



# the Heritage Herald

VOLUME 17

## A Special Opportunity for General Dentists or Specialists

Heritage Dental Laboratory now offers one hour C.E. accredited Power Point presentations for Dentists and staff or dental specialists for their referring clients... FREE of charge by special appointment.

### We have a variety of topics:

- A comparison of All-Ceramic Restorations, including CAD/CAM, Zirconia Pros-Cons and Cement Systems
- The science of Shade Taking
- Tray and Bite Selection for Crown and Bridge success

Please call 1-800-635-4527 to make an appointment.

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## Heritage

DENTAL LABORATORY, INC.

605 E. Algonquin Road, Suite 180  
Arlington Heights, IL 60005

847-690-1810

www.HeritageDentalLab.com

## Well, it finally happened...

The arrival of **e.max** has finally given you a better choice than the traditional PFM. Why? Here are 4 important reasons:

1. Researchers in the Department of Biomaterials/Biomimetics at the NYD College of Dentistry recently determined through mechanical mouth-motion simulator testing that IPS **e.max** CAD lithium disilicate ceramic is the most robust all-ceramic material tested to date. The study results were first presented at the 39th Annual Session of the American Academy of Fixed Prosthodontics. Overall, in comparison to the veneered zirconia systems that were tested, the IPS **e.max** CAD lithium disilicate full coverage crowns can be expected to demonstrate excellent clinical performance relative to chipping or fracture based on findings of the NYU mouth motion simulator testing.
2. The Gold factor. You know the price of gold is approaching \$2,000/oz. Because of CAD/CAM technology, there is NO gold cost with **e.max** crowns. Heritage Dental Lab offers an **e.max** crown for a complete cost of \$129 per unit.
3. Dental insurance companies can typically reimburse up to \$100 more per unit than for a pfm/noble\*\*.
4. Full Contour Cad/Cam Zirconia Crowns for posterior cases that require greater strength are available for only \$129 per unit.

Regards,

**Bill McCormick, CDT**

President, Heritage Dental Laboratory, Inc.

\*For a copy of this study, call us at: 1-800-635-4527.

\*\*For a free copy of this study/chart on dental insurance and providers, call us at: 1-800-635-4527.

FREE



FREE

### Special introductory offer!

Receive one **FREE e.max** crown for your second unit. You pay for the first unit and the second one is **FREE**.

Coupon must accompany case

FREE

Heritage

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FREE

# Heritage Dental Lab puts its money where its mouth (and feet) are...

**On October 2, Heritage Dental Lab president, Bill McCormick, stood atop the 10,843 foot summit of San Jacinto Peak as part of Climb For A Cause's Fourteenth Annual fundraising Event.**

"Supporting worthwhile, dental-related causes is part of our corporate DNA" says McCormick who, at 62 years of age, was the oldest team member to summit San Jacinto. "Meeting fellow dental professionals in exciting locations was the "cream on the cake" Bill said.

Heritage Dental Lab also joins a growing number of dental professionals designated as Branch Offices of The SmileTree®.

## *Why branch out?*

"While many dentists and teams are outdoor enthusiasts, and relish a physical challenge, not everyone's idea of fun is hiking a mountain." Says Daniel A. 'Danny' Bobrow, Climb For A Cause/SmileTree's executive director. "So we found a way for any practice to not only give back and have fun, but also grow their practice at the same time." concludes Bobrow.

**Both Branch Office and Climb For A Cause Participating Practices alike receive practice building support with the compliments of AIM Dental Marketing, Bobrow's dental marketing firm.**

### **Support includes...**

#### **In-Office Displays**

- Posters
- Lapel Buttons
- Floss Cards
- Calendars
- Gifts From Your Adopted Country To Share With Patients

#### **Community Outreach Materials**

- Press Releases
- Web Page
- Help With Event Organizing
- Gifts From Your Adopted Country To Share With Party Attendees

Basically, everything the practice needs to ensure its Good Works are not kept a secret from either patients or the Community is included in the Offering. "It's our way of positioning the practice to benefit from cause marketing; one of the most powerful ways to increase exposure, especially during a down economy." explains Bobrow.

