

Want to Earn More Money?

“Digital Dentistry Delivers”



By Dr. Bill Busch

There is no better time to be a part of the dental community than now!

This includes dentists, front-office staff, assistants, hygienists, distributors, manufacturers and vendors, sales people, and all other members of our profession. With every real life situation there is a real life opportunity. The goal is to dig down deep within yourself to create new opportunities for your patients to say “yes” to treatment they need and want. My name is Dr. Bill Busch DMD, MAGD, and I’m a full-time practicing dentist in Kansas City, Missouri. I have been practicing for over 20 years, and I submit to you that now is the best time in the history of dentistry to reinvent and retool your dental offices.

If you look back at history, you will see that throughout every industry except dentistry has ceased the opportunity that a recession brings to grow their business, until now.

On June 12th, 2009 everything changed. Our government switched completely to digital TV. That may not mean much to you, but it is a watershed moment in our history, signifying a line drawn in the sand and a commitment to a digital future. Now, everyone across our great country knows that “digital” is the new standard of operation. After all, more than 90% of Americans own a TV. Remember—public awareness and demand drives industry.

How does that help the dental community? It helps by educating your patients that digital is now the gold standard—if they had not known that before. Digital is clear, concise, accurate, simple, and makes our lives easier—and in most cases, more profitable! Think about the photography business. Do you see anymore Photo Huts? Do you find any more analog film? Not much. The smart professional photographers adapted very quickly, and created an even better industry than ever thought possible! The same is true for dentistry. You just have to see your future now, believe that your investment in digital dentistry will earn you both professional success and business success immediately. With digital dentistry, which includes, digital radiography, cone-beam CT, digital panoramic, in-office CAD/CAM, and E4D (from Henry Schein, Inc.), digital impressions, practice-management systems, the Internet, front-office equipment, electronic dental records and much more—everything becomes more profitable and raises the level of care that you deliver. Your office will quickly become an automated, efficient machine that allows you to focus more time on your patient’s care!

Digital Radiology Sensors

I got my first sensor back in 1993. I figured out that I could be more efficient with a digital sensor for emergency exams, endodontic treatment, implants, and fixed prosthetics. I still used traditional film alongside the one sensor because the technology

could not be integrated into my practice-management system (DENTRIX) at that time. I also believed it was too cumbersome to have multiple sensor sizes and sharing a sensor amongst the entire office staff was an awful thought.

My next leap was going to all digital radiography in 2000. I believed at the time that I would need both digital sensor and phosphor plates to be able to address every patient situation (children and adults). That lasted about a year. I then realized that it didn’t have to be that complicated. I found DEXIS digital radiography system and my life changed—one sensor, one solution. I sold my phosphor plate system on E-bay and never looked back.

The DEXIS system is so simple. One size sensor fits all. I use it with children and adults. I compare it to the success of Southwest Airlines. If you have flown before on Southwest, you will see poetry in motion in regard to speed and efficiency. The reason is they fly only one model of plane, the 737. This means that everyone in the company has that system down pat. DEXIS is the same way. It even uses the Rinn system, you’ll never get a bad X-ray—ever!

Today, I have a DEXIS sensor in each room so I don’t have to waste time waiting for it while another staff member uses it and I reduce the workload (sensor exposures) on all my sensors. Thus I believe they will last longer and have less chance of becoming broken during intra-office transport. I had an assistant who tripped on the sensor wire going from one room to another. Not only did she sprain her knee, but the sensor had to be sent in for repair.

I added the sensors one per year until I had one for each operatory. My billable X-rays went up 18% because I made it easy for the staff to get the X-rays we needed. Think, how many times you may want an X-ray but don’t order it that day because you’re behind schedule and it would take too long to set it up. You figure you will just get it at the next visit. If you want to be more successful, try to complete any task if possible when you think of it. Otherwise it goes to the end of the list. This is a simple concept, but it is often not done. It applies to both your office and life. I learned this from a friend once when I called him. He missed the call and called me right back. I told him, “boy that was fast service,” he responded, “...if I don’t do it right away I will forget.”

That was an epiphany. Do everything you can in real time (right away). It will definitely give you peace of mind and make you more profitable. Today’s technology allows you to accomplish this at lightning speed!

So here is the great news for you and the dental profession. As I write this article DEXIS has launched their new digital sensor! I could not be more excited. It has all the advantages that the traditional sensor has and more. Stay tuned to Sidekick Magazine for details on this incredible advancement in dental radiography.

