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Compliments of Town & Country Dental Studios
Dear Colleagues,

Happy New Year! We wish all of you a healthy and successful 2015. We would also like to thank you for your continued business and confidence in Town & Country, and look forward to working with you for many years to come.

Record snowfall? After Hurricane Sandy what’s a little fluffy snow? Well, maybe not so little… Rest assured that we continue to do all we can to get your cases delivered on time, thanks to our dedicated staff and all wheel drive. For updates regarding weather related issues, please check our website, www.tncdental.com.

Town & Country Dental Studios is honored to become the National Laboratory Partner for the Alpha Omega-Henry Schein Cares Holocaust Survivors Oral Health Program. In response to the White House call to action to help Holocaust survivors age with dignity and support, Henry Schein Cares and Alpha Omega International Dental Fraternity created this important program, which will provide free dental care to 250-300 Holocaust survivors who are most economically vulnerable. Town & Country Dental Studios will contribute pro-bono laboratory services and support.

25% of the approximately 120,000 Holocaust survivors residing in the United States live in poverty, compared with about 9% of the same age group in the general population. We hope that with our participation in this worthy program, the quality of life for Holocaust survivors will improve, and that their remaining years will be lived in comfort and good health.

Warmest wishes,

Jerilyn Sapoznick
Implant Department Director
Town & Country Dental Studios

Stanley M. Bergman, Chairman of the Board and CEO, Henry Schein, Inc. (pictured right) and Stephen Lampert, Laboratory Manager, Town and Country Dental Studios, Inc. attended the White House Convening on Holocaust Survivor Dental Services in December 2014.

The event was hosted by the White House Office of Social Innovation and Civic Participation to discuss the launch of the Alpha Omega – Henry Schein Cares Holocaust Survivors Oral Health Program.
TIPS & TRENDS

Make the Most of an Implant Restoration Appointment

1. Create a treatment plan
   - Take study models and bite records
   - Diagnostic waxup
   - Consultation with dental lab regarding restorative options

2. Obtain the implant information from the surgeon
   - Procure surgeon's report with implant brand, size and reference number for each site implanted

3. Prepare the correct tools and components for the pickup impression and insertion
   - Purchase impression coping(s), driver and torque wrench for each implant system being restored before the appointment

4. Take an x-ray of the seated impression coping
   - Verify that impression coping is seated before taking impression in order to transfer the correct position and orientation of the implant
   - Make sure that any plastic transfer caps are placed correctly when part of the impression transfer system. A flat on the plastic cap must be positioned over the flat on the impression coping or abutment.
   - Familiarize yourself with the implant system and components before your appointment with the patient

5. Evaluate the occlusal clearance and contact areas for the restoration
   - Allow adequate clearance for the restoration and modify opposing and/or adjacent teeth if needed
   - Adjust proximal contact areas of adjacent teeth if they do not provide proper contour to develop broad contacts for restoration
   - Discuss alternative restorations if inadequate clearance for cementable restoration

6. Allow adequate time for labwork
   - Before appointing patient, call the lab to discuss restorative options and turnaround time to avoid rescheduling appointment
   - If implant components are required, allow time for the lab to order them if not provided with the case
   - If requesting a technical call, the work order and turnaround time may change depending on the outcome, so allow enough time to resolve issues and implement the work order

7. Complete the Lab Rx form fully and correctly
   - Make sure to provide all the necessary information relating to the implant and the type of restoration or product required
   - Write clearly and include all products required and tooth positions
   - Don’t forget the shade
   - Any missing or incorrect information will require a phone call to obtain and may delay production of the case

8. Carefully package and send all the necessary materials to the lab
   - Make sure you include the impression copings, counter model, bite, as well as helpful items such as photos, study models, shade tabs, etc.

9. Allow adequate time for an appointment
   - Occlusal records, trial setup, pick-up impressions must be accurate as the final case is built to these records. Take your time to get it right!

10. Take an x-ray of the seated restoration before torquing in the screw
    - The abutment must be fully seated in the correct orientation for the restoration to fit securely
    - Check contacts and occlusion before cementation

For more helpful hints contact Jerilyn Sapoznick at 516.868.8641 or email jsapoznick@tncdental.com.

