Bring the power of the new IRIS Intraoral Camera into every operatory. This precision optical instrument features an easy to use 5-point Focus Wheel and unique USB connector that fits in a standard delivery unit. The elegantly streamlined profile has a much smaller, specially designed soft-tip with brilliant 8-point LED lighting and Sony’s Hi-Resolution CCD for the finest picture quality. Best in its class.

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Thanks to its progressive design and integration capabilities, A-dec 500™ has become a top choice in the industry. Now we’re happy to introduce another member to our product family: A-dec 300™. A complete system of dental equipment, A-dec 300 features a robust design with an ultra-thin profile. As one of the most compact dental equipment systems available today, its minimal moving parts simplify maintenance and cleaning. Simple. Smart. Stylish. It’s everything you need, nothing you don’t, and it’s all A-dec.

Introducing The New 8500 DDE Panoramic!

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Cone Beam 3D Imaging Systems
Panoramic X-ray Systems
Intraoral X-ray Systems
Digital Intraoral Sensors
Digital X-ray Phosphor Plates
Intraoral Cameras
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Taking an Award-Winning Panoramic X-ray System to the Next Level


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In this special edition of Catalyst, we highlight many things that make Burkhart a unique company with which to work – for both our clients and our associates. Burkhart's strength resides in the associates who come to work everyday prepared to take care of our customers and serve one another. The programs spotlighted in this publication come to life because of our peoples' tremendous efforts. In this issue you'll find:

The foundation of any business is the culture that helps guide associates to make good decisions. Our President, Lori Burkhart Isbell, shares what makes our culture strong and different.

The Supply Savings Guarantee is a one-of-a-kind program that provides supply cost control for our customers. For more than 30 years, this program has helped our customers succeed. Corey Creamer explains why this approach is so sound, and Matt Hoertsch spotlights his clients' success.

Practice View was developed as a way to understand our clients' vision, direction, and goals. It is a comprehensive look into what our clients want and helps us know how we can help them. Dan O'Brien, one of the program's principle architects, describes the system and its value, while Sam Skinner and Scott Sobel, Burkhart Account Managers, share Practice View success stories.

The success of any office remodel or build-out rests in your partner's ability to manage all of the details. Burkhart's unique Dental Project management System helps our Equipment Specialists exceed our client's expectations. Michael Norton describes this system, and we share a number of successful office projects.

Our Service Technicians are often regarded as the finest in the industry. This results from hiring the highest quality people and the investment they and the company make in technical education. Shannon Brui, Director of Technical Services, shares key information about our Service Technician training programs.

When it comes to technology we offer the most complete variety of equipment. This, along with a highly educated sales team, gives our clients the ability to select the right product from someone they trust. Keith Batcheller, Technology Sales Manager, shares what we offer and the investment we make in our salespeople's education.

Margaret Boyce-Cooley, leader of our consulting division – Practice Leadership, shares what makes her team of experts special and how they help make dental offices more profitable and successful.

Finally, Mike McElaney shares why Burkhart is the most respected name with manufacturers in the dental industry and the importance of this to our clients. Choice for our clients is critical and the strength of these relationships makes this choice possible.

We are proud of our company and happy to share it with you.

Enjoy this issue!

Greg Biersack, Burkhart Vice President of Corporate Operations
MY PASSION FOR BURKHART

I consider myself fortunate to lead and work for Burkhart and am passionate about what we do here.

In every direction I look, our endeavors to be a truly healthy company with a strong work community are evident and are paying off. We are healthy, both inside and out.

I love working with people who embody the values that Burkhart strives to uphold. We hire people who personally live with integrity and who will naturally treat our clients well. There is a strong sense of personal ownership among Burkhart Associates. I think it is that sense of ownership that encourages people to use their creativity to strengthen our business and take care of our clients.

One practical factor that enables us to stay positive, focused and to truly do our best for our clients is taking care of personal health. Physical and mental health are quickly becoming an important part of our corporate culture. You can see it in the Wellness Day Burkhart offers and especially in the way associates take care of themselves, often banding together with others to run, walk, or set goals for healthy eating.

Regarding our financial health, our debt to equity ratio is significantly stronger than the bank requires. I’d add that by design, we are less heavily leveraged than our competitors. Consequently, we are extremely financially stable. If there is a time when working for and with a fiscally conservative company is especially valuable, it is now. Our clients know that Burkhart will be around for years to come.

As a leader, I am passionate about keeping Burkhart vibrant and healthy and about creating an environment of gratitude and appreciation for both our Associates and Clients. I ask everyone at Burkhart to focus on three things—acting with the integrity that earns client trust; being a knowledgeable resource; and always working in the client’s best interest. I believe that our fulfillment of these principles differentiates us. They aren’t new ideas, and Burkhart’s culture and identity have long been based on these principles. But adhering to them and really living up to them, regardless of the business climate we operate in at any given time, are a constant challenge with great rewards.

Sincerely,

Lori Burkhart Isbell
President
Employee Stock Option Program (ESOP)

An important part of Burkhart is the ownership feeling associates develop by serving customers and helping the company succeed. Since 1976, Burkhart associates have had a stake in the company through the Employee Stock Ownership Plan. Currently, employees own 29.4% of the company. Judiann Jacobs, who has been with Burkhart for more than 30 years, shared her feelings: “I believe it is wonderful that Burkhart provides us, as associates, with some ownership in the company through its ESOP benefit. As an owner, I know my effective efforts at work help improve the value of the company. This, in turn, helps to increase the value of my share of the ESOP pool waiting for me when I retire.”

Wellness

Wellness is an important Burkhart value. “A healthier body can help our work productivity,” points out Director of Technical Services, Shannon Bruil. It’s clear that Burkhart cares about the physical well-being of its associates. The company provides one paid day off each year as a “Wellness Day” (for an annual physical), flu vaccination reimbursement, and benefits for preventative medical expenses, and time during the work day for “Wellness Task Force” meetings and events. According to Paige Mead, an active member of the Wellness Task Force, “Focusing a team to bring the subject [of wellness] to the forefront is brilliant. What we are really promoting and sharing with the rest of the Burkhart community is just that: We work for a company that wants us to be healthy in our work lives and in our personal lives, and the company plays a major role in facilitating that reality for all of us.”

Bonus

For more than 30 years, the Burkhart family has shared the company’s profits with the associates. This has created a strong connection between associates’ daily interactions with our customers and the company’s success. In recent years, the company has shared approximately two-thirds of its profits with associates. Tori Collins, who works in our customer service department, noted, “I believe that if we serve the customers and help them succeed, they will stay with us and the company will succeed. When the company is successful, the success is shared with all of us.”

Fun at Work

One of the values Burkhart strives to incorporate into
the workplace is fun. Ask an associate about some of the events, from an “Innovation and Recognition” Event that featured a breakfast smoothie bar; to the miniature golf tournament where each corporate department created and sponsored their own golf hole; to movie day, complete with movie posters, popcorn, and other theater goodies, and they’ll tell you that fun is definitely intertwined with our work. “I get to take a break from the day-to-day and have some fun with co-workers,” observed Danielle Burns from the Accounting department. “It gives you that ‘recharge’ your battery needs from time to time.”

Seeing the people with whom we work in a new light also helps us to appreciate one another’s unseen talents. “We work on serious issues everyday, so it is nice to enjoy something a little lighter. It is interesting to see an associate’s normally hidden talents emerge during an artistic endeavor or watch how some normally reserved associates can get quite competitive during a game of hallway bowling,” commented Customer Service Manager Judi Griffin.

OPPOSITE PAGE (Top) Delene Losch cheerfully gives instructions for the miniature golf tournament. (Bottom) Melissa Flansburg welcomes a little fun in the day. THIS PAGE (Top left) Martha Platzer gets ready for an Innovation and Recognition meeting with some cheery balloons and a big smile. (Below left) Debbie Phillips preps some corn for Customer Service department sponsored “Cornpalooza 2009” just before Labor Day weekend. (Below Left) “Superwoman” Judiann Jacobs shares with the audience a glimpse of her source of laughter. (Below Right) Michael Baxter expertly crafts his waffles for a corporate breakfast while Judi Griffin looks on. (Bottom) Scott Jarnagin and Judi Griffin “fire up the ‘barbie.” Photos by Jaclyn Aldrich.
What Can Burkhart Do for Your Supply Overhead?

The amount you could save might surprise you!

For more than 30 years, we have lowered the total cost of dental supplies for thousands of dental practices. This continues to be the most sound business approach to managing your supplies. We’re so confident we can lower your supply percentage, we’ll put it in writing.

What is included in the total cost of supplies? Line item price, excess inventory, outdated supplies, purchasing mistakes, freight costs, handling charges not to mention your staff’s time spent on ordering, stocking and handling returns are all a part of the supply purchasing process.

Burkhart is the only company to offer a written guarantee to reduce your total dental supply cost. However, our guarantee is about more than saving you money - it is proof of our commitment to making decisions that are consistently in the best interest of your practice.

Supply Savings Guarantee Worksheet

Take a few minutes to determine just how much you could save with this special program.

