



2010 Volume 2

The quarterly newsletter of  
D&S Dental Laboratory, Inc.

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# INCISAL EDGE

## INSIDE THIS ISSUE

Product Profile:  
Removable  
pg. 2

D&S Unveils  
New Website  
pg. 2

Managing Your  
Practice For  
Cash Flow  
pg. 2

Seminar -  
Golf & Learn  
How to Consistently  
Capture Accurate  
Impressions  
pg. 3

## QUALITY METAL-FREE RESTORATIONS



With the increased patient demand for metal-free restorations, the market is being flooded with Zirconia products that vary in strength, fit, density, etc. It is very easy for dentists to become confused when they see lab fees for a “Zirconia” substructure from \$100 to \$250 and more. However, Zirconia is not all the same. While it is true that all Zirconia is chemically similar, when it is processed for its use in the dental field, that final product can vary from one manufacturer to another in density, homogeneity, and crystalline conversion.

Research evidence supports the fact that when it comes to core breakage or failure, a properly fabricated Zirconia has a near zero rate of failure. The key words are “correctly fabricated.”

This means the substructure or full-contour crown is made

from a quality Zirconia, the laboratory has properly designed, supported, and veneered the restoration, and the dentist has properly prepped for the restoration. In addition to strength, Zirconia restorations are superior to metal in that they don’t have to be placed subgingivally to account for visible margins, and many patients have metal allergies that must be accounted for.

When in doubt of which Zirconia to use for your next crown or bridge, whether it be an anterior or posterior restoration, remember that Lava from 3M ESPE remains the “Cadillac” of all non-metal restorations because it is the strongest, most translucent, and produces the best marginal fit. In the past, prior to the spike in metal prices, Lava restorations typically ran anywhere between \$25 to \$75 more than a PFM. However, that has changed, and the lab fee for a Lava crown is comparable to a PFM.

At D&S, we also offer additional incentive in the form of Travel Credit vouchers to our doctors who prescribe Lava crowns & bridges. For every 10 Lava units prescribed through D&S in a given month, we will send you a \$100 Travel Credit voucher good for use toward airfare, hotel accommodations, auto rentals, sporting events, vacation packages, or cruises. We offer this incentive as an added bonus to try Lava because we believe both you and your patient will be extremely satisfied with the end result. Why? Because of quality and esthetics superior to any other restoration available today.

Another Zirconia option for your patients is our proprietary, monolithic ZR Crown. The ZR Crown is now milled from Zirconia blocks with improved translucency and we are able to match the shades from the Vita Lumin Classic

# PRODUCT PROFILE

## REMOVABLE

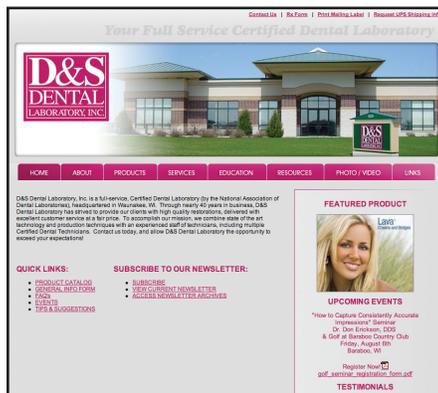
Normally in our Product Profile column, we feature a particular product. However, in this edition of our newsletter, we want to feature a particular service; namely, our removable department.

Under the skilled leadership of Dennis McPherson, CDT, the removable department at D&S has quietly become known as one of the best around. We are commonly recognized as a lab that is qualified by education, training, and experience to create natural looking dentures and excellent fitting partial frameworks in accordance with the dentist's Rx form. Most of the time this excellence in dentures goes unnoticed, which typically means the final product is life-like and natural in appearance.

The removable department offers a number of services, including: weld add-ons to partial frameworks, soft liners for relines, heat processed splints and interim partials, mouth guards, night guards, sleep appliances, and same-day service to our office pick-up areas. Lucitone is the methyl methacrylate material of choice, but if a patient has known allergies to methyl methacrylates, then there are other choices of allergy-free material our lab can use. With a variety of denture teeth to choose from, Dennis prefers the Portrait IPN or Ivoclar Vivadent Blue Line for the premium teeth, but he also has life-like teeth for more economical dentures and partials.

