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ultimate  
in service  
since 1982

### Dentist Spotlight



**Keith Grote, DMD**  
Davis, CA

**Graduate of:** UC Davis,  
Boston Univ. with DMD, and  
AEGD programs

**Family:** Wife, Geraldine;  
Sons, Kristopher (8), Jack  
Henry (4)

#### **Favorite...**

**Author:** Isaac Asimov and  
John Irving

**Movie:** *Pulp Fiction, True  
Romance, and Caddyshack*

**Restaurants:** Anyplace with  
a decent margarita

**Vacation Spots:**  
Thailand, Bali

**Hobbies:** Baseball, skiing

**Hero:** Used to be Pete Rose,  
but nowadays...still looking

**Like Most about Dentistry:**  
Helping people, making a  
difference

**Like Most about Creative  
Arts:** Support whenever I  
need it, and well-fitting,  
minimal adjustment, beautiful  
restorations

### Empress Veneers vs. Felspathic Veneers by Bob Penrod, CDT

Creative Arts has been processing veneers for many years. In our early years of working with this type of restoration, we were using the felspathic method. They looked nice but had their drawbacks. When the age of pressed ceramics came about, we saw the many benefits of this new technique, especially with IPS Empress. Personally, when I hear a clinician speaking about the benefits of felspathic veneers, I always wonder why we would go back to such an "old" technique. Pressed veneers (IPS Empress) have unsurpassed esthetics and increased strength.

When Vic and I attended the Frank Spear "Esthetic Techniques and Materials" class in Las Vegas this past December, Dr. Spear mentioned that he uses felspathic. He did state that they are not always the best. Dr. Spear said that he would have no problem using pressed ceramic; in fact, he likes them considerably. His lab technician, however, prefers fabricating felspathic. Dr. Spear's final comment was to use whatever product **YOUR** lab does the best.

*For cementation: Dr. Spear recommends any Fifth Generation Dentin Adhesive and Light Cured Cement. (For the complete process contact Creative Arts @ 916.929.4464 or 800.696.4464, and we will send you a copy of his recommendations) Also recommended at the course was the use of **Gluma to STOP sensitivity when prepping dentin**. For cementing all other crowns (NOT veneers), RelyX Unicem is Dr. Spear's choice.*

#### **Felspathic Benefits:**

- In our opinion it is hard to find any benefit for felspathic over Empress
- Some clinicians are stating that felspathic requires the removal of less tooth structure. However, we have found results with IPS Empress to be just as good if not better, even with minimal tooth reduction.\*

*\*We do ask, however, that as much reduction as possible be done to provide your patients with the most esthetically pleasing, long lasting restorations.*

#### **Pressed IPS Empress Benefits:**

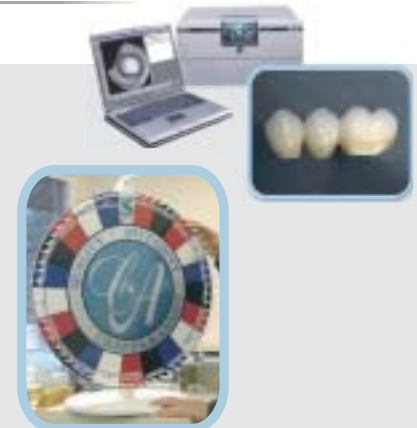
- Superior marginal fit
- Capability of repeated firings if necessary to modify shade
- Increased strength
- Clinically tested, long lasting veneers

Creative Arts recommends Ivoclar's Pressed IPS Empress veneers for the more esthetic result. If you have any questions regarding either technique, or for **cementation recommendations**, please give me a call at 916.929.4464 or 800.696.4464.

### Visit Us at the MIDWINTER CONVENTION **Booth #45**

Be sure to look for us at the the MidWinter Convention - Booth #45. We will be displaying the new **CEREC inLab** (CAD/CAM) system. The system provides esthetically pleasing restorations that demonstrate a consistently accurate fit with excellent strength.