12 Month Gross Production $ _____________________ A.
12 Month Supply Purchases $____________________ $____________________ $____________________ $____________________
$____________________ $____________________ $____________________ $____________________
$____________________ $____________________
TOTAL $ __________________________________ B. Line B divided by Line A

Actual Supply Overhead Percentage _____________________ C. Line B divided by Line A

What if Your Supply Percentage Was Lowered by...

5%? Savings in % _____________________ D. Line C multiplied by 5%
Savings in $ _____________________ Line D multiplied by Line A

10%? Savings in % _____________________ E. Line C multiplied by 10%
Savings in $ _____________________ Line E multiplied by Line A

20%? Savings in % _____________________ F. Line C multiplied by 20%
Savings in $ _____________________ Line F multiplied by Line A

Contact your Burkhart Account Manager or call 800.562.8176 to take advantage of this unique supply overhead program.
Supply Savings Guarantee Program:  
Paid 100% for My New Digital Pan in 2009!

By Matt Hoertsch, Account Manager, Burkhart Eugene

I made a great business decision working with Burkhart Dental. Not only did Burkhart save me more than $31,000 off my previous supplier’s bill, but this savings allowed me to purchase my new ProOne digital pan at the end of the year! Over the past several years, I wanted to invest in a digital pan that would enhance the care I provide to my patients; however, I just didn’t pull the trigger for one reason or another. I think I was looking for the right ‘sign’ to make the move—Supply Savings Guarantee results were just that!”, says Dr. David Anderson.

Dr. Anderson graduated from University of the Pacific Dental School in 1981. He has been practicing successfully in Eugene, Oregon since 1983. I had the opportunity to ask him a few questions about working with Burkhart and the Supply Savings Guarantee program.

What made you decide to work with Burkhart?

Matt Hoertsch, my Burkhart Account Manager, started calling on my office early in 2008 when we were using Patterson and Darby Dental Supply. Matt initially spoke to Glenda, my office manager of 16 years. He was very persistent in learning about my practice and my supply overhead percentage. Matt explained to Glenda that most dental CPAs measure supply overhead as a percentage of gross production. Simply put, you divide total supply purchases by gross production, which gives you a percentage. The average national supply percentage is 6.50% of gross production. When dentists understand the percentage, most may say “I don’t want to be average.” Clearly, this is understood. What influences spending, however, is how well your current account manager manages your purchasing, buying decisions, supply stock levels, and credits. In this case, your current account manager may not be working very hard for you. Learning all of this from Matt about my supply overhead was something I’d not heard any other dealer talk about. It was clear to me that if I chose to work with Burkhart, I’d be working with a supplier who really understood my business.

Why did you decide to use the Supply Savings Guarantee program?

I have a tremendous amount of trust in Glenda, my Office Manager. She has done an exceptional job managing the financial aspects of my office. Glenda came to me absolutely certain that the Supply Savings Guarantee program was in the practice’s best interest. The program guarantees 100% that Burkhart would reduce my previous suppliers’ bill or issue a credit for the difference. When I met with Matt for the first time, he showed me results with which he saved $20,000-$30,000 for offices in the Eugene area. It didn’t take me long to realize that if I had signed on for the Supply Savings Guarantee program earlier, I would have saved in excess of $100,000 over the past five years.

What types of savings have you experienced with the Supply Savings Guarantee program?

My Patterson and Darby supply percentage averaged 6.40% of gross production per year. My Burkhart supply percentage averaged 4.22% of gross production. This equals $31,000 in savings!

How has Matt helped your team?

My team really enjoys the interaction they have with Matt and the other people on the Burkhart team. They feel comfortable and can rely on him to make sure they are taken care of. Any time they have a question, Matt is very prompt in responding and in taking care of their needs.

What would you say to other offices considering going on the Supply Savings Guarantee?

Do it! This is a great business decision. Think about your bottom line and ways you can reduce your overall practice overhead. Supplies are just one area of overhead on which Burkhart focuses to increase your bottom line. I highly recommend you explore all Burkhart services with your Burkhart Account Manager.
As a dental consultant for the dental advisory and accounting firm, Creamer & Associates, PC, I am fortunate to have access to a tremendous amount of clients’ financial data from which to draw. Utilizing this data to benchmark and compare practices is extremely valuable as we work to improve the profitability and quality of life of the clients we represent. We work to identify the leaks which may exist within their practice and seek to address these problems as opportunities to improve.

While there are many qualified consultants and advisors who are really worth the investment, I have found that many doctors overlook one of their most valuable advisors; worse yet, this advisor is free. This under-used advisor is their supply Account Manager. While most doctors see few practices other than their own, their Account Manager often visits fifty or more practices every couple of weeks. They observe some of the best practices and become familiar with what makes them special in comparison to just the average practice. While they will always protect the confidentiality entrusted to them, they can certainly discuss in general that which appears to work best.

Unfortunately, many doctors fail to use this source of knowledge to their maximum worth. Burkhart’s Account Managers are not just experts on supplies—they’re armed with a unique service which can improve a doctor’s profitability in several ways. This service is referred to as the ‘Supply Savings Guarantee Program’. Since I am not a Burkhart Account Manager, my intentions are not to go into all the details of this program, but rather to outline some of the basic principles and share my observations that I have gleaned from those practices who utilize this program.

The Supply Savings Guarantee Program establishes a guaranteed percentage that a practice will spend on their annual usage when supplies are purchased through Burkhart. The consolidation of all purchases under this program has normally resulted in a 1% to 2% overall savings, as a percentage of gross production, in the supply expenditure for the practices we mutually represent. Again, in a $1,000,000 practice, this can be $10,000 to $20,000. However, this is not what I consider to be the greatest benefit of the program; rather, it is the fact that the Account Manager takes accountability for the supplies of the practice.

According to Matt Hoertsch, a Burkhart Account Manager in Oregon, under the program, they manage the quantity of needed inventory; they organize the inventory; they order the supplies in accordance with the practice’s usage and desires; and they make sure the doctor is aware of newest and best products. They are also often able to leverage this relationship with the manufacturing representatives to obtain additional promotional goods and priority pricing. While Matt concisely explains the basics of his role managing the supplies, I know that much more goes into the details of facilitating the program. The key

“Since employee overhead is often a doctor’s second largest expenditure, the optimization of team time is critical to the profitability of a practice.”

Utilizing the vast knowledge your Burkhart Account Manager has in controlling overhead costs is a resource you should use to manage your supplies overhead spending.
principle to understand is that the Burkhart Account Manager, not the practice employees, manages the supplies; thereby becoming a highly significant member and contributor to the practice. While the Burkhart Account Manager contributes all of this management at no additional cost to the practice, the best part is that it saves the practice's employees from having to spend hours weekly attempting to do the same job.

It is fair to assume that a dental assistant is most valuable assisting the doctor with treatment, rather than trying to manage or organize supply inventory. The office manager surely has more valuable tasks to complete than spending endless hours searching multiple vendor catalogs or the Internet for deals on supplies. His or her time is much better spent taking care of patients and making sure they have the best experience possible in all interactions with your practice. In short, the entire team's efforts are best utilized managing the practice, delivering optimal care and seeing to patient needs.

Since employee overhead is often a doctor's second largest expenditure (typically only surpassed by taxes), the optimization of team time is critical to the profitability of a practice. While potential savings on supplies as a participant in the program is certainly great, the refocusing of the dental team's time on other key responsibilities is where the greatest benefit resides. In our current economy, practices must utilize all available resources and opportunities to maintain or grow the practice. Participating in Burkhart's Supply Savings Guarantee program and developing a stronger relationship with your Account Manager are two excellent opportunities to help maximize and actualize the potential of your practice. After all, it just good business!

Corey J. Creamer is a dental consultant with the dental advisory and accounting firm of Creamer & Associates, P.C. For the past 33 years, this firm has emphasized financial and retirement planning, dental transitions, practice enhancement, wealth creation, tax savings and related accounting and consulting services for maintaining an efficient and profitable dental practice. Mr. Creamer specializes in assisting doctors to properly analyze and rebalance their fee schedules to appropriate market parameters. He has helped hundreds of dentists discover latent profitability in their practices. He can be contacted at (503) 585-1040 or 1-800-248-1120 or through email at Corey@bestcpas.com.

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To find out more, visit: www.ADCPA.org
Do you need to control supply overhead in your practice?

Let Burkhart show you how our unique Supply Savings Guarantee can help you keep your supply overhead low!

Your Burkhart Account Manager can:

> Allow your staff to focus on patient care - not spend time researching or ordering supplies

> Identify & recommend products that deliver the best value

> Carefully manage inventory

> Take advantage of manufacturer coupons & specials

Contact your Burkhart Account Manager to learn more today!

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Identafi™ 3000 ULTRA: Shining an even brighter light on oral cancer detection

- Incorporates the latest marketplace innovations to deliver the finest oral cancer detection capabilities

- Revolutionary Identafi™ technology utilizes proprietary and patented multi-spectral light wavelengths that enable early detection of oral cancer

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- New nickel-plated design to improve durability and deliver smoother hand feel

- New diodes deliver double the auto-fluorescent power to ensure enhanced and thorough detection

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Upgrade your practice to today’s standard of care for oral cancer detection.