Several issues are illustrated in the photo on the left. The adjacent teeth are inclined toward the edentulous space. Adjusting the proximal contacts to create parallel, broad contact areas will avoid point contacts. In addition, the bone level implant is exposed above the tissue and the abutment connection does not allow the margin to be dropped below the ‘keep-out’ zone. Although not aesthetically ideal, the restoration should be designed for cleansibility rather than create an overhang to disguise the exposed fixture. Photo on right shows minimal occlusal clearance.
Leveraging Technology for Implant-supported Prostheses

Providing stability and convenience for your fully edentulous patients

With the increasing general awareness of the benefit of implants, growing number of clinicians incorporating implants into their practice, and simplification of products and procedures, the dynamic growth in implant dentistry has greatly enhanced the position of implant-supported prosthesis. However, despite the growth trend, there still remains a predominant population of edentulous patients who are receiving alternative, more traditional methods of tooth replacement treatment.

Implant-supported solutions provide not only esthetic results but can also provide improved function. In this regard, the fully edentulous population remains underserved when considering the significant impact that an implant-supported prosthesis can have on the ability to eat and speak, which can ultimately lead to an improvement in health and overall quality of life.

Research shows that implant-level attachments used with overdentures accounted for 82% of the total US and European attachment market in 2013. The US and European attachment market grew 3.5% to 1.5 million units sold in 2013 and this growth trend is predicted to continue through 2020*. Based on these statistics, overdenture solutions can offer an ideal growth opportunity within the dental practice.

For the patient, implant-supported solutions help to eliminate problems such as pain of pressure of ill-fitting dentures and atrophy as a result of inactivity or pressure requiring relining of existing denture.

Research by Drs. Jocelyn Feine, Georgios Romanos and others have demonstrated the benefit of dental implants for edentulous patients. Multiple studies clearly show that as few as two implants assisting the retention of a complete denture benefit edentulous patients in terms of psychological wellbeing, nutrition, self-esteem, and general systemic health.

**ATLANTIS Conus concept** has the stability and comfort of a fixed prosthesis with the added convenience of being a removable for optimal access for oral hygiene. Additional benefits include:

- Cost-effectiveness compared to screw- or cement-retained implant-supported restorations
- Optimal chewing function and sense of taste (due to free palate option)
- Desirable phonetic function and esthetic result
- Eliminates the need for design or manual adjustments for time-saving and increased profitability
- Simplified restorative procedure, eliminating the need for investment in stock components
- Backed by comprehensive warranty

Available for all major implant systems, ATLANTIS Conus Abutment - overdenture provides a friction-fit, non-resilient prosthetic restoration for fully edentulous patients. The patient-specific solution is a uniquely designed, conical shaped abutment with corresponding caps that incorporates an implant-borne prosthesis while being removable like an overdenture. ATLANTIS Conus Abutments are individually designed using the patented ATLANTIS VAD (Virtual Abutment Design) software for parallel abutments and margin levels as close to the soft tissue as possible. ATLANTIS Conus Abutment – overdenture is designed to fit SynCone caps, ensuring a tightly-seated final restoration, minimizing gaps and micro-movement.

*iData Research*
Solutions for the edentulous patient are characterized by the following: implant-assisted versus implant-supported, resilient versus non-resilient, and fixed versus removable.

**Implant-assisted prostheses** consist of two or three implants with attachments that assist in the retention of an overdenture prosthesis that is also supported by soft tissue. Studies are building a case for this minimal approach to be the standard of care for the edentulous mandible as opposed to a traditional complete denture.

**Implant-assisted overdentures** have some movement in function and require adjustments for sore spots as with the traditional complete denture.

**Implant-assisted attachments** have some type of resilient element, insert or ring that keeps excessive forces from being transmitted to the implants. The resilient ring or plastic cap will wear due to functional forces, poor alignment of the implants, and insertion and removal. For this reason, resilient elements may have to be replaced on a regular basis resulting in additional cost to the patient as well as opportunity cost to the dentist.

**Non-resilient attachments** must be implant-supported to distribute forces over four or more implants and must not be supported by soft tissue.