Funds raised are earmarked for The Climb For A Cause/SmileTree Oral Health Education and Treatment Projects. McCormick plans to participate in the April, 2012 Project on Vietnam's central coast, and invites Heritage clients and friends to join him on this life-changing adventure.

***To learn more about Climb For A Cause® and The SmileTree®, please call Daniel Bobrow at 800-723-6523, Director@ClimbForACause.org, or visit www.SmileTree.org.***



# At the bench

## “Now that Zirconia has come home to roost”

Now that dentistry has delivered millions of units of Zirconia restorations, how do we remove them or how do we access them for endodontic treatment? Here are some tips...

### Clinical Tips for Removing a Zirconia-Based Restoration

- Use as much water spray as possible without impeding visibility.
- Use caution in the amount of pressure applied when cutting the zirconia to avoid damaging the underlying tooth structure.
- Use a new diamond to make a clean cut up the buckle surface extending onto the occlusal or incisal surface.
- Use a crown removing instrument such as a crown spreader to fracture the crown and/or break the cement layer. (Use caution to avoid the crown or pieces of porcelain dislodging into the patient's throat.)
- Based on what type of cement or resin was used, additional careful dislodgement is usually required for complete removal of smaller pieces.

### Initial Endodontic Access Observations

A future report will identify the best performing diamond burs for endodontic access through zirconia-based restorations.

Tests indicate that round or flat end, taper or cylinder diamonds used for crown removal (i.e. 856) may not be best for initial endodontic access due to the poor ability to cut the porcelain and zirconia, as well as diamond degradation at the tip of the diamond instrument.

Endodontic access may weaken the crown, cause porcelain chipping, and initiate microcracks in the zirconia coping. Propagation of microcracks may lead to delayed crown failure. A new, fine round diamond (i.e. 801) should be used with copious amounts of water for initial endodontic access.

*All carbide burs evaluated cut zirconia poorly. Despite commercial efforts and claims of zirconia cutting instruments used for more efficient crown removal, conventional cylindrical diamonds also cut effectively through zirconia. Combined data showed highest rated diamonds for cutting efficiency and cost were Crosstech and Microcopy. Single-use diamonds and some conventional multi-use diamonds may be more cost effective to clinicians in comparison to the more costly zirconia cutting diamonds. When cutting through zirconia, it is important to use copious amounts of water and a light touch.*

## EDUCATIONAL OPPORTUNITIES

### PAST SEMINARS WE HAVE ATTENDED

January 7, 2011	Customer Appreciation Seminar	8 hours	Rosemont, IL	Dr. Bill Blatchford
April 29-30, 2011	The Seamless Integration of Aesthetics, Function & Health	16 hours	Oakbrook, IL	Dr. Howard Chaselon
September 8, 2011	Removable Implant Restorations using Locators	3 hours	Arlington Heights, IL	Joe Ortiz and Straumann Implants
October 21, 2011	Restoring Implants with Locators and Bars	7 hours	Naperville, IL	Dr. Anthony LaVacca
November 2, 2011	Oral Pathology	3 hours	Elmwood Park, IL	Dr. Rick Simcox / Windy City Seminars
December 14, 2011	Diagnosis and Treatment of Sleep Apnea	3 hours	Elmwood Park, IL	Dr. Ira Shapira / Windy City Seminars

### FUTURE SEMINARS

January 13, 2012	Creating Esthetic Success in the Ortho-Restorative Patient	8 hours	Rosemont, IL	Dr. Vince Kokich, Jr.
February 8, 2012	Orthodontics Problem Solving Workshop	2 hours	Elmwood Park, IL	Windy City Seminars
March 9, 2012	Fixed Prosthodontics Over Implants	8 hours	Chicago, IL	Dr. Russell Baer
April 4, 2012	Treatment Planning	2 hours	Elmwood Park, IL	Windy City Seminars
May 9, 2012	Practice Management	3 hours	TBA	Lisa Phillips