Dennis, or other representatives from D&S, are available to visit your office for lunch and learn sessions on any of our removable products or services you'd like to learn more about. Call any of our labs for suggestion on materials, case design, or lab costs, and you will discover that client service has been a tradition here at D&S Dental Lab for over 37 years.

## D&S UNVEILS NEW WEBSITE



Hopefully, many of you have noticed that our website, [www.dnsdental.com](http://www.dnsdental.com), recently underwent a much-needed overhaul. The intent in redesigning the website was to give it a new look, and also to use it as a tool to provide frequently updated information on

the many products and services available through D&S. Our homepage now has a "Featured Product" area that will allow us to communicate new and exciting products as they are introduced, and it also provides a list of our upcoming seminars and events. At the top of the homepage, you now have the ability to download Rx forms and mailing labels, and request shipping labels. In addition, we hope to use the website to provide educational information at your fingertips. Our newsletters will be available online, and our "Resources" page will feature informational handouts that can be downloaded along with our full Product Profiles guide. The Product Profiles guide lists a brief description, recommended indications, prep and seating instructions, and other helpful information for many of the products offered through our lab. We encourage you to call the Waunakee lab if you have suggestions on additional information that would be beneficial for us to include on the website.

## MANAGING YOUR PRACTICE FOR CASH FLOW

One of the most common mistakes made in any small business is the emphasis on maximizing revenue and profits while paying less attention to the actual cash flow. Certainly, revenue and profitability are important; however, wages and expenses don't get paid based on the paper revenue or profits of the business. They get paid by the cash generated from those sales.

The key is to monitor the actual cash inflow & outflow of your practice on a weekly and monthly basis. Many small businesses monitor sales and profits because they are the most readily accessible financial reports to generate. Unfortunately, if your financial reports are prepared on an accrual basis, those reports can be misleading. It is not unusual for a small business to show a profit on paper, while at the same time struggling to pay bills or feeling a cash pinch.

If you simply look at your account balance at the end of the month versus the beginning of the month, you can be misled. If non-recurring expenditures were made during the month (such as an equipment purchase), your cash balance could be down even though you may have generated sufficient cash flow to cover normal operating expenses. The opposite could be true if funds were accessed from a line of credit or other funding source that added cash despite not being generated from the activities of the practice itself.

So, what is the best way to monitor cash flow? Actual cash flow is comprised of three main components; cash from operating activities, cash from investing activities, and cash from financing activities. The most important of the three is Cash from Operating Activities. This category will tell you if your office is generating enough actual cash flow from your daily operations to cover all of your obligations without dipping into reserves or borrowing money. This is a terrific

continued on back

# FREE SEMINAR - GOLF AND LEARN HOW TO CONSISTENTLY CAPTURE ACCURATE IMPRESSIONS

BY DON M. ERICKSON DDS

FRIDAY, AUGUST 6, 2010 • BARABOO COUNTRY CLUB

CO-SPONSORED BY D&S DENTAL LABORATORY, INC. & 3M ESPE



This presentation will use clinical cases that demonstrate repeatable techniques to obtain crystal clear margins in the impression, including those placed subgingivally. It is rare to come across a procedure that will both increase profitability and lower stress. This is the opportunity to see and hear how it is done without investing in expensive, seldom-used equipment. Specific topics to be discussed are: soft tissue management, tissue retraction, preparation and provisionals. We were all taught, based on good information at the time, how to routinely handle our crown and bridge cases, but prosthetic materials, equipment and cements have evolved. Now is the time to critically look at the previous research and see what holds true and what we need to change for us to be current in today's field. The information provided is applicable to both conventional and digital impression taking.



In addition, we will demonstrate the Chairside Oral Scanner, 3M ESPE's digital impression system, with the opportunity for hands-on trials. Recently featured in Dr. Gordon Christensen's Clinicians Report, this device is quickly replacing manual impressions in the dental industry. You will also see how the digital highway is changing the way restorations are produced and increasing the quality of the final product for you and your patients.