**Fixed prostheses or immovable prostheses** are supported by four or more implants and can be screw-retained, cement-retained, or friction-retained.

The introduction of the ATLANTIS Conus concept by DENTSPLY Implants offers a patient-specific solution that leverages technology to offer clinicians an immobile full arch prosthesis that has the benefits of simplicity, cost effectiveness, and a removable solution with the function of a fixed dental prosthesis.

By designing cone shaped abutments that are perfectly parallel, with precisely-fitting gold copings, a friction fit removable prosthesis can be fabricated with functional characteristics of a fixed full arch prosthesis.

Proprietary digital technology provides perfectly parallel 5 degree cone shaped abutments for all major implant systems. The abutments are positioned within the denture at the most effective location for retention, fit, and path of insertion of the prosthesis. Perfect parallel design can be accomplished even on implants that are not perfectly aligned.

Incorporating ATLANTIS provides added value by integrating the computer technology to include digital planning, easy modification, easy replacement, and digitally generated insertion guides to facilitate placement of the abutments.

Because the ATLANTIS Conus Abutment - overdenture prosthesis is removable and the friction fit prosthesis has no resilient elements, maintenance is limited to routine hygiene.

The ATLANTIS Conus concept is simple to incorporate into the practice, with key steps being:

- Plan implant placement, preferably with the benefit of CT scan and radio-opaque guide
- Post surgical placement of healing abutments and soft reline of existing complete denture
- Implant-level impression to lab with request for ATLANTIS Conus abutments
- Insert abutments to 25 NCM, seat gold copings, and incorporate into an existing or new prosthesis with a direct or indirect method

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**Images/Illustrations/Case courtesy of Dr. Arnold Rosen**

Arnold Rosen, DDS, MBA
Digital Impressioning with the TRIOS Intraoral Scanner

The TRIOS Intraoral Scanner is the technology of the future that is here for you today. With the use of the TRIOS IOS, providers are able to create a digital impression that is sent directly to the laboratory to begin immediate production of the restoration. The TRIOS impression takes form live on the screen in 3D through video technology that captures more than 3000 2D images per second and is 100 times faster than a conventional video camera. This 3D image allows the dental technician to design an exact replica restoration with a more accurate fit.

The TRIOS intraoral scanner is manufactured by 3Shape, a Danish company founded in 2000 with 490 employees, 175 developers, and 60 training and support specialists worldwide. 3Shape is also the manufacturer of desktop scanners and CAD/CAM design software and has won many awards for its innovation and achievements.

Open and flexible solution for any lab setup

Whether you work with a dental lab or an in-house practice lab – TRIOS® will fit smoothly into any type of lab services arrangements you employ today or may wish to explore in the future.

Why choose digital impressioning with the TRIOS? Digital impressions allow you to save time and see more patients as it is a quick and accurate process. You will realize a reduction in seating time due to the precise fit of the final restoration. With digital accuracy you will eliminate the errors that may occur while taking conventional impressions. The patient will have an improved experience and enjoy the ease of impression taking, thus eliminating the need for retakes.

Scanning with the TRIOS has never been easier for dentists and assistants. The TRIOS has an ergonomic design and intuitive software for a superior ease of use. TRIOS also allows the user to scan in life-like color to create a high quality digital impression, as well as acquiring an accurate shade measurement. HD photos are also a unique feature of the TRIOS which assist in diagnosis and further patient education.

With the open architecture of the TRIOS IOS, you simply send your scan to Town and Country for fabrication of your restoration. The TRIOS provides for the widest range of restorations including PFM, e.max, Zirlux, custom implant abutments, screw-retained crowns and much more.

To set up a demonstration, call Town & Country at 800.925.8696 and ask for Joe Apap or Tracy Diaz.

