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Dentist Spotlight



Jon-Eric Hottinger, DDS
Elk Grove, CA

Graduate Of: University of the Pacific, 1998

Favorite . . .

Author: John Grisham

Movie: Shawshank Redemption, Gladiator

Hobbies: Snowboarding, Golfing

Vacation Spot: Maui

Restaurants:
Banderas, Mikunis

Recent C.E. Class/Speaker:
Invisalign & Cerec CAD/CAM courses

Like Most about Dentistry:
The people—you meet all types in dentistry

Like Most about Creative Arts:
Consistent good work & communication with Vic—He has saved me many times.

Photography Recommendations

A Picture is Worth a Thousand Words ...

Richly characterized teeth would never be able to be well-matched without some sort of visual communication process. Therefore, it is best to send the laboratory photos and as much documentation as possible; you can send these to dave@cadl.net. The more information we have, the better we can meet the expectations of you and your patients.

Suggested photos to send to the lab:

• Pre-op photos:

- Full face while smiling
- Retracted smile with shade tabs placed at incisal edge
- Profile, to see protrusive-retrusive inclination of anterior teeth.
- Stick bite photo, full face. For multiple unit cases, it allows us to determine the correct position of the patient's midline and occlusal plane.



• Preparation Photos with stump shade tabs next to preps

• Provisional Photos

(if using provisionals as guide for rest of case):

- Full Face including eyes
- Retracted smile
- Profile

• Final Post-op Photos

(our technicians always appreciate seeing the end result)



Suggested techniques:

- Take the shade photos before tooth preparation. During preparation, teeth become dehydrated which causes them to appear lighter.
- Place the shade tab in the same plane as the tooth being matched.

- If the shade guides are perpendicular to the camera, the flash will reflect off of them. These reflections render the shade tabs useless, so please take a look at the photos before you dismiss the patient.
- Turn off fluorescent lights
- Focus approximately 1.25 ft. away from face

Suggested camera settings:

- Use a SLR camera
- Use a VR lens (eg. 105mm AF Micro by Nikon)
- Set to lowest ISO setting
- Set camera to "A" Aperture Priority and adjust F-Stop. For Full Face, use low f-stop (eg. f3). For close-up with better depth of field, use high f-stop (eg. f32)

Suggested professional tips & technical support:

- Do cosmetic procedures on your staff and take pictures of it. Then your staff will have the experience of sitting through the procedure, but they will also now be able to share their enthusiasm for cosmetics with your patients. Your staff will help sell the dentistry! They spend more time with patients than the dentist.
- A local professional photographer, John Swentowsky, is available for final portraits. These photos can be used as a gift for your patients, as well as marketing for your office. "If your product is visual, it should be presented visually" says Greg Lutke, DDS
- Also, John Swentowsky is willing to come to your office and help you set up your camera for close-up photography so that you can obtain the best results. Feel free to contact him at swentowsky@comcast.net or (916)488-1130. (\$125 for an appointment at his studio in Sacramento, or \$195 to come to your office)

Valerie's inspirational QUOTES:

How do you measure success?

- ✓ **Internal Satisfaction**
- ✓ **Customer Satisfaction**
- ✓ **Love of Your Job**
- ✓ **Enjoying Your Co-Workers**
- ✓ **Value of Service** (If patients value your service, they won't miss their appointments.)
- ✓ **Production** (It's not about the numbers; it's about what you do to get the #'s.)

Stephanie Pietrantonio, RDH
Transform Your
Cosmetic Hygiene
AACD Meeting



Various restoration options

Valerie Penrod, Co-owner of Creative Arts to Serve on Panel for the ADA

Valerie Penrod, co-owner of Creative Arts will serve a 2 year term on the ADA Dental Team Advisory Panel (DTAP). She is 1 of 2 dental lab owners selected from the U.S. to serve on the panel. The 9 person panel will also consist of a dentist, hygienists, dental assistants and front office team members. The DTAP is an advisory committee: assisting in formulating and recommending policies and studies; evaluating and providing information; developing educational and other programs; and encouraging and developing working relationships with allied dental personnel organizations.

Valerie has given speeches and written various articles on Direct Reimbursement. She strongly believes in fee-for-service dentistry and placing the decision making process back into the hands of the doctor and patient. Also, she has served on the Dental Care Committee with the SDDS. Her passion for the dental community and the entire team is evident in all that she does, such as celebrating Dental Assistant Recognition Week each year by delivering inspirational notes and goodies to all of their dental offices.

In her spare time she enjoys spending time with her new

grandson Tyler [born 11/5/07], cooking, taking walks, cross country skiing and reading books on cutting edge business ideas.



One of her favorite small motivational books is Walk the Talk; she believes we must all lead by example. One of her favorite quotes from a local businessman is, **“People who don’t make mistakes are people who don’t do anything”**.

Dental Assistants Recognition Week ~ March 2-8, 2008

Creative Arts has won a 1st place award & an honorable mention in the ADA Dental Assistant recognition week contests! Inspirational notes & goodies are delivered to each client's office.

Recession Proof Your Practice- Commit to an ACTION PLAN

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

Recession Proof your practice with action. Sit down as a team and create written goals, ask yourselves the tough questions. What is your plan for growth in 2008? What top five activities could you engage in as a team that if you did them superbly well and consistently would have a significant impact in the practice?

As you identify key activities, focus on your FUNDAMENTAL SYSTEMS: Scheduling to Goal, Treatment Planning Comprehensive Cases, Internal Marketing, and Pre-Collecting prior to treating. In goal setting this year I have been inspired by reading, *Eat That Frog, 21 Ways to Stop Procrastinating and Get More Done in Less Time* (on Valerie's 2007 must-read book list) by Brian Tracy. You will find that the **Praeto Principle**, better known as the **80-20 Rule**, rules in time management and goal setting. Upon evaluation, you can recognize that 20% of your activities will contribute to 80% of your success. Tracy, asserts that by taking the time to ask, what

are the most important activities I do each day? What activities contribute most to my effectiveness? Then, if you manage your time so that you attend to the most important, highest value activities first every day you will be successful.

Tracy's Rules:

1. **If you have to eat two frogs, eat the ugliest first.**
2. **If you have to eat a live frog at all, it doesn't pay to sit and look, just eat it.**



Melinda Heryford, MBA
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Finally, keep in mind Mark Twain's advice, *“The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and starting on the first one.”* Now is the time to write your goals down and to commit to an action plan for achieving your goals. Have a great year...by taking action now so you are guaranteed to Recession Proof your practice.