Also, take a spin on the **Creative Arts Prize Wheel** for your chance to win various prizes, gift certificates, and product discounts.



Valerie's  
inspirational  
**QUOTES:**

"I've learned that when bad times come, you can let them make you bitter or use them to make you BETTER."

~ **Live & Learn & Pass it on**

"A pessimist is one who makes difficulties of his opportunities; an optimist is one who makes opportunities of his difficulties."

~ **Reginald B. Mansell**



**Various restoration options**

*Employee Spotlight - Vic Parkansky, CDT*

Vic began his training in Dental Technology at the USAF "School of Health Care Science" in 1975 at the age of 17. After the service, he started his civilian career with various sized labs in three different states, eventually settling at Creative Arts in 1987, filling a waxing position. He soon took the tests to become a Certified Dental Technician (CDT). As the years passed, Vic accepted any challenge that came his way and enjoyed learning new techniques. Having received his initial training in all phases of crown and bridge in the Air Force, Vic began assisting in any department where he was needed.

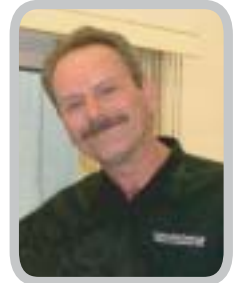
Because of Vic's outgoing personality, depth of knowledge in various areas, and 30 years of experience, he earned the title of "Technical Specialist". In this capacity, **Vic helps our dentists with product options and case design, to provide them with the finest restoration for each patient.** Vic also attends many continuing education classes to keep up to date and retain his certification. In December of 2004 he and Bob attended the Frank

Spear, DDS two day "Esthetic Techniques and Materials" class.

Vic is looking forward to celebrating his 20th anniversary with Creative Arts in 2007!

He will be the third employee to have reached that milestone. We are very fortunate to work along side such great people for so many years!

Outside of work, Vic enjoys golfing, camping and working around his home. His main interest at this point in his life, as a single parent, is continuing to put his family first. Vic has two daughters, Mercedes is thirteen years old, Sierra is eleven years old and his son, Jack, is nine years old. Vic is a "Mr. Mom" kind of dad, wearing many "hats" at home just like he does at work!



*Increase Your Practice* by Melinda Heryford, Practice Management Consultant

**Fee Increase ≠ Lost Patients**

Most dentists have difficulty raising fees on a regular basis. They report the number one concern: "I might loose patients if I raise fees." And the second concern is: "What about Delta holding my fees in the 80th percentile?"

In a 2004 Survey, patients reported the top three reasons for not returning to a practice: 1) Ill-mannered and overbearing auxiliaries; 2) Unresolved complaints, i.e., billing mistakes, restored teeth that hurt; 3) Dehumanizing factors; team failure to treat patients as individuals.

The cost of practicing dentistry goes up every day; investing in better materials, raises to reward competent staff, and reinvesting in equipment to remain competitive. **Not only are fee increases fundamental, devoting time to implement other practice enhancing efficiencies is now essential.**

The fastest and most straightforward way to increase profit and to reduce overhead is to increase fees. When practice fees are analyzed and increased every six months, the small increases go unnoticed by patients. **To remain optimal, fees must be increased 3-5% annually.** Some dentists raise fees every two to three years as much as 20%. This kind of change does not go unnoticed by the patients and creates much more opposition.

The first step in raising your fees is to create a private fee schedule which will be a different fee schedule than your current accepted Delta/PPO contract. Billing your full fee to all dental carriers is essential to evaluating profitability and to participating in provider contracts. Then, establish your costs per procedure.

Have your costs gone up for specific procedures? This is an area for special attention in the increase. Third, analyze your fees to others in your area.

Thomas, Doll and Company, a dental accounting firm in Walnut Creek, creates a survey by area; compare your fees to others in the local area. Consider bringing your fees minimally into the 90th percentile. Finally, coach your team prior to the increase so that everyone can respond with the appropriate value added dialogues.

Remember a 5% fee increase can generate a 15% increase in your bottom line.



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