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DIGITAL PORTRAIT PHOTOGRAPHY

by Dr. Tony Soileau

As cosmetic-based dentistry becomes increasingly sought after by patients, dentists will have to find ways to make



Dr. Tony Soileau

potential, as well as current patients aware of their aesthetic abilities. Portrait photography is an excellent way of communicating the talent and passion of a dentist to the consumer market. By taking beautiful portrait images of their patients, dentists will have a powerful means by which to showcase their work and set them apart as an artist in addition to being a skilled technician.

The advances made in digital cameras have opened new doors for dentists that were not available 10, or even 5, years ago. Digital cameras have reached the level of 35mm cameras in image quality, but due to their digital platform, have simplified photography immensely. While there are many inexpensive "point and shoot" style digital cameras on the market, I recommend dentists purchase a professional-level digital camera. There will naturally be a hesitation from dentists regarding the cost of professional level cameras, \$3,000 - \$4,500. This is expected when the market is flooded with \$500 - \$1,500 "point and

- See **Photography** continued on page 5

Pankey Institute's Removable Hands-On Course Highlights Communication

by Ken Waldo, CDT

It was my privilege once again to work with Dr. Joeseeph Massad and Dr. Bill Davis in their six-day Removable Prosthodontic Lecture



Ken Waldo, CDT

and Workshop Hands-On Course held at the Pankey Institute in February 2003. Participants learned the necessary steps to dramatically improve the physical and emotional stability of the edentulous patient. The comprehensive course combined the accepted technique of denture fabrication with the occlusal and philosophical considerations taught at Pankey. The course was enhanced this year (and will be in the future) with the addition of partial framework design, assisted by Dr. Mark Connelly and Dr. Paul Frederico. The partial design section of the course became quite spirited at

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Canon D60 Digital Camera

PRESIDENT'S FORUM

by Don Warden



Dentists' Advisory Board – Most Important Resource

The 12th year of the Lord's Dentists' Council began on Thursday, January 23, 2003 at the KI Convention Center in Green Bay, WI. The Council continues to be the most important resource for Lord's in making strategic decisions regarding new products and services. Eight dentists from different regions serve a one-year term as part of Council membership. Our January meeting includes an invitation to past Council members.

The meeting kicked off with a Removable's review by Ken Waldo who facilitated discussion concerning the huge growth in Flexite™ (a metal-free partial denture). Eclipse™, the light-curable denture system that Lord's has been helping to develop the past two years, continues to progress with emphasis being placed on partials, treatment partials and splints at this time. Ken asked for feedback on the Monodont™ Bridge and mentioned

the pending CRA study that Lord's will be assisting with. Finally, Ken previewed the upcoming removables course at the Pankey Institute. This is the second time Ken has been asked to assist at this unique weeklong course.

Tim Weinschenk presented research indicating that the implant market could double in the next three years as systems become more predictable, easier to use and less costly. Lord's is currently working on putting together a short series of courses that will highlight the many changes happening in implant dentistry and how to make them a regular part of a dentist's practice. The Council helped brainstorm the concepts that should be covered in a series such as this.

Kris Van Laanen presented for approval the final version of the esthetic communications worksheet that a number of Council members have been helping to develop over the prior

three months. Additional changes were recommended. Kris reviewed the increasing interest in digital photography and Lord's involvement in helping dentists and their staff take advantage of this fantastic technology for case communication. During 2003, Lord's will be offering four courses on digital photography. Based on demand, the number of offerings may be increased. Kris also reviewed the ongoing development in CAD/CAM technology and the two studies Lord's is currently conducting with Council members.

Julie Stadtmueller led a discussion on proposed enhancements to the Partner Credit Program. More information will be forthcoming after the May meeting.

The day concluded with the 11th annual Dentist Council dinner, which included Council members, Lord's leadership, spouses and special guests Drs. Bill Blatchford and Ed McClaren.



Welcome to the Council: Dr. Ronald Fisher, Hancock, MI (left) and Dr. Mathias Weber, Brookfield, WI (middle) were welcomed by Don Warden, Lord's President (right). Missing from the picture is Dr. Paul Kollath, Green Bay, WI.



Departing Council Members: Dr. Ken Zakariasen, Sun Prairie, WI (left) and Dr. Steve Weber, Appleton, WI (middle) were thanked for their valuable contributions throughout the last year by Don Warden, Lord's President (right).

Dentists' Council Members Evaluate RelyX™ Unicem Self-Adhesive Resin Cement

Volunteers from Lord's Dentists' Council participated in a 3-month clinical study (November 1, 2002 through January 31, 2003) evaluating 3M's RelyX Unicem Self-Adhesive

Universal Resin Cement. This dual-cure, self-adhesive cement is in capsule form and



RelyX Unicem Cement

designed for adhesive luting of all-ceramic, metal or composite indirect restorations. It was developed with the aim of combining the improved handling and self-adhesion of conventional cements with the superior mechanical properties, adhesion and esthetic qualities of resin cements.