For more information, simply call 1-888-984-9525, email us at info@trimira.net, or contact your local dental supplier.
At the lowest point of our recent recession, our company president, Lori Burkhart Isbell, came to us with a message: “Burkhart is a privately held company with good business systems in place, and we will weather this recession; but we must make good use of this time to improve systems so that we can maximize opportunities and be stronger as economic times improve.”

During the economic down-turn, Lori asked us to focus on two tasks:

1. Sharpen the saw. Take the time to analyze our business systems and look for ways to be more effective and efficient; consequently improving the value we bring to our clients.

2. Get closer to our clients. Understand their business even more and help them “sharpen their own saw”. The healthier their practice becomes, the healthier we become as well.

From these two objectives was born Practice View – a comprehensive customized assessment of the health of each of our clients’ practices. As part of the evaluation, several areas of the practice are observed, analyzed and assessed, including ergonomics, business systems, and equipment and technology integration, with recommendations from highly qualified experts on how to improve any weak areas found during the assessment.

Who makes up the Team of Experts?

The Burkhart Account Manager, who is the quarterback of the team, ensures that the process is tailored to the practice, and that long-term recommendations and goals are not forgotten. They work day-in and day-out to provide knowledge, experience and support that will help you and your team along the path of continuous improvement even long after the Practice View assessment has been conducted.

A Practice Consultant from Practice Leadership Burkhart Consulting (PLBC), which is the practice management training arm of Burkhart. The Practice Consultant, after comparing data obtained from the Discovery Meeting to other local successful clients’ averages, makes recommendations that have proven to be most valuable for analyzing a wide variety of the practice’s business aspects, including accounts receivable, production, overhead percentages, case acceptance rates, new patient averages, and the overall patient experience. Most PLBC Practice Consultants have actually worked in dental offices as office managers, registered dental hygienists and dental assistants, so their experience is authentic and relatable. Their recommendations are feasible, their advice is tested and their care for people is evident.

A Burkhart Equipment Specialist and possibly a Technology Specialist, both of whom are trained in spotting ergonomic deficiencies in equipment and design layout, can make recommendations that reduce stress and improve equipment ergonomics, function, and office flow. Examining current systems affords the opportunity to improve patient care and perceptions through new technology integration. Our Technology Specialists can also build your understanding about some of the new and emerging technologies made to optimize efficiency and give clinicians greater diagnostic tools with which to evaluate patients and, in turn, improve patient care.

Practice View: A Treatment Plan for Your Practice

By Dan O’Brien, Equipment Specialist, Burkhart Portland

Your Burkhart Service Technician inspects all operatory and support equipment in search of ways to improve function and reliability, identifying possible future trouble areas. These technicians have been trained on all the brands that Burkhart carries, and Burkhart carries the most in the industry. They can provide support and advise you on how to care for the most critical and functional parts of your practice. This ensures that your office is working when you want to work and not down when patients are waiting to be treated.

Practice View is an ongoing process that begins with a Discovery Meeting. Initially, Burkhart’s Team of Experts meets with the client at their practice. Through a series of interview questions and checklists, we obtain the information needed to assess those areas of the practice that are healthy and those that could use additional attention.

Key to the Practice View experience is a comprehensive assessment of the entire practice - ergonomics, business systems and technology.
With the information gathered at this Discovery Meeting, the team creates comprehensive recommendations that, when implemented, will reinvigorate business systems and strengthen profitability, improve patient perception, and introduce ergonomic and equipment-related options. Other resources are offered that will continue to improve systems, in both the short and the long term. The doctor can then determine the paths most important to him or her for improvement, and progress will be reviewed on a regular basis. Rather than reacting to changes or challenges in the practice, Practice View affords the doctor an opportunity to be productive and strategic in planning the growth of the practice – just as he or she would recommend an individualized treatment plan for each patient.

Over the last six months of 2009, approximately 20 Practice View assessments were executed with overwhelmingly successful results. Here is what a few of those doctors have said about their Practice View experience:

“The Burkhart specialists came, observed, evaluated, asked questions, then made their recommendations. The value exceeded the time spent [on my part]. The recommendations presented quick-started our practice. I knew there were some changes that needed to be made but was slow to implement. Practice View helped me realize some of the issues that needed work,” commented Dr. Mihou Chau, Washougal Family Dental, Washougal, Washington.

Dr. JD Troy of Troy Family Dental in Longview, Washington was glad to see that the Practice View assessment addressed some of his own hopes for his practice. “The team was impressed with Practice View and as a result is trying to see and to make accommodations from a patients’ point of view. I have been working toward integrating digital into the practice for over a year now, and Practice View helped me to feel as if I had some support to depend on, especially through the transition phase.”

“This process has motivated me to be more proactive in managing my practice. The ‘findings’ meeting brought issues to my attention that I needed to know about but was unaware of. The presentation provided ways to address individual areas of concern,” said Dr. David Wiley of Portland, Oregon.

At Burkhart Dental’s corporate office in Tacoma, Washington, a quotation is prominently displayed on the wall: “Our clients are dental professionals and business owners, it is our goal to help them be successful at both.” For over 120 years and through five generations of leadership from the Burkhart family, that’s been our cause. We welcome the opportunity through Practice View to help our clients become more successful as business owners and realize their own unique visions and goals as dental professionals.

In 2010, Burkhart’s Account Managers will be trained in the Practice View’s consultative approach to understanding our clients’ needs, and will offer a wide scope of solutions, products, and services to help our dental professionals maintain a healthy dental practice. Take advantage of this complimentary assessment to help you develop your business, and see for yourself just how significantly a small change (or maybe even a big one) can enhance your future. How can you lose? ■
When it comes to investing in your dental practice, you’re not just buying a product; you’re purchasing expert advice, service, training and a system proven to ensure that your investment is successful.

Burkhart’s Equipment Specialists, Technology Specialists and Service Technicians receive the best training in the industry. In addition to annual in-house training, our people receive training directly from our manufacture partners on their products. Equipped with advanced training and years of hands-on experience, our team will consult with you on your specific project needs.

Many clients over the years have benefitted from this rich and diverse pool of expertise. For some, its the ergonomic layout of their office that is the difference. “Everything is faster because every space has been designed with a purpose. This allows us to do procedures in less time as well as turn over and set up rooms faster. It has completely re-energized my team,” said Dr. Amy Norman of Everett, Washington after her new building project was completed with Burkhart.

For others, it’s the way we can handle all of the complex details of a project in an organized manner, voiding unnecessary stress that often accompanies building or remodeling projects. Dr. Karl Wagenknecht, an endodontist in Eugene, Oregon and his Associate Dr. Tian Xia had a unique experience when the University of Oregon exercised eminent domain and only allowed the practice 10 months to relocate. “We knew that Burkhart would be critical to creating a high-quality, state-of-the-art facility. We had been through the experience of designing and constructing a facility already, and we knew the challenges and stresses that were ahead,” cited Wagenknecht.

Be assured that our experts are most interested in understanding your needs. As one of the four largest dealers in the United States, we are the only dealer who can offer you all of the top brand lines of equipment and technology. This allows you to see all your options and determine what will best fit the needs of your practice.
Office Design & Project Management

“We knew that Burkhart would be critical to creating a high-quality, state-of-the-art facility.” Dr. Karl Wagenknecht

(Above Left) The new space of Dr. Wagenknecht is more open and light-filled while still providing privacy in spaces that require. (Above Right) Key in the new space was the sterilization area where several upgrades were made to improve efficiency and infection control which is one of the areas in which Dr. Wagenknecht’s staff were particularly interested. Photo by Steve Smith.

Consider the Burkhart difference in top brand offerings: our focus is to work with you in order to customize your perfect practice.

Our experts understand that even when making the simplest decision on an investment in your practice, like replacing a sterilizer, a series of questions need to be asked and measurements confirmed, such as evaluation of your electrical outlets and analysis of your practice sterilization hourly demands to verify the proper capacity size. Ideally, you would re-examine the placement of your sterilizer to ensure that your instrument sterilization flow process is not only efficient but safe.

Now, just imagine if you’re considering updating an operatory or building your dream practice. The attention to detail and the expert knowledge that is required must be of a much more significant degree. These qualities, paired with Burkhart’s exclusive comprehensive Dental Project Management System are designed to ensure success no matter the size of your project.

“I have built three offices with Burkhart because of the trust factor I have in them and my Equipment Specialist Dan O’Brien. It started back when I built my first practice and Dan recommended that I only equip part of the office until I grew my production. His honesty and insight has created a long-lasting relationship built on trust,” said Dr. Dennis Burton of Portland, Oregon.

Our system includes various tools designed to help you maximize your investment and minimize costly mistakes. Not only does it track the progress of your project from start to finish, but depending on when the warranty of your new equipment or technology expires, it notifies us to send you a letter one month prior to expiration, reminding you to take care of any concerns you may have that should be covered under warranty. No other dealer cares more about your happiness after the sale than Burkhart.

Finally, I invite you to receive a complimentary copy of our award-winning Space Planning book, regardless of the size of your equipment needs. This inspiring publication is filled with valuable insight that will empower you to bring greater clarity to your own vision. It helps you understand what the right questions are that you should be asking of your dealer-partner. The expert worksheet in the back of the publication helps you recognize which experts you should have on your team as you proceed to build or expand your dream practice.

