



NEWSLETTER

FALL 2007

This year we
celebrate our

25th Anniversary

1982 - 2007

Dentist Spotlight



Leslie Fong, DDS
Sacramento, CA

Graduate Of: Loma Linda Univ.
School of Dentistry

Favorite . . .

Author: currently Jared Diamond,
but also likes science fiction writers

Movie: Topgun—stunt scenes,
Finding Nemo, House of the Flying
Daggers—cinematography

Hobbies: Reading

Quote: "Don't let what you know get
in the way of what you can learn"

Vacation Spot: anywhere 100+
miles away from Sacramento, & Rome

Restaurant:
Lemon Grass, Panera, Quiznos

Hero: Leonardo da Vinci—artistic
scientist

Recent C.E. Class/Speaker:
Dr. Z, Jeff Okeson (TMD)

Like Most about Dentistry:
Learning something new from patients
everyday

Like Most about Creative Arts:
High quality of workmanship

An Ideal Blend of Function and Esthetics

InVizion YZ (Yttrium-Zirconia) Restorations

Creating beautiful restorations with proper function is our primary goal. This is often a tough balance to achieve with many variables at play; thankfully materials no longer have to be an inhibiting factor with the introduction of zirconia based restorations. We use a product called InVizion which is made of a Zirconia (YZ) framework milled on the inLab CAD/CAM system and veneered with Vita VM9 porcelain. **These restorations enable you to have the esthetics of all-ceramic restorations and the strength of metal.**

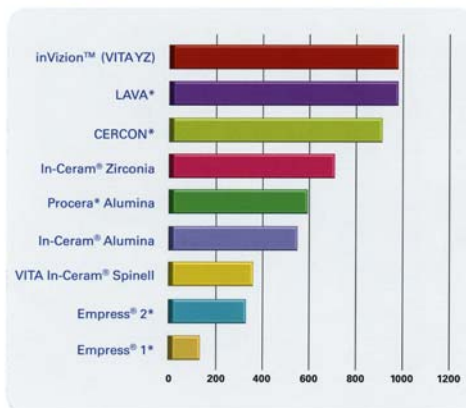
YZ stands for yttrium-stabilized zirconium oxide, one of the strongest all-ceramic dental materials available with 900+ MPa flexural strength (it is the same base material as Lava, however inLab allows us more design options in the milling process). Vident is so confident in the material that they ensure a 10 year

warranty. 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.

Superior Flexural Strength



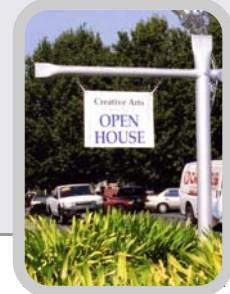
inVizion™ features shaded substructures for incredibly natural esthetics

Western Career Hygiene Tour

We, again, hosted a Western Career College Tour and had a fun time with the very bright students. Many students were shocked to learn that some labs are outsourcing to China and other foreign countries. We were proud to mention that all of our restorations are crafted in our laboratory in Sacramento by highly skilled technicians.



Valerie's inspirational QUOTES:



"I look for problems to solve and for needs to fulfill."

~ Dick Grace, Vinter & Philanthropist

"If you make a mistake, realize that you've just become 'smarter' and resolve not to make the same error twice."

~ unknown author

"The future depends on what we do in the present."

~ Mahatma Gandhi

Bite Records to Send to the Lab

"State of the Art Esthetics: the Ortho-Restorative Approach" by Dr. Greg Kinzer & Dr. Vince Kokich Jr.

We recently attended "State of the Art Esthetics: the Ortho-Restorative Approach" put on by the Napa-Solano Dental Society and presented by Vince Kokich, DMD and Greg Kinzer, DDS. They talked about many great topics, however their

recommended **bite records** stood out to us as very beneficial.

Dr. Kinzer recommends sending 3 bite records when doing a large case:

1) Provisional to Provisional

2) Provisional to Preparation

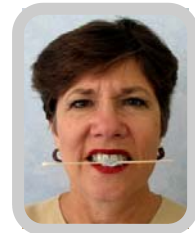
He prefers taking a bite of the upper temporary arch against the lower prepared arch

3) Preparation to Preparation

Dr. Kinzer recommends taking a bite of 4 posterior teeth (both sides at the same time) while leaving the anterior provisionals in place to give correct closure.

The benefit of having these records is that we can cross mount the provisional models with the prepared models and therefore get the most functional and comfortable occlusion for the patient.

We also recommend sending a bite with a stick placed on the outside of the lower anteriors. The stick should be in the horizontal plane parallel to the interpupillary line. This allows us to establish the correct position of the patient's midline and occlusal plane.



AACD 24th Annual Scientific Session—May 6-10, 2008

New Orleans - Course Registration opens December 7, 2007; 8am central time

No Whining — BE IN ACTION!

By Melinda Heryford, Practice Management Consultant (www.melindaheryford.com)

Are you slow? Does your schedule have more holes than you would like? There is a great deal of concern about the economy and how that will affect people choosing or delaying dental care. Given the concerns, today is the day to be responsive. As the saying goes: *NO WHINING ---BE IN ACTION!!!* Instead of reacting to a slow time by commiserating with your peers now is the time to GET GOING.

Meet with your team to discuss executing the following two actions:

- 1) Contact patients with pending treatment
- 2) Activate overdue hygiene

This is the perfect time to create a campaign to communicate with your patients. Send the end-of-the year letter (see www.cadl.net/CosmeticToolbox for the letter) to persuade your patients who have pending treatment and remaining benefits to get scheduled before the end of the year. Many patients are not aware of the fact that they

may have remaining benefits, and more, that they lose all of those benefits if they do not use them. Call the patients on this list, reminding them of the benefits remaining and the consequences of delaying treatment.

Second, print out your overdue hygiene; people who were due in the last three months and not seen. Send a card to these patients. Use this list as a call list. We all know that calling is the single most effective way to schedule patients. Allocate one hour of uninterrupted staff time daily for the telephone. Make sure the staff is trained on being effective with this call-- connecting, and communicating with each patient in an inspirational and persuasive manner.

When times are more difficult remember:

"Your past cannot be changed, but you can change tomorrow by your actions today."

--David McNally



Melinda Heryford, MBA
(916) 488-1929