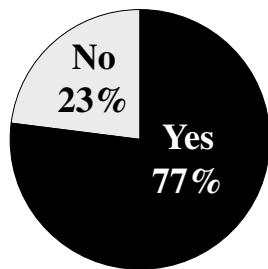
The objective of the study was to determine if the manufacturer's statements met the dental practice expectations of: 1) time savings; 2) cost savings; 3) technique sensitivity versus their current system; 4) increased level of comfort with indirect restorations; and 5) decreasing sensitivity.

Results of the study are below:

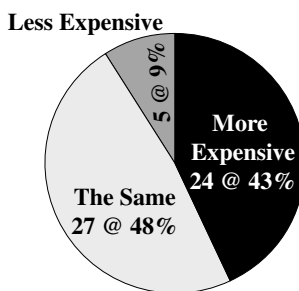
Ease of Use Versus Current System (77 responses):

More technique sensitive	1%
More technique sensitive/the same	1%
The same	38%
The same/less technique sensitive	18%
Less technique sensitive	42%

Time Savings (74 responses)



Cost Savings (56 responses)



Other comments from some of the evaluators included easy clean up and zero sensitivity. Clean up tips included:

Excess cement is best removed after brief 2-second light exposure (with a conventional polymerization

device) or during self-hardening (starting 2 minutes after beginning of mixing in the "gel phase") with an appropriate instrument such as a scaler. Excess material of larger volume is readily removed.

Remove any remaining uneven areas and polish the marginal area with diamond polishing devices, aluminum oxide coated discs and diamond polishing paste.

Finally, check occlusion.

Conclusion: It is important to remember in any discussion of cementation that bond strength is a factor, but not the only factor, to be considered in analyzing the effectiveness of a cement. RelyX Unicem cement has been tested extensively and has been shown to have excellent adhesion, high physical strengths, low linear expansion and superior marginal integrity.

Lecture - continued from page 1

times, indicating there are many options for partial design.

This was a six-day course and as I understand, with all Pankey courses, this one was quite intense. Here are just a few of the highlights. A lot of time was spent on the initial consultation, patient expectations and explaining what can be delivered. This is most critical in delivering a successful case. We then covered impression options, alginate (Accu-Dent,) and polyvinyls or rubber-based. Also covered was the benefits of external impressions for full dentures. The concept of linguallized occlusion was discussed and later demonstrated. The doctors also set some posterior teeth to the neutral zone index. The partial

course included concepts of partial designing and hands-on design and prepping models. The main theme of both courses is the need for communication with both the patient and the laboratory technician. It is imperative for success to have everybody on the same page.

Dr. Massad will be speaking in Green Bay, Wisconsin on Friday, September 12, 2003 at the Radisson Hotel/Conference Center.



(l to r) Joe Thorton, DDS, Ken Waldo, CDT, Bill Davis, DDS and Joe Massad, DDS – instructors for the six-day Removable Prosthodontic Lecture and Workshop Hands-On Course at the Pankey Institute.

Chairtime Productivity Focus of 2003 Practice Survey

Annual fees and staff wages/benefits update also included

by Ken Mathys CPA and Jim Dietsche CPA, Principals



Kenneth H. Mathys, CPA

Last year over 150 of you participated in our inaugural Comprehensive Practice Survey which covered in detail the *Key Performance Systems* in the dental office. The results proved extremely beneficial to practices seeking to benchmark themselves against other practices. Those survey results are still available, simply contact us.



James A. Dietsche, CPA

This year's survey takes an even more in-depth look at what is perhaps the primary driver of practice success – doctor chairtime productivity. The 2002 survey collected data on one in-house procedure and three Crown & Bridge procedures. The 2003 survey will gather data on five crown & bridge procedures including a multiple unit bridge, three endodontic procedures, four removable procedures and three in-office procedures.

For each procedure we will collect data on the doctor working time required, fee and lab fee if applicable for each procedure. This data will

enable us to determine actual chairtime productivity values for each procedure surveyed. Most importantly, however, we will also gather data on the “why’s” behind the numbers. Specifically, how doctors achieve the chairtime productivity that they do – how you schedule and what tasks you delegate.

The survey results will allow doctors to identify potential areas of improvement. It will also serve as an annual update on fees and staff wages/benefits. All participants will receive a summary of the results.

