

**SPECIAL
POINTS
OF INTER-
EST:**

- CEREC® produces stronger restorations that last longer.
- “I genuinely believe that I can offer my patients better restorative options”, says Michael.
- CEREC® will payback in the first year.

THE CEREC® TALES

The Associate's Tale

Unusual names are often the catalyst for a fascinating dialogue and this was proved true yet again with Michael Habisreutinger, the associate at the Charlbury Dental Practice. As suspected there was a German background. The son of an Austrian father and English mother, Michael lived in Munich until the age of eight. The gentle southern Irish accent however was a major surprise!



He is who he says he is!

After qualifying at Cork Dental School in 1989, Michael did his vocational training with Mary Robson at Charlbury and liked it so much that he's stayed. As the token man in an otherwise female environment, Michael is very well adjusted and is to be commended for his smiling tolerance of the acerbic wit from the “ladies at reception”. It is conjectured that some of the levity was related to the boss being away but there is no escaping the fact that they all seem to get on very well. Their rendition of “Wild Thing” accompanying The Troggs on the radio was memorable!

So with this somewhat unusual background and as some might say, unusual situation, set amidst the rural delights of Oxfordshire, it is not too much of a shock to learn that Michael has taken the unusual step for an associate of fifteen years in acquiring CEREC® 3D from Ceramic Systems. Although unusual, Michael contests that there is no reason why this should not become the norm as more dental practitioners come to realise the better restorative options that the product enables. “This should be part of our standard armamentarium” he says, “I can now do restorations that are stronger for longer”. This is worthy news for all dentists: principals and associates alike.

The interest in CEREC® started ten years ago but back then the product was a very different proposition to today. Michael comments, “The principle was fantastic but the machine was difficult to use, the finished fit was not as good as I could get from the laboratory and being just five years out of dental school meant that I was not in the financial position to seriously consider the investment”. A watching eye has been on CEREC® ever since but it was Dental Showcase 2003 where it all hap-

The CEREC® Decision



Michael at reception minus backing band

A demonstration of the 3D software proved that the product was much easier to use. A fit that gives an adhesive space of 50 microns could compete with any laboratory and the personal financial situation was much improved. Everything seemed to stack up and the enthusiasm of dentist friends who had recently purchased CEREC® made

things even more compelling. There was one “big negative” as Michael describes it that says much about the man.

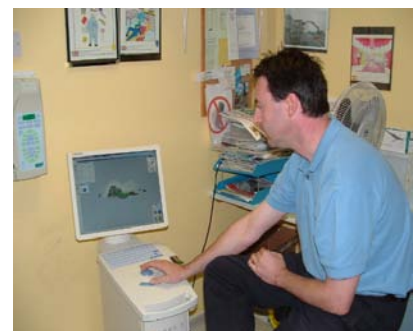
Over the years Michael has developed a very close relationship with his Oxford laboratory and he could see that CEREC® would reduce to some extent the amount of work that he sent there. Reasoning that CEREC® was a new option for his patients and that as a professional he must offer all of the options, he sat down with his technician friends and explained what he was about to do. It is good to report that the friendship still exists.

Although CEREC® has the potential to make a significant impact on practice turnover and profitability, Michael was not wooed by the financials. “I genuinely believe that I can offer my patients better restorative options”, he said, “I repair a lot of teeth that I would otherwise have to crown which means that I am saving tissue and maintaining the strength and integrity of the tooth”.

Affordability

One wonders how an associate can afford such an investment and closer questioning reveals a simple answer. Michael has always had his finances under control and cut his coat according to his cloth, a mentality that is now enabling him to reap the rewards. Putting money aside to pay his tax bill each year built up an “excess” fund that went towards the cost of CEREC thus reducing the lease payments. This along with the combination of business generated and first year tax relief from capital allowances will enable him to pay for the product in the first year even though as he confesses, he will not be using it to its full potential during that time. He sees the first year as the time to learn and practice with the help of the Ceramic Systems trainer network.

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Finalising the design of a CEREC crown

Inside Story Headline



The finished product ready for milling

The patient benefits of CEREC® are myriad: no impressions, no temporaries and everything done in a single visit are the ones that Michael finds are the most important. “There is a genuine appreciation from the patients”, reports Michael, “I even had one with a real hate of dentistry who after having one restoration asked me to do two more because the original looked and felt so good!”

There would appear to be beneficiaries whichever way you look at it. Michael by his own admission is really enjoying his dentistry, the patients are getting a range of new treatment options including CEREC® crowns on implants, the boss is saving 50% of the laboratory fees that she would normally have to contribute towards and the practice ably assisted by the wild things is building a new market. Not a bad outcome really from rather unusual circumstances.

ANY ASSOCIATES OR PRINCIPALS WANTING TO TALK TO MICHAEL CAN CONTACT HIM THROUGH CERAMIC SYSTEMS ON 01932 577076.



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Ceramic Systems are passionate about **CEREC®**. We have been helping dentists to revolutionise their dental practice with **CEREC®** for over 7 years. We have a team of specialists that support over 200 users with sales, installation, and training. We organise user group meetings regionally every quarter. Plus a National Conference every year.

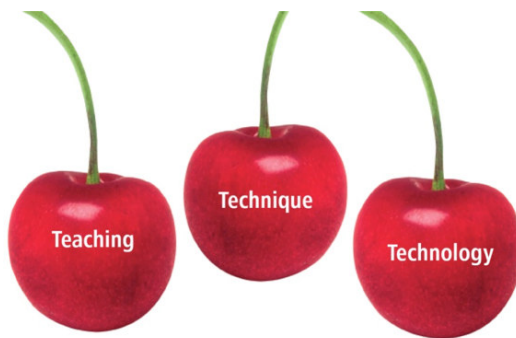
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