Choose Burkhart as your investment partner, and invest with confidence in your practice’s success. Our experts and proven system will work to make your dream practice real.
Dr. John Sorensen has an extensive background; 17 years in dental academics as well as over 20 years as a prosthodontist. In October of 2001 he decided it was time to leave academia and open his private dream practice. This practice would need to include a six operatory prosthodontics practice, an in-house dental laboratory, a dental materials testing lab and a teaching theater equipped with fifteen lab benches.

Once the location was determined, it was time to find the best dental supply and equipment company. Dr. Sorensen recalls the key factors that led him to Dan O'Brien, Portland Equipment Specialist: "I chose to work with Burkhart because of their knowledge, expertise and reputation for the unrelenting drive to provide the best service for their clients. These qualities would be critical in order to meet my demanding time frame and to take care of the plethora of details involved."

Today Dr. Sorensen's dream practice has become a reality allowing him to pursue his passion for providing education and excellence in prosthetic dentistry.
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Dr. Soraya Bouzida knew the Carmel Valley neighborhood of San Diego was where she wanted to locate her new dental practice. Though the competition was ferocious, Dr. Bouzida was able to secure an office space that allowed her to build a four operatory practice.

Early in the process, Dr. Bouzida contacted Lee Palmer, Burkhart Equipment Specialist, for set-up assistance based on multiple referrals from other dentists. “Lee’s attention to detail and vast knowledge of both function and design of a dental space helped me create a highly efficient practice. As a key advisor on this project, Lee was extremely valuable with the insight he provided me during my equipment selection process.”

Dr. Bouzida’s finished office boasts tasteful colors and elegant lighting, which emanate a spa-like atmosphere. Although she only started with equipping two of the four operatories, this location has proven to be successful, and she is currently equipping her third and fourth treatment rooms to keep up with the demand.
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For a limited time purchase any two PLANMECA ProSensor digital Intraoral Systems and receive an additional PLANMECA ProSensor of lesser value FREE! Call PLANMECA USA Inc. @ (630) 529-2300 or contact your Burkhart Account Manager to ask about our Panoramic/ProSensor bundling promotion.

Sensors available in three sizes 0, 1, and 2
After working for 10 years in the same office space, Dr. Rose Holdren of Bremerton, Washington realized the physical constraints that the office placed upon her and her staff. “I dreamt that someday we would have our very own office, our own personal space,” recalled Dr. Holdren.

After sharing her vision with her team of experts, including Burkhart Equipment Specialist Carter Barnes and designer Dan Nix, they all went to work to create the perfect environment that reflected her fun personality and unique style. “I wanted it to be classy, comfortable, and cozy, a place where my patients would enjoy coming and have fun, like a Starbucks™.”

Today Dr. Holdren and her staff are enjoying their new space and the privacy that it has afforded their patients. “It makes the flow of the office so much nicer, there is less of a hectic feeling. We actually look forward to coming to work each day!”
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Dr. Jack Stephens knew that with the growth of his practice and the recent addition of Dr. Robert Gatewood, space would be tight. He wanted to provide an environment that was not only a great place for his team to work, but also where excellent dentistry could be performed. Dr. Stephens knew it was time to build a new practice.

During the first meeting with Burkhart, the doctors shared some of the dilemmas they had been facing. Burkhart worked quickly to resolve issues that the other companies were unable to accomplish. Dr. Stephens said, “From that point forward I started working with Burkhart. What impressed me most from our initial relationship was their professionalism and that they had my best interests in mind.”

Dr. Stephens and Gatewood’s new office has a generous amount of space and is highlighted with warm inviting colors and recessed lighting. A large fish tank near the front desk, a welcome children’s waiting nook and beautifully appointed interior all add to the beauty and quality of this office.
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Now FDA Cleared!
Products and technology continue to change and emerge in the dental industry. How do we keep up with everything? The answer is training, training, and more training! Regardless of how many years of experience your technician has, training keeps a tech sharp and on his game in the ever-changing field of dental equipment.

Burkhart continues to believe and invest in the value of technician training. Whether it is attending a vendor training class, a Burkhart Service Conference, hosting local training at the branch, or working side-by-side with a vendor in the field, our technicians are constantly striving to keep up with the latest technologies and standard equipment.

“The greatest opportunity for training takes place when an experienced service technician takes a new tech ‘under his wing’ and spends time teaching him, day in and day out,” cites Service Manager Greg Rehms.

Over the past five years, many of our partners have revamped their training programs. Manufacturers now have labs established where they use cameras to show technicians the smallest part on any piece of equipment. This technique allows all the technicians to view the equipment or part without crowding around one another. They learn in a comfortable environment, viewing the screen from their individual workstations. How our partners use technology to help the learning experience is amazing.

These workstations, configured similar to a lab, are complete with tools, technology, workbooks, and CDs or jump drives that contain information to help diagnose “bugged” pieces of equipment. Over the past several years, the curriculum has shifted and now focuses on hands-on troubleshooting and diagnosis. Most technicians prefer to learn in this type of environment. They retain what they have learned by “doing” and getting their hands on the equipment. It reinforces what they will eventually do out in the field.

Another benefit of training is the camaraderie the technicians develop by working and being together in class. When a mix of veterans and less-experienced technicians get together, the learning is very beneficial for everyone. The less-experienced technician asks different questions, ones a veteran wouldn’t necessarily think to ask. The answer, however, benefits everyone.

On the other side of the equation, the veteran technicians act as mentors to the less-seasoned technicians. In many cases, though, the veterans learn a great deal by guiding the less-seasoned technicians through troubleshooting and problem solving. The learning is a two-way street that benefits both technicians.

Helping the technicians retain what they have learned comes in many forms. In the example above, technicians demonstrate to their instructors what they have learned in the lab environment. Most of our manufacturing partners also conduct verbal or written tests at the end of training. Test results are recorded, tracked, and shared with Burkhart management.

In addition to traveling to manufacturing sites for training, branches can also set up individual training at their local branch. Depending on the equipment, you may not get as much depth as is needed; nonetheless, there are many benefits to training at the local site. For example, more technicians can train at the same time and less time is spent traveling away from the branch. In some cases, training can take a technician out of the field for three to five days.

Other options that manufacturers use to train technicians include using the Internet to host a webinar or creating a training DVD. Webinars typically last about an hour, while a training DVD is typically shorter. Both options are ideal to address a specific topic or piece of equipment quickly.

Our customers deserve the highest level of service possible. Our commitment to ongoing training and working with our manufacturing partners to develop quality programs is a high priority. For Burkhart to sustain this high level of service, our technicians must continue to “sharpen the saw” and keep up with new products and technology.

Some of the partners and specific products our Service Technicians train on regularly:

- Burkhart Basic
- 3M Lava C.O.S.
- A-dec
- Air Techniques
- Gendex (including CB-500)
- Instrumentarium (Soredex)
- KaVo
- Pelton & Crane
- Planmeca
- Sirona
- Sterilization (Midmark, SciCan and Pelton & Crane)
Continued Education and Appreciation at Center of Service Conference

By Shannon Bruil, Director of Technical Services

Service Technicians with five or more years of service with Burkhart attended the 2009 Burkhart Service Conference in Tucson, Arizona last February. Thirty-five Burkhart technicians attended in addition to managers from branches and the corporate office. The conference recognized and rewarded our senior technicians for their contributions in serving our customers and adding to our company’s success.

Service Manager Greg Rehms says this about the conference, “The service conference rewards the experienced service technician with the opportunity to network with his fellow comrades throughout Burkhart and to be recognized for his role in supporting the overall dental team.”

In addition to spending time recognizing and rewarding our senior technicians, the group also trained with several of our key manufacturing partners. Representatives from A-dec, Air Techniques, Midmark, Pelton and Crane and Sirona attended. In line with the conference theme of “Installation Excellence,” each manufacturing partner spent time with the technicians focusing on installation topics, new products, and technician questions. Time spent with our partners is incredibly valuable and allows our techs to continue growing in their knowledge and strengthening key relationships.

The final day of the conference was spent in small groups discussing Burkhart service-related topics. The roundtable discussions were a great way to continue educating the technicians and gathering their feedback on various topics. Many changes to our systems and processes have resulted from technician input.

“The service conference allows Burkhart technician’s to be more customer focused by using the experiences of other technicians on problem solving and customer service issues,” commented Service Technician and attendee Darrell Shepard.

Burkhart’s Service Conference continues to be well received by both our technicians and manufacturing partners. The knowledge shared and discussions that occur are critical to our service department’s overall success. When you gather this many experienced technicians, working together on specific topics and learning from our manufacturers, Burkhart, our partners, and our customers all benefit. This second Service Conference built on the success of the first conference. A huge “Thank you!” goes out to all those who helped make it happen.
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In 2009, Burkhart chose the area of 3D cone beam technology, also known as Cone Beam Computed Tomography or CBCT as the central topic for our Digital Fall Focus. This area of dentistry is one of the fastest growing segments, and Burkhart wants to ensure our associates are fully trained and educated with this technology in order to help you, the dental professional. This year’s program was based on the focus statement “Success Driven” and was organized around a NASCAR theme, adding some fun and competition to the event.

