www.dnsdental.com](http://www.dnsdental.com). To register, please send your completed registration form to D&S Dental Laboratory along with payment information.

$$A = \pi (r_1 \times S_1 - r_2 \times S_2)$$



$$M = F \times r$$



Our laboratory is very proud to take on the role as the lead laboratory for this historic Mission of Mercy and oversee production of removable prosthesis. However, like all areas of MOM, we are dependent on the generosity of skilled volunteer technicians from around the state of Wisconsin.

For more details on this year's Mission of Mercy, to register as a volunteer, or to make a tax-deductible donation, visit [www.wda.org](http://www.wda.org). Or contact Lani Becker at the WDA office at 866-431-9625.

## 4 Technology

Both in the dental laboratory, and in the dental office, there have likely been more technological advances in the dental world in the past five years than there were in the 50 years prior. Digital X-rays, digital cameras, computers, digital impression devices, lasers, and in-office mills have all gained popularity in recent years. At the same time, labs such as D&S that have embraced the advantages of technology have incorporated digital scanners, CAD/CAM, rapid prototype printers, Selective Laser Melting, and much more. The advantages to the doctor's office, laboratory, and patients are too numerous to list. However, looking ahead, we foresee unbelievable opportunities afforded with the new technology, especially as competition continues to drive the prices of these items down to more affordable levels. In the very near future, our technicians will be able to see a "real-time" digital impression as it's taken to offer immediate feedback. You will be able to take a pre-op scan of a crown patient, and send it to the lab to have a temporary milled from the digital file. Acting as a resource, we will be able to provide a quick template on the best material choices for a given restoration based on questions asked during your prep. Who knows what's next!

Looking back, there have certainly been some significant challenges in our industry, and there will undoubtedly be new ones that pop up on the road ahead. However, it's hard to look at all of the great things happening and not be excited about where we're going!

SEMINAR  
RESTORATIVE DRIVEN  
IMPLANT DENTISTRY  
FRIDAY, MAY 25, 2012



1020 Quinn Drive  
Waukegan, WI 53597  
[www.dnsdental.com](http://www.dnsdental.com)



PRSRRT STD  
US POSTAGE  
PAID  
MADISON WI  
PERMIT 2783