Finish the day with an afternoon of golf at the scenic Baraboo Country Club, an exciting and unique golf course nestled at the base of the Baraboo bluffs. A continental breakfast and deli buffet lunch will be provided.

Dr. Erickson has a private practice 30 years in the making, an assistant adjunct clinical professor appointment with the University of Minnesota Dental School in the GPR program and serves as a consultant and clinical researcher for 3M ESPE Dental.

To register for this event or to request more information, contact Dawn Pilsner at D&S Dental Laboratory, Inc. • E-mail: [dsdentlab@aol.com](mailto:dsdentlab@aol.com) • Phone: 608-849-5343 Or mail or fax the form below to: D&S Dental Laboratory, Inc. • 1020 Quinn Drive • Waunakee, WI 53597 • Fax: 608-849-7500

Name \_\_\_\_\_

Office Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

- Yes, I will be staying to play golf.  
 No, I will not be staying to play golf.



#### SCHEDULE:

8:30 – 9:00 Registration & Breakfast  
9:00 – 12:00 Presentation  
12:00 – 12:30 Lunch  
12:45 Golf

#### LOCATION:

Baraboo Country Club  
401 Mine St.  
Baraboo, WI 53913  
800-657-4981  
[www.baraboocountryclub.com](http://www.baraboocountryclub.com)

#### TUITION:

Breakfast, Lunch, Seminar and Golf included at NO COST

CE CREDITS:  
3 hours

Attend this informational and fun-packed event for a chance to win the new Elipsar \$10 LED Curing Light! This expertly-designed and ultra-powerful piece of equipment—courtesy of 3M—currently retails for \$1,500 and will be given away FREE to one lucky attendee. Register today!

## Managing Your Practice for Cash continued

report to look at monthly or even weekly, to grade your true financial results. If you're not generating enough Cash from Operations on a consistent basis, then it is time to take a hard look at how the office is being run.

Probably the most important line item affecting actual Cash Flow from Operations is the Accounts Receivable, and it is critical to manage that account effectively. Receivables need to be collected, and turned into cash as quickly as possible. The sale that led to that Receivable cost you money to generate through wages, utilities, supplies, etc., so it actually represents a cash drain until the patient pays their bill. Very often, a business experiencing dramatic growth will run into a cash pinch due to this very scenario. The expenses necessary to fund the increased work must be paid up front, but the new sales don't immediately turn into cash, and the existing cash flow is insufficient to cover the new expenses. The Income Statement looks great with the increase in Revenue and Net Income (on an accrual basis), but the sales are not being turned to cash fast enough, and the owner wonders where all his or her profits are going.

It is critical to remember that being profitable does not mean being liquid. Cash Flow and liquidity are the measuring sticks for a business' financial health, so the faster your sales are turned to cash, the faster you can enjoy the fruits of your labor.

## Quality Metal-Free Restorations continued

shade guide. This is a dramatic improvement over the former material used to manufacture the ZR Crown. While the ZR Crown was not designed as a replacement for a PFM or Lava crown (it was meant to be used as a metal-free alternative to Full-Cast crowns in the posterior), it now matches the shades of a PFM crown.

The new Zirconia does not compromise the strength, fit, or marginal integrity of the ZR Crown, and now the esthetics are greatly improved. Despite the improvements, the lab fee for the ZR Crown is still only \$99, which is a savings of \$85 to \$105 when compared to a high noble, Full-Cast crown. Another added benefit of the new ZR

Crown is a lifetime warranty compared to the five-year warranty previously offered. Finally, whereas the ZR Crown was previously only used for single posterior indications, we are now able to manufacture multi-unit ZR Bridges. The ZR Bridge represents another tremendous alternative for posterior applications.

Both the Lava crowns and bridges and the ZR Crown are quality, metal-free restorations that can help keep your lab costs down while delivering superior strength and fit. With these terrific options available through D&S, your office can now be completely metal-free. To see samples of either restoration, simply call our Waunakee laboratory.

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