The program was fortunate to host some of the industry’s foremost experts. Dr. James Mah, an authority in 3D cone beam technology, was chosen as the keynote speaker. We also brought in five of our 3D digital partners—Gendex, Sirona, Planmeca, Instrumentarium, and J. Morita—to assist us with this educational event. Our practice management software partner, XLDent and two financing partners Group Financial Services and Bank of America also participated.

Bill Poppe, Western Region-Director of Sales from Gendex was happy to participate. “The Burkhart team was extremely engaged and very professional and courteous throughout the entire event. We thoroughly enjoyed ourselves, particularly after hours getting to know several individuals on the team. We appreciate the support and the partnership!”

Technology Specialist Joe Martin valued the number of partners who participated in the event. “I thought the Fall Focus gave us all a great opportunity to learn more about each one of our digital offerings. Having them all in one location at the same time gave us the unique ability to compare the features and benefits of the different units. With this knowledge it gives us the ability to find the cone beam that best meets the needs of our clients instead of selling the same thing to every doctor. I think our doctors appreciate our genuine interest in their needs. All too often our competition sells one brand to every doctor and the doctor was never offered a choice.”

The program’s first day was packed with a hands-on activity, the keynote speech, and a panel discussion. First, each digital partner set up a workable 3D cone beam unit to take 3D scans of our associates. Branch associates were divided into groups so that at least one associate from each branch received a different scan from our partners. Collectively, each branch then had an image from each of the 3D manufacturers.

During this hands-on session, each person received his or her 3D scan with viewing software on a jump drive. Our associates can now take this learning, along with their scan, and share it with you, our doctors and their staff. Through the course of this imaging activity, we uncovered a fractured root and a faulty root canal. This is powerful testimony of the importance of 3D scanning that normal 2D equipment would not have discovered.

Amanda Allen, Account Manager in Dallas, Texas recognized the knowledge that she’ll take to her clients. “The Digital Fall Focus was an excellent opportunity to gather and learn about the latest technology in the dental industry. As an Account Manager, I feel that I have been given the tools to...
The professionalism and excitement at this meeting were unmatched by any other meeting that I have been to.”  -EQUIPMENT SPECIALIST BRAD FOSTER

properly educate my clients; and enable them to make well informed and educated buying decisions.”

In his keynote address, Dr. Mah spoke of the importance of this diagnostic tool for the dental professional. He asserted that 3D should be the standard of care for your patients, noting that one-third of all 2D scans will not fully uncover difficulties. 3D provides accurate diagnosis, better treatment planning, and helps avoid difficulties and failures. This could be the million dollar mistake that dental professionals experience from a liability standpoint by not using this technology.

“Hearing Dr Mah’s lecture on the clinical benefits and dramatically improved accuracy of CBCT images strengthened my desire to get the word out to all our doctors,” noted Technology Specialist Brent Peterson.

To wrap up the day, the event featured a panel discussion with Dr. Mah and three other doctors to field questions from our associates in the area of 3D technology and digital technology as a whole.

On the second day, associates were divided into six NASCAR teams to rotate through each of our six manufacturing partners. Each team gained more in-depth knowledge about specific 3D units, sensors, imaging software, and practice management software from XLDent.

The knowledge our associates gained from this activity will benefit you in many ways. First, during discussions with you, our associates will be able to accurately assess your digital and 3D needs. Second, our associates will be able to provide to you recommendations based on your specific practice needs and philosophy.

Account Manager Shirley Lusk appreciated the learning experience and looked forward to sharing with her doctors what she learned. “After coming back from our Focus meetings I feel confident that my recommendations are good ones and what I’ve learned sets me head and shoulders above our competitors as a business partner and problem solver for doctors. At our meetings I was able to view products from our partnered manufacturers side by side in order to acquire the consultative knowledge necessary to provide my doctors with the right solutions for their unique practices.”

No focus program can be conducted without a little fun in the mix. During the last evening, our event focused on “Friday Night NASCAR Activities.” We had adultsized big wheels, NASCAR Wii, pinewood derby races, a NASCAR slot track, remote control cars, and NASCAR black jack. What a great way to cap off our event!

Equipment Specialist Brad Foster summed up the weekend’s events this way, “The professionalism and
excitement at this meeting were unmatched by any other meeting that I have been to. It is great to be a part of such a great team!"

Ultimately, the educational events Burkhart hosts for its associates aim to better equip, educate, and prepare them to help you with purchasing decisions for your practice. If you haven’t had the opportunity lately to talk about 3D technology with your Burkhart associate, I encourage you to reach out and ask them what they learned at this great event.

"... I was able to view products from our partnered manufacturers side by side in order to acquire the knowledge necessary to provide my doctors with the right solutions for their unique practices."

- ACCOUNT MANAGER SHIRLEY LUSK

(Below Left) Adult sized "Big Wheels" were the source of a lot of smack talk, wipeouts, smiles and laughter. (Below Right) Teammates Account Manager Bill Price of Austin and Branch Manager Reedy Berg had fun during the Friday night activities. Photos by Jackie Aldrich.
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Dr. Doug Roth

SENSORS  “Just being able to enhance and enlarge images – to lighten, darken, and contrast – helps me point out areas of concern so much better.” 6
Dr. Craig Harder

SOFTWARE  “Web-based collaboration tools offer an ideal way for dental professionals to keep the patient at the center of the care process.” 1
Dr. Lorne Lavine

PHOSPHOR SYSTEMS  “It is very similar to film with the benefits of being less bulk, which in turn is more comfortable for the patient making it more patient friendly. The time savings over film processing of this technology was a key factor as well.” 5
Dr. Doug Roth

DIGITAL IMPRESSION SYSTEMS  “The combination of patient comfort, time savings, better restorations, fewer remakes, less environmental impact and improved accuracy easily justify the initial investment.” 3
Dr. Gary Rads

CONEBEAM/CT  “With a Cone Beam scan, patients can see exactly what I see and can understand the dental challenges that may remain hidden with other imaging techniques.” 2
Dr. Todd Engle

LASERS  “Considerably better results in crown and bridges impression techniques, gingivectomy, frenectomy and low level laser therapy can be achieved using the diode laser rather than other modalities.” 4
Dr. John J. Graeber

DETECTION DEVICES  “…Tools such as the DIAGNOdent allow me to avoid unnecessary injections, drilling and filling. No pain equals a lot of gain in my practice.” 7
Dr. Jay Enzler

No one provides as many choices as Burkhart. With a wide range of partners, paired with our knowledgeable Account Managers, Equipment Specialists, Technology Specialists, and Technology Service Technicians, Burkhart can provide the solutions you need for your dental practice. Whether your focus is on creating efficiency in your office, improving patient care or to update your office with the latest in dental technology, Burkhart’s team of experts can help you make the decisions that are right for your practice.
In the past ten years, dental consulting companies have been springing up everywhere. In some communities, I often wonder if there might be as many consulting companies as there are dentists! In a sea of choices, what distinguishes Burkhart’s consulting division? For us it comes down to three things: Integrity, Knowledge, and Client Success. These qualities are integral to Burkhart’s company culture.

**Integrity**

Integrity means firmly adhering to our values. Many companies have statements of purpose or mission statements, but many never make the significant investment to live those values on a daily basis. With the purchase of Practice Leadership nine years ago, Burkhart more completely fulfilled its statement of purpose. Not only does Burkhart provide products for the success of the dental profession, but we also provide the services and information necessary for dentists to succeed. It’s about our doctors, their teams, and the patients ultimately served. That means we listen to YOU! Dr. Froese, who practices in Moses Lake, Washington said, “The greatest difference between Practice Leadership, Burkhart Consulting, and other consulting firms is that PLBC listened to what I perceived as my needs rather than assuming they knew what they were. I am convinced that with the experience that each of the team members has, they probably could have told me what was needed. That, though, was never my impression. PLBC never pushed me in any preconceived direction. On the other hand, the team helped me see how I could better reach the goals that I felt were important to me and my staff. PLBC empowered me to be a better leader than I could have been otherwise. As a result, I have always felt that the name of your organization, Practice LEADERSHIP was very appropriate! For this I remain forever grateful.”

Dr. Bruce Cooper from Olympia, Washington chose PLBC for this customized approach. He said, “I chose PLBC to help me after hearing them express their philosophy regarding practice development and effective management systems. I was also pleased that they were willing and able to work with me on a specific set of goals unique to my needs and not just sell me a ‘prepackaged’ management consulting plan.”

“Some companies are very much ‘my way or the highway,’ but PLBC allows the doctor’s personality to shine through.” - DR. JENNY THORNTON
You won't find the heavy-handed approach at PLBC that you might find with other consulting firms. Once again, it's not about us. It's about you.

Knowledge
While there are many great consultants who have specialty areas—front office, hygiene, accounting—our team has a depth of knowledge and a broad range of experience not available through many other consulting companies. We have a team of seasoned dental AND business professionals to serve your team. While you have the education in dentistry, we have a team with education and experience in dental hygiene, dental assisting, education and training, psychology, accounting, human resources, insurance billing and administration, and business management.