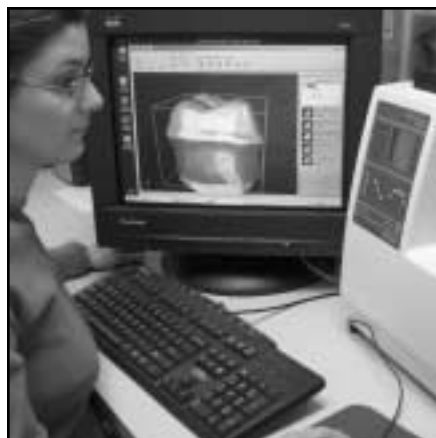
Watch your mail – you should be receiving the survey in late April.

You can contact us by calling 1-920-662-2938.

Clinical Evaluation of Dentsply's Eclipse™ Prosthetic Resin System™ Continues

The Eclipse Prosthetic Resin System has been tested internally for the past 16 months and clinically (with members of the Dentists' Advisory Council) for the past four months. The material is designed to offer a better alternative to acrylic without compromising fit and function. So far the R&D Team has completed 7 partials, 3 splints and 2 treatment partials. The study will continue until 30 units of each have been properly tested.

Internal measurements include fitting time, material usage, labor, and rework. External measures include strength, fit, required adjustments, shade, esthetics, patient satisfaction, and ease of technique. The evaluation to date is yielding varied results. Partial dentures have fit and have adjusted easily, however, splints have been tight. More research into the material will answer this challenge. If you are a past or present Dentists' Council member and would like to participate in this study, please contact Ed Hafkey or Ken Waldo for more information.

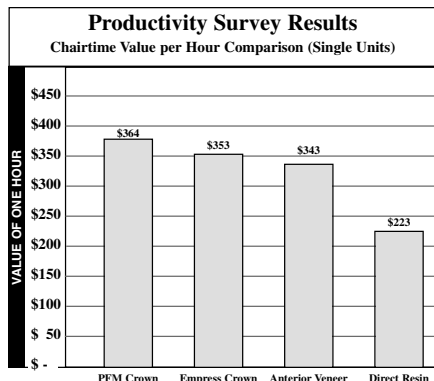


New Optimized Scanning CADDesign Software Improves Fit of Procera

Trini Spaulding, Procera Team Technician, uses the new 3D Procera Software to scan a die for a Procera crown. The new, upgraded 3D CADDesign software gives the technician a high-resolution 3-dimensional image not available before. This allows the technician to give precise fits and unsurpassed marginal integrity.



(left to right) Mary Zingler (Green Bay), Joelle Hocutt (Green Bay) and Cathy Mooney (New Berlin) are three of the seven ceramists trained under UCLA's Dr. Ed McLaren's (seated) recent anterior/posterior 6-powder build up course held at the Green Bay Laboratory.



shoot" style cameras. But the incredible results obtained with professional level digital cameras, along with their ease of use, more than make up for their increased cost. My personal favorite is the Canon D60. I have used several professional level cameras and the Canon D60 is by far the easiest to use. Other cameras in this category include the Nikon D100, Fuji S2, and the Olympus E10. Many dentists and ceramists have gotten into digital photography with cheaper entry-level digital cameras. While they were amazed at their ease of use and superiority over 35mm cameras in terms of efficiency, they were disappointed in their limitations. Professional level digital cameras have the same range of capabilities as 35mm cameras. Their bodies have the same look and feel as their 35mm counterparts and use the same lenses. But they come with many advantages. Their biggest advantage is the ability to preview each image as it is captured. There is no more guessing if you captured the image, whether it be a portrait, smile, shade tab, etc. you wanted. If the image looks good on the monitor located on the back of the camera, you can move on to your next shot. If it is not what you wanted, you can make adjustments and retake the picture until it is perfect. Another huge advantage is the fact that the images are captured to a computer disk, compact flash card, smart media card, etc., instead of film. This means you can keep as many or few as you like and then download them to your computer for printing, emailing, previewing, etc. There is no more taking 3 slide photographs on a 36 role film and wasting 33 slides.



Portrait taken by Dr. Tony Soileau

When taking portrait-style photographs, a studio lighting set up is usually used however, a nice technique

Omega 900 Porcelain Training at IOAD

Last month, Lord's ceramists Kris VanLaanen and Rick Smith attended the **Institute for Oral Art and Design** in Sarasota. In anticipation of putting Vita Omega 900 porcelain into production, the pair consulted with Lee Culp, CDT, Director of the Institute. Their goal was to further enhance the six-powder build-up for the Lord's Captek™ and CLASSIC Crown, creating the most esthetic and consistent shade match to the Vita 3-D Master guide.

The Vita 3-D Master shade guide has become popular for its simplicity and accuracy. Due to the direct correlation of Vita Omega 900 porcelain to the guide, Lord's has decided to make this premium low-wear porcelain available to our customers who enjoy selecting 3-D shades.

