



2012 Volume 4

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

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INCISAL EDGE

INSIDE THIS ISSUE

Product Spotlight
D&S Custom Athletic
Mouthguards
PG. 2

Medical Device Excise
Tax Goes Into Effect
January 1, 2013
PG. 2

Online Prescription
Service NOW
Available
through D&S
PG. 2

Results from
D&S Learn on
the Links Event
PG. 3

D&S DENTAL LABORATORY CELEBRATES 40 YEARS OF SERVICE TO THE DENTAL COMMUNITY

D&S Dental Laboratory, Inc. will be celebrating our 40th Anniversary this October. Dick and Sally Pilsner started the laboratory on the east side of Madison in 1972, and moved the lab to the Madison suburb of Waunakee in 1992. D&S is a full-service laboratory, and has been a Certified Dental Laboratory in all five specialties since 1983. The lab proudly claims 10 Certified Dental Technicians on staff. In recent years, D&S has been an industry leader in the incorporation of technology in the production process. Today, the laboratory houses a full milling center, a design center for fixed design and partial design, rapid prototype printing, and more.



After 40 years, D&S remains an independently owned laboratory. From its modest beginnings as a two-person lab, D&S has grown to 70 employees, including nine shareholders, in three locations. Below is a timeline of our company's growth and additions.

OCTOBER 1972

D&S Dental Laboratory opens on Madison's east side on Atwood Avenue. Dick's grandmother showed up on the first day to help out, and later that month, Dick's wife Sally came to work at the lab. The lab was located in four different locations in Madison. The last one was on Northport Drive in the dental building owned by Dr. Clayton McKinney and Dr. Foster Colby.

APRIL 1977

Larry Nummerdor (Sally's brother) came to work at

the laboratory. He became a Certified Dental Technician while working at D&S, and later became a partner.

FEBRUARY 1982

Dennis McPherson joined D&S, which raised the number of employees to nine. Dennis had been a Certified Dental Technician since 1977.

MAY 1982

Randy Stifter came to D&S as a Ceramist, and in 1993 he became a Certified Dental Technician.

OCTOBER 1982

D&S expanded outside of Madison by opening a laboratory in Baraboo, WI. The lab was located in a storefront on Oak Street in downtown Baraboo.

APRIL 1983

Steve Daggett and Bob Marks joined D&S Dental Laboratory, bringing the total number of employees to 19. Steve became a Certified Dental Technician in 1993, and today he is Manager of the Crown & Bridge Department. Bob started in the Madison

laboratory before transferring to Baraboo. He became Lab Manager in Watertown in 1995, and then Lab Manager in Baraboo in 2000 where he continues today.

NOVEMBER 1983

D&S became a Certified Dental Laboratory with the NADL. Certification includes all five specialties: Complete Dentures, Crown & Bridge, Ceramics, Partial Dentures, and Orthodontics. The lab has maintained certification in all five specialties ever since, nearly 30 years.



PRODUCT SPOTLIGHT

D&S CUSTOM ATHLETIC MOUTHGUARDS

With football at mid-season and hockey just around the corner, it's the perfect time to inform your patients about the advantages of custom athletic mouthguards. Our custom mouthguards are fabricated from your model for precise fit and optimum retention. Custom mouthguards greatly reduce the incidence and severity of oral trauma as well as the likelihood of concussion.

D&S Custom Mouthguards:

- Are comfortable for the athlete, so there is no need for alteration (and weakening)
- Provide proper posterior coverage and uniform thickness, whereas "boil and bites" can have up to 99% of posterior material displaced during fitting process
- Stay in place when the athlete opens his/her mouth, which makes communicating and breathing much easier
- Are durable and can last multiple years without a change in bite

Pressure formed from soft vinyl material in a variety of color options, our custom mouthguards are available as a single layer, or multi-layer for maximum protection in contact sports. Logos and names can be added for a fee with multi-layer guards. Straps are only available with single layer guards at this time.

DON'T RISK YOUR TEETH OR YOUR HEALTH
PROTECT YOURSELF BY WEARING A MOUTHGUARD

CUSTOM ATHLETIC MOUTHGUARDS

- Formed to your mouth for proper fit and retention
- Comfortable to wear
- Don't inhibit talking or breathing
- Provide proper coverage and protection
- Last longer than store bought mouthguards
- Can be made in various thicknesses for added protection
- Can be customized to include logos, names, and school colors

D&S DENTAL
www.dnsdental.com

Download a Custom Athletic Mouthguard information poster for display in your waiting room from our website homepage, www.dnsdental.com. A limited number are also available by calling the lab. For more information, call our Waunakee laboratory at 1-800-236-3859.

Medical Device Excise Tax to Take Effect January 1, 2013

As part of the Health Care and Education Reconciliation Act signed into law in May 2010, the Medical Device Excise Tax will likely take effect on the January 1, 2013. The MDT will be a 2.3% Federal Excise tax on all "taxable medical devices", which are devices that require FDA registration.

For the past two years, the NADL, ADA, members of the Organized Dentistry Coalition, and other dental organizations have been lobbying both the IRS and the U.S. government to exempt dental devices from the Medical Device Tax. The IRS has twice denied the exemption request (eyeglasses, contact lenses, hearing aids, and other devices have been exempted). Then, in June, 2012, the U.S. House of Representatives passed a Resolution which would repeal the MDT. However, the bill is stalled in the U.S. Senate, and it does not appear that the Senate will take up the bill prior to the MDT being implemented.