- Custom Automated Prosthetics (CAP)

Pride INSTITUTE
Best of Class Technology Award
for Innovation in Dental Technology
Pride Institute (2013 & 2014)

Denmark Engineer’s Product Award (2011)

Ernst & Young Entrepreneur of the Year Award

King Frederik IX Honorary Award
(2014) (honoring Export of Danish Goods & Services)
Despite the fact that the national economic picture is slightly improved and there has been a 2.3% increase in dental insurance sales, wages for middle income Americans continue to remain flat, with many holding two lower paying jobs just to make ends meet. At the same time, we have seen an increase in those requiring public assistance, while at the other extreme, the top 1% continue to grow their wealth. Looking forward, today’s dental clinicians are best served with a realistic understanding of who their patients are, the circumstances they face, and why they buy.

While the top 5% of earners will almost always seek proper, quality dental care, the majority of Americans seem to be more cautious in their spending. But that doesn’t necessarily mean they want the cheapest, as research has shown. What consumers really want is value they can trust. No consumer begins their search for a dentist by seeking the second best. Instead, decisions are based on personal knowledge and experience, which is often limited when it comes to dental care.

Insurance companies have convinced consumers that all dentists are the same. Equipped with a false understanding, they seek the best value, where Value = Quality ÷ Price. If all dentists are the same, the only variable is Price. Value increases when Price decreases. This continues because, unlike a retail purchase, consumers are unable to distinguish between the choices in their dental care. To substantiate this, it has been shown that when consumers clearly understand their choices, they often buy upward. An example of this was illustrated when offering consumers two cameras, one bare bones (least expensive), and one with more features (more expensive). Most consumers chose the least expensive one. However, when provided with a third camera with the most features (most expensive), many consumers moved from the least expensive to the middle-priced camera. The net result was the least expensive camera had the fewest buyers, the middle the most, while the most expensive camera had more buyers than the cheapest. Clearly, consumers are willing to pay more when they understand the choices and real value inherent in each option.

Another consumerism fact is that when differentiation is not obvious, consumers will migrate to large brands. To research this point, consumers were given dining choices that included large chain restaurants and local, lesser known options. Overwhelmingly, they chose the well known brands. However, after they were provided information extolling the virtues of the local options, the majority of consumers chose local over brand.

Understanding the above is crucial to developing a strategy that distinguishes private practices in a highly competitive market—one in which insurance and big brand dental offices influence consumer thinking, beliefs, and attitudes, even before a dental office is chosen. If consumers are looking for the best value, clinicians who clearly establish differentials important to their markets won’t need to be the cheapest to be successful. Value can be established through trust, thoroughness, and knowledge, all of which culminate in the total patient experience. Effectively communicating these factors as differentials creates real answers for consumers in dire need of clear choices.

Dean Mersky, DDS, founder & president, OPT-In Management, LLC. Dr. Mersky practiced general dentistry in Manhattan Beach, CA for 26 years. His private practiced focused on maladies of the temporomandibular joint (TMJ), full mouth reconstruction, and cosmetic dentistry. His professional memberships included the American Society for Dental Aesthetics and the Northeast Gnathological Society. With a back injury forcing his retirement from clinical practice in 2002, Dr. Mersky joined the Captek company as director of clinical communication. In that role, he reviewed and reported on clinical and technical research.

authored numerous papers for publication for Inside Dental Technology, Dental Town Journal, Journal of Dental Technology, Dentistry Today, Lab Management Today, and the quarterly issue of American Society for Dental Aesthetics, and lectured nationally and internationally for both dentists and dental technicians. After a year of serving as implant coordinator for a large dental laboratory, Dr. Mersky launched OPT-In Dental Laboratory Cooperative, October, 2012. Recognizing that private practitioners have the same disadvantages and needs as many dental labs, he launched OPT-In Dental Advantage in June, 2014. Dr. Mersky graduated from the University of Detroit School of Dentistry, 1976, and holds a Bachelor’s degree in public health, from UCLA.

What Consumers Really Want

Dean Mersky, DDS, President of OPT-In Management, LLC.
The Right Fit

It’s not just the precise fit of our implant restorations, it’s how well our dental laboratory fits you and your practice.

"With SIMPL and Town & Country, I have the confidence and the ability to restore any implant case."
—Dr. Jones

“SIMPL restorations from Town & Country fit so well, I can seat a case in just 15 minutes.”
—Dr. Glassman

Give us a try, you won’t be disappointed. Call 800.925.8696 to learn more or visit www.townandcountrydental.com.