Two of our four dental hygiene consultants still actively practice as well. For example, Kathy Edwards, RDH, regularly conducts in-office trainings for PLBC. “Having been an RDH in practices that have used several consulting firms over the years, I would agree that PLBC is unique in its approach to incorporating sound business principals without losing a patient-centered approach,” Kathy said. “This especially holds true with the employment of clinicians by PLBC. We intimately understand the challenges that clinicians face and accept that every practice has a uniqueness that requires a specialized approach to coaching. Not every practice fits squarely in the same box, but often consulting firms use the same model regardless of the practice size or norms.”

Dr. Alan Erickson echoes these thoughts: “Working with PLBC means bringing an entire team of dental professionals into your practice as your advocate. From breaking down and analyzing your business numbers, to learning how to deal with challenging patients and everything in between, the team at PLBC brings a wealth of dental experience and knowledge that is practical and built from real-world experience. Physical proximity is not required to reap the rewards of this program. Every time the phone is answered, someone is there with a solution to the problem. It is evident that all PLBC staff develop an intimate knowledge of the character of your practice very quickly. Problems are promptly countered with solutions. Each team member at PLBC seems to have a unique area of expertise in the dental arena, yet they have found a way to complement each other for your total benefit.”

Balancing our occupational and training backgrounds, team members have an array of communication styles. Our approach is “not one size fits all;” instead, it is focused on what will work for you and your team in your practice. Lin Tucker, our primary front-office coach noted, “You don’t stay the same throughout the training, nor will the needs of your practice. For that reason, you’ll receive the right consultant with the right approach and the right communication style to help take you and your team to the next level.”

This ability to adapt to the changing needs of your practice bears fruit in the clients we serve. Dr. Jenny Thornton, who practices in Pousibo, Washington said, “I would say that PLBC is great because it is personalized. Some companies are very much ‘my way or the highway,’ but PLBC allows the doctor’s personality to shine through. I have been amazed at how well PLBC has helped motivate my employees. My employees that were good before are definitely great now! Our office communication has never been better; we are all working together toward a common goal. I think my team now recognizes that while each position has its own responsibilities, they all contribute to the same thing—the ultimate patient experience. Rather than getting frustrated with each other, we are learning to help each other. Along the way, we are having a lot of fun.” Dr. Thornton’s comments lead us to the next quality that sets PLBC apart from other consulting companies.

Client Success
There’s a reason our company isn’t named after one individual: Burkhart espouses a team approach to success. Your account manager, equipment specialist, technology specialist, service technician and consultant are all here for you and your practice. What do YOU need in your practice for your success?

June Taylor, RDH who has worked for PLBC for more than ten years as our Lead in-office Consultant, stresses this as she coaches clients and at speaking events. “The way to an increased bottom line is through a high-performing team,” she noted. “We have a high focus on the value of team and creating win-win scenarios in our clients’ offices.”

Dr. Eric Ellingsen of Spokane, Washington chose PLBC after evaluating several other consulting firms. PLBC resonated with him for a number of reasons. He said, “I believe there are many characteristics that set Practice Leadership, Burkhart Consulting
above all others. The first and foremost can be seen in their name. They put your needs and desires into an agenda that works for your office. It is not someone’s name and face with their style of dental consulting trying to put your practice into their system. Practice Leadership utilizes your face, your abilities to develop the leadership within you to make the systems your own. I don’t want LVI’s system or Levin’s system or Linda Miles’ system in my office. I want my system in my office.” Dr. Ellingsen continued, “There is great continuity in the instruction given to the doctor and staff. Follow-up is excellent and weak points are not passed by until they become strengths and strengths are grown and enhanced. With help from Practice Leadership, I have taken the next step forward to developing the type of practice that works for me.”

Oftentimes those next steps can be a “follow-on” program with PLBC. We’re proud of our 80% re-enrollment rate, which demonstrates a high rate of satisfaction with our service. Karen Burnett, RDH and PLBC consultant, customizes maintenance programs for our ongoing clients. With input from our team, she helps the doctor select services that best meet the needs of the practice, whether it be an in-office focus on a particular system, a policy manual, fee analysis, aesthetic assessment, or bi-annual strategic planning meeting.

Cindy Towne, another Practice Consultant, regularly travels with our Account Managers and sees first-hand how the experiences we provide differ from other consulting companies. She commented, “A big part of our uniqueness as a consulting company comes from the balance of hands-on support we offer. Some consultants locate themselves in a practice and cause the team to feel they are being micro-managed; that every move is watched and evaluated; that the consultant is breathing down their necks. Other consultants operate from afar via phone, email, conference call, and mail, without a presence in the office. PLBC has found the perfect balance of time spent in the office and hands-on with the team, combined with phone, email, and off-site support in just the right amounts. The dentists and dental teams we work with enjoy the time we spend in the office and the personalization that brings. They also feel comfortable calling us when we are not in the office. They know they are truly our top priority!”

This balance has brought great success in helping dentists and their teams “learn how to fish” as the saying goes. And, do they ever learn how to fish! PLBC’s impact on the bottom line of practices we serve has been noteworthy. The average increase in NET profitability for the practices with which we worked last year was $76,000. Shannon is our team assistant who is on the phones every day with clients and team members. She sees first-hand some additional areas that help create PLBC’s “wow” experience. “We appreciate people, we encourage hearts, we have a genuine desire to make a positive difference,” Shannon said.

We take our responsibilities seriously, realizing that our clients depend on us to guide and direct them to greater success in their practice. As Lin Tucker succinctly concluded on the team’s behalf, “It’s more than a job. It’s a mission, a purpose. Our statement of purpose is the three succinct phrases that guide everything we do at Burkhart: Integrity, Knowledge, and Client Success.”
Team members are initiating change, consistently growing, and everyone is more confident."

- Mark Jensen, DMD

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“Team members are initiating change, consistently growing, and everyone is more confident.”

- Mark Jensen, DMD
As you learned in dental school, for a crown, onlay, inlay, or implant to be successful—it’s all about the prep. Preparation ensures you reach the desired outcome for the procedure. Not only do you need to prepare the site or tooth for the procedure, you also need to adequately prepare the patient.

We have found the same concept true when considering a transition in your practice. Whether you’re thinking about adding an associate, creating a partnership, or transitioning out of dentistry, it’s all in the preparation. Think of it as the preparation of the site (your office and team) and preparation of the patient (you). Here’s where Abe Lincoln’s sage advice holds true: “If I had six hours to chop down a tree, I’d spend the first hour sharpening the ax.”

Let’s look at two examples. Dr. Bruce Cooper (Olympia, Washington) and Dr. Jay Magnuson (Quincy, Washington) are at different stages in their careers and different stages of transition. Both doctors understood the importance of preparation to ensure their success.

Dr. Cooper brought a consultant into his practice to help prepare for adding another associate dentist. This was an important part of Dr. Cooper’s long-term planning for two reasons: immediately expanding to capture business opportunities and succession planning over the next 10-15 years. On the other hand, Dr. Magnuson was not expanding, but rather preparing to decrease the number of days worked and ultimately sell his practice to an associate. We posed several questions to each doctor regarding his experiences.

**Assessing Your Situation**

Just as you examine the tooth to make a diagnosis before starting a prep, you should examine your practice before considering a transition. Is there an adequate number of active patients to support the transition? Is there enough space to accommodate another doctor? Does your practice have the appeal it needs to draw an associate in? Are you and the team ready?

**Creating the Best Outcome**

Once you’ve done your exam, you can deliver an accurate diagnosis. In this case, what does the practice, the team and the doctor need to
improve upon initially to create the best outcome?

Dr. Cooper: “Coaching from PLBC made a difference in the transition by giving our staff members the tools and confidence to move forward in a time of change and challenge. We have sharpened our skills in patient communications and worked to develop a cohesive and positive message around the arrival of our new dentist. Modifying our systems for scheduling, collections, and staff incentives/commissions has helped make the challenges easier and kept staff morale high.”

Dr. Magnuson: “We made changes in the practice before bringing on our associate—some large, some small—but every change was an opportunity to make a system work. It is those changes that have brought us to a higher level of dental care that is more efficient and more effective. We begin each day knowing what to expect. We have streamlined our processes and procedures. We know that the morning is for big projects, the afternoon is for smaller ones. At morning huddles, we review what we need to understand about the day and what we need in the future. These systems make all our jobs more predictable and more pleasant. Our production is higher and our patients receive better care.”

Succeeding with the Transition

As you may have read, 70% of associateships and partnerships don’t work out. When these doctors are asked why the transition failed, they often respond that the practice wasn’t ready, the systems weren’t in place to support the transition or they had failed to prepare adequately as a team. With the groundwork laid, or the initial prep work done, both Dr. Cooper and Dr. Magnuson had a greater chance of a successful associateship and transition. Both practices have associates who have walked into a more secure, positive setting as a result of planning and preparation. How has your transition progressed?