As proposed by the IRS, in order for a device to be considered a "taxable medical device", it must be required to be listed with the FDA. Most of the materials and supplies used in dental offices and laboratories are devices listed with the FDA, and therefore will be subject to the tax. However, most domestically made, finished dental restorations are exempt from the FDA's device listing requirements, and will not be subject to the tax. One exception to domestically made products is sleep apnea devices, which do fall under the FDA's guidance, and will be subject to the tax. In addition, all Importers of dental restorations are required to be registered as such with the FDA, and therefore all imported dental restorations themselves will be taxed under the MDT.

We will work to keep abreast of any developments or changes in the MDT prior to January 1. Additional information regarding this tax and other impacts of the Health Care Act can be found on the ADA's website (www.ada.org) and the NADL's website (www.nadl.org). The Dental Device Classification Code list and the Dental Device Product Code list showing which materials and supplies will be included are both available on the FDA's website (www.fda.gov/medicaldevices).

Online Prescription Service NOW Available through D&S

Our online prescription and account management program, DDX, is now available to all of our laboratory clients. This online service gives you the ability to fill out your prescription form, view invoices and statements, track the status of your case, and make payments by credit card. The authorization form is filled out online, signed digitally, and a notification is transmitted to our laboratory upon hitting "send," so that our office is immediately aware that the case is coming and can get it into the lab's workflow. Then, simply print the already signed form and put it in the lab box along with your case so the lab can identify the case when it's received. Eliminate the need to hand write your prescriptions! If you would like more information about this service, or to sign up, simply email Don Statz at D&S Dental lab, dstatz@dnsdental.com.



RESULTS FROM D&S LEARN ON THE LINKS EVENT

This summer's 3rd Annual "Learn on the Links" program at Trappers Turn in Wisconsin Dells was another outstanding day. The program, "The Evolution of Laboratory Fabricated Restorations," co-sponsored by 3M ESPE, saw 73 in attendance. Carrie Woods from 3M ESPE, and Steve Daggett, CDT, from D&S, presented an informative program on today's restorative materials, recommended uses, and prep/seating instructions. After the presentation and lunch, 69 golfers took to the course on a perfect afternoon to play. The host site once again provided the perfect location for the event with their spacious clubhouse and championship golf courses. Thank you to everyone who spent your day with us, and congratulations to the skilled golfers below who won hole prizes. We look forward to the 4th Annual event next summer!



OH, NICE SHOT!

- | | |
|---------------------------------------|---------------------|
| Lake Course #4 – Closest to the Pin | Dr. Tom Brown |
| Lake Course #7 – Long Drive | Dr. Brad Bjorklund |
| Lake Course #9 – Longest Putt | Dr. Dan Wadzinski |
| Canyon Course #4 – Closest to the Pin | Dr. Terry Baxter |
| Canyon Course #7 – Closest to the Pin | Dr. Tim Jenness |
| Canyon Course #9 – Longest Putt | Dr. Gerald Corcoran |



*Kids, Don't Try
this at Home*

SEPTEMBER 1984

D&S was incorporated as D&S Dental Laboratory, Inc.

MAY 1986

Our current Baraboo facility was completed on 9th Street on the City's east end of town. In November, 2012, a new building will be completed on the west end of town on South Boulevard. Our Baraboo lab will move into the building shortly after completion, which will also house a Veteran's Affairs Outpatient Clinic.

JUNE 1986

Craig Pilsner joined D&S after attending a two-year program in dental technology from Southern Illinois University, and in 1989 became a Certified Dental Technician.

OCTOBER 1986

Dennis McPherson joined Dick, Sally, and Larry as Shareholders in D&S.

JULY 1990

Don Statz became Business Manager for D&S Dental Lab. Don upgraded computer systems for the lab and established our Accounting Department.

APRIL 1992

D&S built a new laboratory in the Waunakee Industrial Park and relocated the main lab from the Northport Drive building.

OCTOBER 1997

D&S Dental Laboratory, Inc. celebrated its 25th Anniversary with a live band, food, and drinks.

DECEMBER 1997

Steve Daggett, Randy Stifter, Craig Pilsner, and Don Statz became shareholders in D&S Dental Laboratory, Inc.

JUNE 1998

D&S opened a day care facility for employees' children. The day care was heavily utilized, with 22 children the first year, and it later opened its doors to the public. Over the years the facility grew to over 125 children.

JANUARY 2003

The current headquarters was constructed in the Waunakee Business Park at 1020 Quinn Drive. The day care expanded into the space vacated by the lab.

MAY 2006

D&S purchased our Mondovi laboratory, bringing in 12 dedicated employees.

SEPTEMBER 2007

Our Mondovi lab moved to a new facility.

NOVEMBER 2009

Travis Zick joined D&S with responsibilities including business development, continued education, and marketing. Travis became a shareholder one year later.

JANUARY 2011

D&S became a member of the Dental Resource Alliance. This is a group of 12 member labs from across the United States that are identified as progressive leaders in the lab industry.

MAY 2012

Dick Pilsner celebrated 35 years as a Certified Dental Technician and received an award from the American Dental Association.

OCTOBER 2012

D&S Dental Laboratory celebrates our 40th Anniversary with a celebration at Lucky's Waunakee... we hope to see you there.

HELP US CELEBRATE

40 YEARS

D&S DENTAL LABORATORY

D&S Dental Laboratory is celebrating our 40th Anniversary, and we would like to share this occasion with everyone who has made our longevity possible. Please join us for refreshments at the NEW Lucky's Bar & Grille in Waunakee (next to D&S). Office staff and families are also invited.

WHEN: OCTOBER 30, 2012 4:30-8:00 P.M.

WHERE: 1008 QUINN DRIVE WAUNAKEE, WI

RSVP

Dawn at 608-849-5343



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