



CREATIVE ARTS DENTAL LABORATORY, INC.



CERTIFIED DENTAL
LABORATORY

NEWSLETTER

FALL 2005

The
ultimate
in service
since 1982

Dentist Spotlight



Jack Stansfield, DDS
Fair Oaks, CA

Graduate of:

El Camino 1965, UCD 1970,
UCLA 1974

Family: wife, Gretchen

Favorite...

Author: None - read dental

Movie: None - watch sports

Restaurant: Fair Oaks
Coffeehouse & Deli

Vacation spot: Tahoe/Almanor

Hobbies: Dental Lab Work

Mentors: Frank Spear, DDS &
Gordon Christenson, DDS

Recent Cont. Ed. Class:

CRA/Ray Bertolotti/Greggory Kinzer

Like Most about Dentistry:

Every patient case is different
making treatment challenging

Like Most about Creative

Arts: Continual effort to improve
services in a changing environment

Now Offering: **InVizion™ (Vita YZ) All-Ceramic Restorations**

InVizion™ crowns are made of Zirconia (YZ) frameworks milled on the inLab CAD/CAM system and veneered with Vita VM9 porcelain.

YZ stands for yttrium-stabilized zirconium oxide, one of the strongest all-ceramic dental materials available with 900+ MPa flexural strength (it is the same base material as Lava, however inLab allows us more design options in the milling process). It is indicated for anterior and posterior crowns and bridges. VITA VM9 porcelain, used to layer over the YZ coping, has enamel-like abrasive behavior which increases wear-comfort for the patient. It has superior shade selection in 29 primary VITA 3D-Master shades and 52 intermediate shades.

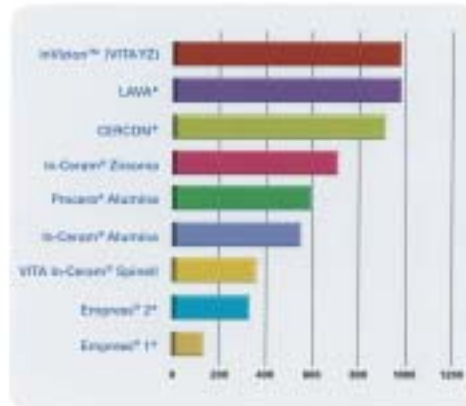
These crowns are beautiful, long-lasting, and have excellent marginal fit. We truly believe they are the wave of the future in all-ceramic restorations.

We are confident that you will be more than pleased with the inVizion™ restorations. **For more information regarding inVizion™, please feel free to give us a call at 916.929.4464.**

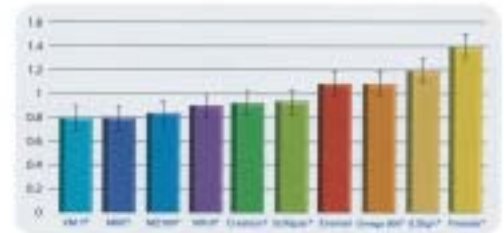


inVizion™ features shaded substructures for incredibly natural esthetics

Superior Flexural Strength



Amazing Enamel Wear



Citation for both charts:
McLaren, S.A., Giordano, R.A., Zirconia-based Ceramics: Material Properties, Esthetics and Layering Techniques of a New Wearing Porcelain-VM9. *Quintessence Dent. Technol.* 2005; 28: 1-13.

*This is a trademark of VITA or InLab

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- ~ Infection Control
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- ~ HIV & AIDS
- ~ Medical Error Prevention

Valerie's
inspirational
QUOTES:

"The bottom line of common sense is simply to live by the Golden Rule: **Treat others like you want to be treated.**

The "secret" to the phenomenal success at Southwest Airlines is that its people live, breathe, eat and sleep the Golden Rule. The leaders teach it to their employees and those employees hear it in their talk and see it in their walk. From the entry interview to the exit interview, the Golden Rule is a way of life."



Various restoration options

"Digital Photography & Computerized Shade Analysis" Class

Creative Arts recently hosted a class on Digital Photography & Computerized Shade Analysis at the RPM Go-Kart Racing track. It was a great success and a lot of fun. The following are some take-aways from the class:



- > Recommended camera: Canon DentalFoto 95
Can purchase from Dental Learning Centers - 425.557.7788
- > Our lab has recently purchased ClearMatch Shade Analysis allowing you to send a picture, taken in your office, for us to analyze and determine the shade. ClearMatch uses a process called normalization.
- > We suggest you send us the following in order to best match existing dentition: Full arch impression (upper & lower), full arch wax bite, study model(s), as much detail on the case as possible (use cosmetic Rx), and photographs.

Increase Your Practice by Melinda Heryford, Practice Management Consultant

What to Say to "My insurance is changing..."

Ever find yourself in this spot when the patient says, "my plan is changing, do you take my PPO coverage?" What do you say? How do you save the patient from moving on and how do you attend to your long term relationship with the patient? Do you have a consistent method for implementing the following?

The process of saving "the patient" should begin long before he or she asks this question. Do your patients know and value the level of care that they currently receive? Many private practices today use quality materials, excellent dental laboratories, have highly experienced and friendly staff, and also schedule adequate time to complete quality dental care. **The problem is we are not taking the time to tell the patient what they are receiving.**

The first step in educating the patients, building value and in saving the long term relationship begins when placing restorations. Let the patient know the quality of the materials used, show them that the prefabricated crown is made of precious material, show them how it fits and explain the kind of fit that will make the crown long lasting. Let the patient know that you want only the best for them while taking the time necessary to prepare and deliver long lasting dentistry. Building value for the care you provide starts with communicating the things that you deliver every time you see the patient.

Next, when the patient says, "my insurance is changing, should I go with it?" You can respond:

Many choices of insurances are available. We recommend a plan that allows you to choose your own dentist. This type of plan allows us to provide the quality of care we are committed to providing our patients.

Some of the specific benefits of this plan are:

- > allowing "YOU" to choose your own dentist; this plan does NOT limit your choices by requiring you to choose your dentist from a list.
- > providing the very best in materials, lab work and staff expertise
- > giving you greater access to appointment times and more thorough hygiene appointments



Melinda Heryford, MBA
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You may have a slightly higher premium and share of cost, but the quality is well worth it. Thank you for asking before you enroll in a new plan that would restrict your choice and level of care.

If you have any further questions please feel free to call.

If you incorporate the value added statements every time you deliver care, then when the time comes the patients will know that you are different and be educated in making knowledgeable choices.