Dr. Cooper: “Since retaining PLBC to help me with this transition in my practice, we have successfully navigated through the associateship agreement, modified a number of our office administrative systems, expanded our hours and staff to accommodate our new schedule, and surpassed our initial projections for productivity. Our new associate is off to a great start and our staff is enjoying the experience of adding another dentist to our team. The net effect of implementing the tools we’ve learned from PLBC is that our new associate has walked into a healthy practice, ready and able to help him begin his career. We have modelled efficient work flow and effective patient case consultations for him. We have prepared our patients to meet Dr. Moss and embrace him as another qualified provider in our office. By including him in a recent Consultative Case Presentation training, we’ve accelerated his development as an effective communicator with our patients and added to his confidence as a new practitioner.

In joining me and my long-time associate, Dr. Paul Isaacson, Dr. Moss has joined an environment that will mentor him effectively and start his professional career off well. He has mentioned several times that he is busier than expected and how welcoming our patients have been. He has expressed his gratitude to our staff for preparing the way and for their support. I attribute his strong start to our whole team’s preparation, much of which was greatly aided by the coaching received from PLBC over the past 18-24 months.”

Dr. Magnuson: “I had previously been told that I did not have a large enough practice for an associate and had heard of many methods of adding an associate. Yet, PLBC’s method has worked well for our practice. Dr. Kwon and I share the dental office and the patients. We also share a dental philosophy and a dental mission statement. We agreed to the staff agreements and share a vision. We found the eight elements of successful dental practices pertinent: preparation, recruit and retain, accountability, communication, teamwork, integration, commitment, and excellence. We have also learned from the case presentation scripting courses. We have had the privilege of growing together. I am
Enjoying working only three days a week. Further, our dental office has grown in production by 32% over the past two years, and we're at a pace to grow 13% in 2009. Our patients appreciate coming to a dental office where two dentists are available.

**Maintaining Success**

It all comes down to creating the best possible environment for success, and then maintaining that environment. We've all seen a beautiful crown ruined by lack of ongoing care. How have you maintained your success?

Dr. Cooper: “As we move into the next few crucial years with Dr. Moss, I see our practice systems will need to grow with him to help us reach our mutual goals. Continuing to assess and adjust our scheduling, staffing, communication, and overall management systems will be par for the course. I have confidence that PLBC’s expertise will continue to play an important role in helping us achieve a successful future.”

Dr. Magnuson: “Dr. Kwon has had the privilege of learning to work with our new systems in place. At dental school he learned dentistry. With PLBC’s help, he has learned the art of working with people and the business side of dentistry. He will probably never realize the changes we have gone through in the past few years. What he will know, however, is that the systems we have, the people who work those systems, and the patients who are blessed by visiting our office, all benefit from diligent work under training from PLBC. Dr. Kwon has the benefit of starting his practice knowing many of the things that it took me many years to learn.”

Dr. Kwon: “The process helps the practice run efficiently and has helped me as a new dentist understand the workings of a dental practice. The coaching has already helped me improve patient interaction, which makes me confident that I will have a successful future.”

Dr. Magnuson: “Our dental practice is a healthy, vibrant, growing dental practice. We have learned to treat our patients in a more professional manner. I feel comfortable that with PLBC’s help, we are doing the best that we can for the people who are our patients. Part of my goal was to have a healthy practice to sell. We’ve brought that about.”

In dentistry, in life, and in approaching transitions, Henry Ford’s words ring true: “Before everything else, getting ready is the secret to success.” Is your practice ready? As an initial step, consider having Practice Leadership, Burkhart Consulting conduct a Full Practice Review in your practice. Uncover areas in your practice that with a little extra focus can prepare you for the next level of success. Contact your Account Manager or PLBC directly at 1.800.665.5323 for more information.
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Strong Manufacturer Relationships Key to Burkhart’s Success
By Michael McElaney, Executive Director of Equipment and Merchandise

For the last 120 years, Burkhart Dental Supply has stood on “Integrity, Knowledge, and Client Success” for our customers. These same three pillars have been applied to our vendor partners. Jeff Bucher, VP of sales at A-dec commented, “The strength of the Burkhart and A-dec partnership is common vision. This embraces quality products, extraordinary people, and unsurpassed customer service. The success of our two great companies has been and will be based on referrals. Providing long-term solutions focused on the success of our customers remains our mutual passion and purpose.”

Over the past 30 years, we have seen dealers and vendors falling by the wayside and causing disruptions in the dental community. Burkhart has chosen a well-planned conservative path for stability and growth. This conservative path and our future plans are shared with our vendors. By clearly establishing open and honest relationships with our vendors, Burkhart is a trusted name in the dental industry.

Mike Mercurio, Vice President, Professional Sales of Sunstar Americas, Inc. echoes this. He said, “A true partnership exists when both companies work toward a common goal. Burkhart is a strong example where two companies work toward a common bond.”

Joe Simon, Vice President of Marketing for Premier Dental Products Company says this about the partnership we share: “At Premier we stand behind our products by guaranteeing that they will do what we say. It is on this reputation that the company was built and continues to thrive. So we depend on strong partners such as Burkhart to correctly deliver the message to dentists and Hygienists in an environment that is educational and consultative. Burkhart excels in this area because they not only understand the products thoroughly, but they understand their accounts and become true partners in helping their dentists advance their practice. When Burkhart presents Premier products that improve efficiency and predictability or provide greater value to the professional and their patients it is a win-win-win.”

In today’s challenging environment we see many new vendors approach Burkhart for new products. These vendors come from all over the world to establish their company in the United States. Burkhart uses a detailed process to review these companies and their products before deciding to set them up as a new vendor. The final question we always ask is: “What will this new vendor do to our existing vendor partnerships?” By asking this question, our current vendors know we do not take them for granted. Running a dental product manufacturing company is expensive with large investments in research and development, regulatory compliance, clinical testing, and finally product launch. Our vendor partners appreciate that Burkhart understands their roll, their investment in the industry, and our mutually successful partnership with them.

What does this all mean to you, our customer?
Burkhart’s customers know we stand behind every product we ship, every piece of equipment we install, and every service we sell. In addition, and just as important, are the vendors we support and their support of Burkhart and our philosophy. Potential vendors who do not understand who we are do not join our current vendor team.

This position is appreciated by companies throughout the dental industry. “3M ESPE appreciates the long standing relationship that we have built with Burkhart Dental. Burkhart has built their company by consistently providing superior customer service backed by a well trained sales force that is dedicated to ensuring the dental professional achieves practice success. Burkhart has consistently invested in its infrastructure and its people to assure that they will be able to support new technologies and new platforms to ensure its future success in the dental marketplace,” notes Kathy M. Gaertner, Global Business Development Manager, Channel 3M ESPE Dental Products Division.

Burkhart and our vendor partners know that “Integrity, Knowledge, and Client Success” are the foundations that will support the dental community for the next 100 years.
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Testing the bluephase® 20i

A User Report on the New bluephase® 20i LED Light from Ivoclar Vivadent

By Dr. Niklas Bartling

We have been using a first-generation bluephase® LED light for more than two years in our dental practice. This curing light offers a light intensity of 1,200 mW/cm². Because of its polywave LED technology, it achieves a wave length range similar to the spectrum of halogen lights. We therefore had no need to purchase a new light unit. Nonetheless, I let myself be persuaded into testing the bluephase® 20i for three weeks in my practice. I focused in particular on assessing the light’s performance in the Turbo program when used at a maximum light intensity of 2,000 mW/cm².

In the past, several suppliers offered curing lights that claimed to provide high light intensities and short polymerization times. Unfortunately, most of these lights failed to live up to their claims when evaluated in field tests. Against such a background, the employees in my practice were less than enthusiastic about conducting the trial. To overcome their resistance, they were first shown how to operate the four programs of the bluephase 20i light. In addition, we drew up a table of all the materials that would be used in the trial and their respective curing times in conjunction with the Turbo program (Figure 1). Normally, we select the curing program individually at each step in the treatment together with the dental assistant. It turned out that the well-known bluephase programs – High, Low and Soft modes – were used, while the Turbo program of the bluephase 20i was studiously avoided.

Reclaiming Trust

The goal of our field test was to identify the new LED light’s limitations. Given team members’ reservations, we decided to first establish the depth of cure achieved in conjunction with the Turbo program of the bluephase 20i. We hoped that this would dispel any objections. The Heliotest kit, which was previously available to fabricate custom-made shade samples, is no longer manufactured. We therefore created our own test samples by cutting approximately a 1 cm long piece from a straw. Next, we pressed a small amount of low-viscosity silicone into one side of the straw and allowed the material to set. We then inserted the piece of straw into an empty composite syringe and filled the syringe with composite. If a light probe is placed on the composite and the material is polymerized, the depth of cure can be established as an alternative test method. Because it is not always possible to place the light probe directly onto the tooth in dental applications, we increased the distance to the material with a matrix in the course of carrying out the tests.

The results were clear-cut: The bluephase 20i successfully passed all test series conducted with the Turbo program in conjunction with the composites used in our practice. I repeated the tests in front of the practice team with good effect, and all reservations regarding the Turbo program and its short curing time of five seconds suddenly vanished. From then onward, nothing stood in the way of the Turbo program being used routinely. To the contrary, this program became very popular among the team members and they used it frequently. The usual waiting times associated with the layering technique decreased drastically and swift working during light-curing was soon established.

