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### Dentist Spotlight



**Gary M. Verigin, DDS**  
Escalon, CA

#### Graduate of:

University of Washington, 1965

**Family:** wife, Jo Anne; 4 kids –  
Tanya, 33; Lisa, 36; Teri, 45; Doug, 20

#### Favorite...

**Author:** Steven Pinker

**Movie:** Pre

**Restaurant:** Scott's

**Vacation spot:** Florence, OR

**Hobbies:** Sports, especially  
track and field, Braves baseball  
and NASCAR

**Hero:** Fritz Kramer, DDS

**Recent Cont. Ed. Class:**

Annual meeting of the Holistic  
Dental Association

#### Like Most about Dentistry:

The challenges of integrating  
patient's problems, dentistry  
and medicine

#### Like Most about Creative

**Arts:** Everything. It's the  
best lab I've had—ever. They're  
helpful, caring; they help plan  
and turn out cases well, able to  
put together each case into a  
meaningful whole. I'm never  
hesitant to tackle any restorative  
project because I know I'll get  
excellent technical work.

## Making a "GREAT" First Impression can be challenging

by Valerie Penrod, Co-owner of Creative Arts Dental Lab

Dr. Gordon Christensen, in his 25 minute video on "The Perfect Impression" says, "according to the National Dental Lab Association, 90% of impressions do not have all the margins recorded on them." So if you feel you aren't taking the *PERFECT IMPRESSION*, you aren't alone! As a laboratory, we realize taking an impression with all the obstacles you face is not easy. There are so many material choices (some of which are very technique sensitive), varying types of trays to get used to, and not to mention working in a wet field with a gagging patient! So many choices and challenges, what is a dentist to do?

The Perfect Impression starts long before the dentist and his or her staff places the impression in the mouth. There is the prep design, good tissue management and selecting the proper tray. At Creative Arts we recommend a FULL arch impression tray be used for all anterior work, bridges and single posteriors with no stops.

Of course, we are all striving for the same goal: to provide the best restoration for each patient. I firmly believe in the principle "If it ain't broke, don't fix it!" If you and your patients are pleased with the final restorations and your insertion time is zero to 10 minutes, then your materials, trays and impression technique are GREAT!

When not using a FULL arch tray, we recommend the following:

**Quad Tray** by Clinician's Choice®

**Double Arch Tray** by Check-Bite™

If you are having some problems with insertion time and/or fit of crowns, here are some key things to avoid: *(please keep in mind the prep and temporization is also very important)*

- Use of a flimsy tray: When removing a flimsy tray, use the handle only after the suction between the prep and the impression has been broken, not as the only means of removal. The handle can cause the tray to twist and distort the impression.
- Lack of tray adhesive: ALL impression material shrinks toward the center of the mass, which may result in a smaller impression if a tray adhesive is not used. This can cause the crown to not seat completely.
- Overextending intraoral working time: This is a common by-product of using a fast-setting material for multiple-unit impressions; syringing cannot be accomplished quickly enough. A couple tips for syringing: 1) cut the intraoral tip back so it's not so tiny, 2) use a messy stirring syringing technique so as to avoid pulls.
- Incomplete setting time: It's recommended to use a timer. Early removal can lead to distortion and tearing.
- Underfilling trays: Recommendations range from 2/3 to 3/4 full.

If we can help in any other way, please give us a call, or contact one of our favorite **Impression trouble shooting resources** ~ Connie or Cookie will come on-site to troubleshoot and/or train staff. Feel free to give them a call:

**Connie James** from 3M/ESPE  
Ph# (800) 248-7261 (voice mail)  
jamesce@mmm.com

**Cookie (Lyn)** from  
Ivoclar Vivadent  
Cell Ph# (530) 409-9495

## Wedding Announcement



With joyful hearts, Bob & Valerie Penrod (owners of Creative Arts) announce the

**marriage of their youngest daughter,  
Alison Emeric Penrod  
to Adam Michael Bradley.**

The marriage took place on June 18, 2005 in the San Luis area. Alison & Adam are both graduates of Cal Poly, San Luis Obispo. Alison is pursuing a career in Interior Design & Adam is working for an Architectural Engineering Company in the San Luis area.