# Of Tire Kickers & Trigger Pullers *by Daniel A. 'Danny' Bobrow, MBA*

**I'd like to share with you the three components of a successful web-based marketing system to, as we like to say, take AIM with your website.**

These three components are vital to the success of virtually any practice because, more than ever, a company's website is its 'storefront.' I will briefly explain them and include examples of all three, focusing specifically on the third component, because this is the one that is most often lacking and, therefore, represents the greatest opportunity to increase the number of new patients your website generates.

The three components of a successful web-based marketing system are: **Attracting, Impressing, Motivating** the first-time website visitor or, in a phrase: **taking AIM with your website.**

In the interest of space, and because it is typically the weakest link in the success chain, most of this article is dedicated to Motivating website visitors.

You might have noticed that I use the term **web-based marketing system** as distinct from simply website. This is because, as you will see, to describe your presence on the internet as simply a website implies it is a static, as opposed to dynamic and interactive, presence. If it is merely that, what you have is in essence an electronic billboard, not a new patient generator. Such a web presence fails to capitalize on the power and potential offered by this amazing channel of communication and commerce.

**The 'A' in taking AIM is: Attracting the Visitor.** This means that the right people in sufficient quantity are able to find you on the Internet. Until they do, nothing else matters. You may have the best web-presence in the world but, if you do not have in place the means to connect with your audience, if that link in the chain is weak or broken, your website will never live up to its potential to grow your practice.

There are two general ways people find you on the internet. The first, I term conventional marketing. For example, mentioning and printing your web address on, radio or TV, and direct mail or your stationery, are examples of conventional marketing. Promotion via the web itself, including organic and paid search tactics, social media and review sites I describe as web-based.

**The 'I' in taking AIM with your website is: Impressing the Visitor, in other words, making them glad they found you.** This means they are not only interested in what you offer: they also enjoy the aesthetics and function, also termed the 'look and feel' of your site.

**The third, and most often overlooked, success component, the 'M' in taking AIM with your website, is: Motivating the Visitor to take action. How is this done?**

Before I get to that, here's **why** it's so important.

Website visitors fall into one of three groups, depending on what they do when they visit your site. The first group I call the **DNRs** (for do not resuscitate). The next group I term **Trigger Pullers**, and the third group I dub **Tire Kickers.**

DNRs, as the term implies, are people who happened upon your website, but are not really a fit for your practice. As long as your website accurately present your practice, this is actually a desirable function. A major tenet of effective brand management holds that we are not, and ought not try to be, all things to all people.

The Trigger Puller appears to many to be both the most desirable and common of website visitors. The reality is they comprise, depending on the industry, perhaps no more than 20% of first-time website visitors. This leaves us with the most common type of first-time website visitor.

**Today's Tire Kickers are tomorrow's Trigger Pullers!**

While the term may, to some, be pejorative, tire kickers are simply prospective patients who are not as far along their decision making process as are trigger pullers, so the website that is structured to connect with these visitors who, remember, comprise the majority of first-time website visitors, stands to generate a higher return on its website marketing investment than those websites that only cater to the Trigger Puller. The key question is how to convert today's Tire Kicker into tomorrow's Trigger Puller. The answer is to Keep in Touch. Specifically, give

visitors a reason to share their contact information with you, then schedule a series of short, but relevant, valuable and **automated** (because who has time to do it manually?) communications to 'incubate' your Tire Kickers until they become Trigger Pullers. For example:

Whet the visitor's appetite with information about a topic of interest to your prospective patient e.g. offer them Special Reports via email that elaborate on their chosen topic of interest, then immediately deliver the Report, and enroll them in an automated email sequence that permits you to 'run the race at your prospective patient's pace (only it's not you, it's your system that is running the race).