Field Test in the Dental Practice

Several patient cases treated during the trial phase of bluephase 20i are described below to provide examples of how the new light unit may work. In the first case, two defective restorations had to be replaced, one on the distal side of tooth 11 and the other on the mesial side of tooth 12 (Figure 2).

First, the defective fillings were removed and the cavities filled with EvoCeram® (Figures 3 and 4). Next, the restorative material was polymerized using the Turbo program of the bluephase 20i (Figures 5 and 6). As the pictures show, the light probe cannot always be positioned directly onto the tooth. It is therefore essential to use a high-performance polymerization light to ensure a complete depth of cure in every situation. If a Turbo light probe (10>8 mm) is used, the polymerization time need only be

<table>
<thead>
<tr>
<th>MATERIAL</th>
<th>CURING TIME IN CONJUNCTION WITH THE TURBO PROGRAM</th>
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<tr>
<td>Tetric EvoCeram</td>
<td>5 s</td>
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<td>Tetric EvoFlow</td>
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<td>IPS Empress Direct</td>
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<td>Ccompoglass F</td>
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<td>Compoglass Flow</td>
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<tr>
<td>Variolink II*</td>
<td>5 s per mm ceramic &amp; per segment</td>
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<td>Variolink Veneer*</td>
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<tr>
<td>Multilink Automix**</td>
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* applies to base paste only
** applies to dual-curing
doubled if the distance between the composite and the light emission window is larger than 8 mm. Furthermore, the bluephase 20i provides a clear advantage when treating children. In such cases, swift working is of paramount importance to prevent any struggles. Reducing the polymerization time to twice five seconds in conjunction with Compoglass® F is very helpful in these circumstances.

Light-curing Through Ceramic
Ceramic restorations are usually more opaque than composites. If a luting composite is light-cured through an all-ceramic restoration, the polymerization time has to be increased to ensure complete polymerization. In this case, we had to close a gap between two anterior teeth, as the patient was unhappy with the appearance of his teeth (Figure 7). The patient did not want orthodontic treatment. As an alternative, we decided to insert IPS Empress® Esthetic veneers. In this case, if the Turbo program of the bluephase 20i light is used, a polymerization time of five seconds for each millimeter of ceramic and for each segment is required (Figure 8).

The time savings are particularly substantial when placing extensive, multiple restorations (Figure 10). Given the high power of this curing light, a few glimpses of doubt emerged at times. In particular, concerns regarding heat development during polymerization were voiced. We asked ourselves if the gingival tissues might suffer thermal damage during polymerization. To clarify this issue, I tested the curing light on myself by having various sites on my tooth necks irradiated with the light strength of the Turbo program for five seconds. I then took the light probe and placed it directly onto my gingiva single-handedly. During all these cycles of irradiation, I did not feel the slightest bit of heat-induced pain. Similarly, none of the patients complained about pain when cervical restorations were cured with the bluephase 20i, even if the restorations were inserted without anesthetics.

Conclusion
Although I had a few reservations as this trial began, I have been satisfied with the bluephase 20i in every aspect. All composites can be reliably cured because this product emits light in a similar spectrum as halogen lights. In addition, the Turbo program offers substantial time savings when treating patients.

1. contact Dr. Niklas Bartling if you wish to obtain further information on this topic. zahnarzt@bartling.ch or www.bartling.ch.
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In restorative dentistry, doing the least to the underlying natural tooth structure to obtain the desired result best attains the goal of longevity. Experience has shown over and over that the most conservative preparations last the longest and serve patients the best. Properly aligned teeth can be treated in the most conservative manner. Cosmetic dentistry can and should be done with this in mind. This case illustrates this concept and the creative use of several techniques that, when combined, gave an exceptional aesthetic result.

The patient was an adult female seeking to improve the appearance of her smile (Figures 1 and 2). She had completed orthodontics in her teens with bicuspid extractions, but experienced significant relapse. This is an often observed occurrence and points to the fact that orthodontics can be finished in an unstable position. If the forces affecting the teeth are not in balance, the teeth will move. The maxillary left cuspid was in cross-bite and she had an anterior open bite. Post-orthodontically, a mandibular fixed wire retainer had been placed from cuspid to cuspid. The patient also had some isolated areas of recession and the maxillary left central incisor was darker in color than her other teeth. In addition, she had only occlusal restorations in her molars. All other teeth were in good shape and un-restored (Figure 3). She had no TMD symptoms and had adequate function.

After exploring the patient’s desires and expectations, we discussed several treatment options. We settled on a combination of bleaching, straight wire orthodontics, osseous crown lengthening, and gingival grafting. She also chose porcelain veneers on the maxillary second bicuspid through the second bicuspid, depending on how well the teeth aligned after the orthodontics. There was a good possibility that the number of veneers would be reduced to as few as four on the maxillary incisors. The risks and benefits were discussed and appropriate informed consent obtained prior to starting treatment.

Orthodontic brackets were placed (Figure 4) and transitioned through a series of increasingly heavier wires over a 4-month period (Figure 5). Compliance with this approach has been excellent because the amount of time required for the orthodontics using a restorative finish is short. The advantages of using a restorative finish were that the shapes and shades of the dentition could be controlled significantly. Because the movements of straight wire orthodontics expanded in an arch dimension, placing restorations also served the function of long-term retention, by interproximally blocking the path of potential arch form collapse. This technique is appropriate for cases where the vertical dimension of occlusion is stable and expected to remain the same from start to finish.

After the brackets were removed, osseous crown lengthening was performed on the maxillary lateral and the right central incisor and a subepithelial connective tissue graft placed on the facial-gingival of the left central incisor. Anesthesia was given using 2% Lidocaine with 1:100,000 epinephrine. A pattern was cut from the foil packing of a scalpel blade and fit to the area where the graft was to be placed (Figure 6). This was later used to design the donor site incision.

While the anesthesia was taking effect, the incisal edges of the central incisors were marked with a black marking pen (Figure 07), which was helpful for visualizing how much shaping would be appropriate before actually reducing tooth structure with a bur. After obtaining patient input, the edges were reshaped and polished (Figure 8). A laser was used to shape the gingival areas, and excess tissue was removed with a curette and a scrub of hydrogen peroxide (Figures 9, 10, 11, 12). An ophthalmic scalpel was then used to prepare an intrasucular full thickness flap without cutting through the gingival papillae (Figure 13). A piece of subepithelial connective tissue was harvested from the palate (Figure 14). The osseous architecture was
modified using a slow speed round bur and the graft was placed. The papillae in the surgical area were stabilized with interrupted sutures (6-0 Polylactic acid), and the graft with the same plus butyl cyanoacrylate (Periacryl) was overlaid with pink composite (Figure 15). The composite was retained for about three days.

The patient then healed for eight weeks. At the preparation appointment, the decision was made to veneer from cuspid to cuspid, because the cuspids were still too lingually inclined. The working wax-up was subsequently modified (Figure 16, 17), and a matrix was made for a three-dimensional prep guide and for the provisionals. Temphase (Kerr) was placed in the matrix and placed on the unprepared teeth. This was allowed to set for 2½ minutes. The matrix was removed and horizontal reduction cuts were made through the material with a 0.5mm deep diamond reduction wheel (Pollard Diamonds). The temporary material was then removed (Figure 18). The only reduction needed to the natural tooth structure was now indicated by the horizontal marks; no another reduction was necessary other than a light gingival finish line (Figure 19). After obtaining an impression and a bite registration, provisionals were fabricated (Figure 20). The purpose of the provisionals was primarily to gain emotional acceptance of the function and appearance for the projected final restorations.

The patient wore the provisionals for three weeks and returned to have final restorations cemented. After making strategic cuts through the temporary material with a 330 carbide bur, orthodontic band removal pliers were used horizontally to remove the material from the teeth (Figure 21). The restorations were approved and seated with a translucent resin cement (Kerr NX3). Because the gingival embrasure between the central incisors was still open, and in the spirit of conservativism, a gingival composite was placed post-cementation (Figure 22). This “hybrid veneer” design allowed less reduction of tooth structure. If the preparation had been extended into the gingival embrasure area, to get draw for the final veneer,
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massive reduction would have been required.

The final photographs of this case show excellent soft tissue architecture and health (Figures 23, 24, 25). There is a natural and attractive shape and flow to the teeth that will remain in a stable position. Stability is ensured because by combining orthodontics, periodontics, and conservative cosmetic restorative dentistry. This patient will enjoy the results of this combination of dental procedures longer than using any of the techniques alone (Figure 26).

Dr. Spoor maintains a private practice in aesthetic and restorative dentistry in Seattle, WA and can be contacted at www.RhysSpoor.com.

Figure 18 Teeth with reduction grooves placed using prep guide and 0.5mm diamond wheel. Figure 19 Conservation preparations for indirect porcelain veneers cuspid to cuspid. Figure 20 Provisionals with tints and high gloss finish. Figure 21 Removal of provisionals with an orthodontic band removal pliers. Figure 22 Placing a gingival composite making this a 'hybrid veneer' that enabled design to be maximally conservative. Figure 23 Final smile. Figure 24 Teeth flow from anterior to posterior. Figure 25 Excellent soft tissue contours and health. Figure 26 Conservative and stable long-term result. Photos courtesy of Dr. Rhys Spoor.
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