Mark your calendars  
early for the  
**Creative Arts Annual Open House**

September 22nd (Thursday)  
from 4 - 8pm

"CEREC inLab -  
All Ceramic Restorations"  
presented by Ed Flocken, CDT  
(receive 1 C.E. credit)



## Valerie's inspirational QUOTES:

"Excellence is the gradual result of always striving to do better."

~ Pat Riley

"It is amazing how much people can get done if they do not worry about who gets the credit."

~ Sandra Swinney

Mark your calendars for  
**August 26th (Friday)**

Creative Arts Presents:

**"How to Get the Very Best from Your Lab: Digital Photography & Computerized Shade Analysis"**

**Dennis & Bob Braunston**  
Dental Learning Centers

**Earn 4 CE units & Race Go-Karts**



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Empress<sup>®</sup>  
Empress<sup>®</sup>



## Various restoration options

### Employee Spotlight - Terry Silva, Office Manager

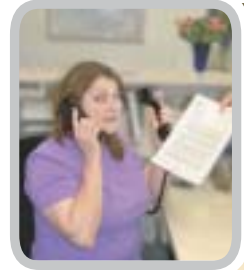
Terry Silva, our office manager, originally came to work at Creative Arts in 1992. She received her training as a dental technician in the United States Army.

After the 9/11 tragedy in 2001, Terry, who was in the Army National Guard, was called to active duty. With very little notice, she was on her way to the state of Washington where she would serve for one year. During that time, Sandy, our former office manager announced that she would be retiring in a couple of years. Since Terry has experience as a dental technician, has a good work ethic and great computer skills; we offered her an assistant manager position at the lab. After working closely with Sandy for about a year and a half, Terry became the manager and Sandy stepped aside to take the position of assistant manager. As these two women have reversed roles, the transition has been smooth.

Terry is now retired from the Army National Guard and is able to utilize on all of us at the lab some of the management skills she acquired as a sergeant in the Army. Her skills as a dental technician, on the computer, and with our personnel are a perfect blend for her position as office manager at Creative Arts. During the last 13 years, it has been wonderful watching her progression into her current position.

What Terry likes most about her job is being a problem solver and working with the people at Creative Arts.

Outside of work, Terry enjoys spending time with her husband, Rick, and her 4 beautiful grandchildren. She also enjoys reading, cross-stitching and hiking.



### **Increase Your Practice** by Melinda Heryford, Practice Management Consultant **Do You Need New Patients?**

"If I only had more new patients my practice would ...." This is the most common statement I hear from dentists. Prior to investing thousands of dollars on an external marketing program, ask yourself, "am I doing everything I can do to **internally market** my practice?" Let's start with looking at some of the most important internal marketing tools for practice growth.

Do you have a consistent method for implementing the following?

- 1) A flawless new patient examination; including a welcoming warm greeting on the first call, sending a welcome letter, calling the patient prior to his/her visit to introduce yourself, a smooth and thorough examination process, sending a thank you to referring patients to acknowledge the referral, and follow-up with a written note - thanking them for the chance to serve them.
- 2) Are you making after-care evening calls daily? This is the single most effective system for securing referrals from your current patient base.
- 3) Do your patients RAVE about how gentle you are ... how you explain and listen to them?

4) Are you sending hand-written notes to your patients weekly?

5) Does your office and equipment appear clean and up-to-date?



**Melinda Heryford, MBA**  
(916) 488-1929

The most current patient surveys show relationship and other customer service convenience concepts are more important to patients than all specific clinical aspects of dentistry. The top five factors for patients are: **1)** they want to trust you and for you to be honest with them; **2)** no surprises-"inform before you perform"; **3)** they want to know exactly what is going on in their mouth in a way that is meaningful to them; **4)** friendly and courteous staff continues to rank in the top five, as it has for many years; and **5)** consumers are aware of aggressive treatment planning strategies and without a solid relationship this type of treatment planning can make them shop on for another dentist whom they trust. **The fundamental marketing strategies listed above will help develop trust and loyalty with your current patients to turn them into powerful referral sources.**