In addition to the IOAD training, members of Lord's ceramic department spent two days with Dr. Edward McLaren, Director of the UCLA Center for Esthetic Dentistry. Dr. McLaren is a prosthodontist who also fabricates his own high-end ceramic restorations using Vita Omega 900

porcelain. His anterior and posterior build-up techniques were the focus of a January hands-on workshop.



Kris Van Laanen, Lord's ceramist, builds a Lord's Classic™ crown using the six-powder build-up technique at Lee Culp's Institute for Oral Art and Design Center.

is to take your portraits anywhere within your office that has a nice surrounding. Your reception area may be a great place or maybe your hallway. When I take my portraits in these areas I do not use any umbrella lights as background. I use the ambient lighting in my office. The Canon D60 has the ability to correct the image for any type of lighting. I set the camera to focus on the patient and blur the surrounding area. I do this by using a small f-stop. The Canon D60 has an auto setting that will do this for you. This is why even a novice photographer can achieve professional level results with this camera. While you will not have as much control taking images in this type of setting, your

images will be more spontaneous and natural looking. It also allows you to take your portraits at any time without any set up ahead of time. Find an area in your office that has soft lighting coming from several directions such as the intersection of a hall way or at your receptionist desk. Take the patient's photographs from several directions including from the side. Side shots are great because they do not look posed.

Dr. Soileau is speaking to a sold-out crowd on April 18, 2003 at Lord's Green Bay laboratory.

Our plan is to bring him back to Wisconsin in the Fall of 2003.

TECHNICALLY SPEAKING!

Q. I have started to use the Vita 3-D Master™ shade guide in my practice. Why am I having inconsistent results, and which products can I use it for?

A. If you prescribe a shade from the Vita 3-D Master guide, make certain that your laboratory is using Vita® porcelain to build your restoration.

The 3-D guide is proprietary to Vita porcelains, and there are no other porcelain manufacturers currently licensed to produce these shades.

Our ceramists have determined that Vita Omega 900 porcelain will more consistently match the 3-D shade guide when compared to using any other porcelain systems, which require a significant amount of mixing and modification of powders to match the guide.

You may use the 3-D Master guide when prescribing Captek®, Lord's Classic™ Crown, Phoenix Plus™, or Procera® restorations. The Chromoscope® guide is still recommended for Empress®.

The 3-D guide makes shade selection more accurate in that it finds the value of the tooth first. Value is the most important criteria in shade matching, followed by chroma and hue.

Other factors can contribute to inconsistent results, such as operatory lighting, wall color, patient positioning, lipstick, and bright clothing. Excess window glare can make tooth shades appear to be lower in value. Shade tabs must be held at the same axis as the tooth in order for light to reflect similarly from both surfaces. Operatory lighting must be color-corrected, metering at 5500 degrees Kelvin color temperature.

A pair of OTT lights positioned about 12-15 inches apart will flood the upright seated patient with uniform and accurate color-correct light throughout the day. These lights are available at large office supply stores, and can provide a useful adjunct to conventional shade-taking methods.

The OTT bulbs are also available in the hand-held Shade Wand.

Our ceramists work under color-correct bench lights, and it is essential that shades are selected under a similar full spectrum light source.

Please call our Technical Consultants if you or your staff would like some assistance in getting started with the Vita 3-D guide.

Do you have a question regarding materials, techniques, or products?

Send your e-mail to:

lords@lordsdental.com

All questions will be answered by follow-up e-mail, and your question may be considered for an upcoming issue of the Articulator.

(Names will not be used.)

Practice Transition Seminar held at MUSoD Career Fair

Marquette University School of Dentistry held their second annual Career Fair on Friday, January 31, 2003. In addition to the exhibit hall, this year's event included a "Transition Strategies: Associates, Partners & Appraisals" seminar by Amy Morgan of the Pride Institute. In addition, recent graduates held a closed-door panel discussion for students on what to expect after graduation. Contact Carol Trecek at MUSoD (414-288-3093 or carol.trecek@marquette.edu) for more information or to enroll in next year's fair.

DOCTORS LOOKING FOR DOCTORS

The following Lord's partners are looking for an associate or for someone to purchase their practice.

For more information call (1-800-821-0859) or email (jstadtmueller@lordsdental.com) Julie Stadtmueller at Lord's.

Dr. Robert Bandt
Manitowoc, WI

Dr. Paul Gerrish
Marquette, MI

Dr. Steven Hein
Green Bay, WI

Dr. Todd Reich
Black River Falls, WI

Dr. Jason Thiel
Mishicot, WI

Dr. Chris Hansen
Green Bay/Manitowoc



MUSoD students enjoy speaking with a potential employer during the 2nd Annual Career Fair held at MUSoD on January 31, 2003.