**Current technology makes it simple to Attract, Impress, and Motivate website visitors to join your practice. The time to implement such a system was yesterday, so I hope you will consider doing so soon as it is one of the best ways to maximize the return on your web marketing investment.**

*Those interested in learning more about taking aim with their website may contact the author at [www.AIMDentalMarketing.com](http://www.AIMDentalMarketing.com), [Info@AIMDentalMarketing.com](mailto:Info@AIMDentalMarketing.com) or 1-800-723-6523.*



## Outsourcing lab work to offshore labs? *Is now the right time?*

**Offshore dental labs are THE most debated topic in the U.S. dental profession today. It's estimated that 33% of crowns and bridges were manufactured offshore in 2010. (Source: ADA)**

Here's a profile in history of our outsourcing lab, "Lighthouse Dental Lab." Lighthouse Dental Lab was created several years ago to help American doctors realize greater profit on third party and HMO type insurance reimbursements. Our lab is different from other outsourcing labs because:

- We are American owned. Our U.S. CDTs oversee and refine all quality control in a certified U.S. lab.
- All materials comply with FDA501K standards under the U.S. Code of Federal Regulation.
- What about the 'lead scare?' The Journal of Dental Technology published a study that finds dental porcelain contains less lead than eating fruit, bread, and soups made in the USA. In fact, Chinese dental labs have more regulation and certification than labs in the USA, who have little or no government regulation.

**If this interests you, as it does 30% of dentists in the USA, and 50% of the dentists in Free Europe, you may sample our outsourcing lab by calling 1-224-659-7012 or visit our website at [www.lighthouselaboratory.com](http://www.lighthouselaboratory.com).**

*Fees are Pfm/np-\$69; Pfm/noble-\$89;Pfm/high noble-\$109. Out of state clients pay one way shipping of \$7.95/ground and must pay lab fees with a credit card.*

**FREE**

**FREE**

*Refer a general dentist who sends in a case  
and get a **FREE**  crown for your own account.*

*Coupon must accompany case*

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## We're going green!

Help us go green by sending your email address to:  
heritage\_anna@yahoo.com



## The Heritage "K.I.S.S." Implant Program

The most common complaint in our implant department is that doctors never know what the lab fee will be to restore an implant case. Prices can range between \$400 to \$700 per single unit. We are able to "fix" your lab fee by using our CAD/CAM technology for implant abutments.

- Titanium implant abutment with a Pfm/Noble crown — \$475 total cost
- Titanium implant abutment with an All-Ceramic crown — \$575 total cost

**Call for details at 847-690-1810**

Pricing includes model, soft tissue, abutment, restoration, placement jig. Doctor to provide impression coping and implant replica/analog with impression. Zirconia implant abutments, additional cost. Not all custom abutments available at this price, call for details.

## Can WE help you, Doctor?

### Buying or selling a practice? Need a full/part time associate?

Our network of over 500 dental offices is available to you for discrete and private communication. There is no NO fee: all we do is connect the two parties for our good will. Call Bill McCormick personally at 1-847-690-1810 with requests.

### **BencoDental comes to the Chicagoland area.**

To learn how to save time, money, and improve your earnings call 1-800-GO-BENCO x-3244. Heritage Dental Lab and many of their doctors made the switch. **When will you?**

**FOR SALE** Beautiful building site on Paw Paw Lake Golf Course in SW Michigan, lot 312 in Beachwood Shores Development. Wooded half acre lot with mature trees and views of Paw Paw Lake GC hills, fairways, and ponds. Includes boat slip on Paw Paw Lake. At 1,000 acres, it is the largest inland lake in Michigan. 2-1/2 hours drive from Detroit or Chicago, \$160,000. Inquire at 1-847-690-1810, ask for Bill or email BillMcCormick@AOL.com