Digital Panoramic

Another great advancement was the introduction of the digital panoramic. Talk about time savings! It can be accomplished in about 15 seconds, which once took 5 minutes by the time you processed it. The quality is outstanding. In addition to doing the typical X-ray survey, you can even crop the panoramic into bitewings if you have someone who is a gagger. Also, no more waiting for a doctor to send you past X-rays because the patient doesn't want to pay for them again. In my office if they come in and we don't have their current X-rays and they want to get started, we just take the X-rays for free. It doesn't cost you anything, and you can get started immediately. The digital radiographic dental record is complete when this technology is added to your armamentarium.

One of the best Panoramics is the Gendex 8500, for the money. I have this one, and you can't go wrong. Many can be purchased quite reasonably. There are many great machines available—talk to Henry Schein Sales Consultant for more information on this.

Cone Beam CT

Cone Beam/3-D Imaging or Cone Beam Computerized Tomography (CBCT), has taken a mighty step forward in allowing general dentists and oral surgeons to completely and thoroughly plan predictable implant placements.

The rapid development of the software that transforms digital information captured by the CBCT machine to create an almost lifelike rendition of the patient's anatomy in literally 1-2 minutes, is driving the advancement of these systems. Cone beam technology is like having GPS for your surgical placement procedures. It tells you exactly where to go. You could perform these procedures without it, but you get faster and more predictable outcomes with it.

I don't think I could live without GPS in my car, especially when I'm on the road in unfamiliar territory. You perform better as a driver when you know where you are going at all times. The same is true as a surgeon. It used to be a luxury to have this in your office—now it is almost a necessity. With advancements in the software and hardware, it is easy for anyone who knows how to use a computer to learn to use CBCT technology—and the advantages of using it are noticeable immediately.

There are many uses for CBCT including orthodontics, endodontics, oral surgery, implant placement, diagnosis of oral pathology, periodontics, plastic surgery, and TMJ surgery. When combined with CAD/CAM technology, a CBCT can be useful in creating orthodontic aligners, surgical stents, and oral appliances. There is an incredible opportunity for many new uses of this technology in the future.

In-Office CAD/CAM (E4D)

In office CAD/CAM crowns, inlays, onlays, whisper thin veneers, and acrylic three-unit bridges are now available in the comfort of

your own dental office. In a matter of 8–20 minutes with use of the E4D CAD/CAM system exclusively through Henry Schein Dental, you'll achieve all these things. Believe it! I have this system in my office and would not practice without it. The technology has been around now for 23 years with the last five bringing unparalleled consistency, ease, and quality. Don't believe me; take a look in your paper mail. Every day I get an advertisement for E-max crowns from dental labs. Guess how they are fabricating them? They are digitally scanning your stone models. Yes, the same way you could in your own office in the matter of minutes for about \$29.50 a restoration—and you can scan directly in the mouth, so no stone model is required. If you can point, drag, and click a mouse this technology can transform your practice into lean, mean, fixed prosthetic machine, with results that are equal to, or surpass, the dental lab because you have control over the entire case and because the laser scanning technology is so precise.

It is definitely time to learn about this and possibly employ it into your practice. It's great! It's the only producer in your practice that will never ask for a raise or anytime off! You can schedule a free preview in Dallas, Texas and earn 3 CE credits for your time.

Lasers

So many lasers—so little time. Another area that can make your practice more profitable is the use of both soft- and hard-tissue lasers. Laser technology can make you more efficient in the procedures you already do and add new ones to your armamentarium. The cost use to be prohibitive. I bought my first laser in 1991. It was great, but expensive. Now, lasers are easily affordable. The expert in the field of lasers is Biolase. They sell both soft- and hard-tissue lasers. Uses for lasers are vast. Here are just a few:

- Help to correct speech problems caused by a tongue-tie
- Uncover partially erupted wisdom teeth and uncover decay with class 5 lesions
- Remove decay from a cavity and prepare the tooth for a new filling
- Prep a tooth for a crown
- Remove frenums, as seen in orthodontic patients and periodontally compromised patients
- Manage gum tissue during impressions for crowns
- Remove hyperplasia caused by medications
- Perform biopsy procedures
- Remove inflamed gum tissues and reduce the amount of bacteria within a periodontal pocket
- Remove or reshape excess gum and bone tissues during crown-lengthening procedures
- Treat abscessed gums and infections in root canals
- Reduce the discomfort of canker and cold sores
- Activate whitening chemicals used to lighten tooth color

In closing, now is the best time in dental history to invest in digital technology for your practice. Reinvent and retool for an immediate return on investment! Your practice and your patients demand it. Remember, if you want to earn more you must learn more! You can contact me at doctor@drbusch.com or visit my website at www.drbusch.com Good luck!